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** *Nature of the Deliverable**: P= Prototype, R= Report, S= Specification, T= Tool, O= Other*

Abstract: The deliverable providesan assessment of the market possibilities for the Elder Spaces platform and services. This deliverable also provides a market survey and business models that guide to a successful commercialization of our project.

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GLOSSARY

AAL   Ambient Assisted Living
CAPEX   Capital expenditure
DX.Y   Deliverable X.Y
ES   Elder Spaces
EU   European Union
FB   Facebook
IAB   Internet Advertising Bureau
ICT   Information and communication technology
iWiW   Hungarian social network site
ROI   Return on investment
SWOT   Strengths, Weaknesses, Opportunities, Threats
WP   Work Package

1. INTRODUCTION

1.1 OVERVIEW

This document presents the market analysis and exploitation plan of the Elder-Spaces project and serves as a deliverable for WP7.

Given the proliferation of social networking users, activities and infrastructures, this task will be devoted to market watch and market analysis. This analysis will be accordingly taken into account towards establishing viable business plans for the Elder-Spaces platform and related ICT products of the project. This report analyzes the market and provides detailed exploitation plan both for individual partners, as well as for the project as a whole.

The deliverable is structured in 4 chapters:

Chapter 1 provides the introduction of the document and defines its scope.

Chapter 2 provides market assessment about the viability of the Elder Spaces platform. This chapter covers the major trends in the markets and tries to give a forecast about future aspects and the evolution of the target group and the competitive environment. After a detailed overview about the Elder Spaces services our SWOT analysis summarizes the facts and draws the main conclusions. The business model tries to produce a reasonable output, which can be deducted from the preceding analytical and forecasting job.

Chapter 3 covers all the possible exploitable results the project participants deem important and significant. This chapter contains also a break-down of individual exploitation plans of all partners.

Chapter 4 summarizes our results and draws a conclusion from market analysis and individual plans.

1.2 RELATION WITH OTHER TASKS AND WPS

The objective of the deliverable is to analyze the market for the ElderSpaces platform and services, assess its commercial feasibility and define a viable exploitation model taking into account end-user and the partners' needs.

2. MARKET ASSESSMENT

2.1 MARKET OVERVIEW AND STATUS

Social Networking is a relatively recent technological advance, quite dynamic and still lacking adequate official resources for reference. Thus, the approach for exploring the market should move on this framework.

The status of the market is more or less known, as most of the people use a specific number of social networks (Facebook, Twitter, Google+, LinkedIn, etc). All such networks are universal in the sense that they do not distinguish their operation throughout age groups. Although users are able to create subgroups of special interest, their functionality applies to all with no exception. The proposed Elder-Spaces platform intends to be an innovative platform. Acknowledging the needs and requirements of elderly people, the advantage of the platform is clear. Various social network statistics can be really essential as they also reflect the radical emergence of the social media marketing.

In our analysis we cover two important issues. First is the **market and technology** as the main ambient factors affecting our service, the second is the **evolution of our target group and the aging phenomenon**. We connect the two issues together by describing the socializing activities and internet usage habits and practices of the 55+ age cohort.

2.1.1 SOCIAL NETWORKS IN EUROPE

There is no doubt that European people are becoming more and more socially minded every day. According to official statistics an estimated 61.3% of the European population uses the internet. Germany tops the list with 67 million users closely followed by Russia. The following figure describes the internet usage in the EU in 2012 accompanied by Facebook users database which is a good proxy to estimate social connectivity using digital platforms.

Analysis of the number of Facebook users by country through a list of countries is quite important in order to understand not only the demographics but also the top interests of our target group and to make a customized market to market comparison.
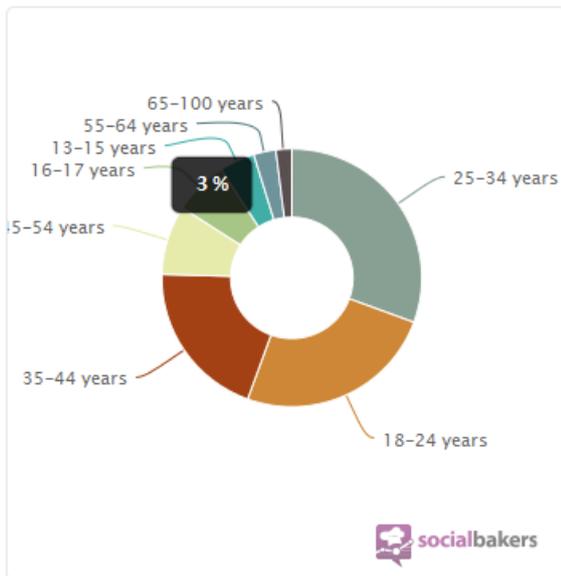
Figure 1. Internet Users in the EU (2012)

