

# Cleveland/Ohio Senior Living Market Analysis

## CareLink AI Geographic Market Assessment

Last Updated: February 2, 2026

### Executive Summary

Cleveland and Ohio represent a substantial and underserved opportunity for CareLink AI's senior living marketplace platform. With 55,288 seniors (65+) in Cleveland metro and 2.1 million statewide, combined with 2,511 senior living providers across Ohio, the market presents significant TAM/SAM/SOM potential for our phased geographic expansion strategy.

### Key Market Highlights

- **Cleveland Metro Senior Population:** 55,288 seniors (65+), representing 15.04% of total population
- **Ohio Senior Population:** 2.1 million seniors (65+), representing 19.58% of state population
- **Cleveland Facilities:** 13-142 assisted living communities, 25-68 memory care facilities
- **Ohio Total Facilities:** 2,511 senior living providers statewide
- **Market Occupancy:** National rates at 88.7% (Q3 2025), trending toward 90%+
- **Market Growth:** U.S. senior living market valued at \$907B (2024), projected \$1.3T by 2033
- **Cleveland Cost:** Average assisted living \$2,913-\$6,032/month (below national average)
- **Ohio Affordability:** Housing index of 88.40 makes Ohio attractive for retirement

## 1. Cleveland Metro Market Analysis

### 1.1 Demographics

#### Total Population (Cleveland Metro):

- Total Population: 367,088
- Senior Population (65+): 55,288 (15.04%)
- Population Growth: Minimal (0.3% annual), but 65-69 age group showing highest growth

#### Age Breakdown (65+):

- 65-69 years: 20,065 (5.46%) - **Fastest growing segment**
- 70-74 years: 14,090 (3.83%)
- 75-79 years: 8,752 (2.38%)
- 80-84 years: 6,362 (1.73%)
- 85+ years: 6,019 (1.64%)

**Key Insight:** The 65-69 age group is experiencing the highest percentage growth, driven by aging Baby Boomers entering senior living age.

## 1.2 Senior Living Facilities in Cleveland Metro

### Facility Counts:

- **Assisted Living Facilities:** 13-142 communities (sources vary)
- **Memory Care Facilities:** 25-68 facilities
- **Independent Living:** 16+ communities in Cleveland Heights alone
- **Total Estimated Cleveland Metro Facilities:** 150-200 across all types

### Key Neighborhoods with Senior Living Concentration:

- **Shaker Heights** - Multiple facilities including The Woodlands, Shaker Gardens, StoryPoint
- **Beachwood** - Rose Senior Living, Deer Creek Lodge, Windsor Heights, Myers Apartments
- **Westlake** - Brookdale Westlake Village, The Belvedere, Brighton Gardens
- **Parma** - Mount Alverna Village, Arden Courts, Vista Springs Greenbriar
- **Rocky River** - Bickford, Rocky River Village, The Normandy
- **Independence** - Vista Springs Ravinia Estate
- **Cleveland Proper** - Judson Manor, St. Augustine Towers, Vantage Place

## 1.3 Pricing and Occupancy

### Average Costs (Cleveland Metro):

- **Assisted Living:** \$2,913-\$6,032/month (avg: \$3,400)
- **Memory Care:** \$5,913/month (\$84,061/year) - Highest in Ohio
- **Independent Living:** \$1,762/month
- **Skilled Nursing:** \$7,483/month

### Cost Comparison:

- Cleveland average (\$3,400) is **\$600 less** than national average (\$4,000)
- Cleveland average is **\$878 less** than Ohio state average (\$4,278)
- Affordability advantage positions Cleveland competitively

### Occupancy Rates:

- No Cleveland-specific data available, but national trends show:
- Q3 2025: 88.7% overall occupancy
- Independent Living: 90.2%
- Assisted Living: 87.2%
- Midwest markets (Cincinnati): 90%+ occupancy
- **Assumption:** Cleveland likely mirrors strong Midwest performance at 87-90% occupancy

## 2. Ohio Statewide Market Analysis

### 2.1 State Demographics

#### Total Senior Population (Ohio):

- Total State Population: 11.9 million (2025)
- Senior Population (65+): 2.1 million (19.58% of population)
- Seniors 65+: **Higher than national average (18.0%)**
- Projected 2030: 22% of Ohio population will be 65+
- Very Old Population (85+): 243,790 - **Fastest growing segment**

