The Only Child Caregiver

CAEVO™
Care, evolved.

Press Media Kit

For Producers, editors, and hosts.

Two only children. Four parents. One shared *plan.*

In 2010, there were seven potential family caregivers for every American over 80. By 2050, there will be fewer that three. Lauren and Jon Howard, two only children, built CAEVO so families can plan the rest of life together before that gap reaches them.

Lauren + Jon Howard · Co-founders

App launch

October 27, 2026

Learn More

caevocare.com

Available on

Download on the App Store

GET IT ON Google Play

TWO ONLY CHILDREN

We built what we wish our parents *had.*

Lauren and Jon Howard are both only children. They grew up watching their families care for aging parents, and they saw how little guidance anyone was given.

They also knew a day would come when each of them would be the whole care team for their own mom and dad. That journey showed them how much easier every next step becomes when a family is open to talking about aging early.

So they built CAEVO in Noblesville, Indiana, to help families plan the rest of life together, well before a crisis forces the conversation.

LAUREN HOWARD · CO-FOUNDER

15+ years in enterprise tech at Salesforce, LinkedIn and Cisco, leading sales enablement and AI adoption. A designer by training and a hands-on AI builder. Grew up in West Des Moines, Iowa.

JON HOWARD · CO-FOUNDER & CEO

15 years in logistics and supply chain at PepsiCo and US Foods. He brings an operator's eye to a system families find fragmented.

Married, raising two kids in Noblesville, Indiana.

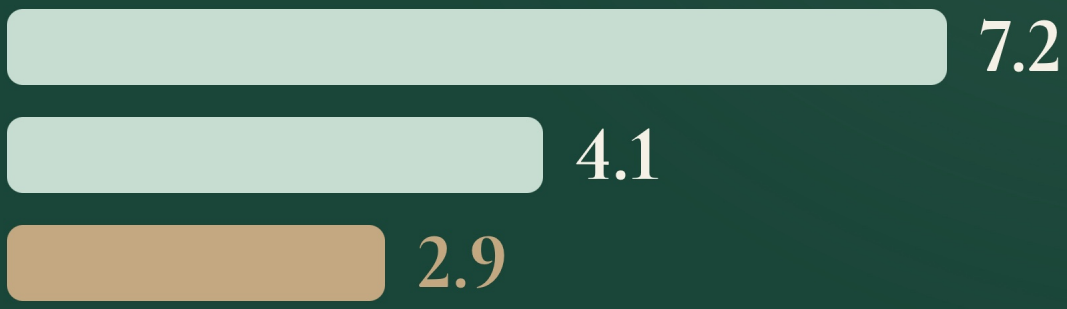
"We built it for the parents we love today, and for the care navigation we know we may need ourselves in the years ahead."

LAUREN + JON HOWARD

The care math is *changing.*

Every baby boomer will be 65 or older by 2030. The family care team waiting for them is shrinking fast.

POTENTIAL FAMILY CAREGIVERS, AGES 45 TO 64, FOR EVERY AMERICAN 80+



The family support available to each American over 80 falls by about 60% in four decades.

AARP Public Policy Institute, "The Aging of the Baby Boom and the Growing Care Gap," 2013

2034

the year older Americans are projected to outnumber children for the first time

U.S. Census Bureau, 2020

21.1M

adults 50+ projected to have no partner or children by 2060, up from 14.9M

Verdery and Margolis, PNAS, 2017

1 in 4

Americans 65+ are, or are at risk of becoming, "elder orphans"

Carney, American Geriatrics Society, 2015

Most families meet the gap in a *crisis*

80% of sandwich-generation caregivers say care arrived suddenly (Care.com, 2026). Among adults 50+ who live alone with no spouse or children, only about 4 in 10 have a will or advance directive, and most have no plan for ongoing help (AARP, 2023).

The care team of *one.*

For tens of millions of Americans, there is no brother or sister to split the calls, the paperwork or the drive. And that group is growing.

≈32M

U.S. adults are only children, 12% of all adults, with no sibling to share a parent's care

YouGov, 2023, applied to Census 2024 adult population

2x

the share of U.S. mothers with one child has doubled since 1976, to 22%. The next wave is already here.

Pew Research Center, via APA Monitor, 2024

≈6.3M

family caregivers already manage care from an hour or more away

AARP and NAC, Caregiving in the U.S. 2025 (10% of 63M)

1 in 3

family caregivers have no paid or unpaid help at all

AARP and NAC, Caregiving in the U.S. 2025

NEW RESEARCH, 2025

Only children feel the *strain* more

A University of Missouri study in *The Gerontologist* drew on national data from 1,773 adults caring for aging parents. Only children were more likely to report emotional and financial strain than caregivers with siblings. Support from friends and extended family helped siblings' mental health, but it did not have the same effect for only children.

For an only child, the 2050 care gap is already here: a care team of one.

Start on a good *day.*

The easiest time to plan is while everyone is well. The data shows that window narrows quickly once a parent passes 75.

