



CivicNest

Securing the future with the past

We are entering a “Senior-First” era

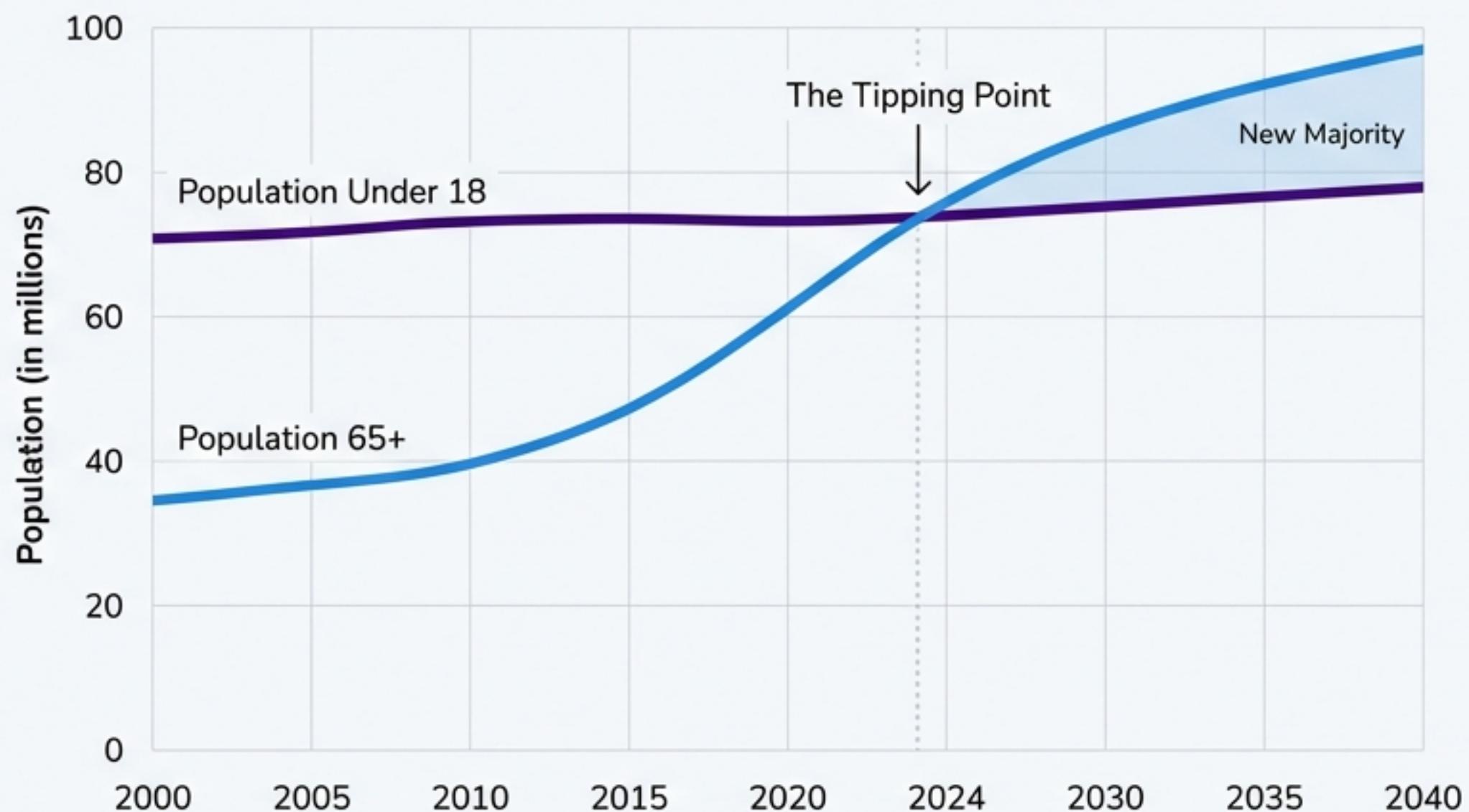
20%

of Americans will be 65+ by 2030.
This isn't a projection; it is a
mathematical certainty. (Source: Census)

The rise of Mild Cognitive Impairment
(MCI) is not a temporary spike, but a
long-term demographic shift directly linked
to this population growth. (Source: Alz)