#### Age Distribution (65+):

- 65-69 years: 702,110 (5.96%) - Largest cohort
- 70-74 years: 561,165 (4.76%)

- 75-79 years: 358,618 (3.04%)
- 80-84 years: 237,360 (2.01%)
- 85+ years: 243,790 (2.07%)

#### **Dependency Ratio:**

- Old-age dependency ratio: 27.3
- Meaning: Less than 4 working-age individuals for every senior
- Implication: Growing need for formal care services vs. family caregiving

## **2.2 Ohio Senior Living Facilities**

#### **Facility Counts (Statewide):**

- **Total Senior Living Providers:** 2,511
- **Assisted Living Facilities:** 600-1,140 (sources vary)
- **Independent Living:** 600+
- **Memory Care:** 791 facilities
- **Respite Care:** 930 facilities
- **Hospice:** 217 facilities
- **Residential Care Facilities (RCFs):** 600+ licensed by Ohio Dept of Health

#### **Geographic Distribution (Major Metro Areas):**

Metro Area	Senior Pop (65+)	Avg AL Cost/Month	Estimated Facilities
<b>Cleveland</b>	55,288	\$3,400	150-200
<b>Columbus</b>	~200,000	\$3,600-\$6,042	300-400
<b>Cincinnati</b>	~175,000	\$4,000-\$5,483	250-350
<b>Toledo</b>	~100,000	\$3,900-\$5,259	150-200
<b>Akron</b>	~90,000	\$4,320-\$5,823	100-150
<b>Dayton</b>	~110,000	\$3,650-\$5,792	150-200

**Total Addressable Ohio Facilities:** ~1,000-1,500 across major metro areas

## **2.3 Ohio Market Characteristics**

#### **Affordability Advantage:**

- Ohio housing index: 88.40 (below national average of 100)
- One-bedroom apartment avg: \$578/month vs. \$825 national average
- Lower cost of living attracts retirees
- **37.8% of Ohio residents are 50+** (vs. 36.2% nationally)

#### **Market Growth Drivers:**

- Baby Boomers aging into 65-69 bracket (largest cohort)
- 85+ population projected to grow 50% by 2040
- 70% of Americans will need long-term care services
- Limited new construction keeping occupancy high

## 3. Competitive Landscape

### 3.1 National Competitors in Cleveland/Ohio

#### A Place for Mom:

- **Presence:** Strong - 35 partner facilities within 10 miles of Cleveland
- **Business Model:** Referral service, paid by facilities
- **Strengths:** Brand recognition, large network, free to consumers
- **Weaknesses:** Limited to paying partners, potential bias toward higher-commission facilities

#### Senior Care Authority (Greater Cleveland):

- **Presence:** Local office serving Northeast Ohio
- **Services:** Certified Senior Advisors, eldercare consulting, advocacy
- **Business Model:** Referral service, compensated by communities
- **Strengths:** Local presence, personalized guidance, no cost to families
- **Weaknesses:** Limited technology, traditional referral model

#### Assisted Living Locators (Cleveland East):

- **Presence:** Local advisor in Cleveland East
- **Services:** No-cost placement, personalized approach
- **Business Model:** Compensated by facilities
- **Strengths:** Local knowledge, free service
- **Weaknesses:** Limited scale, traditional referral approach

#### Oasis Senior Advisors (Northeastern Ohio):

- **Presence:** Serves Cleveland and Northeast Ohio
- **Services:** Free senior housing placement, five-step process
- **Business Model:** Paid by communities
- **Strengths:** Systematic approach, local expertise
- **Weaknesses:** Manual process, limited technology

#### Carewatchers:

- **Presence:** Online directory and referral service
- **Services:** Directory + referral agency
- **Business Model:** Free to consumers
- **Strengths:** Online presence
- **Weaknesses:** Limited differentiation

### 3.2 Major Senior Living Operators (Not Direct Competitors)

#### Brookdale Senior Living:

- Multiple locations across Ohio (Cleveland, Columbus, Cincinnati, Toledo, Dayton)
- Offers AL, IL, MC, skilled nursing
- **Potential Partner:** Could list communities on CareLink AI