Internet Users in the European Union

EUROPEAN UNION	Population (2012 Est.)	Internet Users, 30-June-12	Penetration (% Population)	Users % Table	Facebook 31-Dec-12
Austria	8,219,743	6,559,355	79.8 %	1.8 %	2,915,240
Belgium	10,438,353	8,489,901	81.3 %	2.3 %	4,922,260
Bulgaria	7,037,935	3,589,347	51.0 %	1.0 %	2,522,120
Cyprus	1,138,071	656,439	57.7 %	0.2 %	582,600
Czech Republic	10,177,300	7,426,376	73.0 %	2.0 %	3,834,620
Denmark	5,543,453	4,989,108	90.0 %	1.4 %	3,037,700
Estonia	1,274,709	993,785	78.0 %	0.3 %	501,680
Finland	5,262,930	4,703,480	89.4 %	1.3 %	2,287,960
France	65,630,692	52,228,905	79.6 %	14.2 %	25,624,760
Germany	81,305,856	67,483,860	83.0 %	18.3 %	25,332,440
Greece	10,767,827	5,706,948	53.0 %	1.6 %	3,845,820
Hungary	9,958,453	6,516,627	65.4 %	1.8 %	4,265,960
Ireland	4,722,028	3,627,462	76.8 %	1.0 %	2,183,760
Italy	61,261,254	35,800,000	58.4 %	9.7 %	23,202,640
Latvia	2,191,580	1,570,925	71.7 %	0.4 %	414,520
Lithuania	3,525,761	2,293,508	65.1 %	0.6 %	1,118,500
Luxembourg	509,074	462,697	90.9 %	0.1 %	227,520
Malta	409,836	282,648	69.0 %	0.1 %	217,040
Netherlands	16,730,632	15,549,787	92.9 %	4.2 %	7,554,940
Poland	38,415,284	24,940,902	64.9 %	6.8 %	9,863,380
Portugal	10,781,459	5,950,449	55.2 %	1.6 %	4,663,060
Romania	21,848,504	9,642,383	44.1 %	2.6 %	5,374,980
Slovakia	5,483,088	4,337,868	79.1 %	1.2 %	2,032,200
Slovenia	1,996,617	1,440,066	72.1 %	0.4 %	730,160
Spain	47,042,984	31,606,233	67.2 %	8.6 %	17,590,500
Sweden	9,103,788	8,441,718	92.7 %	2.3 %	4,950,160
United Kingdom	63,047,162	52,731,209	83.6 %	14.3 %	32,950,400
Total European Union	503,824,373	368,021,986	73.0 %	100.0 %	192,746,920

NOTES: (1) The European Union Internet Statistics were updated for June 30, 2012. (2) Population is based mainly on data from the US Census Bureau. (3) The Internet usage numbers come from various sources, mainly from data published by Nielsen Online , ITU , GfK, Facebook and other trustworthy sources. (4) Data may be cited, giving due credit and establishing an active link to Internet World Stats . Copyright © 2013, Miniwatts Marketing Group. All rights reserved worldwide.

Figure 1. User age distribution on Facebook in Greece, Hungary, Germany, and Italy

