



**iTelly Ltd.**  
**4 years, 2 employees**  
**UK**  
**AAL2B**

iTelly Ltd. developed and sells an interactive photo-framed tablet specifically designed for older adults. It offers them a fun and easy way to participate in modern communications like video calls, sharing pictures, agenda with automatic (medicine) reminders, or popular internet services like streaming video or music.

The idea for the iTelly originated from a personal first-hand experience when the 80-year-old uncle of Rob, one of the founders, became in need of support. While Rob took care of his aunt, he realized means were missing to maintain easy communication with, or arrange care for, his uncle when he was not close by. A few months later the first iTelly was born. They, Rob and his partner Dan, are proud of being able to provide older adults that lack modern computer skills a tangible product with an environment that is tailored to their needs.



**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.

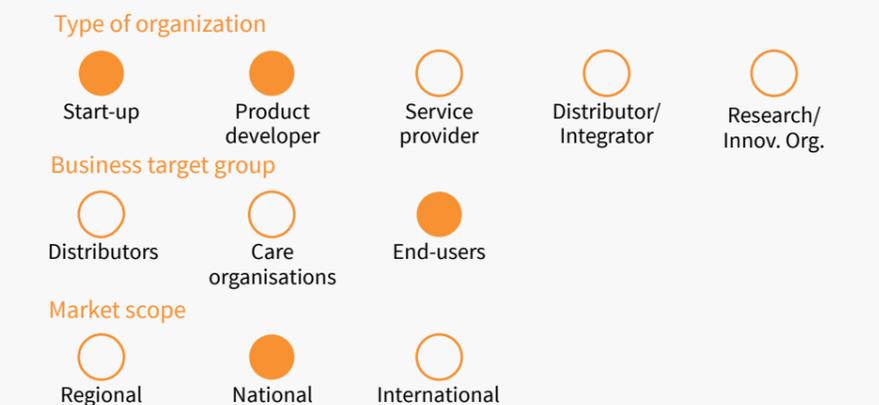
**Ambition:**

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.

**B2C Characteristics**



**Business characteristics**



**General end-product/service characteristics**