#### Ohio Living:

- 11 life plan communities statewide
- Not-for-profit organization
- **Potential Partner:** Strong reputation, could benefit from marketplace visibility

### **Heritage Healthcare/Retirement Communities:**

- Multiple locations in Cleveland area (Woodlands, Belvedere)
- **Potential Partner:** Regional operator could benefit from CareLink AI

## **3.3 Government/Non-Profit Resources (Not Competitors)**

### **Western Reserve Area Agency on Aging (WRAAA):**

- Serves Cuyahoga, Geauga, Lake, Lorain, Medina counties
- Programs: PASSPORT, Home Choice, Caregiver Support
- **Potential Partner:** Could refer families to CareLink AI

### **Benjamin Rose Institute on Aging:**

- Cleveland-based, serves Cuyahoga County
- Services: Care coaching, assessments, case management
- **Potential Partner:** Natural referral source

### **Cuyahoga County Division of Senior and Adult Services:**

- Government agency providing information and services
- **Potential Partner:** Could promote CareLink AI as resource

## **3.4 CareLink AI Competitive Advantages in Cleveland**

### **What's Missing in the Cleveland Market:**

1. **Technology-First Platform:** No comprehensive digital marketplace exists
  - Current players use phone/email referral models
  - CareLink AI offers modern, self-service platform
2. **Multi-Sided Marketplace:** No platform connects all ecosystem players
  - Current services focus only on facility referrals
  - CareLink AI connects operators, families, caregivers, discharge planners, AND providers
3. **Transparency:** Limited pricing/availability information online
  - Families must call multiple facilities individually
  - CareLink AI provides transparent, real-time information
4. **No Platform Fees for Core Listings:** Competitors charge facilities for referrals
  - A Place for Mom charges per move-in
  - CareLink AI offers freemium model with paid premium features
5. **Local + Scalable:** Competitors are either local (limited scale) or national (no local focus)
  - CareLink AI launches local (Cleveland) but built to scale
  - Founders are Cleveland-based with local connections
6. **Caregiver + Provider Marketplace:** No platform addresses these needs
  - Current services don't help facilities find caregivers
  - CareLink AI includes job marketplace and provider directory

### **CareLink AI's Cleveland Positioning:**

- **"The Modern Way to Find Senior Care in Cleveland"**
- **"Cleveland's Only Complete Senior Living Marketplace"**
- **"Built by Clevelanders, for Clevelanders"** (local advantage)
- **"Free for Families, Affordable for Facilities"** (vs. high referral fees)

## 4. Industry Associations & Resources

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### 4.1 Ohio Associations

#### **Ohio Assisted Living Association (OALA):**

- **Members:** 600+ assisted living communities statewide
- **Role:** Advocacy, education, regulatory support
- **HQ:** Columbus, Ohio
- **Contact:** oala@ohioassistedliving.org / 614-481-1950
- **Membership Benefits:** Legislative info, training, networking, visibility
- **CareLink AI Strategy:** Join as Business/Vendor member, sponsor events, present at conferences

#### **Ohio Health Care Association (OHCA):**

- **Members:** 1,300+ assisted living, home care, hospice, skilled nursing providers
- **Role:** Advocacy, government relations, education
- **Focus:** Quality improvement, access to services
- **CareLink AI Strategy:** Join as Associate member, connect with members

#### **LeadingAge Ohio:**

- **Members:** Non-profit aging services providers
- **Role:** Advocacy, education
- **CareLink AI Strategy:** Explore partnership opportunities with non-profit members

### 4.2 Local Cleveland Resources

#### **Greater Cleveland Senior Care Organizations:**

- Alzheimer's Association - Cleveland Chapter
- Benjamin Rose Institute on Aging
- Fairhill Partners
- Western Reserve Area Agency on Aging
- **CareLink AI Strategy:** Partner for referrals, co-market services

#### **Cleveland Hospitals (Discharge Planner Outreach):**

- Cleveland Clinic (multiple locations)
- University Hospitals (UH)
- MetroHealth
- **CareLink AI Strategy:** In-person meetings with discharge planners

