

Company: Eivate, Tahoe City, CA

Company Description: Eivate is a healthspan improvement company defining the next generation of home health. We deliver healthspan/longevity therapies in-home, leveraging a growing network of Healthspan Providers (licensed nurses) and Healthspan Advisors. Our mission is to eliminate the 12.4 year gap between lifespan and healthspan in the US.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Women's Health Innovation

Nomination Title: Eivate's Achievement in Women's Health Innovation



1. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 195 words used.

Eivate was founded in November 2023 to transform the second half of life through proactive, preventative health interventions made possible by emerging longevity science & therapies.

The vision: add 10+ healthy years and keep people moving for 100+ years of adventure.

Inspired by co-founder Deirdre Davi's grandmother, Nana Mary, Eivate is grounded in the belief that longevity begins with movement, empowerment, and access.

The company delivers "Longevity-as-a-Service" directly to homes, blending clinical-grade treatments with relational care.

Eivate launched with a deep consumer immersion phase, engaging over 1,800 customers through 1:1 interactions, without paid marketing. In just 141 days, it progressed from concept to delivery, reaching 80% gross product margins and achieving cash-flow positivity within months.

Today, Eivate operates a housecall-based model that combines infusion and injection therapy with education, progress tracking, and personalized coaching.

The platform is powered by an all-female founding team and a predominantly female provider base, and built with a logistics engine and software stack designed for national expansion.

Its proprietary treatment strategy, multi-channel revenue model, and AI-supported onboarding experience make it one of the first companies truly positioned to scale preventative health access at both clinical and commercial levels.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

4. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 253 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

Eivate has launched, tested, and refined a category-defining service in women's health: the Healthspan Housecall.

Eivate's Healthspan Advisor & Provider teams deliver cellular rejuvenation, cellular regeneration, and anti-aging treatments at home for greater comfort, satisfaction, and results.

Eivate's traction includes:

- o Delivered > 1,000 treatments
- o Average revenue per treatment \$255
- o 47% of revenue from returning customers
- o 33% repeat booking rate
- o Net profit per treatment >20%, projected to be >70%
- o 2.4 treatments per visit = per Housecall revenue multiplier

Eivate's model delivers growth and support in addition to financial results.

- o Built a predominantly female provider network, offering nurses flexible, growth-driven roles and complete control over their schedules
- o Entry point is simply a schedule request, because we learned that awareness and knowledge in longevity is low and
- o Next step is match with a personal Healthspan Advisor to understand a customer's goals & needs and help them choose the best-fit treatments
- o In-home experience is focused on time, attention, connection, and proactive aging for healthspan improvement.

This quarter, Eivate is expanding their care model:

- o Launching the AI-powered onboarding assistant Zoe with the aim of personalizing care at scale (links attached)
- o Establishing a dual-channel strategy to deliver both direct-to-consumer and via B2B partnerships with regenerative health clinics, labs, and trackers
- o Expanding to a 3-category treatment mix (hydration & cellular rejuvenation, aging support, cellular regeneration)

These achievements position Eivate as a first mover in a \$9B market (revenue projected to grow from \$100k to \$1.2B by 2036), redefining the experience of healthcare optimized for adoption & results.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 111 words used.

Supporting information:

- o **Customer satisfaction shown in ALL 5 star Google reviews: [5 star Google Reviews](#)**
- o **[9 Female Service Providers That Will Uplevel Your Health, Well-Being, and Family — getelivated.com](#)**
- o **[New business focused on adventure wellness for the mountain lifestyle](#)**
- o **[Truckee Music Fest 2024: 2 Days of Country, Reggae, Rock and Local Vendors](#)**
- o **[Eivate StartEngine RegCF Campaign](#)**
- o The National Provider Network onboarding experience is [here](#), and the WIP Zoe is [here](#)

- o **[Founder video](#)**
- o **[Eivate Timeline/Story](#)**
- o **[Eivate's Inspiration](#)**
- o **[Lifespan < > Healthspan Gap](#)**
- o **[Next Generation Home Health](#)**
- o **[Longevity-as-a-Service](#)**
- o **[Housecall Difference](#)**
- o **[Housecall Economics](#)**
- o **[Treatment Mix Profitability](#)**
- o **[Infusion Therapy Market Update](#)**
- o **[Investor Pitch \(Stevie Awards Eivate\)](#)**
- o **[Various images & video of launch & operations](#)**

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 253 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

Women face barriers to quality healthcare that men don't. There has been significant innovation in models that tailor care to women's unique issues, most focus on reproductive years & menopause.

Eivate is unique in its focus on the "second half" of life. Their care model reduces the higher female healthspan gap - 13.9 years, 2.6 higher than men.

Eivate's Healthspan Housecall solution has achieved adoption & satisfaction with women by designing for their needs & preferences:

Flexibility & convenience: Women value healthcare experiences that are convenient, private, and reduce logistical burdens—especially for those balancing family, work, or caregiving roles.

Time & attention: Focused, open hour of interaction reduces anxiety and solves for the common complaint of feeling rushed or unheard

Provider connection & communication: Receiving care in a familiar environment with one-to-one interaction with the provider gives female clients time and space to ask questions, understand options, and participate in their treatment. This is especially important for women who have historically reported feeling dismissed or rushed in traditional settings

Personalization: Treatments tailor to individual needs and goals fulfills women's preference for patient-centered care

Preventive & Proactive: Proactive aging & healthspan optimization aligns with higher female engagement in preventive health & wellness services

Others chase volume while Eivate builds relationships that will grow with treatment options. And Housecall unique unit economics (costs based on nurse hours, revenue on treatments) scale exponentially with new treatments options.

The result is BOTH unprecedented customer satisfaction, and a viable, scalable infrastructure for long-term, preventative, women-led care.

Attachments/Videos/Links:

[Eivate's Achievement in Women's Health Innovation](#)

[REDACTED FOR PUBLICATION]