



Management:

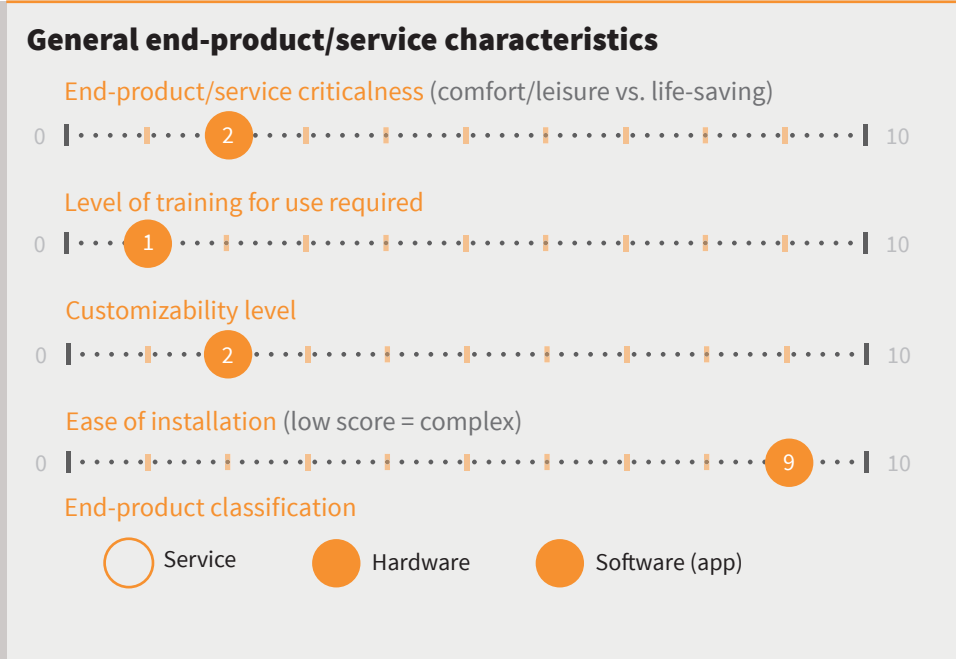
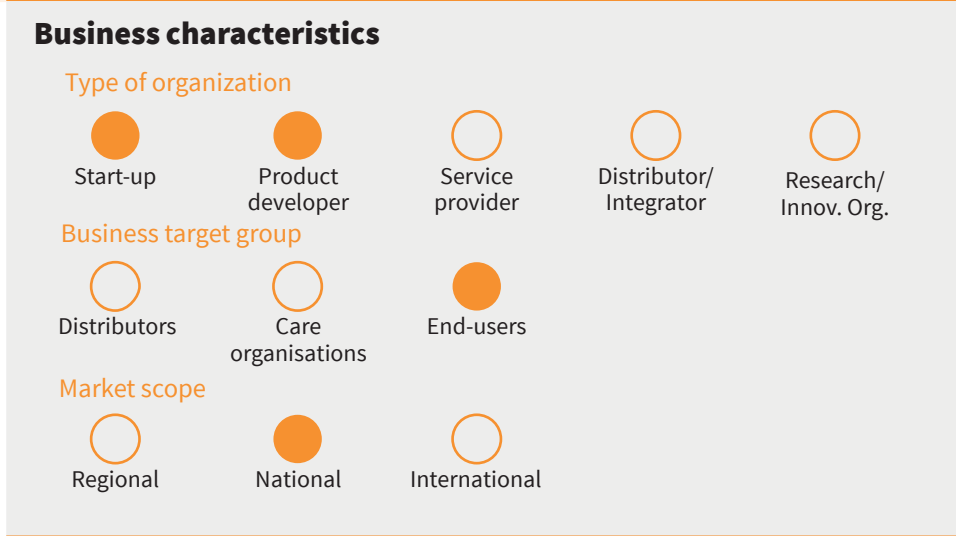
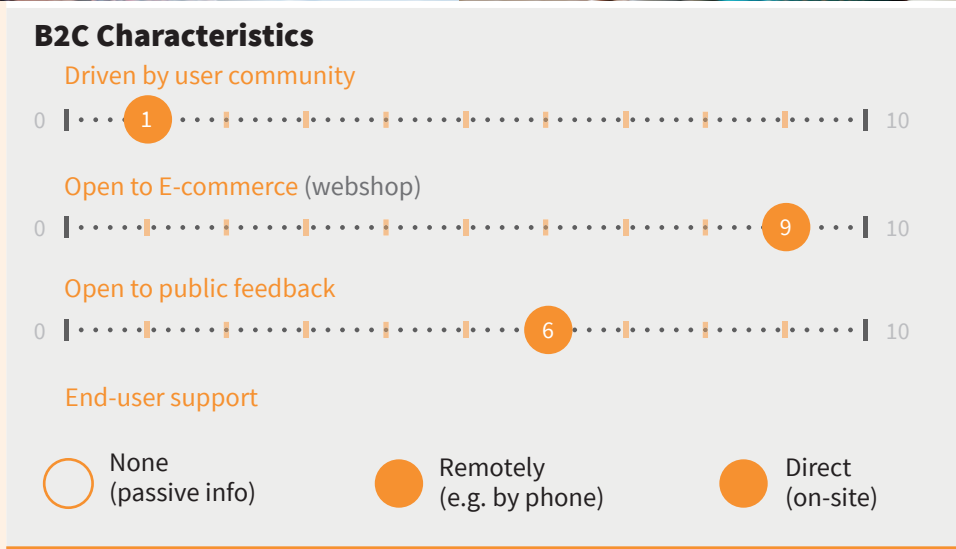
The company was found and is managed by Rob and Dan, two friends who gave up their jobs to create iTelly.

