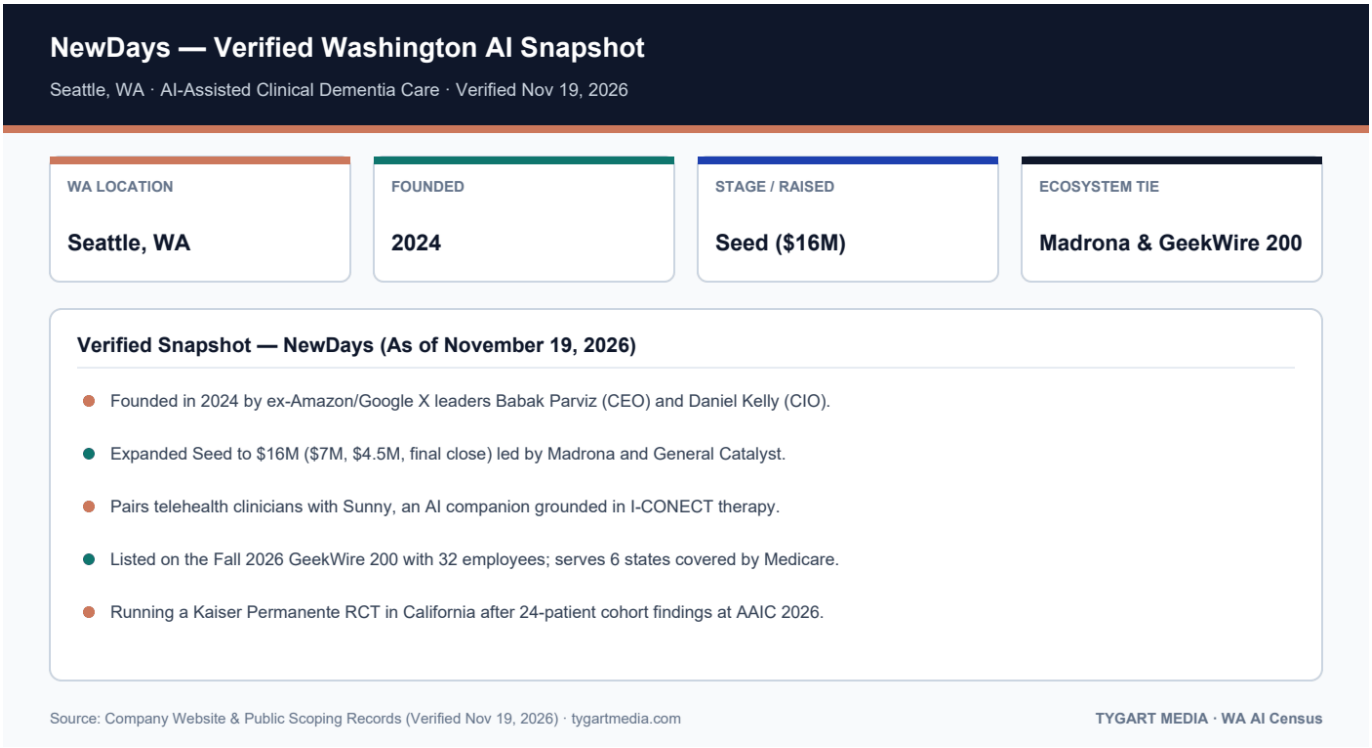
NewDays: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/newdays-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, NewDays operates independently from Seattle, Washington, delivering Medicare-covered telehealth cognitive care paired with its AI companion Sunny across Washington, California, Florida, Texas, New York, and Nevada. Backed by $16M in total Seed funding led by Madrona Venture Group and General Catalyst, the 32-person company is running a randomized controlled trial with Kaiser Permanente in California.



