



Rethinking Food Services for aging population

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Key Driving Thesis



Funding for scientific researches
often priorities those with commercial
value and economic impacts

- Yuval Noah Harari - *Sapiens: A Brief History
of Humankind* (Author)



Distilling the motivation of
academics from the past
studies

01

MEETING
OBJECTIVES

02

Acting on the insights to
deliver better product



Scope

Sentiment Analysis
Outlook from Scientific
Community in past 10 years

01

Keyword Insights
Uncovering emerging
trends (red-ocean
opportunities) and pain-
points (blue-ocean
opportunities)

02

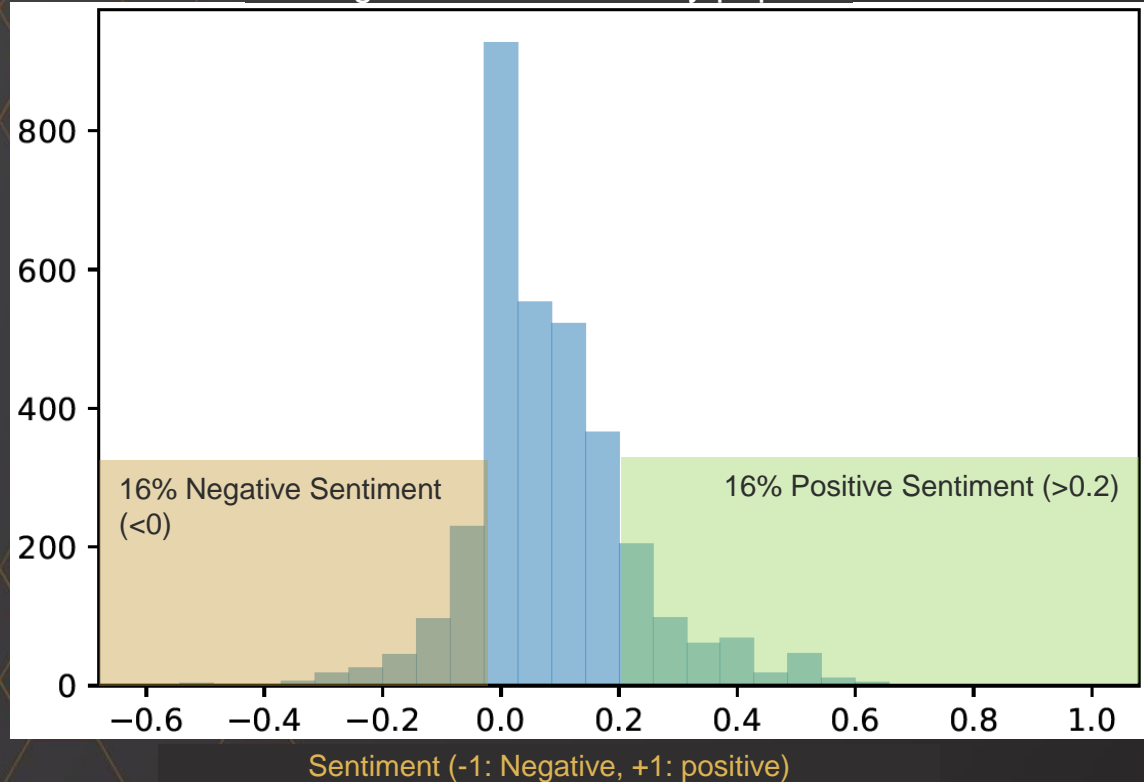
**Marketing
Strategy**
Re-thinking the
4Ps in Marketing

03

1. Sentiment Analysis

Measuring the sentiment of each paper's title and abstract using NLTK and Textblob Packages

