AAL FORUM 2016

St. Gallen (Switzerland) 26-28 September 2016

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| **AAL FORUM AWARD 2016 - template** | | |
| **Project acronym and number** | |  |
| **Project title** | |  |
| **Name of the coordinator/contact person** | |  |
| **Organization/affiliation** | |  |
| **Address** | |  |
| **Contact e-mail:** | |  |
| **Contact phone no. :** | |  |
| Web link: | |  |
| Project Demo: | |  |
| **End user perspective:**  **Please explain what needs/problems your project aims to answer? (max. 2000 characters)**  *Selection criteria:* Level and quality of end user integration and potential to improve the quality of life for older adults, their families, carers and significant others | | |
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| **Innovation perspective:**  **Please explain how your project solves the above needs/problems ? (max. 1200 characters)**  *Selection criteria: The level of innovation– in terms of novelty of concept, approach to the development of the solution from both technological and social perspectives.* | | |
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| **Market perspective:**  **Please present ideas of Business Models - explain how you will create a profitable product or service business. What is the market and competition for this solution? (max. 1200 characters)**  *Selection criteria: Market potential for the project – based on the analysis and understanding of the current and future AAL market trends as well as competition.* | | |
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|  | NB: Please be aware that exceeding the maximum length of the text for each section will result in the exclusion of your application. | |