#### **Cleveland Universities (Caregiver Recruitment):**

- Case Western Reserve University (nursing program)
- Cleveland State University (nursing/healthcare programs)
- **CareLink AI Strategy:** Post caregiver jobs, recruit students/graduates

### 4.3 Media Outlets

#### **Print/Online:**

- **Cleveland Plain Dealer / cleveland.com** - Contact: news@cleveland.com
- **Scene Magazine** - Cleveland alternative weekly
- **Crain's Cleveland Business** - Business/healthcare coverage

#### **Senior-Specific:**

- **SeniorLivingNEO.com** - Cleveland/Northeast Ohio senior living guide
- **50Plus Lifestyles** - Regional senior publication

## **Radio/TV:**

- WKYC (NBC), WEWS (ABC), WJW (Fox) - Local TV stations
- WCPN (NPR Cleveland) - Public radio

**Strategy:** Local PR pitches: "Cleveland Startup Launches Tech Platform to Help Families Find Senior Care"

## **4.4 Events & Conferences**

### **Local Cleveland Events:**

- **Seniors & Caregivers Expo 2025** - North Randall, OH (near Cleveland)
- **Cleveland Chamber of Commerce** events
- **OALA conferences and networking events**

### **Ohio/Regional Events:**

- **Argentum Senior Living Executive Conference** (May 19-21, 2025, Tampa)
- **LeadingAge Annual Meeting & EXPO** (Annual)
- **AHCA/NCAL Convention** (Annual)
- **NIC Spring Conference** (Annual)

**Strategy:** Attend Cleveland/Ohio events in person, exhibit at national conferences in Year 2+

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## **5. Market Sizing: TAM, SAM, SOM**

### **5.1 Total Addressable Market (TAM) - U.S. Senior Living**

**Market Definition:** All senior living facilities in the United States

#### **Facility Count:**

- ~31,000 assisted living facilities (U.S.)
- ~15,000 memory care facilities
- ~15,000 independent living communities
- ~15,000 nursing homes
- **Total: ~75,000+ senior living facilities nationwide**

#### **Market Value:**

- U.S. senior living market: \$907B (2024)
- Projected: \$1.3T by 2033 (CAGR 4.42%)

#### **CareLink AI TAM Revenue Potential:**

If CareLink AI captures just **1% of U.S. facilities at \$120/month average:**

$$750 \text{ facilities} \times \$120/\text{month} = \$90,000 \text{ MRR} = \$1.08 \text{M ARR}$$

#### **At 5% national market share:**

$$3,750 \text{ facilities} \times \$120/\text{month} = \$450,000 \text{ MRR} = \$5.4 \text{M ARR}$$

### **5.2 Serviceable Addressable Market (SAM) - Ohio**

**Market Definition:** All senior living facilities in Ohio (Phase 2 expansion)

#### **Facility Count:**

- Total senior living providers: 2,511
- Major metro facilities (Cleveland, Columbus, Cincinnati, Toledo, Akron, Dayton): ~1,000-1,500
- **Realistic Ohio SAM: 1,200 facilities**

### **CareLink AI Ohio SAM Revenue Potential:**

At **10% Ohio market share** (Year 1-2 goal):

- 120 facilities × \$120/month = **\$14,400 MRR = \$172,800 ARR**

At **25% Ohio market share** (Year 3+ goal):

- 300 facilities × \$120/month = **\$36,000 MRR = \$432,000 ARR**

## **5.3 Serviceable Obtainable Market (SOM) - Cleveland Metro**

**Market Definition:** Senior living facilities in Cleveland metro area (Phase 1 launch)

### **Facility Count:**

- Assisted Living: 13-142 communities
- Memory Care: 25-68 facilities
- Independent Living: 16+ communities
- **Estimated Total Cleveland Metro: 150-200 facilities**
- **Realistic Cleveland SOM: 150 facilities**

### **CareLink AI Cleveland SOM Revenue Potential:**

#### **Month 1-6 (Beta Launch):**

- Target: 15 beta facilities → 6-10 paying subscribers
- Conversion rate: 40-67%
- Avg revenue: \$120/month (Basic tier)
- **MRR: \$720-\$1,200**
- **ARR: \$8,640-\$14,400**
- **Market Penetration: 4-7% of Cleveland facilities**

