# Market Segment Analysis for the **Dodem** Senior Digital Assistant

**Dodem** is a digital assistant designed to guide seniors step-by-step through online banking and e-government portals. It overlays helpful prompts on any application without needing modifications, using a vetted knowledge base to provide precise, safe instructions. This gives elderly users the confidence and independence to navigate digital services (like feeling a coach is over their shoulder guiding them). Below we review and refine the market segmentation for Dodem in terms of **Total Addressable Market (TAM)**, **Serviceable Available Market (SAM)**, **Serviceable Obtainable Market (SOM)**, and **Early Adopters**, adding any missing segments. All segments focus on Polish and English-speaking markets (as the initial target languages), and we note that Dodem’s go-to-market is B2B/B2B2C (partnering with institutions to reach seniors).

## Total Addressable Market (TAM)

**TAM – *“Seniors in the world with low digital skills”*.** This represents **all seniors globally** who struggle with digital technology or have low digital literacy. In essence, it’s the broadest pool of potential users who *could* benefit from an assistant like Dodem if there were no language or distribution barriers. Key points about this TAM include:

* **Global Senior Population:** The world’s population of seniors is enormous and growing. As of 2022, there were about **771 million people aged 65+ globally** (roughly 10% of the world)[[1]](https://www.visualcapitalist.com/cp/charted-the-worlds-aging-population-1950-to-2100/#:~:text=Charted%3A%20The%20World%27s%20Aging%20Population,of%20the%20world%27s%20population). By 2030 the number of people over 60 is projected to reach 1.4 billion[[2]](https://www.unfpa.org/ageing#:~:text=people%20aged%2065%20almost%20doubled,3%20per%20cent). This is our upper bound of potential users. Even focusing on those with internet access, hundreds of millions of older adults are coming online or could come online in coming years.
* **Prevalence of Low Digital Skills:** A **majority of seniors worldwide have limited digital skills or no experience with online services**, which puts them squarely in our TAM. For example, in the EU only **7% of people aged 65–74 had above-basic digital skills** (as of 2019)[[3]](https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf#:~:text=match%20at%20L666%20digital%20skills,74%20years%20%28see%20Figure%2013) – meaning **93% lacked more than basic skills**. Even the 55–64 age group had only 16% above-basic skills[[4]](https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf#:~:text=they%20lack%20digital%20skills,27%20adult%20population%20had). This indicates the vast majority of older adults are not comfortable with complex online tasks. Globally, many older people either **do not use the internet at all or use it very sparingly**, often because they find it intimidating or difficult. In 2021, only about **61% of Europeans aged 65-74 even used the internet**[[5]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=W%20krajach%20Unii%20Europejskiej%2C%20w,tym%20wieku%20korzysta%20z%20sieci), and in a country like Poland this was just **43% of seniors 65-74** using the internet[[6]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=Jak%20wypada%20Polska%3F). In the US, about **75% of seniors 65+ are online**[[7]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=When%20it%20comes%20to%20internet,%E2%80%93%20is), but being “online” often means limited activities – many still lack confidence beyond basics. This highlights tens of millions who are offline due to digital skill gaps or who go online but struggle. **TAM includes all these seniors who could benefit from guided assistance** – whether they are currently online or not. Essentially, any older adult who wants or needs to use digital services but cannot do so independently is part of our TAM.
* **Use Cases in TAM:** These seniors might need help with a range of online activities: banking, government e-services, communication tools, shopping, etc. The unifying factor is **lack of confidence or skill**. TAM is not limited by geography or current access – for instance, a retiree in Latin America with low tech skills is as much in TAM as one in Europe – but our product initially serves specific languages. In summary, TAM is the *total universe* of seniors globally with low digital skills who could gain “digital independence” through an on-screen mentor.

