**Talking points for A5 video:**

* Comparison to other peep-to-peer video apps
* Some are intended for mostly professional.
* Facebook, the market leader, can be overwhelming and confusing.
* Old people being shit at tech stats
* That is why we made SocialCare chat.

**Script:**

So, by now you’re probably wondering why to choose us over some of the other market leading peer-to-peer video chat apps like facebook or skype. Well, in short, we have tailored SocialCare Chat specifically for the Elderly.

Conventional video chat apps are either designed for the general user, who likely has a fairly good understanding of modern technology, or they are specialized for targeted audiences, with features that are confusing and unnecessary for our elders.

Take the closest comparison to us, Skype. Imagine being born in the Baby Boomer generation. You’ve grown up with toasters that don’t tell you the time and phones that a hard-wired to the wall with, quite possibly, the simplest navigation possible; a circular dial with numbers on it. Now, take that functionality and compare it to Skype. To access video chat you need to navigate your way through the sign-up process, allow Skype camera and microphone access, find contacts, create a chat room and eventually attempt to generate a connection with somebody. Granted, a lot of this can be done for them with assistance, but many of our elders don’t have access to help like that.

That’s where we come in with SocialCare, a solution designed specifically for the elderly, where all of the heavy lifting can be done by someone with more experience in technology.