



# Family-Caregiver-Enabled Virtual Care

for Patients with Alzheimer’s Disease / Dementia

## Dirk Soenksen

CEO and co-Founder,  
Ceresti Health, Carlsbad, CA  
760.492.8957  
dirk.soenksen@ceresti.com  
[ceresti.com](http://ceresti.com)

## Funding Request

- **\$20M Series-A**  
Rationale: statistically significant cost savings unlock large and growing market; opportunity to rapidly expand installed base
- **\$5.8M raised to date** from VC funds, angel groups, strategics, high net-worth individuals, and management

## Use of Funds

- Promote success in dementia (20%)
- Enhance scalability via automation and predictive analytics (30%)
- Launch “Ceresti Academy” to scale coaching (10%)
- Support other caregiver-supported conditions (20%)
- Strengthen IT infrastructure and build out leadership team (20%)

## Exit Strategy

IPO or strategic acquisition.

Rationale	Potential Acquiror
Reduce healthcare costs	Regional or national health plan or provider (e.g., BCBS plan, Humana, Optum)
Access new markets	Specialty health or consumer tech (e.g., Teladoc, Amazon)
DTx for Alzheimer’s	Pharma company (Roche, Biogen, Eisai, Acadia)

- **Ceresti can become the “Livongo” of dementia**
- Livongo (LVGO) is a tech/coaching diabetes company, acquired by Teladoc (TDOC) for \$18.5B (70x TTM)

## Key Management

- CEO/Co-founder: [Dirk Soenksen](#)
- CTO/Co-founder: [Mark Wrenn](#)
- Chief Commercial Officer: [Chris Selecky](#)
- Chief Growth Officer: [Rob Lonardo](#)
- CMO: [Gordon Norman, MD](#)

## Summary

[Ceresti Health](#) is the leader in virtual care for patients with conditions that require high levels of family caregiver support, starting with dementia. We are first to market with a **digital caregiver empowerment platform** that reduces patient healthcare costs by >50%, unlocking a multi-billion market to support Medicare Advantage plans in managing caregiver-supported conditions.

## Problem

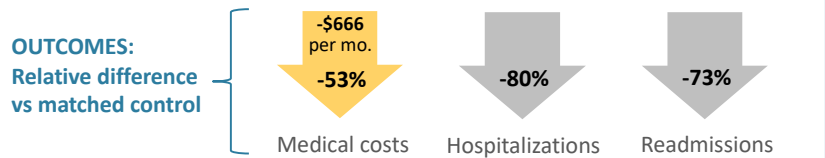
- Medicare Advantage (MA) plans are **unable to effectively manage patients (member) with dementia** and other caregiver-supported conditions
- Family caregivers (e.g., spouses, adult children) are **stressed and lack the knowledge, skills and confidence** required to care for a loved one

## Solution

- **Digital caregiver empowerment platform** optimized for dementia, readily expandable to other conditions (e.g., stroke, Parkinson’s, ESRD)
- **Scalable platform** that utilizes technology, personalized education, support, coaching, remote monitoring and **predictive analytics** to upskill family caregivers on how to best care for a loved one with dementia

## Outcomes

Achieved unprecedented **statistically significant** outcomes in a study with Harvard Pilgrim (now Point32Health) a leading New England health plan.



## Market Opportunity

- MA plans manage 6 million members with caregiver supported conditions
- TAM = \$14.4B, assuming Ceresti’s revenue is \$200/patient/month
- **SAM = \$4.3B** based on achieving 30% enrollment
- Ceresti is executing the buildout of a \$100M/yr (SOM) business; can be accelerated and expanded with increased investment

## Traction

- [Demonstrated cost savings](#) with Point32Health (unlocks the market)
- Point32 Health [presented our program and outcomes](#) at a [national webinar](#) hosted by CMMI, the federal government’s Medicare innovation center
- Demonstrated ability to move from pilot study to recurring revenue contract with 2 health plans (Blue Cross Blue Shield of MN, Point32Health)
- Won national GPO contract with Blue Cross Blue Shield Association
- Signed SaaS Master agreement with United Health Group; shortens sales cycle with any Optum or United Healthcare entity

## Why Invest

- Unique and **proprietary digital health solution to an important problem**
- **Compelling value proposition** to MA plan (save \$3 for every \$1 spent)
- Large “blue ocean” opportunity with **high-margin recurring revenue**
- **Experienced and proven team**; CEO founded and sold VC-backed Aperio