

PROJECT NAME: **SeniorPro**
TEAM MEMBER: **ARIȘANU MIHAI**



IDEA IN SHORT:

SeniorPro is:

- a dedicated digital assistant for the elderly/those in need and/or their caregivers
- a C# application with SQL Server Database

Grandparents' health just a click away!

Hardcore entrepreneur hackathon 4.0

1.PRODUCT - PROBLEM WE SOLVE



2. OUR TARGET GROUP



Our mission is to create innovative, easy-to-use products that help the elderly and/or their relatives monitor their health and create a sense of well-being.

Functionality:

- recording blood glucose, blood pressure, weight
- monitoring parameters by displaying/saving graphs for recorded parameters
- well-being by displaying unforgettable memories
- notifications regarding the anniversaries of the loved ones
- displaying treatment plan

Soon

- send graphs and statistics directly to doctor(s)
- sending warning SMS when the parameters exceed the set limits
- AI ChatBot for seniors to chat with by text or voice of their choice
- version for phones/tablets

By 2050, the number of people over the age of 60 is expected to reach 2.1 billion—nearly a quarter of the world's population. This massive increase in the percentage of older adults within the population means there will be fewer younger adults to support them. It also means that more wealth than ever will be in the hands of those over 65. The sum of all economic activities generated by older adults is called the Longevity Economy.

While older adults are the central focus of the company **SeniorPro**, other stakeholders that should be considered include their families, paid caregivers, home care agencies, nursing homes, healthcare providers, and others.

3. SMART OBJECTIVES



4. PRICE



5. PROMOTION



S: An intuitive, easy-to-use design that integrates "text magnification" and "enhanced contrast" functionality for visually impaired users

M: Ensuring a subscription rate of at least 70% of users who have used the application for free for one month

A: Collaboration with accessibility experts but also with geriatricians to ensure that these functionalities are implemented in accordance with the best practices in the field.

R: Feedback from users with special needs will guide continuous improvements and adjustments to ensure an optimal experience.

T: The full implementation of these features will be completed in the next 6 months, and further tweaks will be rolled out over the next year.

The application will be available in 2 versions: **Basic** version and **Pro** version. In the **Pro** version, artificial intelligence components are introduced.

Monthly subscription

- basic version 30 lei/month
- pro version 70 lei/month

For starters, we have chosen market penetration price strategy because the purchasing power of the elderly population of Romania is reduced.

Moreover, the application can be used for free for a month so that users can get used to it. After the first month of free use, feedback is requested and if the feedback is relevant, one more month can be granted free of charge.

✓The promotional strategies for the **SeniorPro** app include hands-on training sessions in:

- retirement/ nursing homes
- health spa resorts
- hospitals and care centers
- schools, as part of the "Different School" program, encouraging students to connect with their grandparents, leveraging the higher level of technology use and openness that children have compared to older people.

✓The application will have a presentation website that will necessarily include a feedback form and a download link for the installation kit.

✓We will create an advertising video that will be distributed on social media and television.