



**SDG**

**OPEN HACK! Bangkok**

Digital Solutions for the Wellness of Elders  
and People with Disabilities

pakkō

Sunny Kumar Tuladhar  
Sunsun Kasajoo  
Amanda Raj Shrestha  
Arti Shrestha  
Tin Panthong  
Nichapa Doungkeaw

# Problem

*Vicious cycle of aging accelerated by deteriorating mental health*

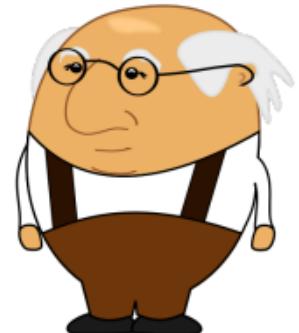
**Faster**

Aging

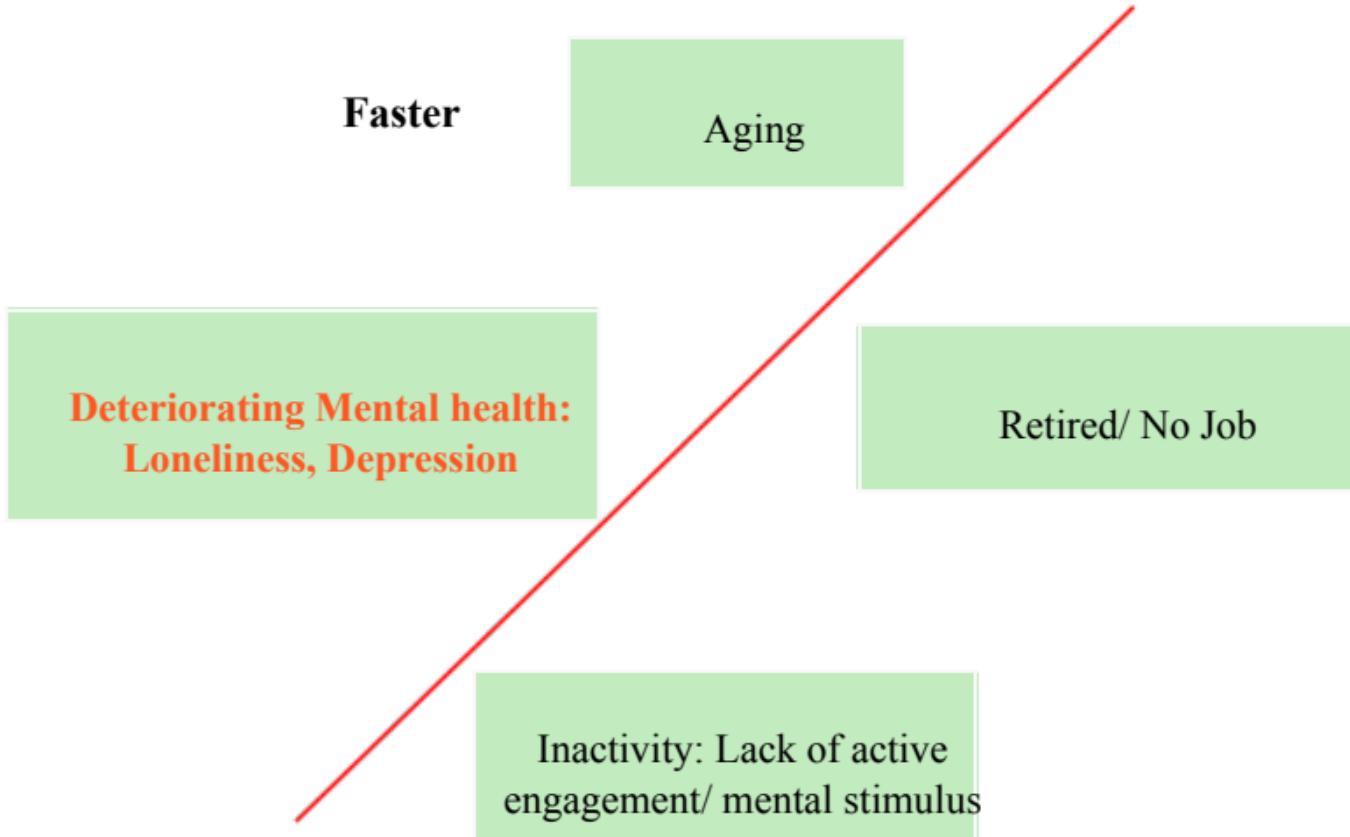
Deteriorating Mental health:  
Loneliness, Depression

Retired/ No Job

Inactivity: Lack of active  
engagement/ mental stimulus



# Break the Cycle for Young Old (65-74)



# Champa Devi Tuladhar



From Kathmandu, Nepal

Grandmother  
Loves to knit

Would you be willing to sell sweaters?

Enthusiastic to create products  
BUT  
Hesitant to go through hassle of selling

Source: Ajis

# Pakko



## App/Platform

A Marketplace for Elderlies to sell their products Convenient connection to buyers

# Pakko Services

1. We *deliver their handcrafted goods* to potential customers
  - Partnership opportunities with ride sharing apps like *Grab*
2. We also *deliver raw materials* required to produce the goods
  - Partnership opportunities with local supermarkets like *Makro*
3. We *promote the crafted goods* in social media platforms to reach wider market
4. *Call center/ helpline* for elderlies to ease the registration process for elderly

# Target Market and Users

## *Creators/ Sellers*

Young old (65 - 74 yrs )

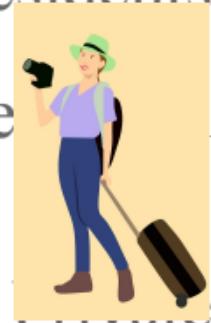


## *Customers*

Tourists

Non Residents

Corporate  
Responsibility ( INGOs, Private)