*(TAM is extremely large; for practicality and go-to-market, we narrow to SAM next.)*

## Serviceable Available Market (SAM)

**SAM – *“Seniors in English-speaking developed countries; Seniors in Polish-speaking countries”*.** This is the **portion of the global TAM that we can realistically target given our current product scope (English and Polish languages) and market access in the near term**. We focus on regions where seniors speak English (in developed economies) or Polish. Key segments in SAM:

* **English-Speaking Seniors in Developed Countries:** This includes older adults in countries like the **United States, Canada, the UK, Ireland, Australia, New Zealand**, and other developed nations where English is the primary language. These markets have large aging populations and relatively high internet penetration, but a significant subset of their seniors struggle with digital services. For example, the U.S. alone has about **56 million people aged 65+** (as of 2020) and rising[[1]](https://www.visualcapitalist.com/cp/charted-the-worlds-aging-population-1950-to-2100/#:~:text=Charted%3A%20The%20World%27s%20Aging%20Population,of%20the%20world%27s%20population), and while internet use among U.S. seniors has grown, **25% of Americans 65+ still do not use the internet**[[7]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=When%20it%20comes%20to%20internet,%E2%80%93%20is) (and many who do are **“low-confidence” users).** Similar patterns exist in Canada, the UK, etc. Our SAM includes **English-speaking seniors in these developed markets who have low digital skills**. They are serviceable because we have an English-language solution and these countries have the infrastructure to use it. We also anticipate that **cultural factors in these countries favor solutions for aging-in-place and digital inclusion**, making them receptive markets.
* **Polish-Speaking Seniors (Primarily in Poland):** This segment focuses on **seniors in Poland** (and Polish-speaking communities). Poland has about **9.9 million people aged 60 and above** as of 2023[[8]](https://stat.gov.pl/files/gfx/portalinformacyjny/pl/defaultaktualnosci/6002/2/6/1/sytuacja_osob_starszych_w_polsce_w_2023_r.pdf#:~:text=w%20wieku%2060%20lat%20i,proc), comprising over 26% of the population[[8]](https://stat.gov.pl/files/gfx/portalinformacyjny/pl/defaultaktualnosci/6002/2/6/1/sytuacja_osob_starszych_w_polsce_w_2023_r.pdf#:~:text=w%20wieku%2060%20lat%20i,proc) – a substantial home-market opportunity. Within that, those **65+ are roughly 7 million** (the core retirement-age group). Critically, Poland’s seniors have among the lowest digital adoption rates in Europe (only 43% of 65-74 year-olds use the internet[[6]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=Jak%20wypada%20Polska%3F), and even fewer feel confident using it). This means a majority of Polish seniors are potential users who need help to bank online or use e-government. By targeting Polish language, we directly address this gap in Poland. (Poland also has government and NGO initiatives aimed at senior digital education, indicating demand for solutions.) Polish-speaking seniors in other countries (e.g. Polish diaspora) could also fall in SAM if they prefer Polish interfaces. For now, Poland is the main Polish-speaking market in scope.
* **(Future Extensions):** While our current SAM is **limited to English and Polish locales** (per the startup’s initial focus), it’s worth noting that **expanding to other languages or regions** could unlock additional segments. For example, seniors in other European countries (Germany, Spain, etc.) or other high-internet regions have similar needs. Likewise, **English-speaking seniors in non-Western countries** (e.g. expats or countries like India’s urban educated seniors) could be considered later. However, since the product support is *just in English and Polish* for now, we exclude other languages from SAM. In summary, SAM is the **serviceable market we can reach given language and geographic focus** – essentially *English-speaking developed markets + Poland*. This still represents tens of millions of seniors (for instance, the U.S., UK, Canada, Australia combined have on the order of ~80–90 million seniors, and Poland ~7–8 million seniors, a large portion of whom have low digital skills). These are the users we **intend to target through appropriate channels (B2B partnerships, etc.) in the foreseeable future**.

