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. |