



FOR IMMEDIATE RELEASE

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Detroit: September 25, 2017 The State of Michigan has awarded a \$23,000 Business Accelerator Fund grant to genus, Inc., a Detroit-based technology firm focused on solving the challenges faced by family caregivers. The Business Accelerator Fund grant, administered by Techtown, is supporting marketing efforts of the company's genusConnect™ mobile app ahead of product rollout. The grant further solidifies Michigan's position of supporting caregivers following the implementation of the Michigan CARE Act in July 2016, which aims to support and equip family caregivers with information and training they need to care for loved ones.

According to AARP, there are 43 million Americans that are acting as a caregiver to a loved one at any given time. The problem is not the impact on the aging adult in need of the care, but rather, the inexperience and additional responsibilities and burden that the caregiving places on the caregivers themselves. Being a caregiver to a loved one can be overwhelming and often harmful to one's emotional health, the caregiver's children's well-being, as well as their financial future and personal relationships. Caregiver statistics from caregiveraction.org reflect the challenge in that: 62% have no training, 68% have no outside assistance, 60% miss work, 25% spend more than 40 hours week caregiving, and 50% fall into depression. Personal finances take a toll as well, with caregivers spending an average of \$7,000 in direct out of pocket expenses, and suffering an average loss of over \$300K over the course of being a caregiver from expenses and lost wages. The problem extends to employers as well, who face an average of \$2,000 in annual costs per employee due to caregiving, driven by missed work and decreased productivity.

The additional responsibilities required from families to ensure both safety and quality of life for seniors facing health and care challenges were the catalyst for the app development. Joe Gleason, Founder and CEO of genusConnect™, saw an opportunity to apply his entrepreneurial background and personal experience as a caregiver to 2 aging parents to create a solution that addresses daily needs and challenges faced by caregivers. "The time, attention to detail and resources that are necessary for comprehensive care is often overwhelming when coupled with other responsibilities," reflects Joe. "Creating a tool that links resources, people, care and community in a format that communicates and compiles a just in time snapshot results in a focused and comprehensive approach to care."

Coordinating the care network's communication and daily tasks of caregiving allows for clear vision of the gaps in care and the resources available. The loved one is fully cared for and the burden of responsibility and support is better shared amongst the network. Better care equates to maximizing better outcomes for all involved. "While staggering in scope and impact, we believe dramatic change for caregivers and their families is possible with the right support and communication tools", states Joe Gleason. "We want every caregiver to feel engaged, empowered, and at ease, so they can get back to enjoying their life and their time with their loved ones."

About genus, Inc.™

Founded in 2015, genus, Inc. is a social impact company that leverages technology to build a community of care around every person in need of care. The company's first product, genusConnect™, is a mobile app that shares emotional, medical, and physical health information across an established network of caregivers in an easy to understand and use format. To download genusConnect™ or for more information, go to <http://www.genusconnect.org>.