MemoryWell, Inc. is raising $2 million to scale its life storytelling platform to promote person-centered care and harness hard-to-obtain insights about social determinants of health. Boston-based Argon Ventures is leading the round.

The round follows a $1 million seed round led by Dagmar Dolby with participation from UsAgainstAlzheimer's cofounder George Vradenburg, HealthTechCapital and Halcyon founder Dr. Sachiko Kuno's S&R Fund.

The Washington DC-based startup has worked with more than 40 care providers since 2017, including in Alzheimer's and dementia care, senior living, home care, Medicare Advantage plans, hospice and palliative care. MemoryWell is excited to begin a partnership this quarter with Prospero Health, a home-based supportive care company, and PCH Mutual Insurance, which insures senior living providers.

MemoryWell, founded by former TIME Magazine correspondent Jay Newton-Small, joined the inaugural class of Techstars Future of Longevity Accelerator this fall, in partnership with Pivotal Ventures, an investment and incubation company created by Melinda Gates. It also joined the 2020 MassChallenge Boston program.

The life storytelling service got a special mention in Oprah Winfrey's *O Magazine* in December. In February, MemoryWell will receive a Healthcare Breakthrough Award given by the Not Impossible award, which recognizes people and companies committed to creating technology for the sake of humanity. The virtual award ceremony, which will feature short films about MemoryWell and other awardees, is free and open to the public. You can RSVP here for the event on Feb 4: https://www.eventbrite.com/e/20202021-virtual-not-impossible-awards-tickets-132313389911