Extracted from http://www.socialbakers.com/facebook-statistics
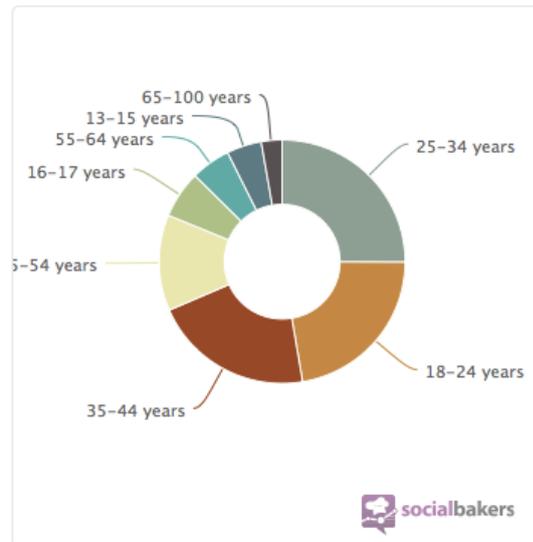
Facebook is the top social media platforms in all countries of the recent project participants. In Hungary iWiW is also a significant player, but its relevance has been decreasing significantly for several years. The numbers justify our assumptions that online services are becoming more and more dominant and internet is an essential platform for all generations.

The next Figure describes the importance of social networks considering total time spent on the

internet. It is quite obvious that conversations and all kinds of activities are getting more popular on these networks. According to comScore data activities on social networks have become one of the most important means of time spending on the internet.

Figure 3. Time spent on social networks
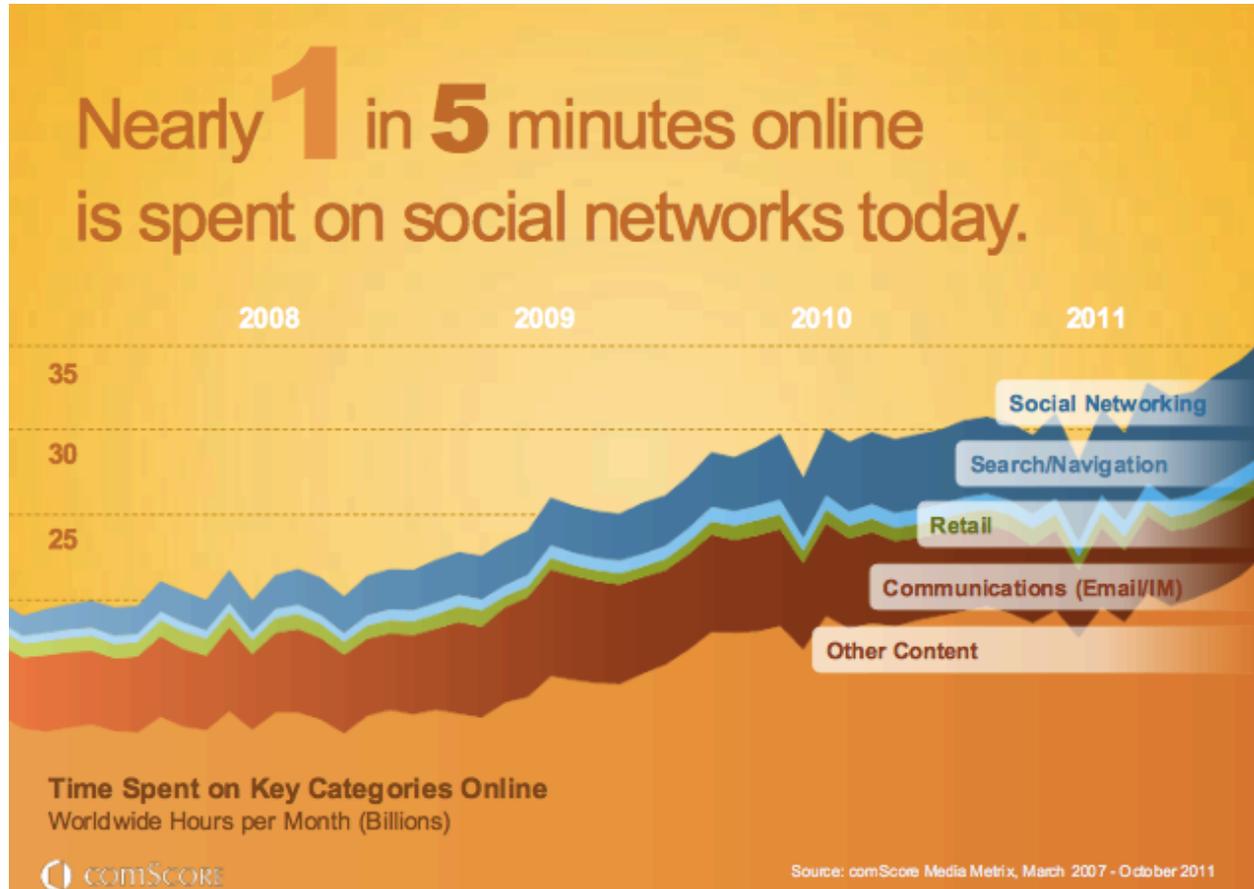
The way people share their thoughts, experiences, the platforms through which they get acquainted with each other are becoming more complex and multifaceted. The next figure describes the time spent on Facebook by content sections.