Communication/Marketing:

iTelly Ltd. does business directly with caregivers of older adults who often find their product after searching the internet. Orders can only be placed directly at iTelly Ltd. The simple concept of being able to provide caregivers with 1 device, easy customization options and if necessary assistance remotely, iTelly's are ordered throughout the country. The business model is a monthly fee for which the 'back-end', that all iTelly's depend on for their services, is kept accessible, secure and up-to-date.

Ambition:

The ambition of Rob and Dan is to scale up their business for which they would like to get in touch and cooperate with care organisations. Another possibility they are looking into is making the iTelly available in neighboring countries like Belgium and the Netherlands since theoretically only proper translations and local back-end hardware is necessary to make it work abroad.





XT&C- app developer

2 years, 4 employees

Belgium

AAL2B

XT&C is a small start-up company found by 2 enthusiastic software developers with a heart for enriching the lives of older adults. To realize their vision they developed the app ‘EropUit!’ that provides older adults with an easy way to find like-minded people, prevent loneliness by going out, meet others and stay active.

The business model for XT&C is based on advertisements in the free version of the app and membership fees from users of the premium version. The app asks users to provide preferences in order to match people.

EropUit! is used most in the region where the company is established. This partly due to the presence of an active community as result of training/test events where XT&C invites local older adults to participate. These that stayed engaged with the app and hence form a stable active user community.

Management:

The 2 original founders (old friends) of XT&C are managing directors, of which one primarily acts as operational manager, and the other as sales executive. To make sure the workflow stays efficient when working to improve the app with the whole team, which includes the head of design and an back-side engineer, an agile approach is used.

Communication/Marketing:

Currently XT&C relies heavily on online media, links on the website of media partners that redirect visitors to their own homepage and Facebook page (Twitter is considered useless). On their homepage they make use of testimonials of real users to promote and increase trust in the app.

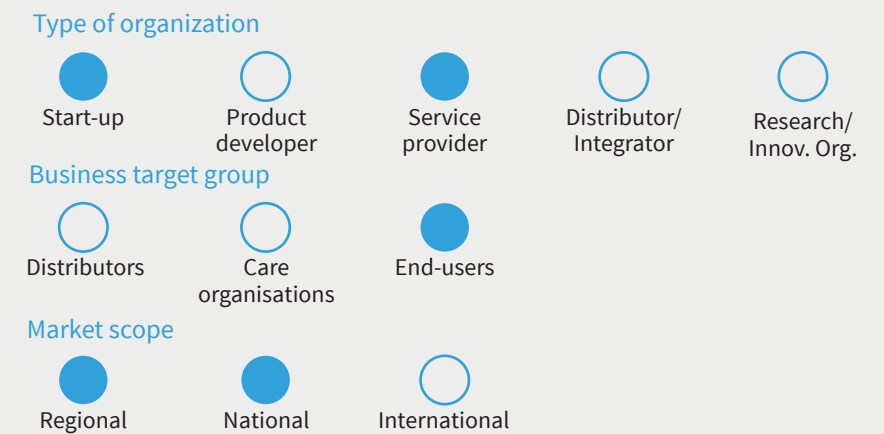
Ambition:

A constant fear is that face to face advertising alone is not enough and leads to isolated user groups that are effective for a short period of time but quickly loose interest due to lack of more new users in the area. With the ambition to geographically expand the active user community they are searching for new ways of advertising and distributing the app more efficiently. An option that hasn’t been used so far, is collaboration with relevant, trustworthy channels like (formal) caregiver organisations to reach many older adults. They are also hoping to increase the app’s value in the future by integrating regional services of interest (e.g. event calendar).

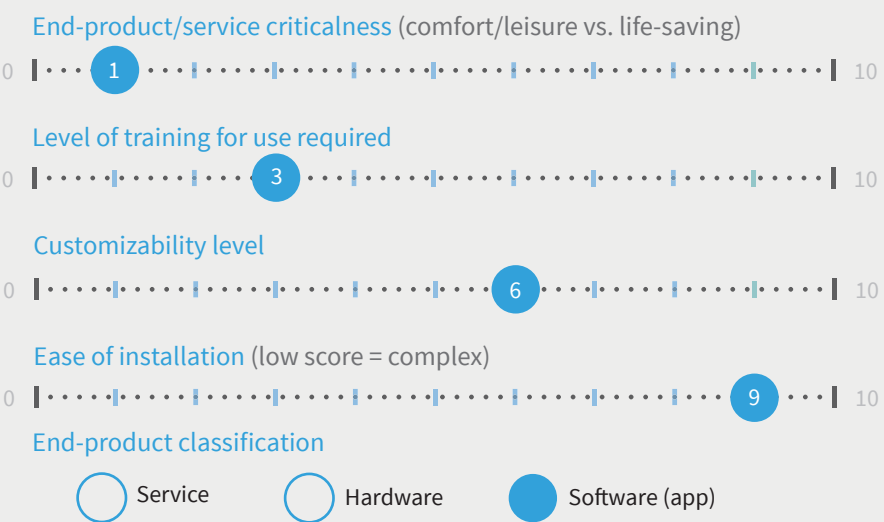
B2C Characteristics



Business characteristics



General end-product/service characteristics





Triparato

17 years, 100+ employees

Portugal

AAL2B

Triparato is a well-established medical device company with a respectable reputation that supplies eHealth solutions to enable Community Care and improve the quality of life of patients, carers and clinicians.

The company comprises a mix of researchers, engineers, clinicians, marketing, sales and operation staff, who all share the sam passion to use their skills to make a difference to people’s lives.

The eHealth slutions consist of custom developed devices which enable advanced (remote) monitoring that contribute to care prevention plans.



Management:

Business is done primarily with care organisations and municipalities in procurements for projects that aim to modernise national care. Secondary business for home compatible products is with ‘Triparato-certified’ vendors that sell directly to individual end-users. Typical projects take several years to complete. and include the commitment to building up partnerships with parties involved, close cooperation to define requirements and implementation strategy to deliver the optimal customised solution.

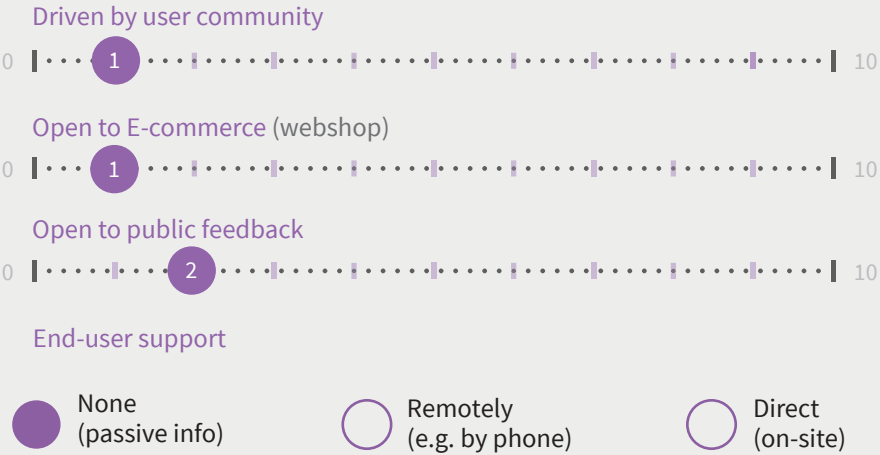
Communication/Marketing:

Social media does not play a big role. Internet is only used for brand awareness, company profiling (on their homepage) and job recruitment (LinkedIn) but not for doing business. Triparato has no interest in e-commerce since they want to respect the current vendor partner-ships, do not want to ‘focus on the little man’ but instead create impact by large scale customizable solutions.

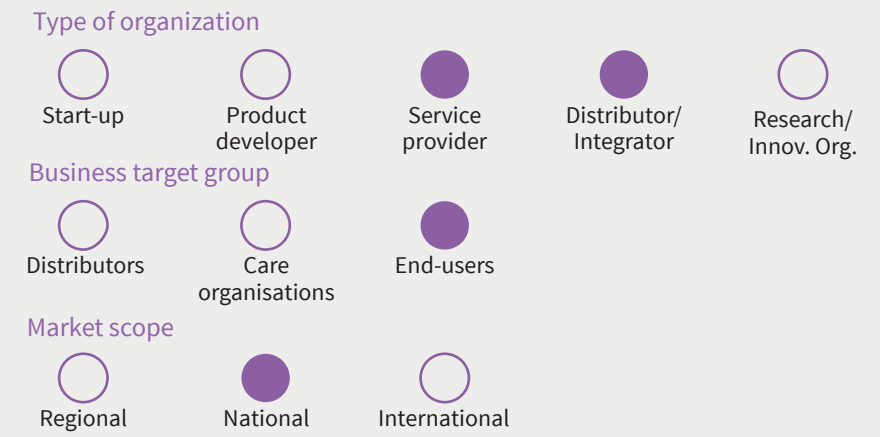
Ambition:

Business is good, but over the years they experience that budgets are getting smaller and successful participation in tenders becomes more challenging as other, often younger, companies form serious competition in regional procurements. Their ambition is to maintain the lead as a medical device a company by offering high-quality service country-wide as well as cutting-edge, unmatched research-driven solutions.

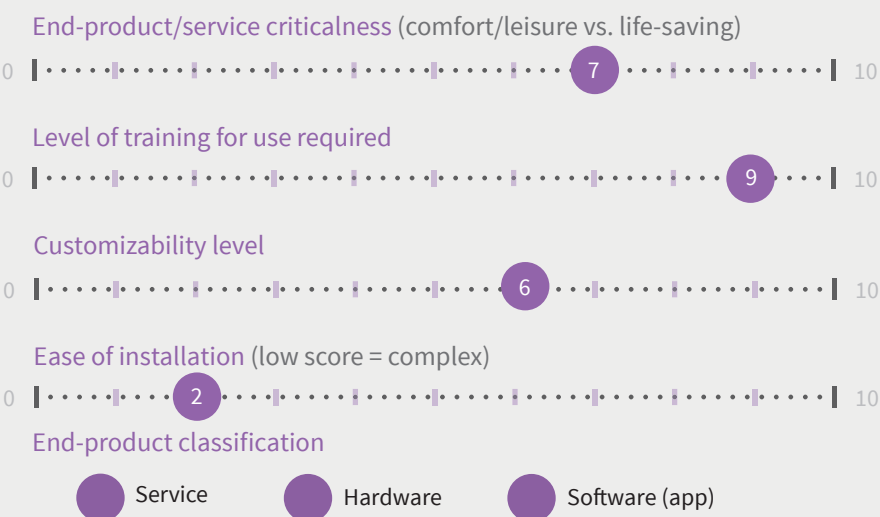
B2C Characteristics



Business characteristics



General end-product/service characteristics





Domocare

9 years, 40 employees

The Netherlands

AAL2B

For almost a decennia Domocare provides consumers with information about home care assistance and sell solutions. To realise this they started with local shops that extended the means to provide people with extensive advice about possibilities.

Instead of only by phone or after arranging house visits, it gives people the freedom to inform themselves whenever it suits them by paying a visit to a nearby shop.

Domocare uses the shops as demonstration area where older adults or people with a disability can experience the benefits and characteristics of solutions.

