



### **What is CareFull?**

CareFull is the only peer-to-peer app connecting diners to COVID-safe establishments based on both diner and restaurant input.

Founded in response to the pandemic's devastating effects on the restaurant industry, its app increases restaurant traffic through the use of positive diner experiences and reviews. CareFull is available on iOS in Boston, with New York City, Washington, D.C., and Miami launching by the end of 2020.

### **Who should use CareFull?**

Diners and Restaurants.

Diners benefit from using CareFull by seeing which venues are considered safe by other customers, and by seeing detailed information about the venues' precautions.

Restaurants benefit from using CareFull by gaining boosted exposure to an audience looking to support local restaurants while keeping everyone safe. CareFull also gives restaurants real time feedback on how well they are creating a safe environment and how they can further optimize their safety.

### **Why should diners use CareFull?**

Today, many diners are hungry to support local restaurants and to enjoy a nice meal out. CareFull gives safety-conscience diners the information they need to make a safe dining decision.

### **Why should restaurants use CareFull?**

Restaurants are reopening, but face three unsolved problems. First, they cannot easily market their reopening and updated services to diners. Secondly, they are struggling to demonstrate that their space is safe to cautious diners. Lastly, they are worried about hosting diners who neglect COVID safety measures and pose a threat to staff or other customers.

CareFull solves all three problems by allowing restaurants to advertise their reopening and COVID safety measures directly to an audience who is actively searching for safe restaurants.

### **What makes CareFull different from Yelp, Google Maps, OpenTable, or TripAdvisor?**

CareFull puts your safety first. Whereas COVID-safety is either absent from or hard to find on other apps, it is front-and-center on CareFull. Filter your search based on your safety expectations and let the app do the rest. Additionally, CareFull's database is real-time and user-generated to reflect the constantly changing circumstances.

CareFull is also based on a community of like-minded individuals who recognize how important safety is in the COVID-era.

**How does CareFull work?**

CareFull gathers feedback from the community – both diners and restaurants – to give even the most careful diner everything they need to make a safe eating decision.

CareFull categorizes restaurants as non-compliant, compliant, and outstanding. This designation is based on a combination of user reviews and yes/no questions like “are tables actually spaced 6’ apart?”

**How does CareFull collect data?**

Diners and restaurants can both contribute data in 2 minutes or less.

Diners submit reviews directly through the iOS app. Just select the venue, answer a few yes/no questions, and click done! You can also upload photos and comments if you like. The process takes less than 60-seconds.

Restaurants can also submit information on their own venue through our 2-minute survey here [click [here for link](#)].

**How can I get CareFull?**

Download CareFull on the App Store here [click [here for link](#)]. CareFull will be available on Android later this year.

**How can I feature my restaurant / bar / café on CareFull?**

Just submit your information on your venue’s safety precautions through our 2-minute survey here [click [here for link](#)]. It’s free and will bring additional revenue to your doorstep.

**How much does CareFull cost?**

CareFull is free to download and free for restaurants to sign up for.

**Is CareFull national?**

CareFull is piloting in Boston with NYC, Miami, and Washington D.C. to follow; a national rollout is planned for Q4.

**Is CareFull affiliated with any associates or the local government?**

CareFull is supported by key restaurants. If you’re interested in becoming part of our amazing journey, click here [insert link].

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About the company

**What is CareFull’s mission?**

CareFull is here to serve diners and the restaurant industry.

For diners, CareFull’s mission is to connect them to their beloved local communities through special moments that only restaurants can bring.

CareFull is also committed to reenergizing the restaurant industry and ecosystem in a way that is safe and sustainable.

**Where did the idea for CareFull come from?**

CareFull is the result of a pandemic pivot.

CareFull is a spinoff of Ably, a TripAdvisor-like platform that connects senior citizens and people with disabilities to accessible venues and experiences. As Ably approached its summer launch, it became clear there was a more urgent need for COVID information, and no other companies were tackling this issue head-on.

In just six weeks, the Ably team repositioned their accessibility-focused platform to create the first user-driven platform focused on COVID safety.

Ably's accessibility app will launch once it becomes safer for senior citizens and people with disabilities to be out.

### **Where does the name CareFull come from?**

CareFull is a play on the words "care", "full," and "careful."

"Care" reflects our concern for our communities' safety, success, and wellbeing.

"Careful" conveys the caution diners are taking to ensure they are eating at a safe establishment, and the precautions that establishments are taking to guaranteed an absolutely minimal risk environment.

"Full" is a nod to the second part of our mission – to leave diners full and content from a special meal out.

### **How old is CareFull?**

The concept for CareFull was first proposed in June, development began in July, and the app was deployed in September.

Ably, the origin of CareFull, began in 2019.

### **Does CareFull have funding?**

CareFull was initially funded by the founder of Ably, and is seeking additional strategic funding to deploy the platform across Android and Web.

### **How do I contact CareFull?**

Please send us an email at [garrett@carefullapp.com](mailto:garrett@carefullapp.com)

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### **Who is Garrett?**

Garrett Weinstein (of no relation to Harvey) is the founder of CareFull and Ably. Garrett was born in raised in Baltimore, Maryland before moving to Boston, Massachusetts to attend Tufts University. Garrett now lives in Brooklyn, NY.

- Nationally ranked tennis player, two-time state champion
- Major Philosophy, minor Entrepreneurship
- Speaks French and Spanish
- Lived in Havana, Cuba for study abroad
- Winner of prestigious Tufts University New Ventures Competition (\$15k), recognized as MassChallenge Finalist (9% acceptance rate)