#### **Month 7-12 (Cleveland Expansion):**

- Target: 30 total facilities → 20-25 paying subscribers
- Conversion rate: 67-83%
- **MRR: \$2,400-\$3,000**
- **ARR: \$28,800-\$36,000**
- **Market Penetration: 13-17% of Cleveland facilities**

#### **Year 2 (Cleveland Dominance + Ohio Expansion):**

- Target: 100 Ohio facilities → 60-80 paying subscribers
- **MRR: \$7,200-\$9,600**
- **ARR: \$86,400-\$115,200**
- **Cleveland Market Penetration: 20-30%**
- **Ohio Market Penetration: 5-7%**

#### **Year 3 (Ohio Leadership):**

- Target: 300 Ohio facilities → 200-250 paying subscribers
- **MRR: \$24,000-\$30,000**
- **ARR: \$288,000-\$360,000**
- **Ohio Market Penetration: 17-21%**

## **5.4 Revenue Assumptions**

### **Pricing Tiers (Operators):**

- **Basic (Free):** Profile listing, basic dashboard
- **Professional (\$99/month):** Featured listing, analytics, lead management

- **Enterprise (\$199/month):** Multi-property, advanced analytics, API access
- **Average: \$120/month** (weighted average assuming 60% Pro, 30% Enterprise, 10% free)

**Additional Revenue Streams:**

- **Caregiver Job Postings:** \$50/posting → \$500-\$1,000/month
  - **Provider Directory Listings:** \$20-50/month → \$300-\$500/month
  - **Premium Family Features:** \$10-20/month → \$200-\$500/month
  - **Total Additional Revenue (Year 1):** \$1,000-\$2,000/month
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## 6. Market Gaps & Opportunities

### 6.1 Unmet Needs in Cleveland Market

**For Families:**

1. **Lack of Transparency:** No easy way to compare facilities, pricing, availability
2. **Information Overload:** Must call 10+ facilities individually
3. **Trust Issues:** Don't know which referral services are biased
4. **No Reviews/Ratings:** Limited peer feedback on facilities
5. **Geographic Mismatch:** Want to find care near specific neighborhoods

**For Operators:**

1. **High Referral Costs:** Paying \$3,000-\$8,000 per move-in to A Place for Mom
2. **Limited Marketing Budget:** Small facilities can't afford advertising
3. **Caregiver Shortages:** Struggling to recruit qualified staff
4. **Low Online Visibility:** Poor SEO, outdated websites
5. **Manual Processes:** Phone tag, spreadsheets, no CRM

**For Caregivers:**

1. **Job Fragmentation:** Must check multiple job boards
2. **No Central Hub:** No marketplace specifically for senior care jobs
3. **Limited Information:** Don't know which facilities are good employers

**For Discharge Planners:**

1. **Outdated Lists:** Using old facility contact lists
2. **No Real-Time Availability:** Must call multiple facilities to find openings
3. **Time-Consuming:** Placement takes hours/days

**For Providers (Ancillary Services):**

1. **Hard to Reach Facilities:** No easy way to offer services
2. **No Marketplace:** Must do cold outreach to facilities
3. **Credibility:** Hard to establish trust

### 6.2 CareLink AI's Solution Fit

**Multi-Sided Marketplace Solves All Pain Points:**

Stakeholder	Pain Point	CareLink AI Solution
<b>Families</b>	Lack of transparency	Comprehensive facility profiles, pricing, availability
<b>Families</b>	Information overload	Search/filter tools, AI matching
<b>Families</b>	Trust issues	Reviews, ratings, verified listings
<b>Operators</b>	High referral costs	Freemium model (\$0-199/month vs. \$3K-8K per move-in)
<b>Operators</b>	Caregiver shortages	Built-in job marketplace
<b>Operators</b>	Low visibility	SEO-optimized profiles, featured listings
<b>Caregivers</b>	Job fragmentation	Centralized job board for senior care
<b>Discharge Planners</b>	No real-time data	Real-time availability dashboard
<b>Providers</b>	Hard to reach facilities	Provider directory with direct connections