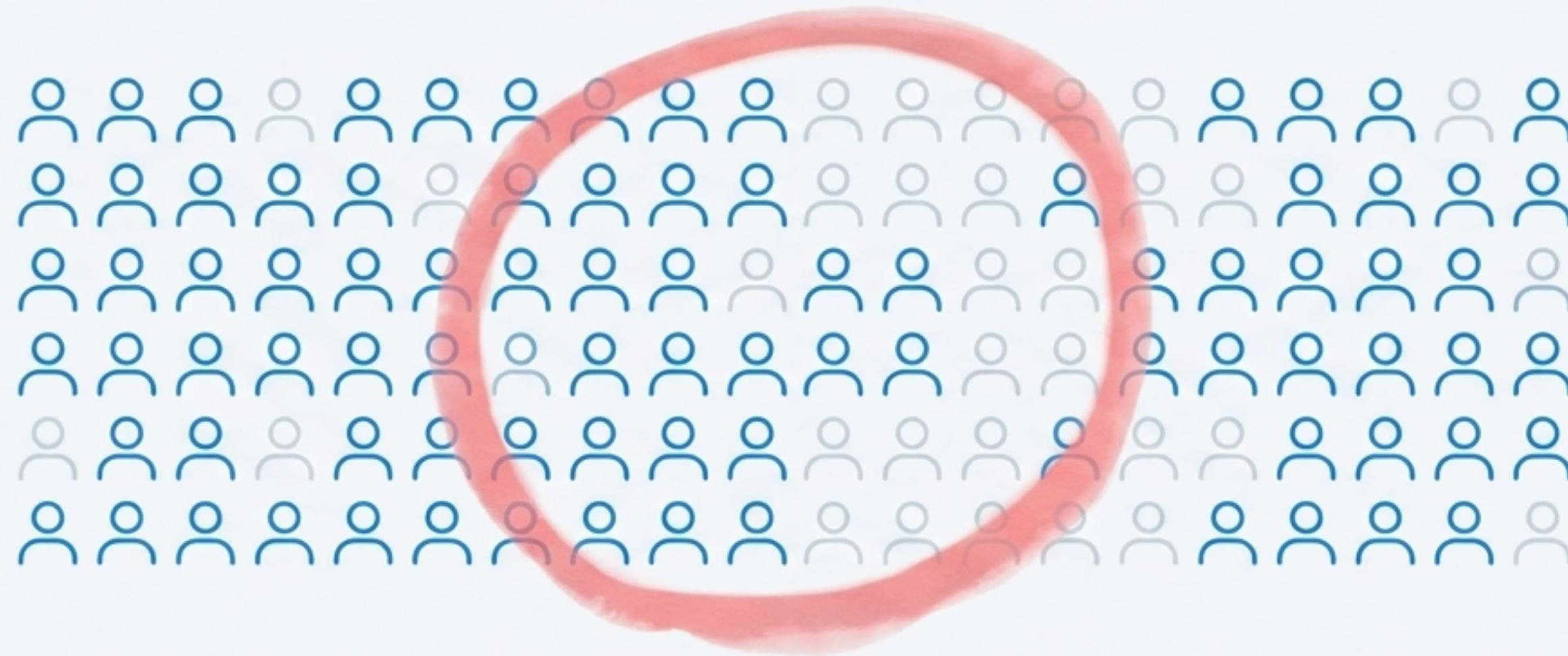
For the first time in history, seniors
will outnumber children.

- Population Under 18
- Population 65+



Today's digital infrastructure excludes one in four citizens.

"If 1 in 4 citizens are excluded due to strong cognitive barriers, our public policies will no longer reflect the reality of the people." (Sources: AARP 2023, Frontiers 2023)



Billions in Avoidable Costs:

Isolation and system-navigation failures drive billions in avoidable healthcare costs. (Source: AARP)

A Silenced Generation:

Seniors with cognitive decline become effectively silenced in public decision-making.

Fading from Community Life:

Our infrastructure isn't built for the demographic shift already underway, pushing older adults to the margins.

