

ELANIS - ELDERLY CARE SERVICES PLATFORM COMPREHENSIVE DOCUMENT

1. EXECUTIVE SUMMARY

Project Name: ElAnis — A specialized digital platform for connecting families with home care service providers (Nursing – Elderly Care – Nannies).

Project Type: Web Platform + API + Mobile-ready Architecture.

Development Duration: 8–10 weeks for the initial version.

Team Size: 5 developers.

Project Stage: In Development.

Vision: Create a One-Stop Shop platform combining services:

- Elderly care
- Home nursing
- Nanny services
- General home care services

And providing security, transparency, electronic payment, and an accountability system.

2. PROBLEM ANALYSIS AND MARKET OPPORTUNITY

2.1 Current Challenges in the Egyptian Market

- Difficulty in verifying service provider qualifications.
- Absence of a unified platform for nursing + care + nannies.
- Lack of transparency in pricing and availability.
- Trust issues in sending individuals into homes.
- Weakness in having a genuine and verifiable rating system.
- Disorganized and insecure payment methods.

2.2 Demographic Factors – Drivers of Demand

- Over 6.5 million citizens over 65 years old.
- Working families need nannies and elderly caregivers.
- Increasing family burden on women.
- Preference for home care post-pandemic to reduce infection.
- Prevalence of chronic diseases requiring continuous home monitoring.

2.3 Market Size

- Home Healthcare Market: \$160.4 million (2024), \$272.2 million (2030), 9.2% CAGR.
- Elderly Care Market: \$0.5 billion (2024), \$1.03 billion (2033).

The market is very large, and competition is immature → Golden opportunity.

3. SOLUTION DESCRIPTION AND VALUE PROPOSITION

3.1 Business Model

A platform connecting:

- Customers (Families – Patients – Parents)
- Service Providers (Nurses – Caregivers – Assistants)
- Admin (Admin Panel)

3.2 Benefits

Customers

- Reliable service providers with full verification.
- Clear pricing.
- Secure booking and payment via Stripe + Fawry + Vodafone Cash.
- Post-service ratings.

Service Providers

- Full dashboard.
- Availability scheduling.
- Order and income management.

- Profile verification via Cloudinary.

Admin

- Full operational oversight.
- Pricing and order control.
- Performance and payment monitoring.
- Dispute and quality management.

4. TECHNICAL ARCHITECTURE AND INFRASTRUCTURE

4.1 Tech Stack

- Backend: ASP.NET Core 8 Web API
- Auth: Identity + JWT + Refresh Tokens
- Logging: Serilog
- Email: SMTP (MailKit / SendGrid)
- Payments: Stripe Payment Gateway
- Frontend: React 18 + TS + Tailwind
- Hosting Frontend: Vercel
- Hosting Backend: (Railway or Render or Monster Platforms)
- Files/Media: Cloudinary
- ORM: EF Core 8
- Database: SQL Server 2022
- DevOps: GitHub Actions
- Monitoring: Azure Application Insights

4.2 Key Technical Additions

- **Serilog** – Error logging and tracking: Logs important operations like login, payment, status changes.
- **SMTP Email Service** – Sending OTP notifications, password recovery, booking notifications.
- **Stripe** – Secure electronic payments with TLS 1.3 encryption, Transaction ID, Refund support.
- **Vercel** – Frontend hosting with fast CDN, automatic deployment, SEO support.
- **Backend Hosting** – on Railway/Render/Monster, with Auto Deploy, Secrets Management.

- **Cloudinary** – Management of identity documents, certificates, profile pictures, reports.

5. DATABASE DESIGN

(As in the original version)

6. CORE FEATURES

- Authentication: Email/Phone + OTP + Roles + Refresh Tokens.
- Service Provider Profile Management: Upload to Cloudinary, Admin review, Professional profile creation.
- Availability: 90-day schedule, 3 shifts.
- Search: By location, availability, price, rating, Pagination.
- Booking: Request → Notification → Accept/Reject → Payment.
- Payment: Stripe, Fawry, and Vodafone Cash.
- Ratings: Stars + comment, one rating per request.

7. ADMIN DASHBOARD

- Statistics
- User Management
- Order Management
- Service Provider Profile Review
- Pricing
- Disputes
- Payments & Transactions

8. COMPETITOR ANALYSIS / MARKET COMPETITORS

Name	Services	Notes / Client Type
7keema	Home nursing, elderly care, resident nanny/caregiver, wound care, catheterization, chronic disease care, home physical therapy.	Advanced medical care, suitable for the elderly and chronically ill.

Name	Services	Notes / Client Type
Medical Care	Home nursing, elderly care, physical therapy, nanny services.	Medical + care services from home, focus on quality and licenses.
Tamreed.net	24-hour nursing/care, ICU nursing, post-operative care.	Suitable for critical cases or continuous medical follow-up.
Medcall Egypt	Home nursing, care for chronic or post-surgery patients, medical follow-up.	Integrated home care, Home Nursing & Home Care.
EM Care	Home medical care, doctor visits and care team, 24/7.	Flexibility in emergencies, elderly care, home medical visits.
Home Care Egypt	Nannies/elderly caregivers, domestic workers.	Focus on supportive care, not medical nursing, suitable for working families.

Competitive Advantages of ElAnis:

- Comprehensive platform: All services under one roof.
- Administrative and legal separation between medical nursing and nannies/home assistants.
- Full personnel verification + customer ratings + transparency.
- Booking, tracking, and electronic payment from the same interface.
- Flexibility in service types, duration, and pricing.
- Potential for geographical expansion to underserved governorates.
- Higher training and quality compared to random or unorganized offices.

9. PROPOSED PRICING

Service Type	Daily Price	Monthly Price
Nanny/Assistant (6 hours)	250–450 EGP	—
Half-day Care/Nursing	320–620 EGP	—
12-hour Nursing	450–950 EGP	—
24-hour Care	650–1200 EGP / day	12,500 – 30,000 EGP / month

Prices are estimates — updated after pilot launch.

10. QUALITY AND TRAINING

- All medical service providers are licensed.
- Strict verification for non-medical caregivers.
- Continuous reviews + customer ratings.
- Possibility of adding physical therapy, post-operative care, home doctor visits.

11. LEGAL ASPECTS AND RISKS

- Nursing services require official licenses.
- Nanny services fall under traditional employment contracts.
- Risks: Poor performance, disputes, health emergencies, financial fraud.
- Mitigation plan: Full verification, service reports, ID documents, Stripe payments, clear policies.

12. TIMELINE

- Setup
- Core Development
- Integration + Payment + Email
- Testing
- Pilot Launch
- Public Launch

13. FUTURE STRATEGY

- Add Mobile App
- Add Physical Therapy Services
- Expand the system to comprehensive home care
- Geographical Expansion
- Partnerships with Nursing Colleges

14. SUMMARY

- Huge and unsaturated market
- Ready team
- Robust technical infrastructure
- Secure payment system
- Scalable platform
- Clear vision to become a comprehensive home care platform