## 6.3 Market Entry Timing

### Why Now is the Right Time:

1. **Demographic Surge:** 65-69 age group (highest growth) entering senior living
2. **Supply Constraints:** Construction at lowest level since 2014, occupancy rising to 90%
3. **Digital Adoption:** COVID-19 accelerated digital adoption in senior living
4. **Referral Cost Fatigue:** Facilities seeking alternatives to expensive referral services
5. **Local Opportunity:** Cleveland lacks a modern, tech-first solution
6. **Founder Advantage:** You're Cleveland-based with local credibility

### Market Entry Strategy:

- **Launch in Cleveland** (home market advantage)
- **Prove model locally** (10-20% market penetration)
- **Leverage success stories** to expand across Ohio
- **Scale to Midwest** once Ohio playbook is proven
- **Go national** with funding in Year 3+

## 7. Risk Assessment

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### 7.1 Market Risks

#### Low Risk:

- **Market Size:** Large and growing (2.1M seniors in Ohio, 2,511 facilities)
- **Demand:** 88.7% occupancy shows strong demand for facilities
- **Demographic Trends:** Baby Boomers guarantee sustained growth

#### Medium Risk:

- **Competitor Response:** A Place for Mom could lower prices or improve tech
- **Regulatory:** Ohio Department of Health regulations could change
- **Economic Downturn:** Recession could reduce family spending, but senior care is resilient

#### High Risk (Mitigated):

- **Two-Sided Marketplace Challenge:** Chicken-and-egg problem
- **Mitigation:** Launch with operators first (supply), then market to families (demand)
- **Fragmented Market:** 150 Cleveland facilities = small target market
- **Mitigation:** Rapid expansion to Ohio (1,200 facilities) in Month 7-12

### 7.2 Competitive Risks

#### Low Risk:

- **No Direct Tech Competitor:** No platform offers CareLink AI's full feature set
- **Established Players Are Traditional:** A Place for Mom, Senior Care Authority use old models

#### Medium Risk:

- **New Entrant:** National tech company (e.g., Care.com) could enter market
- **Mitigation:** Build local relationships, move fast, establish brand loyalty
- **Facility Consolidation:** Large operators (Brookdale) could build own platform
- **Mitigation:** Position CareLink AI as neutral marketplace, open to all

### 7.3 Execution Risks

#### High Risk (Manageable):

- **Founder Bandwidth:** Solo or small team may struggle to execute
  - **Mitigation:** Focus on MVP, automate where possible, outsource non-core tasks
  - **Sales Cycle:** Facilities may be slow to adopt new technology
  - **Mitigation:** In-person visits, free trials, case studies, association partnerships
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## 8. Go-to-Market Strategy Summary

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### 8.1 Phase 1: Cleveland Metro (Month 1-6)

#### Target Market:

- 150 senior living facilities (AL, MC, IL, SNF)
- 55,288 seniors (65+)
- Key suburbs: Shaker Heights, Beachwood, Westlake, Parma, Rocky River

#### Goals:

- **Beta:** 15 operators sign up
- **Paying:** 6-10 convert to paid plans

- **Market Penetration:** 4-7% of Cleveland facilities
- **MRR:** \$720-\$1,200

**Tactics:**

- In-person facility visits (home market advantage)
- Join OALA, attend Cleveland events
- Local PR (Plain Dealer, Scene Magazine)
- Cleveland-specific SEO content
- Leverage Cleveland Clinic, UH discharge planners

## 8.2 Phase 2: Ohio Expansion (Month 7-12)

**Target Markets:**

- Columbus (300-400 facilities)
- Cincinnati (250-350 facilities)
- Toledo (150-200 facilities)
- Akron (100-150 facilities)
- Dayton (150-200 facilities)

**Goals:**

- **Total Ohio Facilities:** 100 sign-ups
- **Paying:** 60-80 conversions
- **Market Penetration:** 5-7% of Ohio
- **MRR:** \$7,200-\$9,600

**Tactics:**

- Leverage Cleveland testimonials
- OALA statewide sponsorship
- Virtual outreach (no in-person yet)
- Ohio-specific content ("Best Senior Living in Columbus")
- Regional digital advertising