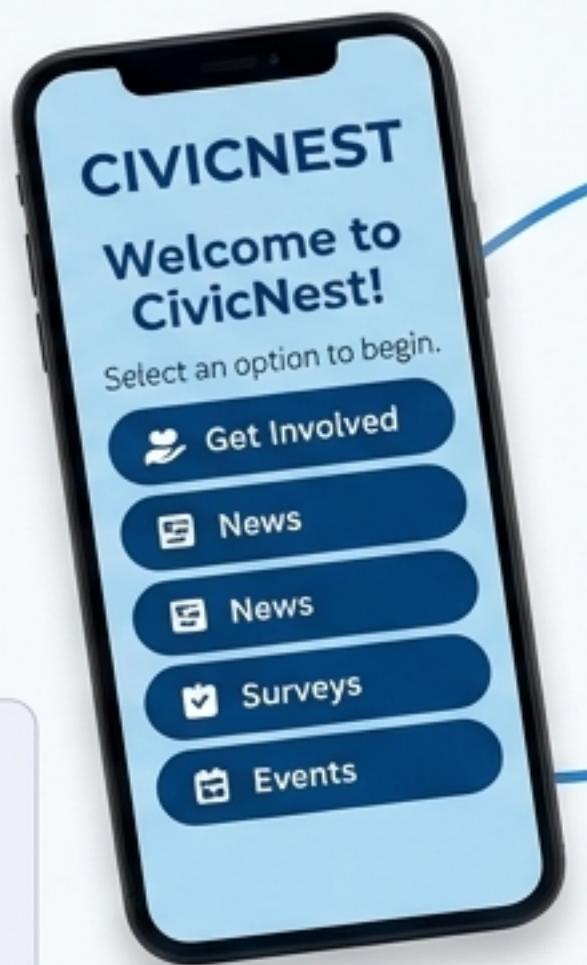
CivicNest: A bridge to inclusion, designed, designed for how seniors think, move, and communicate.

Core Mission:

We restore independence, civic voice, and social connection for those with cognitive decline.

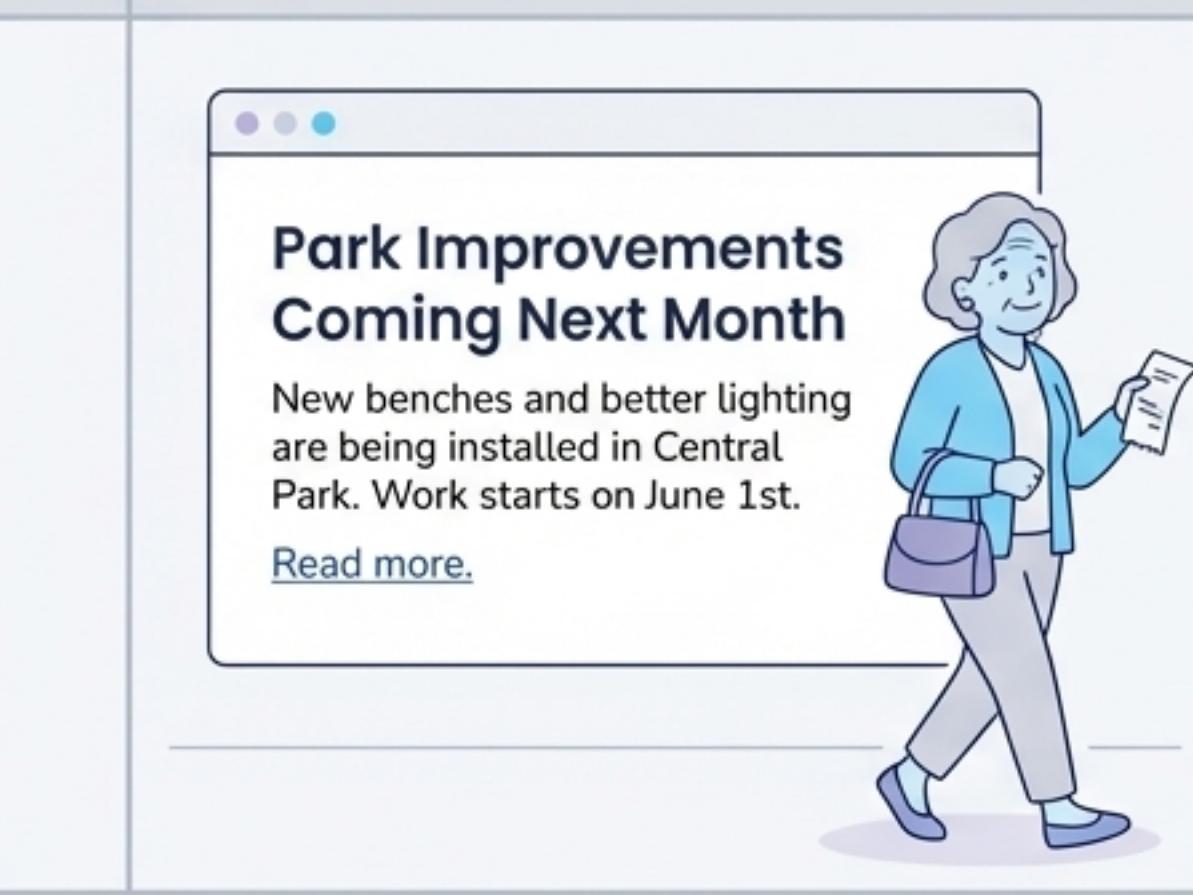
Credibility Statement:

Validated by academic review (UT Austin) and built for real-world deployment.



A day in the life: How Mrs. Alvarez found her voice.

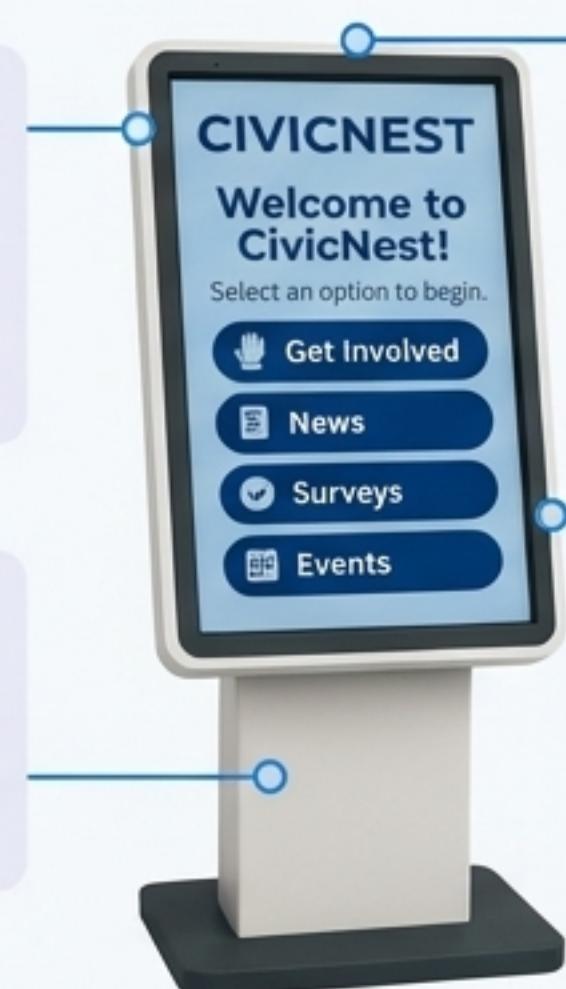
Mrs. Alvarez, 78, with early cognitive decline, walks into the library to report a broken streetlight but can't navigate the city website. The CivicNest kiosk gently wakes up, guiding her with large buttons and a calm voice to submit the report in seconds. Afterward, she taps "News" and reads updates in simple language she can finally understand. She leaves feeling informed, heard, and safer.

Approach	Interact	Empowered
		
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Two Ways In: At home or in the community, access is always within reach.

Kiosk (Public Access)

 Safe Session Auto-Clear:
Ensures privacy in public spaces.



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 Human-Guided Support:
For real-time assistance.

 No Login Needed:
Fully anonymous walk-up access.

Anonymous, walk-up access in libraries, senior centers, and clinics.

App (Personal Access)



 Caregiver Dashboard:
Family can monitor and support participation.

 Personalized News Feed:
Plain-language articles delivered to the user.

 Memory-Friendly Recaps:
Reinforces routine and confidence.

Engagement and support from the comfort of home.

Designed for Aging Minds: Our Cognitive-First Principles.



Cognitive-Friendly Design

Big buttons, fewer choices, predictable screens. Zero overwhelm.