# Business Model

## Source/ Income

Commission from Sold Goods

Advertisements in the App



## Sink/ Expense

App Creation

Marketing



# Pakko Marketing Strategies

1. Social Media Promotion
2. Influencers
3. Word of Mouth
4. Giveaways



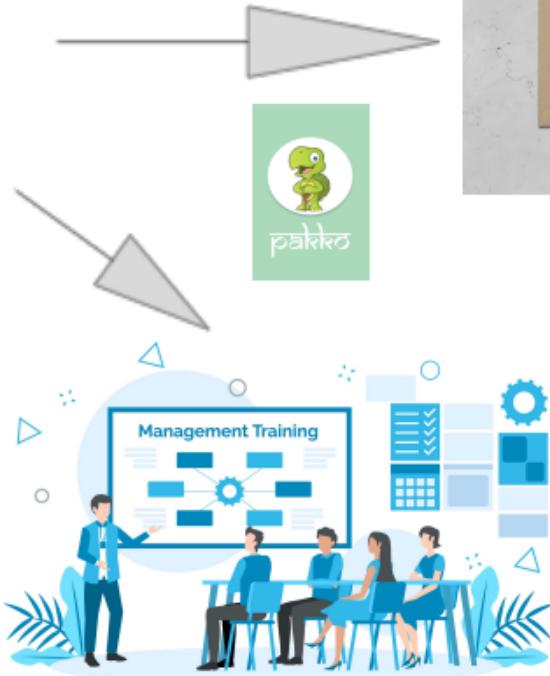
# Scalability



Elderly



Famous  
(Most  
Bought)  
Product



Training program on the  
product creation



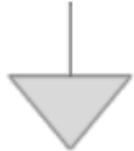
Branding



Interested  
Learner/User

# Benefits

1. Engaged Elderly
2. Community and Inclusiveness
3. Encourages Lifelong learning



## SDGs

3. Good health and well being
8. Decent work and economic growth
10. Reduced inequalities



# Pakko UI



You Are?



SELLER

OR



BUYER

OR



USER

## What Are You Interested In?



FOOD



CLOTHING



PLANTS



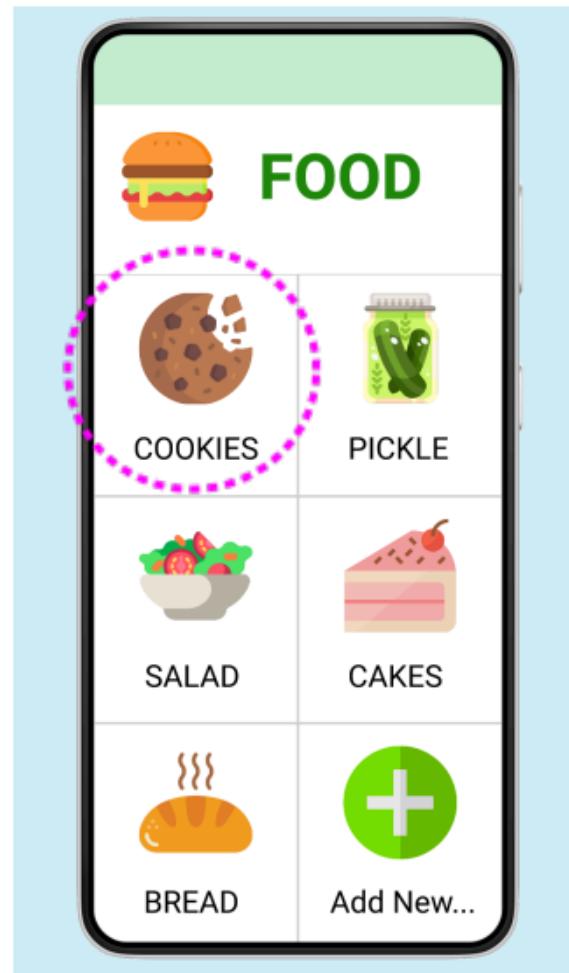
CRAFTS



TUTORIALS



COMMUNITY



CLICK HERE TO  
UPLOAD IMAGE

Price : \_\_\_\_\_

Quantity : \_\_\_\_\_

SELL

GIFT

You Are?



**SELLER**



OR

**BUYER**

OR



**USER**

## What Are You Interested In?



FOOD



CLOTHING



PLANTS



CRAFTS



TUTORIALS



COMMUNITY

**Filter:**

Food Type



**Radish Pickle**

Sold by: Ms. Bishnu Devi

Add to cart

THB. 100



**Chocolate Cookies**

Sold by: Ms. Bishnu Devi

Add to cart

THB. 50

## Radish Pickle

THB. 100

500 ml



1



BUY

Add to cart



**Ms. Bishnu Devi**

65 years old

Ms. Bishnu Devi is a 65 years old  
retired woman who can make pickles

Support Bishnu Devi

You Are?



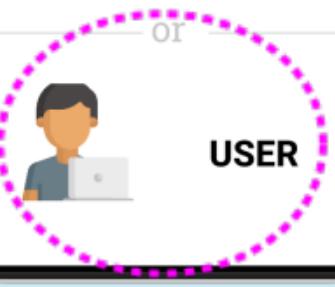
SELLER

OR



BUYER

OR



USER

## What Are You Interested In?



FOOD



CLOTHING



PLANTS



CRAFTS



TUTORIALS



COMMUNITY



## COMMUNITY



The PAKKO team would like to congratulate  
Ms. Bishnu Devi for selling 10 jars of  
Radish Pickle in 2 days

[View Profile](#)

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Comment

Share



Thank You