Figure 4. Share of time spent on Facebook.com by content section

Share of Time Spent on Facebook.com by Content Section
Source: comScore Mediabuilder, U.K., Dec 2011

- Homepage/News 32%
- Profiles 17%
- Photos 17%
- Apps/Tools 6%
- All Other 29%

comSCORE   © comScore, Inc. Proprietary.   31
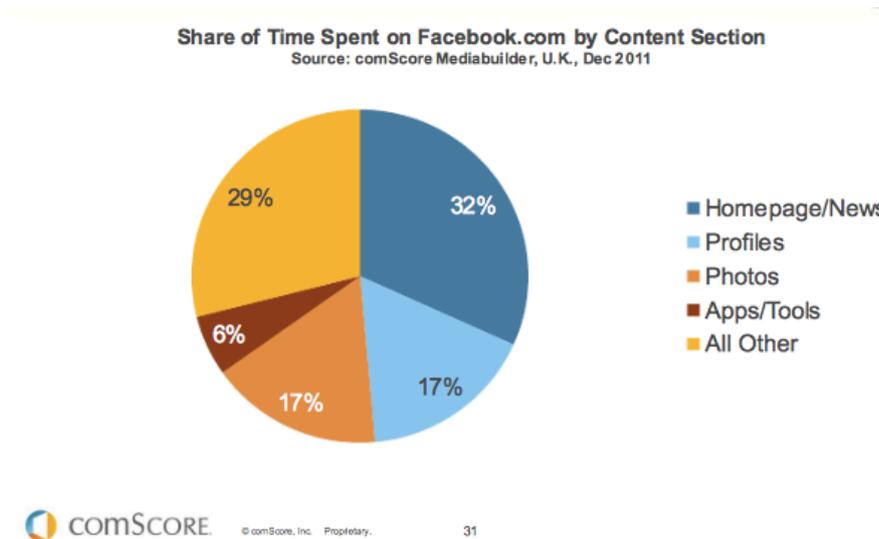
The special relevance of the pie chart above is the fact, that basic personal information and visual content have upmost importance on social media platforms. Our infrastructure was planned and implemented according to that guideline. Photo uploading and sharing is the most essential way of sharing experiences and buzzes with friends and other acquaintances. Commenting on these objects contributes to create a vivid community. These are the strengths of the Elder Spaces platform.

Time spent on social network is as important for us as the segmentation by age cohorts. It is not a surprise that social media penetration in younger generations is much higher, but middle age users are catching up. Besides this trend the 55+ bracket performs well and is one of the most dynamically grows group. The next chart, based on a comScore survey, illustrates this phenomenon. In absolute terms female users still represent a higher proportion of internet users in the 55+ cohort, but men are also converging.