## Serviceable Obtainable Market (SOM)

**SOM – *“Initial target segments: digitally-active seniors in specific channels”*.** This is the **subset of the SAM that we realistically can acquire in the short-to-medium term**, given our resources, distribution strategy, and early focus on certain channels or customer groups. We refine the broad SAM to those seniors who are **most reachable and most likely to adopt** Dodem early. The user provided several sub-segments which we expand upon:

* **Seniors in Lifelong Learning Programs (University of the Third Age and similar):** These are older adults who actively **attend educational courses or workshops**, such as **Universities of the Third Age (U3A/UTW)**, community college programs for seniors, NGO-run digital skills classes, library workshops, and culture-center courses for older people. Such seniors are **proactively trying to improve their digital skills or general knowledge**, making them prime candidates to try a digital assistant. For example, in Poland there are over **500 Third Age Universities with 150,000+ senior students** enrolled[[9]](https://wartowiedziec.pl/polityka-spoleczna/24785-co-raz-wicej-uniwersytetow-trzeciego-wieku#:~:text=Image%3A%20Co%20raz%20wi%C4%99cej%20uniwersytet%C3%B3w,pl). In the UK, the U3A network has around **400,000 members** nationwide[[10]](https://www.u3a.org.uk/about/history#:~:text=Our%20story%20,continuing%20to%20grow%20every%20day), and in the U.S., the Osher Lifelong Learning Institutes count over **160,000 senior members**[[11]](https://web.uri.edu/olli/about/osher-foundation/#:~:text=Bernard%20Osher%20Foundation%20%E2%80%93%20Osher,OLLIs%20offer%20courses%20and). Globally, hundreds of thousands of seniors participate in these lifelong learning communities. They often have basic device access (many UTW courses include computer classes) and a mindset of self-improvement. **Why they’re in SOM:** We can reach them through partnerships with these organizations (B2B2C model) or marketing at events. They are likely to **embrace a tool that aids learning-by-doing** – e.g. using Dodem at home to practice what they learned in class. These seniors are also influencers among their peers, often sharing useful resources.
* **Seniors Engaging with Digital Services (Email, Online Banking):** This segment includes seniors who **already have taken initial steps into the digital world**, for instance those who **have an email account or an online banking account**. Having an email address indicates they’ve been online at least for communication, and having online banking (or at least a bank account with online option) implies they have interest in managing finances digitally (or their bank has encouraged them). Surveys show that among Polish seniors who do use the internet, **email, online news, and banking are the top activities** – e.g., **62% use email and 65% access online bank accounts among internet-using seniors**[**[12]**](https://www.kobietyebiznesu.pl/wp-content/uploads/2023/05/Raport_Pokolenie_Silvers_w_ecommerce_2023_last.pdf#:~:text=,mail%20%2862%25%29). However, many do these with difficulty or limited knowledge. **Why in SOM:** These seniors have the necessary tools (a computer or tablet, internet access) and a motivation to use digital services, so they could readily benefit from Dodem’s guidance. They might be **struggling or anxious** when using email or banking, and an assistant could significantly improve their experience. Importantly, this group can be reached through **service providers** – for example, **banks or email service outreach**. A bank partnering with our startup (B2B model) could offer Dodem to such customers to boost online banking adoption. Similarly, community centers could identify seniors who have email but little else and introduce the assistant. In sum, seniors who are **already online in a basic way** form a reachable pool for early adoption.
* **Seniors with Internet Access and Devices at Home:** A practical sub-segment of SOM are those who **have the infrastructure needed**: e.g. **seniors who own a computer or tablet and have home internet or a smartphone**. Without a device or connection, a digital assistant can’t be used; fortunately, device ownership among seniors is rising. In the U.S., **61% of those 65+ own a smartphone** and 44% own a tablet[[13]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Image%3A%20A%20line%20graph%20showing,older%20adults%20continue%20to%20grow)[[14]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Ownership%20of%20tablet%20computers%20is,of%20those%2065%20and%20older), and many have PCs. In Poland, an increasing number of seniors have a computer or tablet at home (often shared with family). This segment overlaps with the above (email/bank users) but also includes seniors who, for example, might primarily use video calls or Facebook to connect with family. **Why in SOM:** They are *technically reachable* since they can install/run our software. We might reach them via internet service providers, senior-focused device retailers, or family referrals. By focusing on those who are already equipped, we ensure early users don’t face a hardware barrier.
* **Seniors Active in Community and Social Groups:** Many seniors are members of **senior clubs, church groups, community centers, or hobby groups** where they socialize. Increasingly, such groups offer or at least discuss digital skills (for example, a library’s senior club might host a talk on safe internet use). Seniors who are active in these networks could be targeted via those organizations. For instance, a public library or a city senior center could roll out Dodem to its members (B2B2C distribution). **This overlaps with the lifelong learning/NGO segment**, but extends to any organized senior community. These seniors are often the more active and open-to-learning individuals in their age cohort.
* **Motivated Online Service Users:** Within the English and Polish markets, we can further pinpoint those seniors who **have a clear need** for help with **specific use-cases** we address – e.g. *online banking and government portals*. This would include **seniors who already try to use e-banking or e-government services (tax filings, health insurance portals, etc.) but struggle to complete tasks independently**. Often these individuals currently rely on a family member or clerk to help them through these transactions. They are identifiable through partner channels (a bank can see which of their older customers have registered for online banking but have low login rates, or a government office might know many seniors come in person because they can’t use the online system). **Why in SOM:** They have a direct pain point that Dodem solves. For example, a senior who *has* a bank account and maybe even set up online access but finds the interface confusing would be an ideal early user if the bank offers them our guided assistant. By partnering with such institutions, we can convert these already-“attempting” users into confident digital users.

