

Social integration of seniors

“Integration, Facilitation,
Strengthening”

*New ecosystem for seniors thanks
to tablets for seniors*



What we do

- Helping seniors keep up and stay connected
- Reduce feelings of loneliness
- Improve communication between generations



Thanks to our own technologies and services

What we have



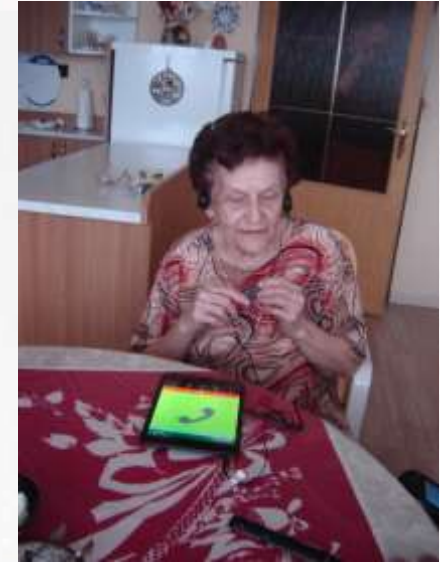
■ Vision, HW, applications, services and assistance – all for seniors

- SeniorTAB tablet
- SeniorPHONE application for tablets
 - A phone with large buttons
- SeniorHUB web application
- Initial free training
- “An hour IT” service
- Remote technical support
- Rental and rehearsal office
- Manuals for seniors with seniors
- Voice and Data Services



Our advantages

- Technologies with a human face
- Remote support everywhere and for everyone
- Rent and trial option
- Generally beneficial project
- Apps installment and tutoring
- Personal contact



Buyer and user

- Patron
buying / financing
- Senior
using / buying (sometimes financing)



- Family
supporting / sharing

Joint offer



Product

- SeniorTAB tablet
- 3-hours tutorial for free
- Functionality:
 - SeniorPHONE application for seniors
 - SeniorHUB web app for seniors

Service and aftercare

- “An hour IT” service
- Remote technical support
- Rental and trial service
- Voice and Data Services



Market size of the Czech Republic



- 2,3 mln habitants older than 61 years old
- 1,5 mln habitants between the age of 50 and 60
- 1 mln handicapped habitants
- By obtaining **1%** from the 61+ yo group we will achieve the client base of approx. **23 000** people

CZ population by age							
	50 to 55	56 to 60	61 to 65	66 to 70	71 to 75	76 to 100+	Total
Total	776 060	739 513	734 289	583 772	391 302	643 029	3 867 965
2,5%	19 402	18 488	18 357	14 594	9 783	16 076	96 699
5%	38 803	36 976	36 714	29 189	19 565	32 151	193 398
10%	77 606	73 951	73 429	58 377	39 130	64 303	386 797
15%	116 409	110 927	110 143	87 566	58 695	96 454	580 195

	Primary target group 61+		61 to 65	66 to 70	71 to 75	76 to 100+	Total
Total	0	0	734 289	583 772	391 302	643 029	2 352 392
10%	0	0	73 429	58 377	39 130	64 303	235 239



Who we are

Pavel Kučera

Communicational Stepfather

"We all have our old age around the corner, we should actively walk towards it"



Tomáš Hubálek

Strategical Father

"Life is about getting to know yourself, helping others and chasing your dreams"



Mirka Hubálková

Creative Mother

"Our goal is to create"



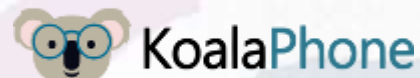
Partners



- EMITI System s.r.o.
- ABC Data s.r.o.
- Your System s.r.o.
- Koala Phone
- Moudrá Sovička z.s.



NALEZYMÝMĚC



Beneficial projects



Thank you



Fotopříběh:

- https://www.youtube.com/watch?v=MICmuk_OXVA

Interview about the service and product: Byznys park

- <https://vimeo.com/126901962>

seniorHUB web + e-shop + FB

- <https://www.facebook.com/seniorHUB.TAB>
- <http://www.seniorhub.cz>
- <http://obchod.seniorhub.cz>

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senior
TAB

NSGen
New Senior Generation