Field	Verified Record (As of Nov 19, 2026)
Company	NewDays
Official Website	https://www.newdays.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Seattle (206) 801-1621 patient support line; Washington is one of six active telehealth care states
Founded	2024
Founders / Leadership	Babak Parviz (Co-Founder & CEO), Daniel Kelly (Co-Founder & Chief Innovation Officer), Alex Bahar-Fuchs (Director of Neuropsychology), Daniel Fenton (Head of Neuropsychological Services)
Stage	Seed
Announced Funding	$16M total Seed ($7M Sep 2025 + $4.5M Oct 2025 + final tranche closing Sep 2026)
Team Size	32 (Fall 2026 GeekWire 200)
Primary Ecosystem Ties	Madrona Venture Group (Seed co-lead), GeekWire 200 (Fall 2026), Amazon executive alumni founders, GeekWire coverage (2025–2026)

What NewDays Builds

NewDays develops a clinician-supervised, AI-assisted cognitive treatment platform delivered at home for older adults living with mild cognitive impairment (MCI) or mild dementia. Its care model pairs once- or twice-monthly telehealth sessions with licensed human cognitive clinicians alongside unlimited personalized conversations and exercises led by Sunny, an AI companion and brain trainer.

As reported by GeekWire at its September 2025 launch, NewDays adapts behavioral interventions studied in the Internet-Based Conversational Engagement Clinical Trial (I-CONECT), a virtual conversational therapy model led by a Harvard Medical School researcher. CEO Babak Parviz explained that NewDays assigns roughly 90% to 95% of routine conversational practice—spanning cognitive stimulation, cognitive training, and cognitive rehabilitation—to AI while human clinicians supervise treatment plans to keep care scalable.

Washington Footprint and Leadership

NewDays is headquartered in Seattle, Washington, operating its patient support line on a local (206) 801-1621 Pacific Time number published on newdays.ai and employing 32 people according to the Fall 2026 GeekWire 200. The company was founded in 2024 by two veteran technology executives from Amazon and Google X who both had personal family experience with dementia.

Clinical oversight is embedded alongside technology leadership, with dedicated neuropsychology leaders managing clinical delivery and assessment protocols.

Products, Users, and Public Traction

By September 2, 2026, NewDays had expanded its clinical telehealth availability to six states: Washington, California, Florida, Texas, New York, and Nevada. The program is covered by traditional Medicare while the company pursues in-network agreements with private insurers and Medicare Advantage plans. Prospective participants can try Sunny for free, schedule a free 20-minute suitability assessment, or pay $150 out-of-pocket per clinical session. While NewDays confirmed generating revenue in October 2025, it has not publicly disclosed total enrolled patient counts or revenue figures.

Clinical validation is advancing from small cohort reporting toward formal controlled testing. At the July 2026 Alzheimer's Association International Conference (AAIC), NewDays presented data from a 24-patient cohort (12 with dementia and 12 with other cognitive impairment) performing above historical decline curves—equivalent to roughly 18 months of preserved cognitive function. To test clinical efficacy more rigorously, NewDays is running a randomized controlled trial (RCT) with Kaiser Permanente in California. This profile summarizes public reporting and company disclosures for informational purposes only and is not medical advice.

Funding, Stage, and Place in Washington's AI Landscape

NewDays built its $16M total Seed financing across three disclosed milestones led by Seattle's Madrona Venture Group and General Catalyst. The startup emerged in September 2025 with a $7M initial Seed announcement, confirmed a $4.5M addition in October 2025 bringing cumulative funding to $11.5M, and closed the expanded Seed round at $16M total alongside its Nevada expansion in September 2026.

Within Washington's AI landscape, NewDays exemplifies Seattle's growing clinician-in-the-loop health AI cohort, pairing former Amazon leadership with local institutional venture backing from Madrona to tackle Medicare-reimbursed chronic and geriatric care.

Verified Primary Sources & Official References

• NewDays Official Website: https://www.newdays.ai/

• GeekWire — NewDays Expands to Nevada & Closes $16M Seed (Sep 2, 2026): https://www.geekwire.com/2026/newdays-brings-its-ai-driven-dementia-care-platform-to-nevada-expands-seed-round-to-16m/

• GeekWire — NewDays Adds $4.5M Seed Extension (Oct 9, 2025): https://www.geekwire.com/2025/newdays-raises-additional-4-5m-for-platform-that-uses-generative-ai-to-treat-people-with-dementia/

• GeekWire — NewDays $7M Launch Coverage (Sep 3, 2025): https://www.geekwire.com/2025/amazon-and-google-alums-land-7m-to-build-a-personal-ai-therapist-for-people-with-dementia/

• GeekWire 200 Index: https://www.geekwire.com/geekwire-200/

• NewDays Terms of Use: https://app.newdays.ai/legal/terms-of-use

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/newdays-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/newdays-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.