Voice-First Navigation

Talk, Don't Tap. Audio guidance helps seniors complete tasks with confidence.



Daily Highlights

News They Can Actually Use. Plain-language updates in multiple languages.

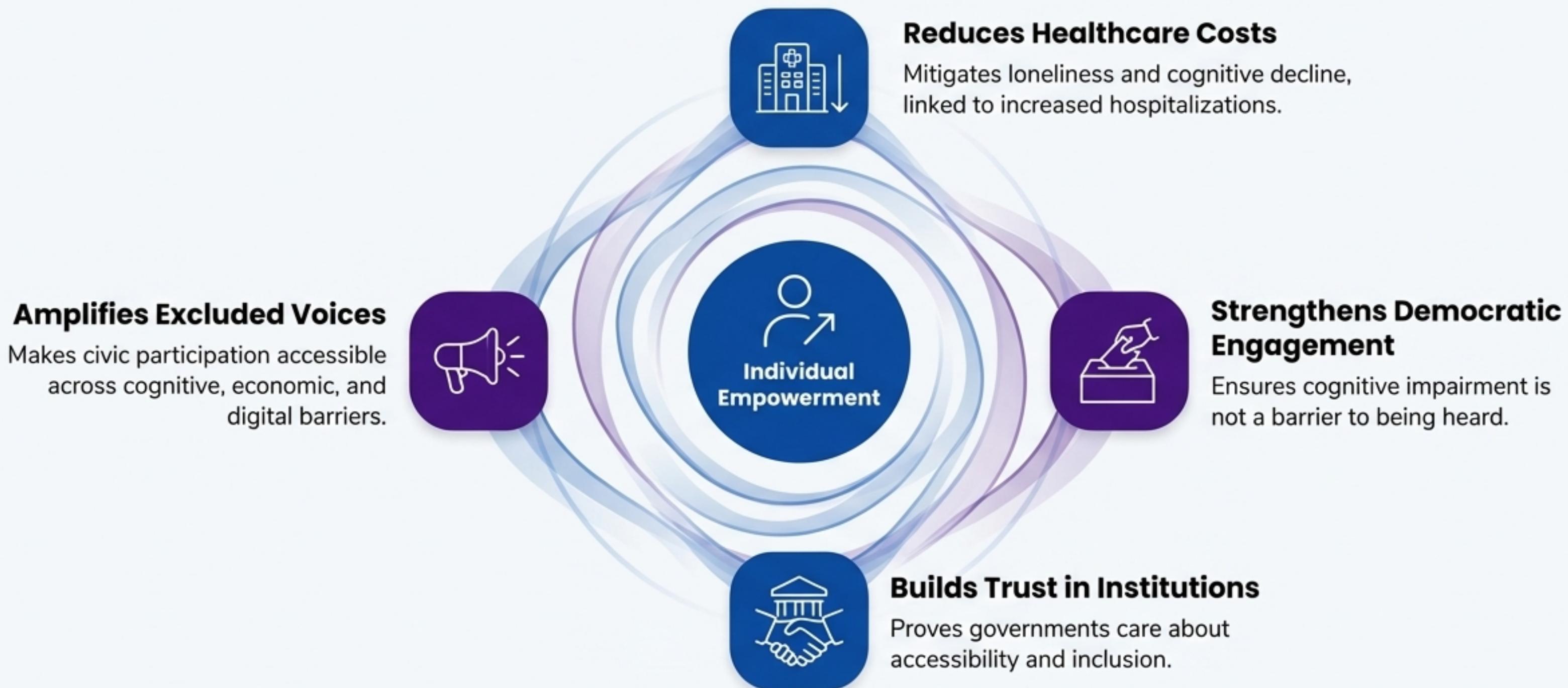


Always-On Access

Phone + SMS options keep seniors connected without internet or smartphones.

Empowering one senior creates a ripple effect of community-wide benefits.