Management:

The company is a cooperative organization, which means every shop is independent but affiliated with the Domocare cooperation who takes care of joint procurement of care solutions.

Communication/Marketing:

In addition to the local shops, the main page of Domocare also provides a webshop. Most solutions can be bought, but some solutions can also be hired for a period of time. Trust is considered one of the most important brand aspects, hence efforts are made to obtain a nationally well-known consumer guarantee certificate that is displayed on their webpage. In addition, they allow customers to write public reviews, not about the solutions themselves but about the organisation in general.

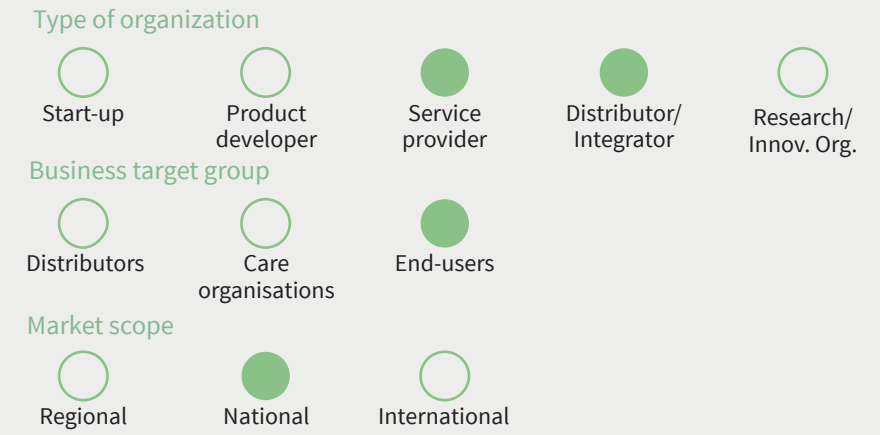
Ambition:

The ambition is to team-up with home automation integrators since this would vastly extend the range of advisory possibilities that visitors can be informed about.

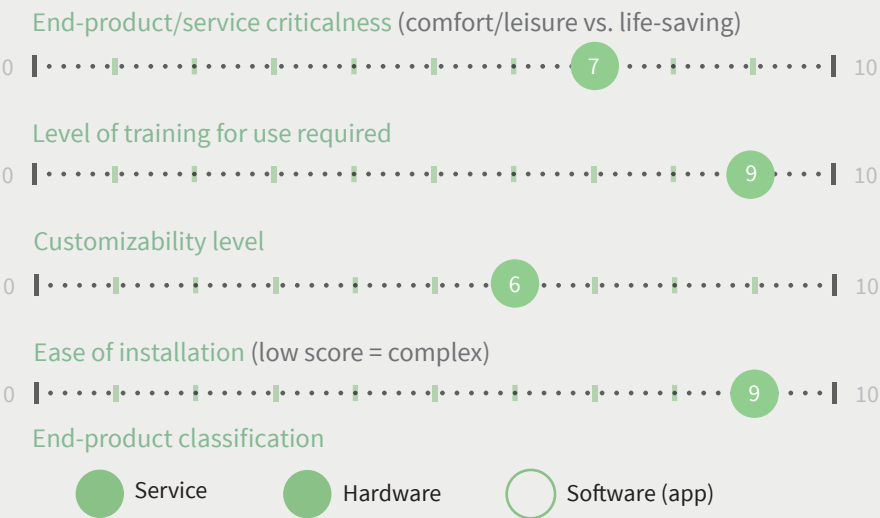
B2C Characteristics



Business characteristics



General end-product/service characteristics





Rostütz GmbH

<1 year, 8 employees

Austria

AAL2B

Rostütz is a young company that emerged from a development team working on a robotics project at the technical university of Vienna to assist older adults. The indoor system includes a guidance rail onto which an strong, lightweight and flexible mechanical arm is mounted. Depending on its place of mounting the arm assists people in their home environment with severe disabilities by ‘lending a hand’, for example to get in or out of bed. It is easily operated by speech commands and uses cutting edge techniques to ensure safe operation.

The company has recently moved to its own building complex where the development continues in order to realize the first commercially available version of the robotic system within a few months from now.

