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Thirty-Year-Old Entrepreneur Moving in with 80-Year-Olds to Learn

Dayton, Ohio, Oct. 29, 2015 – For four days and nights in November, 30-year-old Mike Eidsaune will exercise, participate, socialize, dine and turn in for the evening among people five decades his senior. Eidsaune, president and co-founder of the startup Carely Caregiving App, is the first to take part in Brookdale’s Entrepreneur in Residence program. The initiative developed by America’s largest senior living provider seeks to help those designing products and services for the aging better understand their true wants and needs. From Nov. 2 – 6, Eidsaune will reside at Brookdale Kettering, living just as its residents, mainly in their 80s, do. The independent and assisted living community is located at 280 Walden Way, Dayton, Ohio.

Eidsaune’s company offers an app that helps families manage caregiving for an aging loved one. He launched it based on his experience helping care for his 94-year-old great-grandmother. However, he says gaining firsthand knowledge of the lives of the seniors at Brookdale Kettering will be invaluable.

“This opportunity will help me understand their needs in a way that would simply not be possible otherwise,” Eidsaune said. He believes the Entrepreneur in Residence program will serve an important role in sparking more innovation on behalf of seniors.

“Entrepreneurs design based on their own experience and so if they are coming out of college or graduated just a few years ago, they generally aren’t thinking about the needs of the aging,” he said. “The Entrepreneur in Residence initiative is a great example of a program that can give this perspective and inspire more start-ups to devote their energies to seniors.”

Brookdale has devised the Entrepreneur in Residence program to demonstrate how innovative approaches and services can transform seniors’ lives. Eidsaune says he is looking forward to his stay. “I am excited about it,” he said. “I will learn a tremendous amount. It’s going to be a lot of fun and I am hoping to really get to know the residents.” While there, he plans to teach an introductory technology class to acquaint the seniors with apps he uses regularly, including Skype, Instagram, Facebook, Twitter and many others.

“We are all looking forward to hosting Mike and helping him better understand seniors’ needs and interests,” said Cheryl Duckworth, executive director of Brookdale Kettering. “Our residents have a very busy lifestyle, so we hope Mike can keep up with them.”

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About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,132

communities in 47 states and the ability to serve over 110,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.