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The Elderly Generation Can Benefit from Technology but They Need Help and Guidance

Our world is increasingly becoming interconnected and reliant on technological devices

69% of America's seniors say they need assistance when it comes to using new digital devices*

bridges this gap

Once seniors join the online world, digital technology often becomes an integral part of their daily lives **

Based on street survey with 32 people of target group
***pewinternet.org*

Bridge

An **online peer to peer learning community** that provides <u>user generated tutorials</u> to teach the technology that could improve users' quality of life. Our competitive advantages:

- User interface is easy to use and self-explanatory. We provide step-by-step guidance on how to utilize the platform

- Provide a downloadable browser plugin that once installed, will not only walk through the lessons but actually perform the actions on the user's computer or browser

- Create an open marketplace for users to find technology support experts. Users can get online or in-person assistance on a pay-per-use basis for those tough challenges

- Bring in "online learning support" to allow peer to peer Q&A and discussion related to specific tech products and tutorials. Nominate "product champion", "product expert" to encourage knowledge sharing. Additionally, Bridge provides 24 hour, 7-day chat, video, and call support to give users the best experience

- Online safety education

Management Team

Name	Profile
Olivia Yang Zhao **CEO**	-Wharton MBA, Major in Entrepreneurship. B.Sc (Electrical Engineering), Beijing University of Posts and Telecommunications. M.Sc (Electrical Engineering), University of Houston. -4 years of experience in operation and product development in a leading Oil & Gas service company -Advisor of startup "LesDo", second largest lesbian social network in China -Teaching assistant at University of Houston
Eric Kuang **CPO**	-Wharton MBA, Major in Entrepreneurship. B.S. (Computer Science, Finance), University of Maryland College Park -3+ years of experience in consumer software development at Skype -Extensive experience in product globalization and internationalization -Experience building Android apps in terms of both front-end design and development as well as back-end architecture

Next Steps

Jan '16 *Product Development*

May '16 *Soft Launch*

July '16 *User Acquisition*

Activities

- Gaining initial user feedback
- Create basic Minimum Viable Product
- Validating service offering through feedback loop from focus groups

- Prepare for a soft launch with closed group users
- Train call center personnel
- Marketing phase to acquire key social influencers amongst 50+ years old

- Focus on user feedback and ensuring high retention
- Concentrate marketing efforts on major US cities (PHI, NY, SF

Key deliverables

→ User and payor validation
→ Refined business proposition
→ MVP

→ Securing 10 key influencers
→ Working Software
→ Fully functional Website
→ Recruitment of full time team

→ Securing 500 users in 1st month of launch
→ Securing Media and Tech-Crunch
→ Recruitment of long term team