## 8.3 Phase 3: Midwest Expansion (Year 2)

**Target States:**

- Michigan, Indiana, Pennsylvania, Kentucky

**Goals:**

- 200-400 Midwest facilities
- \$24,000-\$48,000 MRR

## 8.4 Phase 4: National Scale (Year 3+)

**Target:**

- 3,000-5,000 facilities nationwide
- \$360,000-\$600,000 MRR (\$4.3M-\$7.2M ARR)

# 9. Success Metrics & KPIs

## 9.1 Phase 1 KPIs (Month 1-6: Cleveland)

**Acquisition Metrics:**

- Operator sign-ups: 15 total

- Conversion to paid: 6-10 (40-67% conversion)
- Family sign-ups: 50-100
- Caregiver sign-ups: 30-50
- Discharge planner partnerships: 3-5 hospitals
- Provider listings: 15-20

**Engagement Metrics:**

- Operator logins per week: 2-3
- Family searches per week: 50-100
- Job applications per month: 20-40
- Provider inquiries per month: 10-20

**Revenue Metrics:**

- MRR: \$720-\$1,200
- Average Revenue Per User (ARPU): \$120
- Customer Acquisition Cost (CAC): \$50-100 (in-person, events)
- Lifetime Value (LTV): \$1,440-\$2,880 (12-24 month retention)
- LTV:CAC Ratio: 14-58:1 (excellent)

**Market Metrics:**

- Market penetration: 4-7% of Cleveland facilities
- Brand awareness: Top 3 in Cleveland (via surveys)
- Press mentions: 3-5 local articles

## 9.2 Phase 2 KPIs (Month 7-12: Ohio)

**Acquisition Metrics:**

- Total Ohio operator sign-ups: 100
- Paid conversions: 60-80 (60-80%)
- Family sign-ups: 200-400
- Caregiver sign-ups: 100-150

**Revenue Metrics:**

- MRR: \$7,200-\$9,600
- ARR: \$86,400-\$115,200
- ARPU: \$120
- CAC: \$100-150 (virtual outreach, associations)
- LTV: \$1,440-\$2,880
- LTV:CAC Ratio: 10-29:1

**Market Metrics:**

- Ohio market penetration: 5-7%
- Cleveland market penetration: 20-30%
- Top 5 brand awareness in Columbus, Cincinnati

## 9.3 Phase 3 KPIs (Year 2: Midwest)

**Acquisition Metrics:**

- Midwest operator sign-ups: 200-400
- Paid conversions: 120-240 (60%)

**Revenue Metrics:**

- MRR: \$14,400-\$28,800
- ARR: \$172,800-\$345,600

**Market Metrics:**

- Midwest market penetration: 2-4%

## **9.4 Phase 4 KPIs (Year 3+: National)**

**Acquisition Metrics:**

- National operator sign-ups: 3,000-5,000

**Revenue Metrics:**

- MRR: \$360,000-\$600,000
- ARR: \$4.3M-\$7.2M

**Market Metrics:**

- National market penetration: 4-7%
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# **10. Conclusion & Recommendations**

## **10.1 Market Opportunity Summary**

**Cleveland/Ohio represents an ideal launch market for CareLink AI:**

- ✓ **Large Market:** 2.1M Ohio seniors, 2,511 facilities, \$907B U.S. market
- ✓ **Underserved:** No modern tech platform exists
- ✓ **Affordable:** Lower costs than national average = higher adoption
- ✓ **Growing:** 65-69 age group surging, 85+ growing 50% by 2040
- ✓ **High Occupancy:** 88-90% occupancy = facilities need visibility
- ✓ **Founder Advantage:** Cleveland-based = local credibility
- ✓ **Scalable:** Proven Cleveland model → Ohio → Midwest → National

## **10.2 Go-to-Market Recommendations**

**Immediate Actions (Month 1-4):****1. Build Cleveland Facility Database:**

- Compile list of 150 Cleveland facilities with contact info
- Research decision-makers (Executive Directors, Marketing Directors)
- Prioritize Shaker Heights, Beachwood, Westlake clusters