Figure 5. Genders and 55+ users in social networking
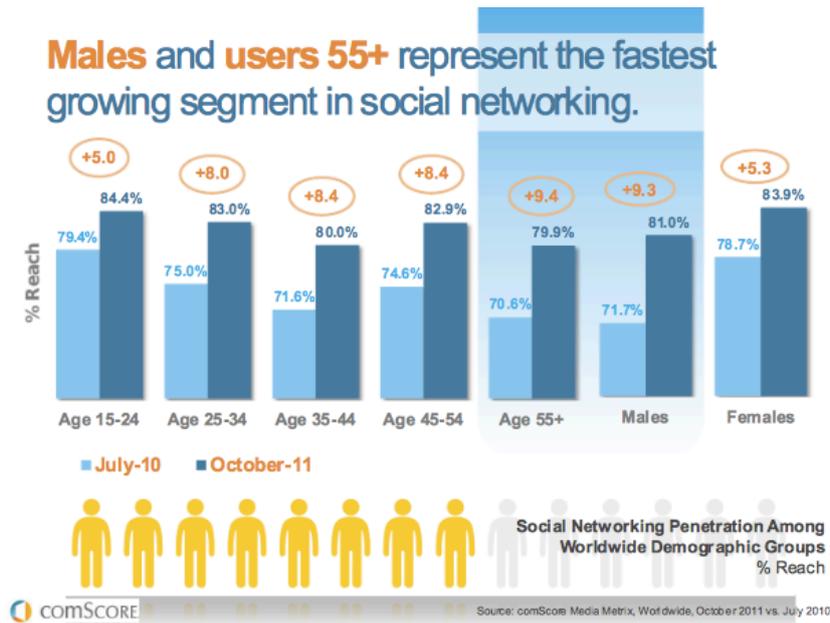
Figure 6. Average hours spent on social networking sites per visitor in EU5
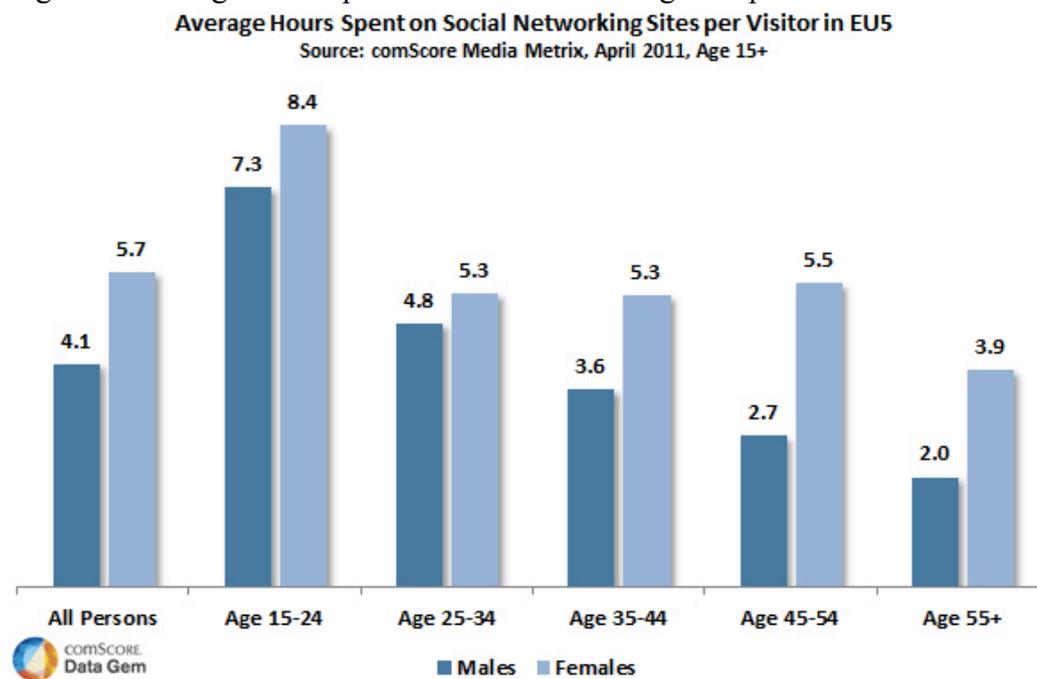
2.1.2 DEMOGRAPHIC FACTORS IN THE 55+ BRACKET

The share of population aged 50-64 years is about 20% in the EU while the next cohort between 65 and 79 years adds another 10-15%. These values are representative of the target group we intend to take aim at with our services and comprises approximately one third of the total population in the EU.

The next figures illustrate the proportion of our target group in total population by country.