In summary, our SOM focuses on **seniors who are either actively trying to improve their digital skills or already marginally online and can be readily pulled in with some assistance.** This includes those in educational programs (who are eager to learn), those with basic online presence (email/bank accounts), and those reachable via partner organizations (libraries, NGOs, banks). By concentrating marketing and partnerships on these niches, we maximize early adoption likelihood. Notably, this aligns with our **B2B/B2B2C strategy** – for example, signing an agreement with a National Senior Association or a major Bank could directly funnel these specific groups into our user base.

## Early Adopters

**Early Adopters – *“Tech-supported seniors in Poland and English-speaking countries (with IT-savvy family)”*.** Early adopters are the **first users who will eagerly try our product and champion it**, even in its early stages. For a technology aiding seniors, early adoption dynamics are unique: often the senior’s decision is influenced by their family or caregivers. The user’s initial definition identifies a key profile: *seniors who have children or grandchildren working in IT (or generally who are tech-savvy)*. We agree and expand on this, as well as identify a couple more early adopter archetypes:

* **Seniors with Tech-Savvy Family (Children/Grandchildren in IT):** This is arguably our prime early adopter group. These are elderly people in Poland or English-speaking countries whose **adult children or grandchildren are in the tech field (or at least comfortable with technology)**. Such family members often act as *tech support and tech influencers* for the senior. In fact, studies show **80% of adults assist their aging parents with technology tasks**[**[15]**](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=Bridging%20this%20divide%20frequently%20falls,while%20simplifying%20their%20digital%20experience), highlighting how much seniors rely on family for digital help. If that family support person discovers Dodem (very likely, since they are in the IT sphere or stay updated on tech solutions), they can **introduce it to their parent/grandparent, install it, and encourage its use**. These seniors trust their children’s recommendations, and the children have a personal interest in seeing their parents become more self-sufficient online (both for the parents’ benefit and to relieve the support burden). For example, consider a retiree in Poland whose son is a software engineer: the son can set up the assistant on the parent’s computer and teach them to follow its on-screen prompts rather than calling him for every issue. **Geographically**, we anticipate early clusters in tech hubs (e.g., seniors in cities or towns with higher IT employment). In Poland, that might be seniors in cities like Warsaw, Kraków, Wrocław (where many IT professionals work) – these seniors likely have children in tech who can facilitate this. Similarly, in English-speaking countries, think of a grandmother in the US with a grandson at Google, or a retiree in the UK with a daughter in IT consulting – those seniors are well-positioned to become early users thanks to their family’s help. This group will provide our initial testimonials and success stories. (It’s worth noting that **the family members themselves are a secondary target audience** for marketing – e.g., outreach on LinkedIn or tech forums where IT professionals discuss helping their aging parents could draw their interest.)
* **Tech-Comfortable “Young Seniors” and Enthusiasts:** Another early adopter profile is the subset of seniors who are **personally somewhat tech-savvy or at least not afraid to try new technology**. These might be recently retired professionals (in their late 50s to 60s) who used computers at work or have hobbies involving the internet. While they have more skills than the average 80-year-old, they may still appreciate guidance for newer online tasks (e.g., setting up a secure government login, navigating a new banking app). This group could include former engineers, teachers, accountants, etc., who are **problem-solvers by nature** and like to experiment with tools. They might discover Dodem via news