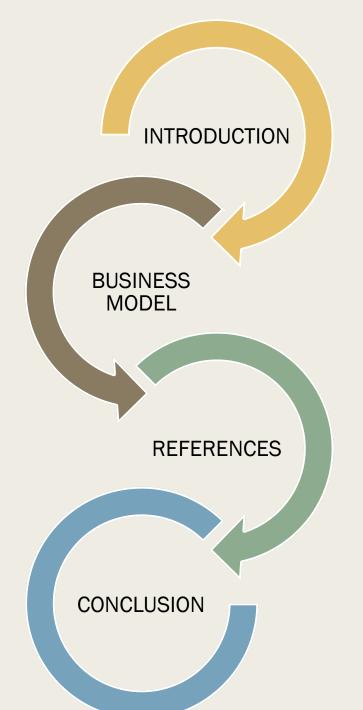


# THE RETIRED APPLICATION

**Enhancing Lives, Fostering Connections** 

By: Awad and Krupa



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## INTRODUCTION

#### INTRODUCTION

In today's rapidly evolving digital landscape, the need for specialized platforms catering to various demographics is more pronounced than ever.

One such segment that requires attention is the retirement community.

Our solution: "Retired App"

Our mission: Enhancing the lives of retirees through technology

A digital platform connecting retired individuals, fostering community engagement, and enhancing the overall quality of life.

## BUSINESS MODEL



#### **Key Partners**

- Retirement Communities.
- Elderly Care Organizations.
- Local Businesses.
- Healthcare Providers.
- Technology Partners.
- Community Centers and Clubs.

#### **Key Activities**

- App Development and Maintenance.
- User Onboarding and Support.
- Community Building and Engagement.
- Content Creation and Management.
- Partnership and Collaboration Management.

#### **Key Resources**

- Human Resources.
- Technology Infrastructure.
- App Development Tools.
- Data Storage and Management.

#### Value Propositions

- Access to Local Events and Activities.
- Ease of Communication.
- Health and Wellness Support.
- Social Engagement.
- Safety and Security.

#### **Customer Relationships**

- User Onboarding and Training.
- Personalization.
- Regular Communication.
- Community Engagement.
- Customer Support.

#### **Customer Segments**

- Retirees.
- Socially Isolated Individuals.
- Caregivers.
- Retirement Communities.
- Local Business Owners.

#### Channels

- Website.
- Social Media.
- Partnerships and Collaborations.
- Mobile App Stores.





#### Cost Structure

- App Development and Maintenance.
- Marketing and Promotion Costs.
- Personnel Costs.
- Hosting and Server Costs.



#### **Revenue Streams**

- Premium Subscription Model.
- Commission from Local Businesses.
- Sponsored Events and Workshops.



### **CUSTOMER SEGMENTS**

Retirees

Socially Isolated Individuals

Caregivers

**Retirement Communities** 

Local Business Owners

### VALUE PROPOSITIONS



ACCESS TO LOCAL EVENTS AND ACTIVITIES



EASE OF COMMUNICATION



HEALTH AND WELLNESS SUPPORT



SOCIAL ENGAGEMENT



SAFETY AND SECURITY

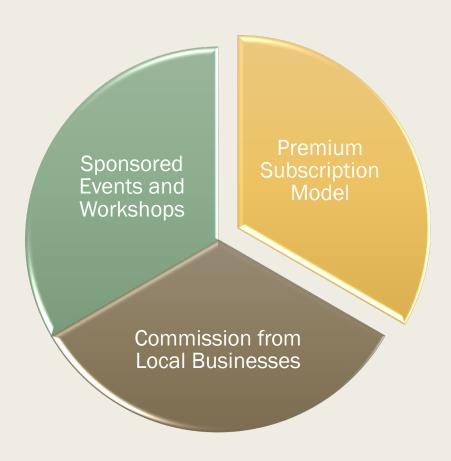
## CHANNELS



## CUSTOMER RELATIONSHIPS

User Onboarding and Training	
Personalization	
Regular Communication	
Community Engagement	
Customer Support	

## REVENUE STREAMS



### **KEY RESOURCES**



HUMAN RESOURCES



TECHNOLOGY INFRASTRUCTURE

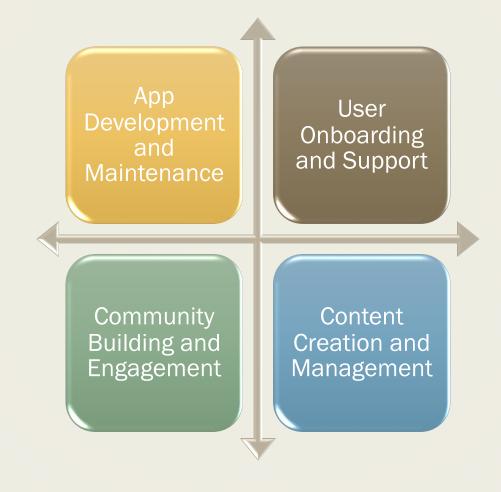


APP DEVELOPMENT TOOLS



DATA STORAGE AND MANAGEMENT

### **KEY ACTIVITIES**



### **KEY PARTNERS**

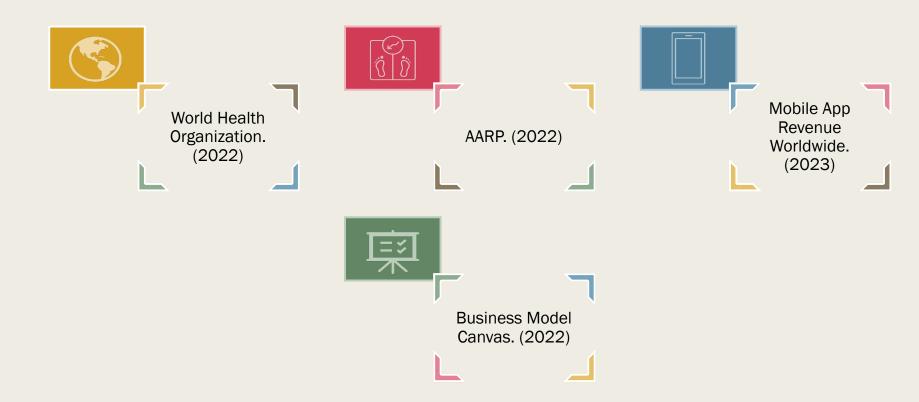


## **COST STRUCTURE**



## REFERENCES

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## CONCLUSION

### CONCLUSION

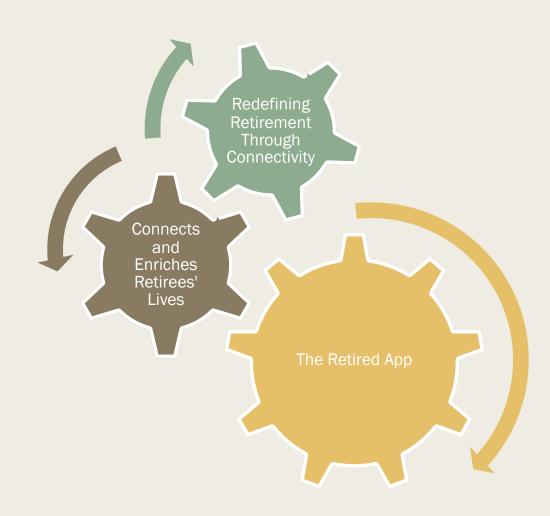
**Key Takeaways:** 

**Enhanced Connectivity** 

**Tailored Support** 

**Empowerment Through Technology** 

A New Chapter of Retirement



## THANK YOU