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| HOWTO  Executive Summary  -Vikas Sanil, vsanil1@hawk.iit.edu |

Two people sitting on a couch

Description automatically generated with low confidence

## HOWTO Executive Summary

### **About us:**

HOWTO is a not-for-profit organization set up **to help older people perform day-to-day activities using our collaborator’s mobile apps**. We provide a platform for older people to reach out when they need help using a certain mobile app for their day-to-day activities.

#### Problem we observed

**Close relatives are not always available** for older people when they need help using mobile apps for day-to-day activities. They feel challenged when forced to use technology for hiring a taxi or requesting a handyman service.

#### solution we PROVIDE

We provide **a platform** where older people can reach out to our volunteers or knowledgebase to gain the technical knowledge required to use their mobile apps. Our community volunteers will help us in developing and maintaining the platform. We will use **artificial intelligence (AI) algorithms to monitor any fraud or scam** in our interactions with older people.

FUNDING

Donations from Government bodies, Organizations, and Individual donors

BRANDING

We will provide **social cause** **brand leverage** and corporate social responsibility (**CSR**) credits to all corporate collaborators with us. Our volunteers will also get brand leverage in their profiles.

FUTURE OPPORTUNITIES

Provide UX ratings for mobile apps from an older person’s perspective.

Provide insight into business opportunities in the older generation market.

Provide efficient AI algorithms.

TYPES OF INNOVATION UTILIZED

Network – Collaboration with daily usage mobile apps.

Process – Crowdsourcing the platform development and maintenance

Product System – Service platform which provides knowledge of various mobile apps.

Service – Personalized service for older people to use the mobile apps they use frequently.

* User support system for all the mobile apps used in day-to-day activities by older people.

Brand – Brand Leverage for various collaborators.