Management:

Rostütz is led by Ingeborg, she is one of the lead coordinators and was involved in the project since the beginning when she still worked for the university as a post-doc. She and her team of coordinators decided to officially start a business after receiving a lot media attention during prototype demonstrations. The final capital needed to successfully start the company was collected via a crowdfunding campaign.

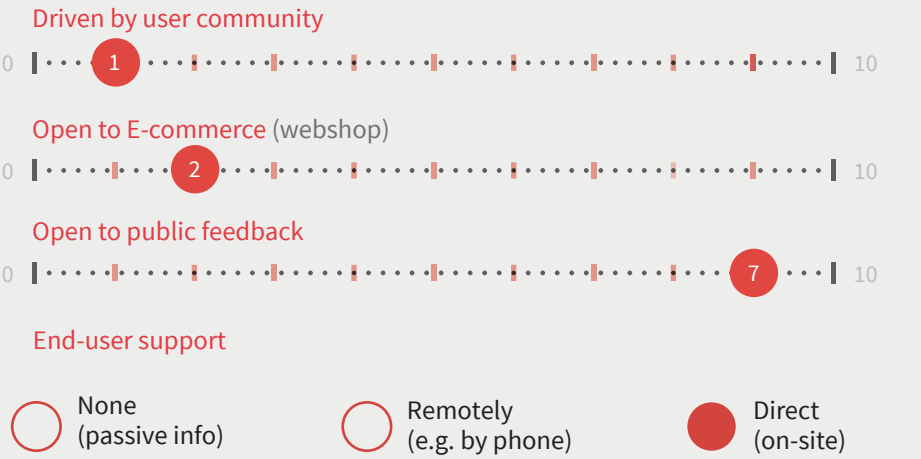
Communication/Marketing:

Especially after the relocation the company spends quite some effort in representing themselves on social media, making profound use of LinkedIn and the European professional network Xing in order to find business partners.

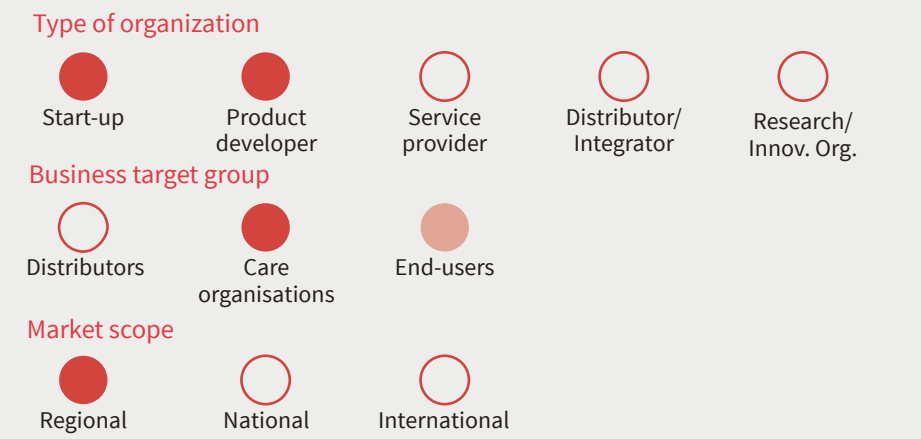
Ambition:

The ambition of Ingeborg and her team is to find homecare organisations or rehabilitation centers that want to fulfill a progressive role to become the first institutions to install and use the system. When successful they also plan to release a cheaper consumer version of the robotic arm within 1 year from now, for which a consult and quotation could be arranged via their website.