Histogram of Sentiment by papers

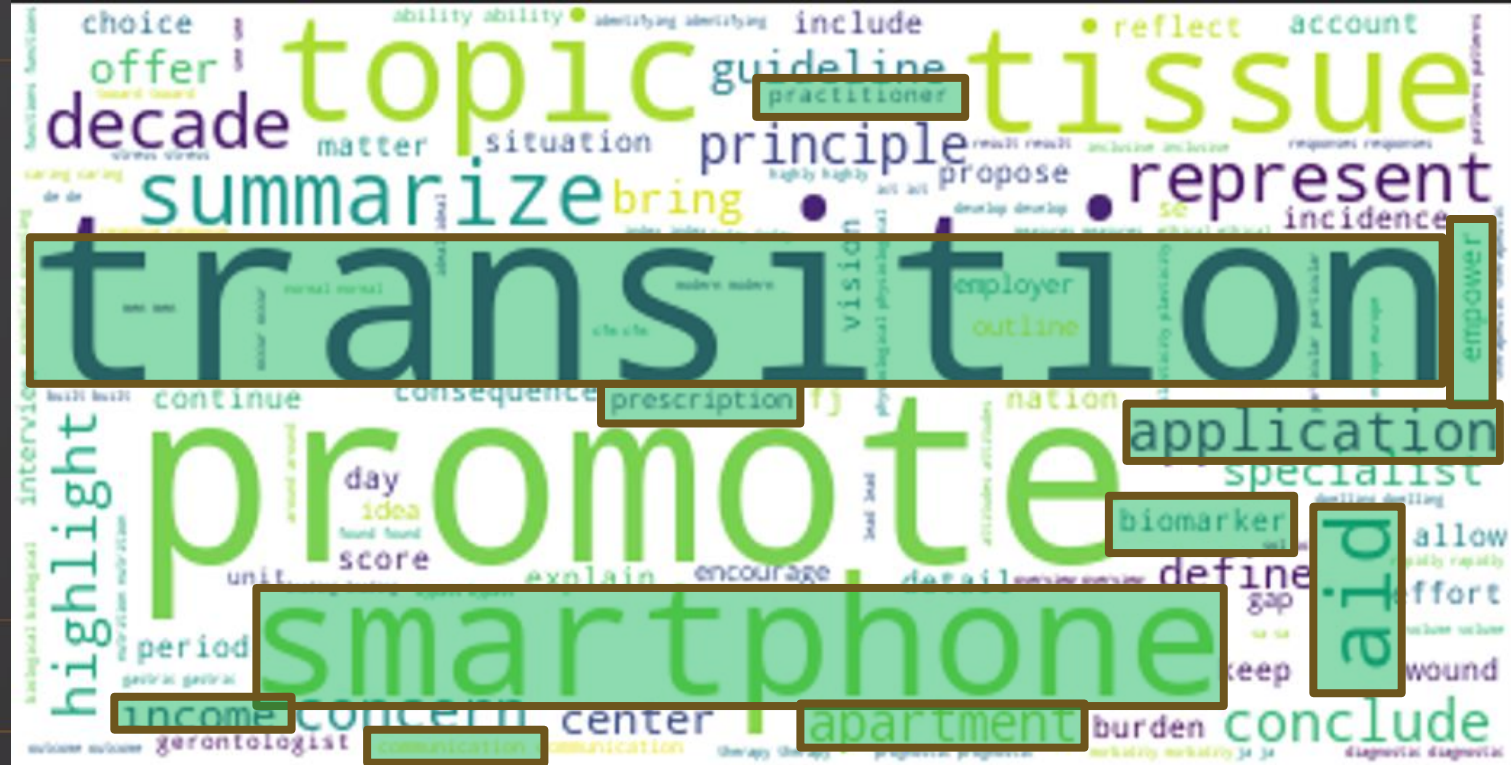


Most of the papers returned neutral sentiment.

Moving forward, top ~30% of most “sensational” titles shall pass through a Word Cloud engine to discover the buzzwords