"Civic participation is a 'weightlifting for the brain' that can delay dementia and reduce the mortality risks associated with loneliness."
(Source: Nature)

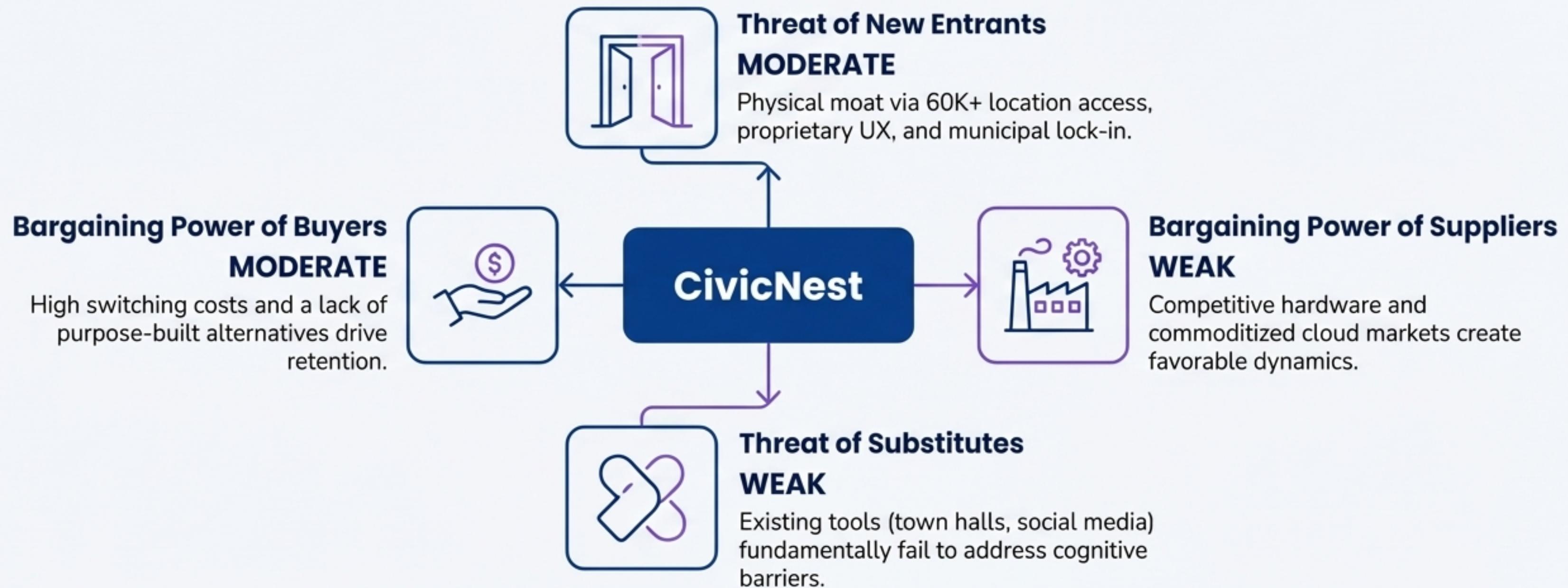


Purpose-built for a market others misunderstand.

Key Differentiators Poppins Semibold	CivicNest Poppins Bold	General Civic Apps Poppins Semibold	In-Facility Software Poppins Semibold
Design for Cognitive Decline	●	○	●
Physical Kiosk Infrastructure	●	○	○
Easy Learning Curve for Seniors	●	○	○
Focus on Isolated 65+ Seniors	●	○	○

While alternatives target the digitally literate or those already in care, CivicNest is the only platform designed to bridge independent seniors with cognitive barriers back into civic life.

A defensible model in a growing market.



Positioned in the Senior Tech market, growing at 11.5% CAGR (2025-2035), but currently fragmented.

A multi-stream revenue model for sustainable impact.



1. Municipal Licensing

\$5,000 - \$25,000 / year
per city

Cities license the platform to enhance civic engagement and meet accessibility mandates.



2. Institutional Subscriptions

\$1,200 - \$6,000 / year
per site

Senior living facilities, libraries, and clinics subscribe to provide a valuable service.



3. Data & Insights

\$10,000 - \$50,000 / year
per agency

Anonymized insights help governments and nonprofits improve services.

Initial pilots funded by Civics Unplugged; convert to paid licensing after Year 1.

This problem is not theoretical for us. It shows up in our homes and communities.

“Every team member has direct, lived experience with older adults disengaged from civil life due to language barriers, digital exclusion, or social isolation.”

“Our families include immigrant, refugee, and historically marginalized elders whose voices are routinely absent from public decision-making.”