Figure 7. Proportion of population aged 50-64 years in total population

People by age group
Share of total population (%)
Proportion of population aged 50-64 years
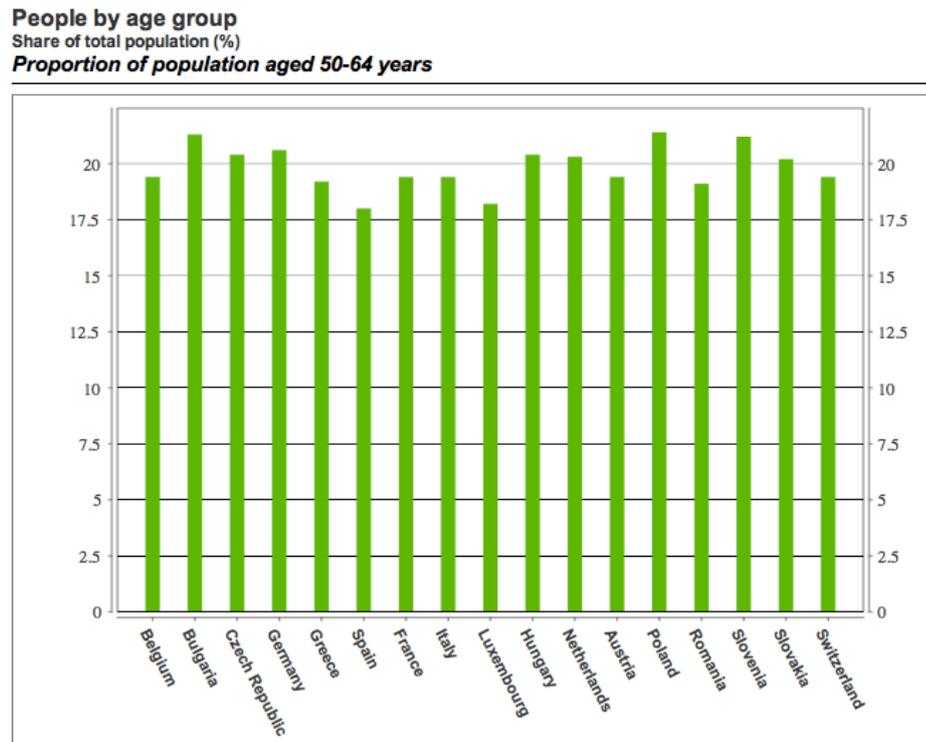
Source: Eurostat

Figure 8. Proportion of population aged 65-79 years in total population

People by age group
Share of total population (%)
Proportion of population aged 65-79 years
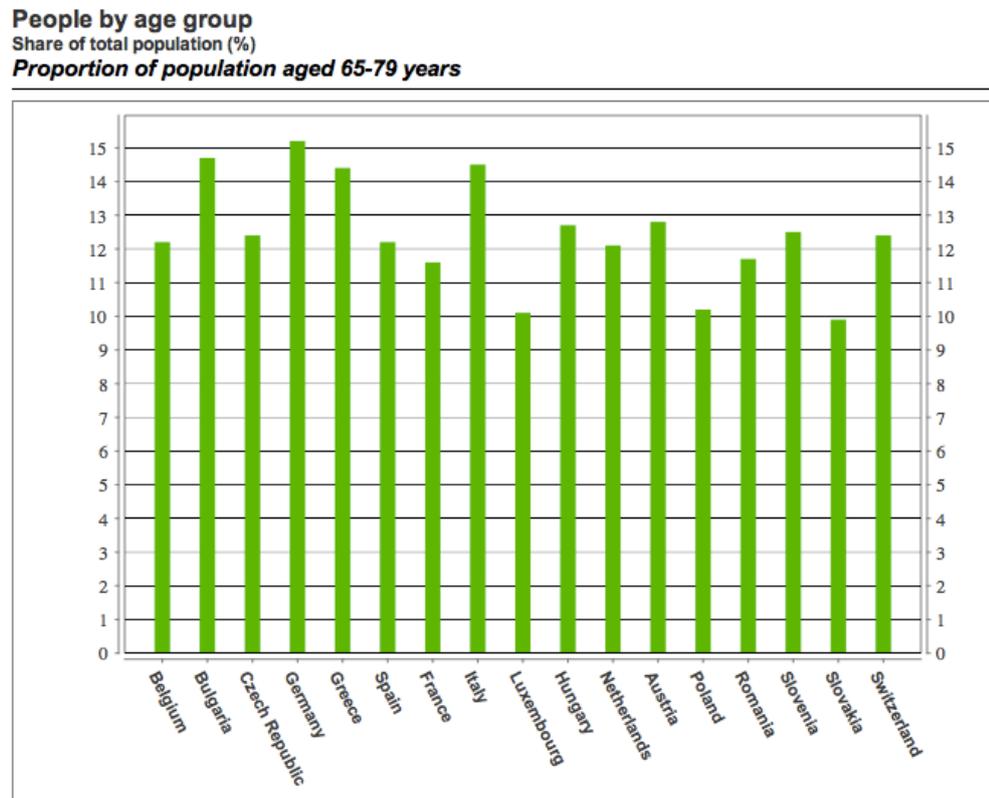
Source: Eurostat

According to the major international economic think-thanks and also government research organizations ageing is increasingly becoming one of the most salient social, economic and demographic phenomena of Europe. It is estimated that by the middle of this century people over sixty years will have doubled to 40% of the total population. Over the next decades the "baby boomers" will start to retire which considerably widens the magnitude of our target group.

