

Consoul One-Pager

One-liner:**

Consoul is a digital caregiving support solution addressing the \$300 billion annual productivity loss due to caregiving responsibilities, leveraging AI-driven personalization and deep HR system integrations.

Problem:

One in three employees struggle daily to balance full-time work with complex at-home caregiving responsibilities, leading to persistent stress, disengagement, and support overhead for employers.

Target User:

HR and benefits decision-makers at mid-to-large enterprises globally, particularly those in retail, healthcare, and finance sectors with established wellness programs.

Solution / Product:

Consoul offers a mobile dashboard for AI-driven care coordination, personalized resource recommendations, and seamless HR system integration, aiming to alleviate caregiving stress and improve productivity.

Revenue Model:

Consoul uses a tiered subscription model averaging \$10K ARR per client, with enterprise contracts, partnership bundles, and volume discounts aligned to ROI and organizational size.

Moat / Tech Edge:

Consoul's proprietary AI personalization engine, end-to-end HR integrations, and advanced compliance certifications (GDPR/HIPAA completed, ORCHA pending) establish high switching costs and long-term defensibility.

Market Thesis:

The \$414.6 billion global caregiving economy presents a significant opportunity for digital innovation. With demographic shifts toward aging populations and growing dual-caregiver roles, Consoul is poised to capitalize on this trend by providing tailored caregiving support solutions.