

THE PROBLEM

Families worry. Constantly.

54 million Americans are informal caregivers. Most worry daily about a loved one living alone — yet the tools that exist require app downloads, logins, and tech literacy that many older adults simply don't have.

THE SOLUTION

A daily hello. No app required.

Juta sends up to 4 warm, AI-powered texts per day to your loved one. They reply naturally — just like texting a friend. Up to 3 family members receive a quiet daily summary. \$30/month. No app. No learning curve.

TRACTION

Early & moving fast

Live WEBSITE

Active WAITLIST

1 BETA USER

- Full tech stack built & tested
- 10DLC registration pending
- First live beta test underway

MARKET OPPORTUNITY

Massive, underserved

- 54M informal US caregivers
- \$30/mo x 100 families = \$3K MRR
- \$30/mo x 1,000 = \$30K MRR
- Senior care facilities as B2B channel
- No direct SMS-first wellness competitor

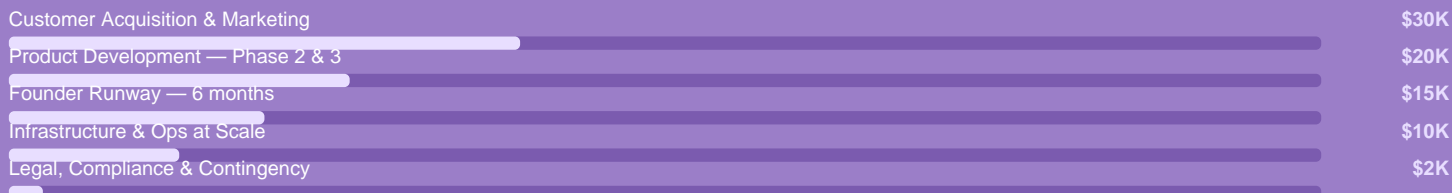
OUR ORIGIN

"We built Juta because the tools that exist weren't designed for the people who need them most."

Named after a real aunt with dementia. First test recipient is Chad's mom, Kristi. This is a personal mission.

USE OF FUNDS — \$77,000

What we'll build with your capital



PRODUCT ROADMAP

Built to scale

NOW	One-way SMS	Up to 4 daily texts + up to 3 family summaries...
PHASE 2	Two-way SMS	AI reads replies, adapts tone. Family alerts o...
PHASE 3	Auto-onboarding	Intake form auto-creates scenarios. Zero man...
PHASE 4	B2B Channel	Senior care facilities. Bulk pricing. Recurring ...
PHASE 5	Future Opp.	Potential expansion into regulated health & in...

WHY NOW

The moment is here

The US senior population hits 80M by 2040. AI makes personalized daily conversation affordable at scale. SMS has near-100% open rates across all age groups.

- Claude API: fresh messages under \$0.01 each
- No app = zero friction for elderly users
- Consumer wellness = no HIPAA complexity today
- \$20/mo price point fits any household budget