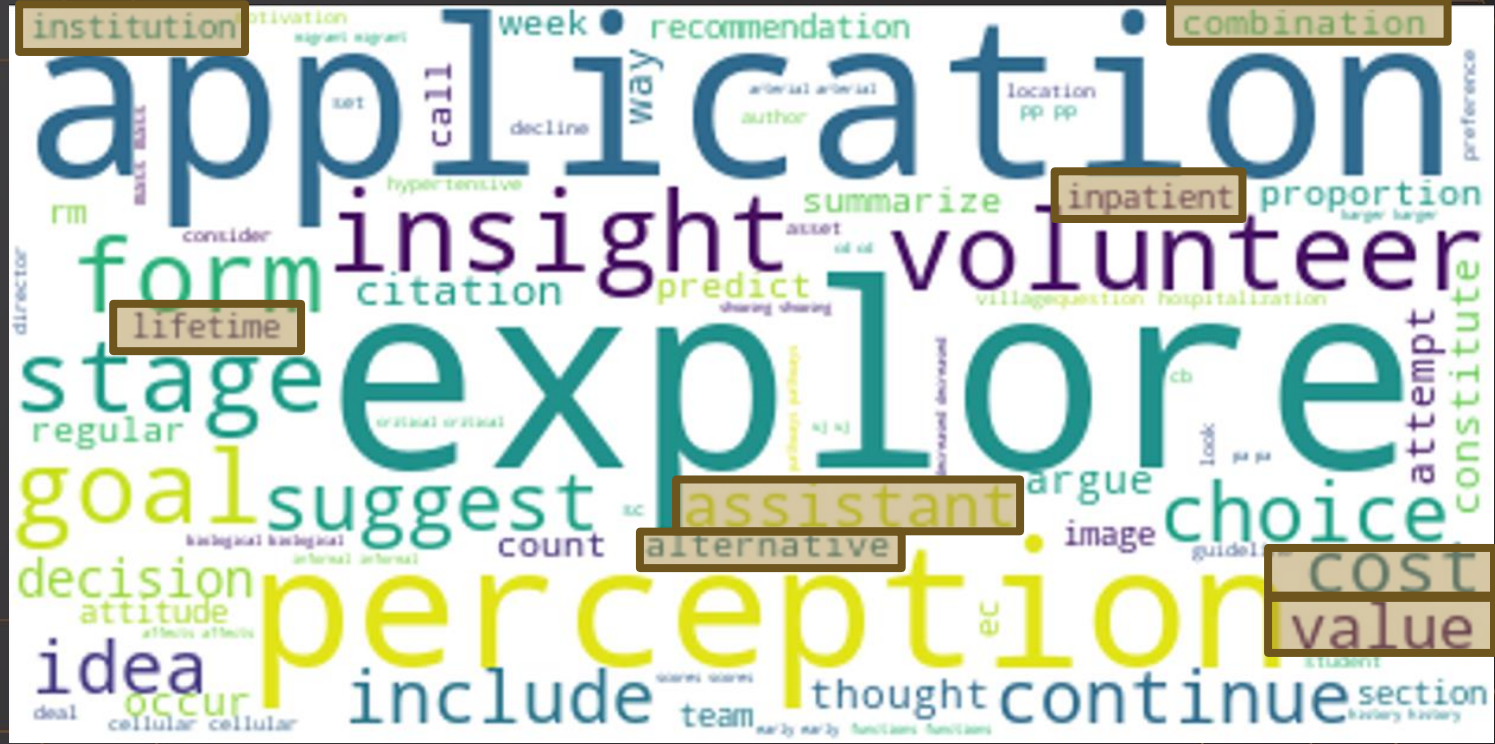
2a. Keywords Insights (Positive Articles)

Distilling articles' motivation using Word Cloud Package



2a. Keywords Insights (Negative Articles)

Distilling articles' motivation using Word Cloud Package



Fitting Buzzwords to 4Ps



Price

Income (Pension), Alternative, Price, Value



Product

Transition, Empower, Application. Smartphone, Biomarker, Aid, Communication, Prescription, Combination



Promotion

Practitioner, Lifetime



Place

Apartment, Institution, Inpatient, Assistant

Strategy 1: Health-condition based groceries

- 1) With the accumulation of underlying health conditions with age, we could launch a list of curated grocery bundles appropriate for the elderly customers with various health conditions
- 2) We could initiate R&D efforts into developing healthier alternative or more nutritious version of current product lines as well as easily prepped food for the less mobile elderly by 2050
- 3) We should work towards economy of scale such that the grocery bundles are within affordable range of pensioners



Strategy 2: Subscription based services

- 1) Tech-savviness and e-commerce literacy would be the mainstay of future silvery economy. We could deliver groceries at scheduled interval at a subscription fee.



Strategy 3: Government and industrial collaboration

- 1) With increasing inpatient rate of medical seeker and institutionalising of elderlies in care centers, we could collaborate with medical institutes to provide food service to meet their 1) peak and trough demand, 2) varying nutritional needs of the patients according to their conditions
- 2) With decreasing cognitive ability, we could collaborate with the government to provide grocery service as a welfare service. Optimistically, we could work towards accepting payment through pension fund deduction on top of government's subsidies





Comments?