**2. Join Local Associations:**

- OALA membership (\$200-500/year)
- Cleveland Chamber of Commerce
- Western Reserve Area Agency on Aging partnership

**3. Launch Local SEO:**

- Create Cleveland-specific content (10 blog posts)
- Optimize for “senior living Cleveland,” “assisted living Shaker Heights”
- Set up Google My Business

**4. Begin In-Person Outreach:**

- Visit 5-10 facilities per week
- Attend OALA events, Cleveland Chamber mixers
- Schedule meetings with Cleveland Clinic, UH discharge planners

## 5. Local PR Push:

- Pitch Plain Dealer, Scene Magazine, Crain's Cleveland Business
- Angle: "Cleveland Startup Modernizing Senior Care Search"

## Month 5-12 Actions:

### 1. Cleveland Market Penetration:

- Goal: 20-30 paying facilities by Month 12
- Leverage success stories, testimonials
- Host Cleveland senior care roundtable

### 2. Ohio Expansion:

- Virtual outreach to Columbus, Cincinnati (top priority)
- Leverage Cleveland case studies
- Consider hiring Ohio sales rep in Month 9-10

### 3. Partnership Development:

- Brookdale, Ohio Living as anchor tenants
- WRAAA, Benjamin Rose as referral partners
- Cleveland hospitals for discharge planner access

## 10.3 Competitive Positioning

### CareLink AI's Cleveland Tagline:

"The Modern Way to Find Senior Care in Cleveland"

### Key Messages:

- **For Families:** "Compare Cleveland senior living options in minutes, not weeks"
- **For Operators:** "Stop paying \$5,000+ per referral. List for free, upgrade for \$99/month"
- **For Caregivers:** "Find your next senior care job in Cleveland—all in one place"
- **For Discharge Planners:** "Real-time availability across Cleveland facilities"

## 10.4 Risk Mitigation

### Primary Risk: Slow Operator Adoption

- **Mitigation:** Free tier + in-person visits + success stories + association credibility

### Secondary Risk: Competitive Response

- **Mitigation:** Move fast, build relationships, establish brand loyalty before competitors respond

### Tertiary Risk: Founder Bandwidth

- **Mitigation:** Focus on MVP, automate where possible, consider co-founder or early hire in Month 6-9

## 10.5 Final Recommendation

### PROCEED WITH CLEVELAND-FIRST LAUNCH STRATEGY

The Cleveland/Ohio market offers:

- **Sufficient scale** (150 Cleveland facilities, 1,200 Ohio facilities)
- **Clear competitive advantage** (no modern tech platform exists)
- **Founder home-market advantage** (local credibility)
- **Proven demand** (high occupancy, growing senior population)
- **Scalable model** (Cleveland → Ohio → Midwest → National)

**Execute the phased expansion plan:**

1. **Months 1-6:** Cleveland beta & market penetration
  2. **Months 7-12:** Ohio expansion (Columbus, Cincinnati priority)
  3. **Year 2:** Midwest expansion
  4. **Year 3+:** National scale
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## Appendix: Key Contacts & Resources

### Ohio Assisted Living Association (OALA)

- **Website:** ohioassistedliving.org
- **Email:** oala@ohioassistedliving.org
- **Phone:** 614-481-1950
- **Contact:** Amy Schwieterman (Membership) - amys@ohioassistedliving.org / 614-612-1689

### Western Reserve Area Agency on Aging

- **Website:** wraaa.org
- **Counties Served:** Cuyahoga, Geauga, Lake, Lorain, Medina

### Cleveland Media

- **Cleveland Plain Dealer:** news@cleveland.com
- **Scene Magazine:** Contact via website
- **Crain's Cleveland Business:** Contact via website
- **SeniorLivingNEO.com:** seniorlivingneo.com

### Cleveland Hospitals

- **Cleveland Clinic:** Main campus + multiple locations
- **University Hospitals:** UH Cleveland Medical Center + network
- **MetroHealth:** Main campus + locations

### Universities (Caregiver Recruitment)

- **Case Western Reserve University:** Frances Payne Bolton School of Nursing
  - **Cleveland State University:** School of Nursing
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**Last Updated:** February 2, 2026

**Next Review:** Monthly during Phase 1 launch