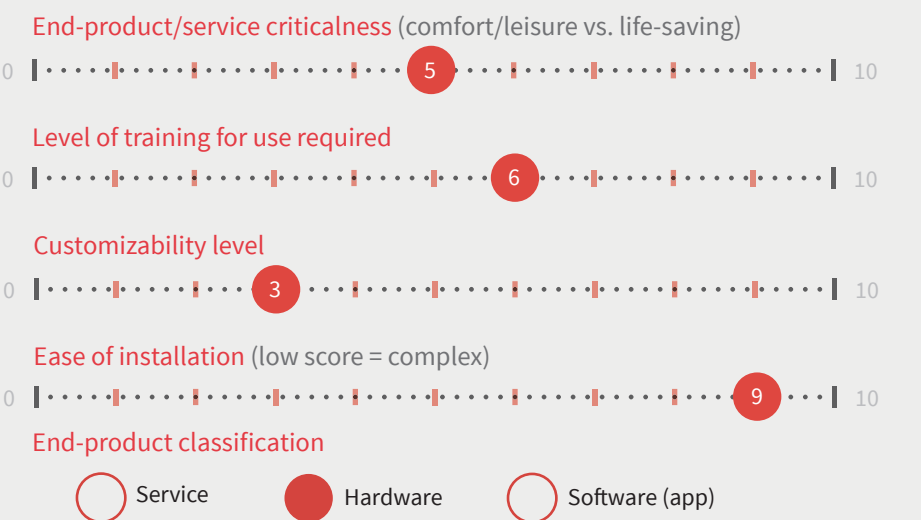
B2C Characteristics



Business characteristics



General end-product/service characteristics





Udego

14 years, 50 employees

Switzerland

AAL2B

Management:

Udego is from origin a family company founded by two brothers after several years of experience in the world of consulting. Currently two offices, including the main office in Switzerland, are individually managed by the brothers, while the third office is run by an old business acquaintance

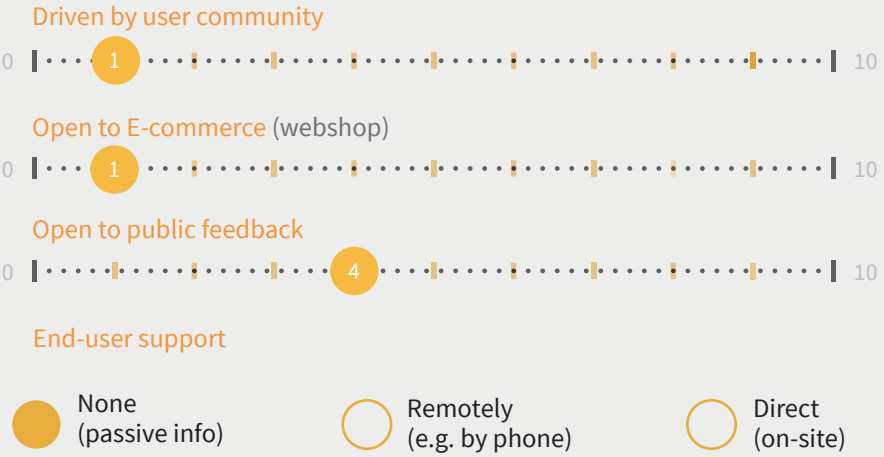
Communication/Marketing:

Participation in several research initiatives makes sure the company’s logo is frequently displayed on dissemination material like websites, conferences, exhibitions and publications. Besides their company homepage, only Twitter is used to inform followers about relevant news.

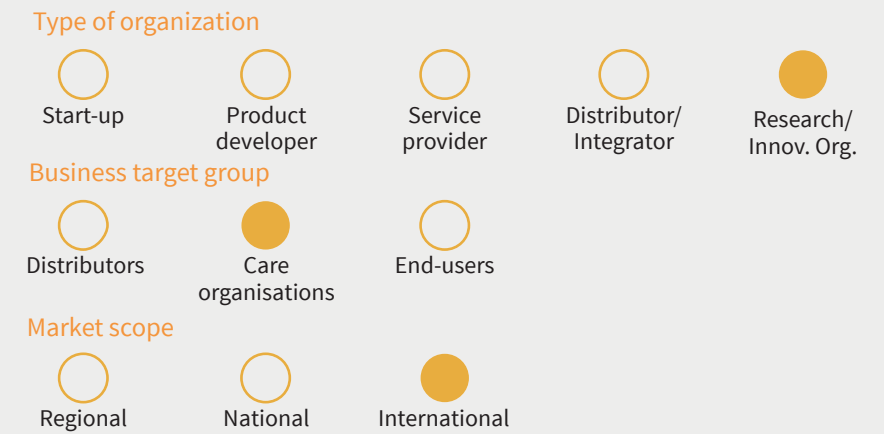
Ambition:

The company has many research affiliated partners that are involved to provide extra resources, assignments or cooperate in funded projects. Their main ambition is simply to stay sustainable. A secondary objective in the long term is to expand businesses to more distant regions in the north of Germany as well as in Luxemburg by opening a new office.

B2C Characteristics



Business characteristics



General end-product/service characteristics

