

Company profile - Digital Senior

Introduction (Company & product/service)

The following is done:

- ✓ The company's employees have seven years of experience in senior training.
- ✓ They have accumulated a knowledge database for the digital issues service line.
- ✓ A pilot project for a senior portal has been developed.

Silver Innovation (The problem & the solution)

Technologies are evolving rapidly, they are aimed at young, active people, but society is aging and seniors are being excluded from this digital environment because seniors have a low level of knowledge and skills of new technologies.

Our Solution:

- 1) To create a Senior Distance Digital Learning Service with computer rental and Customer Service Phone.
- 2) To create a web portal for the needs of seniors Silver Senior.

What is innovative in our business project:

- 1) Providing versatile information relevant to seniors and inspiring seniors through the senior's portal.
- 2) Customer service phone for digital issues.
- 3) Computer rental.

Customer segmentation (Market validation & market size)

Our target audience are adults aged 65-74 who use the internet irregularly. According to the official statistical portal of Latvia, in 2020 there were 87 676 in Latvia such persons.

Geographical area of operations (Current & future)

The company organizes its activities in whole Latvia. About the portal - a pilot project is currently being developed for Latvian seniors, in the future it is planned to expand the portal to cover European seniors.

Earnings logic

- 1) Income from Municipalities who will pay for their senior organizations.
- 2) Income from individual seniors.
- 3) Revenue from advertising on the portal.

Financing needs. 20 000 €. For computer purchasing and portal development.

The next step/goal. Launch the portal. Offering training customer service and computer service.

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