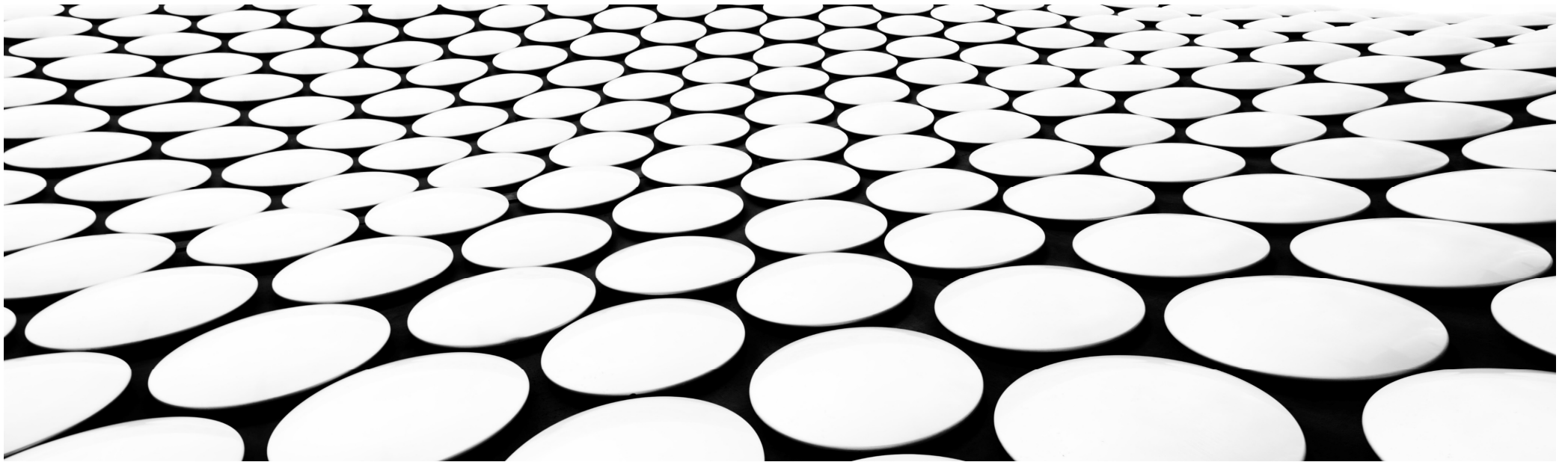
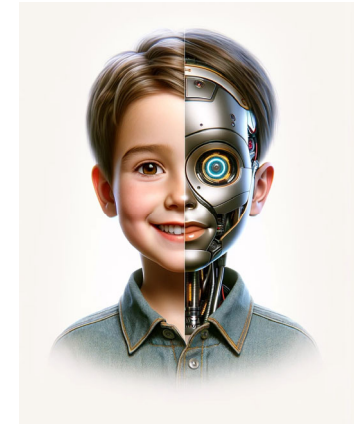

VIRTUAL GRANDCHILD

SUPPORTING THE E-SENIOR COMUNITY



1 - INTRODUCTION

1.1 - This is our introduction to "Virtual Grandchild", a technological innovation aimed at empowering, preparing and protecting the elderly population in the digital world.

1.2 - I identified some common challenges faced by elderly people when adapting to modern technologies:

- Cellular Settings
- Responses on Whatsapp (fear of fraud and scams)
- Difficulties with modem
- Buying online
- Among others

2 - PRODUCT VISION

2.1 - The "Virtual Grandchild" App is an AI-powered app for iOS and Android, specifically designed to support the elderly.

2.2 - The App emphasizes the mission of digital inclusion, facilitating the use of technology for the elderly, available, educated, at hand.

3 - MARKET ANALYSIS

3.1 - Highlighting the growing elderly population as an emerging and underserved market.

3.2 -- The values and needs of the elderly are different from those of the youth market, who tend to be the target of everything. The elderly feel abandoned by their family and the market, which does not listen to their demands and needs.

3.3 - Initial focus on English-speaking countries with planned global expansion.

4 - PRODUCT FEATURES

4.1 - Main functions: step-by-step guides, data security education and password management.

4.2 - Live support option for direct assistance for specific cases and in premium plans or one-off charges, yet to be studied (human assistance means jobs).

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5 - PEOPLEWARE

5.1 - Team: AI Specialist, Design Lead and Heads of Development for iOS and Android.

5.2 - Focus on platform-specific optimization and senior-friendly interface.

5.3 - Personal Assistants.

5.4 - Legal, marketing, finance are not forgotten, but discussed later.

6 - GROWTH PROJECTION AND REVENUE MODEL

6.1 - Ambitious growth goals: 100,000 users in the first year (US, or english speakers), 500,000 in the second (Starting global, national or regional managers) and more than 1 million in the third (Consolidating the product), quarterly measured.

6.2 - Revenue model based on monthly and discounted annual subscription.

6.3 - Reinvestment as a priority to gain market share.

7 - MARKETING STRATEGY

- 7.1 - Digital marketing aimed at elderly families.
- 7.2 - Referral strategy and use of the platform with friends.
- 7.3 - Partnerships with communities and senior organizations.
- 7.4 - Educational content on digital literacy for seniors.

8 - FINANCIAL PLAN AND RISK MANAGEMENT

- 8.1 - Plans for initial financing (Angel Investors, Public or else), break-even analysis in 18 months and reinvestment of profits (to be developed).
- 8.2 - Risk management: technological adaptation of the target audience, competition and concerns about privacy and data security.

9 - CONCLUSION

9.1 - "Virtual Grandchild" as an essential bridge across the digital divide for seniors.

9.1.1 - We understand and have practical experience on their difficulties.

9.2 - A unique solution in an expanding market, with a clear operational plan, targeted marketing and a sustainable revenue model.

ABOUT ME

- Danilo Katzaroff – Business Consultant, Entrepreneur, Software Engineer, AI Lover
- Based @ Recife, Brazil (GMT – 3:00)
- Main contact: +55 81 98165-2431
- Email: DNBRCONSULT@GMAIL.COM