“CivicNest is rooted in intergenerational responsibility — ensuring elders who helped build our communities are not pushed out of democracy.”

A purpose-built team with the right skills at the right time.



The Operator: Philip Pham

Brings structure, clarity, and operational discipline from experience in public policy and logistics.



The Creative: Advay Shah

Blends bold ideas, systems thinking, and community impact from a background in public health and civic innovation.



The Builder: Josiah Hankerson

Provides analytical rigor and execution discipline to turn complex ideas into structured systems.



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The Analyst: Allison Su

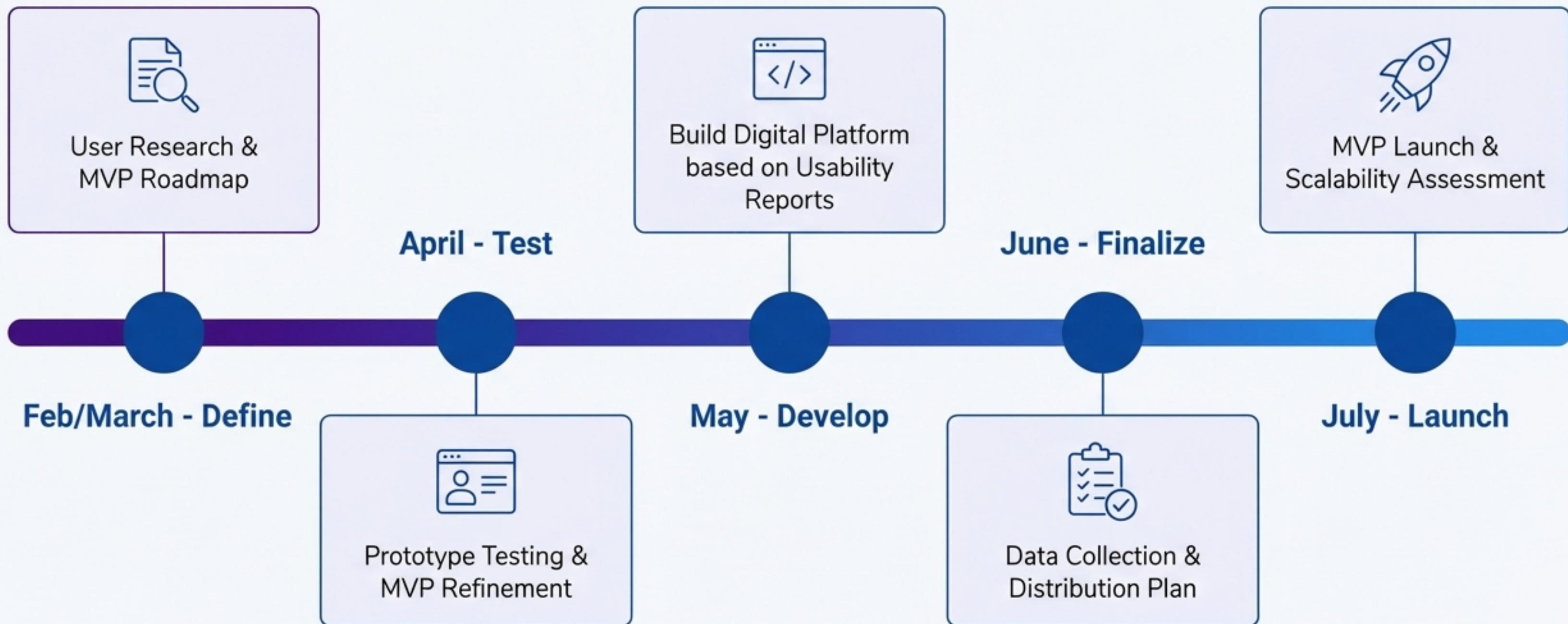
Translates complex data into clear, actionable insights through her expertise in quantitative finance and venture analysis.



The Connector: Anahita Poongundran

Brings charisma, clarity, and mission-driven storytelling from her work in policy advocacy and public speaking.

From Prototype to Pilot: Our 6-Month Roadmap



We turn a diagnosis into a new form of participation, ensuring that cognitive decline does not lead to social erasure, but to a transformed, inclusive community.

Trust.

Transparent.

Transform.

Let's build civic access together.

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