articles or peers and adopt it proactively without needing their kids to prompt them. They can serve as **peer champions** – for instance, a 65-year-old who’s the “go-to tech person” in their senior friend circle could introduce Dodem to others. In Poland, some of the UTW participants or NGO volunteers fall in this category; in the West, you have “silver surfers” communities where members are curious about tech. **We expect this group to be smaller than the family-assisted group, but still important** as they’ll give direct feedback and might even help refine the product (some could join beta tests, etc.). Essentially, they are the **innovators/early adopters** on the Rogers adoption curve within the senior demographic.
* **Families Seeking Solutions for Elderly Parents:** This is related to the first point, but we can frame it from the perspective of the **adult child or caregiver**. Early adoption might not always be initiated by the senior themselves but by a concerned family member (not necessarily an IT professional, just someone who is comfortable with tech). For example, an English-speaking caregiver who manages their mom’s finances might install Dodem on the mom’s computer to enable her to check her bank on her own safely. These family members are effectively our early customers (even if the end-user is the senior). They will push adoption because it gives *them* peace of mind (knowing their parent has a “digital mentor” to prevent mistakes or scams). This group overlaps heavily with tech-savvy family, but it could be broader (could include, say, a 40-year-old teacher who isn’t IT by profession but is generally good with computers and wants to help her dad navigate online services). **Outreach through caregiver networks, elder care blogs, and word-of-mouth in families will attract these users.**
* **Organizational Early Adopters (Pilot Partners):** Although not a “population” in the sense of individuals, it’s worth noting that because of our B2B/B2B2C approach, early adoption will also depend on **forward-thinking organizations** that sign on early. For instance, a progressive **bank in Poland** that wants to improve digital banking uptake among seniors might be an early adopter of our solution (deploying it for their senior customers), or a large **NGO for seniors** might integrate Dodem into their training programs. Through these partners, we gain early senior users in bulk. The seniors who come on board via such pilots would effectively be “early adopters by proxy.” Typically, those would still be seniors with some support or inclination (the bank might target those who have an online account but don’t use it often, etc., which ties back to the profiles above). We mention this to highlight that early traction might come from clusters of users introduced via institutional partners, not solely one-by-one consumer adoption.

In summary, our early adopters will be **those seniors who have the right support system or mindset to try a new digital aid before it’s mainstream.** Predominantly, these will be *seniors with IT-capable children/grandchildren* who can set them up (both in Poland and English-speaking countries, reflecting our bilingual focus)[[15]](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=Bridging%20this%20divide%20frequently%20falls,while%20simplifying%20their%20digital%20experience). Additionally, a minority of self-starting “younger seniors” or digitally curious elders will join early. By catering to these profiles – for example, ensuring the product is easy for a family member to install remotely, and perhaps providing referral incentives for family-to-family sharing – we can accelerate adoption. Once they see success, these early users will generate word-of-mouth in their communities. Given cultural patterns, we expect **Poland’s early adopters** to lean on family tech support heavily, while in **English-speaking markets**, there’s also a culture of independent gadget use among some seniors (and strong involvement of family too). Both sub-markets will follow a similar trajectory: a small initial core of tech-supported seniors proving the value, leading into the larger majority of seniors as the product gains trust and awareness.

