



# 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.

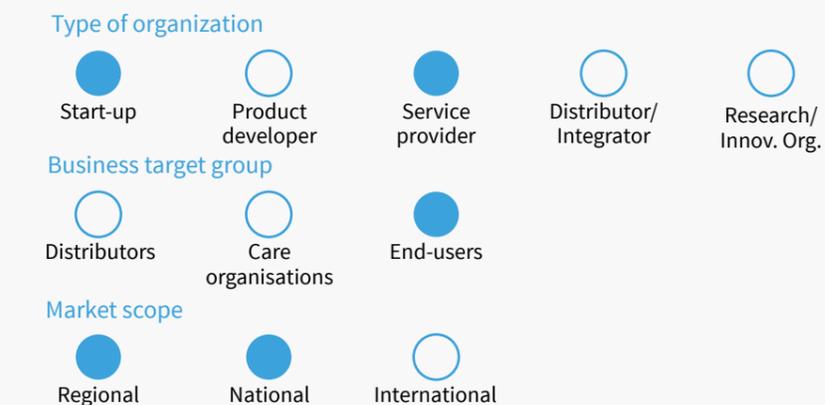
### Ambition:

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