31% vs 16%

of adults with a parent 75+ are caregivers, compared with those whose parent is 65 to 74

Pew Research Center, Feb 2026

24M

adults 50+ live alone, 21% of that age group

AARP, Nov 2025

63M

Americans are family caregivers today, up 20 million since 2015

AARP and NAC, Caregiving in the U.S. 2025

27 hrs

of care a week, on average, from each family caregiver

AARP and NAC, Caregiving in the U.S. 2025

THE FIRST STEP

Three conversations to have *now*

01 Where do you want to live as you get older, and what would help you stay there?

02 Who are your doctors and trusted people, and where are the papers?

03 What matters most to you day to day, and what should we know if plans change?

CAEVO turns those answers into one shared plan: guided conversations, a Family Ready Folder for documents, care contacts the whole family can reach, and a Family Loop so everyone sees the same next step, from any city.

One platform. Two sides of *life.*

Aging Well Hub

For adults 55 and up: plan ahead, build everyday habits and organize what matters.

Caregiver Hub

For family caregivers: coordinate care, understand options and keep the family connected.

Live on iOS, Android and the web. Free to start at caevo.ai.

EVERYTHING IN ONE PLACE

- Documents and contacts
- Care coordination
- Care costs
- Medicare and Medicaid
- Home planning
- Condition guidance
- Family communication
- Everyday wellness

BUILT DIFFERENTLY

EVO, an AI guide

Built on Anthropic's Claude, EVO answers questions and points families to the right next step and the right local help.

Care Stage Library

Stage-by-stage guidance for 11 conditions, with resources in all 50 states and DC, including Area Agencies on Aging.

Made for real families

One account can hold more than one family, with consent-first sharing so each person controls what others see.

Stories ready for your *audience.*

Pick the angle that fits your show or beat. Each one comes with a takeaway your audience can use the same day, data you can cite and two founders ready to talk.

LEAD STORY · NEWS, HEALTH AND AGING DESKS · NOVEMBER

Who will care for the boomers?

Takeaway: family caregivers per American over 80 fall from 7.2 to 2.9 by 2050, and 32 million only children already face it alone. What families can do now.

We bring: the sourced data, our story as two only children planning for four parents, and a live walkthrough of the plan.

MORNING AND DAYTIME TV · NOV TO JAN

The holiday conversation with Mom and Dad

Takeaway: three conversations to start at the table and five things to set up before the new year.

We bring: a live app demo, B-roll and both founders on camera.

HEALTH AND FAMILY · ANY TIME

The care team of one

Takeaway: new 2025 research shows only children carrying a parent's care feel more strain.

We bring: our story and what an only child can set up today.

PERSONAL FINANCE · OCT 15 TO DEC 7

The help your parents already qualify for

Takeaway: how to find Medicare help, PACE and the local Area Agency on Aging.

We bring: a step-by-step walkthrough that works in any state.

TECH AND AI · CES IN JANUARY

AI that helps families coordinate

Takeaway: where AI saves a family time, and where people stay in charge.

We bring: a demo of EVO and consent-first family sharing.

Also available: podcast episodes on planning as a couple, and the business story of two Midwest founders building a national platform.

Ready when you *are.*

SOUNDBITES

"We are both only children. When our parents need care, there is no sibling to call."

"By 2050, an American over 80 will have fewer than three potential family caregivers, down from seven. A family plan matters more every year."

"A parent's care usually lives in a dozen places. CAEVO puts it in one place the whole family can see."

"AI is good at finding the answer and the right phone number. The family still makes the call."

ASK LAUREN ABOUT

Planning with aging parents
The care gap for only children
AI for families, used well
Women and the caregiving load

ASK JON ABOUT

Building the company
The logistics of family care
Partners in aging, law and finance
Founding as a married couple

WHAT WE CAN PROVIDE

Studio, remote or in-person interviews
App B-roll and high-resolution photos
Both founders or just one
Live app demo and screen recordings
Sources for every number in this kit
Quick replies on deadline requests

Let's tell this story *together.*

AS FEATURED IN

Indianapolis Business Journal
Front page feature, July 24, 2026

Inside INdiana Business
Televised segment, August 2, 2026

Current in Noblesville
Feature, July 8, 2026

MILESTONES

August 2026: live nationwide on the App Store, Google Play and the web

October 27, 2026: app hard launch

Fall 2026: first enterprise customer signed on a two-year agreement

Now: in conversation with aging agencies in several states

MEDIA CONTACT

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BUSINESS AND PARTNERSHIPS

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caevo.ai · Noblesville, Indiana · iOS · Android · Web

SOURCES

1. AARP Public Policy Institute, "The Aging of the Baby Boom and the Growing Care Gap," 2013.
2. U.S. Census Bureau, "Demographic Turning Points," P25-1144, 2020; Vintage 2024 estimates, 2025.
3. Verdery and Margolis, "Projections of white and black older adults without living kin," PNAS, 2017.
4. Carney et al., elder orphans abstract, American Geriatrics Society annual meeting, 2015.
5. YouGov, "Most only children wish they had at least one sibling," Nov 9, 2023.
6. American Psychological Association, Monitor on Psychology, Sept 2024, citing Pew Research Center.
7. Skoblow and Gilligan, The Gerontologist, 2025 (University of Missouri).
8. AARP and National Alliance for Caregiving, Caregiving in the U.S. 2025.
9. Care.com, 2026 Sandwich Generation Report, Jul 21, 2026.
10. AARP Research, solo agers survey, Apr 2023; AARP Bulletin, Nov 10, 2025.
11. Pew Research Center, "Family caregiving in an aging America," Feb 26, 2026.

CAEVO estimates: ≈32M is 12% of about 267M U.S. adults; ≈6.3M is 10% of 63M caregivers.