## Additional Potential Segments to Consider

*(Beyond the lists above, we identified a few more segments/populations that could be included or targeted as the startup grows, in line with the “I’m not limited” vision. These are not primary in the current TAM/SAM/SOM but worth noting for completeness and future scaling):*

* **Non-English, Non-Polish Senior Markets:** As noted, large populations of seniors in other **developed countries (Europe, East Asia)** face similar digital skill issues. For example, **Germany, Italy, Spain, Japan** all have rapidly aging populations with many struggling online. If Dodem expands language support (e.g. a German or Spanish version), the TAM/SAM would broaden to those seniors. While initially out of scope, these could be future SAM extensions. (E.g., **Japan’s “tech-shy” seniors** or **Southern Europe’s low digital literacy retirees** could be huge markets to tap via partnerships in those countries.)
* **Seniors in Developing Regions with Internet Access:** A growing number of seniors in developing countries (for instance, **India’s urban seniors, English-speaking Africa**, etc.) are getting online via smartphones. They often have even less formal digital training, so an assistant (especially if eventually adapted to mobile interfaces) could help. This segment would require careful approach (infrastructure and language), but it’s part of the global TAM that could become serviceable later.
* **Younger Older-Adults (50s and early 60s) with Low Skills:** Depending on how we define “seniors,” there is a near-senior demographic (late 50s, early 60s, maybe pre-retirement) that might also benefit. For instance, someone aged 60 who still works but has very basic computer skills could use Dodem to manage their first online banking experience. Including this group slightly expands the market size and can be easier to acquire (they are a bit more accustomed to tech at least from workplaces). Many **public digital literacy programs** target 50+ or 55+ individuals as well.
* **Care Facilities and Retirement Communities:** Some seniors live in assisted living or retirement communities that provide internet kiosks or computer labs. These institutions might adopt an assistant to help their residents use services (especially as governments push things like online health services). If we target B2B2C here, the population is seniors under the care of institutions – a different channel but potentially an easier group to onboard because the facility can mandate or introduce it in a controlled setting.
* **Seniors involved in Online Social Platforms:** A niche but notable group are those seniors who join **online forums or social media groups** aimed at peer support for digital issues (for example, Facebook groups where seniors ask questions about using smartphones). Engaging these micro-communities could net some enthusiastic early users who then spread it to their contacts.

Each of the above could be layered into our market view as we grow. Initially, however, **the lists under TAM, SAM, SOM, and Early Adopters (with the additions we’ve made)** capture the critical segments for Dodem’s current strategy. They ensure we have a **comprehensive picture**: from the massive global need (TAM) to the realistic reachable market (SAM), to focused initial targets (SOM), and the profiles likely to adopt first (Early Adopters). By clearly identifying these segments, we can tailor our product development, marketing, and partnership efforts to successfully reach the seniors who need digital guidance the most, empowering them with a “mentor behind their shoulder” and bridging the digital divide for older generations.

**Sources:**

* Laurie M. Orlov, *"2024 Technology Market Overview"*, Aging and Health Technology Watch, Jan 2025 – discusses tech adoption among older adults (e.g., **only two-thirds of 70+ feel comfortable with their digital skills, and most say tech isn’t designed for them**[[16]](https://www.ageinplacetech.com/files/aip/Market%20Overview%202025%20%20January%202025.pdf#:~:text=range%2C%20the%20most%20skeptical%20age,last%20year)).
* Eurostat & KRRiT data on senior internet use – **EU average 61% of seniors (65-74) online, Poland only 43%**[[5]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=W%20krajach%20Unii%20Europejskiej%2C%20w,tym%20wieku%20korzysta%20z%20sieci)[[6]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=Jak%20wypada%20Polska%3F), indicating large portions currently offline who could benefit from assistance.
* *“Digital literacy of older people in an ageing world”*, garagErasmus report 2023 – notes that **only 7% of EU seniors 65-74 have above-basic digital skills (vs 31% of all adults)**[[4]](https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf#:~:text=they%20lack%20digital%20skills,27%20adult%20population%20had).
* Pew Research Center, 2022 – **75% of U.S. seniors use the internet** (up from 14% in 2000)[[7]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=When%20it%20comes%20to%20internet,%E2%80%93%20is), but smartphone ownership and social media use still lag far behind younger groups[[13]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Image%3A%20A%20line%20graph%20showing,older%20adults%20continue%20to%20grow)[[17]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Similarly%2C%20those%2065%20and%20older,71%20points%20to%2039%20points), showing many are online but not fully adept.
* PC Matic study, 2025 – **80% of adult children help their parents with tech tasks**[[15]](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=Bridging%20this%20divide%20frequently%20falls,while%20simplifying%20their%20digital%20experience), underscoring the role of family in seniors’ tech adoption.
* Polish Ministry of Digital Affairs / GUS – Poland has **9.9 million people aged 60+ (26% of population)**[[8]](https://stat.gov.pl/files/gfx/portalinformacyjny/pl/defaultaktualnosci/6002/2/6/1/sytuacja_osob_starszych_w_polsce_w_2023_r.pdf#:~:text=w%20wieku%2060%20lat%20i,proc), and digital inclusion programs (e.g. **e-Senior 65+**) are being funded to train seniors, indicating the need for tools like Dodem.
* Dziennik “Warto Wiedzieć”, 2015 – Over **500 Universities of Third Age in Poland with ~150k senior students** enrolled[[9]](https://wartowiedziec.pl/polityka-spoleczna/24785-co-raz-wicej-uniwersytetow-trzeciego-wieku#:~:text=Image%3A%20Co%20raz%20wi%C4%99cej%20uniwersytet%C3%B3w,pl), average age skewing 50-65. **U3A in UK has ~400k members**[[10]](https://www.u3a.org.uk/about/history#:~:text=Our%20story%20,continuing%20to%20grow%20every%20day); **Osher Lifelong Learning (US)** has 125k+ members[[18]](https://sps.northwestern.edu/oshernrc/about/osher-lifelong-learning-institute-network.html#:~:text=More%20than%20125%2C000%20people%20nationwide,OLLIs%20offer%20courses%20and). These figures show a substantial cohort of active-learning seniors who could be early adopters.
* AARP Research (2020s) – consistently finds older adults cite **poor user experience and lack of guidance as barriers** to tech use[[19]](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=In%20today%E2%80%99s%20world%2C%20digital%20literacy,privacy%20invasions%2C%20and%20technical%20frustrations), and many express interest in tools that make technology simpler, validating Dodem’s value proposition for the target market. (For instance, **59% of those 70+ feel tech isn’t designed for them**[**[20]**](https://www.ageinplacetech.com/files/aip/Market%20Overview%202025%20%20January%202025.pdf#:~:text=enable%20a%20healthier%20life%2C%20older,last%20year).)

[[1]](https://www.visualcapitalist.com/cp/charted-the-worlds-aging-population-1950-to-2100/#:~:text=Charted%3A%20The%20World%27s%20Aging%20Population,of%20the%20world%27s%20population) Charted: The World's Aging Population from 1950-2100

<https://www.visualcapitalist.com/cp/charted-the-worlds-aging-population-1950-to-2100/>

[[2]](https://www.unfpa.org/ageing#:~:text=people%20aged%2065%20almost%20doubled,3%20per%20cent) Ageing | United Nations Population Fund

<https://www.unfpa.org/ageing>

[[3]](https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf#:~:text=match%20at%20L666%20digital%20skills,74%20years%20%28see%20Figure%2013) [[4]](https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf#:~:text=they%20lack%20digital%20skills,27%20adult%20population%20had) garagerasmus.org

<https://garagerasmus.org/wp-content/uploads/2023/09/DIGILIFE_Digital-Literacy-for-Older-People.pdf>

[[5]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=W%20krajach%20Unii%20Europejskiej%2C%20w,tym%20wieku%20korzysta%20z%20sieci) [[6]](https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych#:~:text=Jak%20wypada%20Polska%3F) Popularność internetu wśród seniorów nie jest tak wysoka, jak wśród osób młodych - Krajowa Rada Radiofonii i Telewizji - Portal Gov.pl

<https://www.gov.pl/web/krrit/popularnosc-internetu-wsrod-seniorow-nie-jest-tak-wysoka-jak-wsrod-osob-mlodych>

[[7]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=When%20it%20comes%20to%20internet,%E2%80%93%20is) [[13]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Image%3A%20A%20line%20graph%20showing,older%20adults%20continue%20to%20grow) [[14]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Ownership%20of%20tablet%20computers%20is,of%20those%2065%20and%20older) [[17]](https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/#:~:text=Similarly%2C%20those%2065%20and%20older,71%20points%20to%2039%20points) Share of tech users among Americans 65 and older grew in past decade | Pew Research Center

<https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/>

[[8]](https://stat.gov.pl/files/gfx/portalinformacyjny/pl/defaultaktualnosci/6002/2/6/1/sytuacja_osob_starszych_w_polsce_w_2023_r.pdf#:~:text=w%20wieku%2060%20lat%20i,proc) stat.gov.pl

<https://stat.gov.pl/files/gfx/portalinformacyjny/pl/defaultaktualnosci/6002/2/6/1/sytuacja_osob_starszych_w_polsce_w_2023_r.pdf>

[[9]](https://wartowiedziec.pl/polityka-spoleczna/24785-co-raz-wicej-uniwersytetow-trzeciego-wieku#:~:text=Image%3A%20Co%20raz%20wi%C4%99cej%20uniwersytet%C3%B3w,pl) Co raz więcej uniwersytetów trzeciego wieku - Dziennik Warto Wiedzieć

<https://wartowiedziec.pl/polityka-spoleczna/24785-co-raz-wicej-uniwersytetow-trzeciego-wieku>

[[10]](https://www.u3a.org.uk/about/history#:~:text=Our%20story%20,continuing%20to%20grow%20every%20day) Our story - u3a

<https://www.u3a.org.uk/about/history>

[[11]](https://web.uri.edu/olli/about/osher-foundation/#:~:text=Bernard%20Osher%20Foundation%20%E2%80%93%20Osher,OLLIs%20offer%20courses%20and) Bernard Osher Foundation – Osher Lifelong Learning Institute (OLLI)

<https://web.uri.edu/olli/about/osher-foundation/>

[[12]](https://www.kobietyebiznesu.pl/wp-content/uploads/2023/05/Raport_Pokolenie_Silvers_w_ecommerce_2023_last.pdf#:~:text=,mail%20%2862%25%29) [PDF] RAPORT SENIORZY W ŚWIECIE CYFROWYM

<https://www.kobietyebiznesu.pl/wp-content/uploads/2023/05/Raport_Pokolenie_Silvers_w_ecommerce_2023_last.pdf>

[[15]](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=Bridging%20this%20divide%20frequently%20falls,while%20simplifying%20their%20digital%20experience) [[19]](https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x#:~:text=In%20today%E2%80%99s%20world%2C%20digital%20literacy,privacy%20invasions%2C%20and%20technical%20frustrations) 80% of Adults Assist Their Parents with Tech—Here’s How PC Matic Support Unlimited Can Help

<https://www.pcmatic.com/blog/80-of-adults-assist-their-parents-with-tech-heres-how-pc-matic-unlimited-support-can-help/?srsltid=AfmBOop0q7DGU_uIntufRQOwN4cN9hmSbIaYZzW-1vxmFEjkPo1hi7-x>

[[16]](https://www.ageinplacetech.com/files/aip/Market%20Overview%202025%20%20January%202025.pdf#:~:text=range%2C%20the%20most%20skeptical%20age,last%20year) [[20]](https://www.ageinplacetech.com/files/aip/Market%20Overview%202025%20%20January%202025.pdf#:~:text=enable%20a%20healthier%20life%2C%20older,last%20year) Technology for Aging in Place

<https://www.ageinplacetech.com/files/aip/Market%20Overview%202025%20%20January%202025.pdf>

[[18]](https://sps.northwestern.edu/oshernrc/about/osher-lifelong-learning-institute-network.html#:~:text=More%20than%20125%2C000%20people%20nationwide,OLLIs%20offer%20courses%20and) The Osher Lifelong Learning Institute Network

<https://sps.northwestern.edu/oshernrc/about/osher-lifelong-learning-institute-network.html>