Figure 9. Population pyramids in the EU – 2010-2050
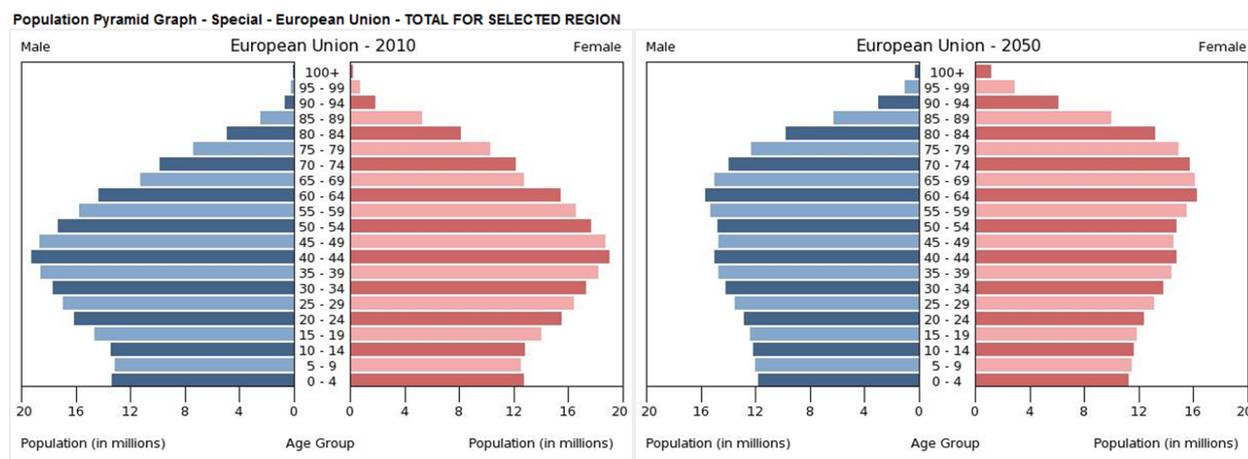
The aging problem of Europe on the other hand is an opportunity for our platform. This age cohort represents an increasing purchasing power for big companies and SMBs, too.

2.1.3 INCREASING SIGNIFICANCE OF AD SPENDING ON SOCIAL MEDIA SITES

According to the evaluation of the viability of our project we should consider the revenue potential seriously. After the launch the site intends to provide its services for free. The most important revenue source is advertising spending by multinational and some local enterprises. Our age cohort is especially valuable for health care providers, pharmaceutical companies, travel agencies providing special trips for elderly people, investment funds and other financial service providers, museums, different entertainment organizers etc. The companies and enterprises operating in the segments mentioned before are looking for the most cost efficient way of reaching their customers. The website creates direct access to the 55+ generation. Besides simple advertising solutions the Elder Spaces platform provides an excellent opportunity to generate some social activity and engagement. The revenues generated from these ads are essential to cover the costs of maintenance and fund further research and development.

The next figure illustrates the increase of online ad spending as a share of total ad spending.

Figure 10. Share of global ad spend, by medium

Share of Global Ad Spend, by Medium
(% share)
2010-2014

	2010	2011	2012	2013	2014
Newspapers	21.4%	20.2%	18.9%	17.9%	16.8%
Magazines	9.8%	9.4%	8.8%	8.3%	7.9%
TV	39.7%	40.2%	40.4%	40.4%	40.3%
Radio	7.1%	7.1%	7.0%	6.9%	6.7%
Cinema	0.5%	0.5%	0.5%	0.5%	0.5%
Outdoor	6.7%	6.6%	6.5%	6.4%	6.3%
Internet	14.7%	16.0%	17.8%	19.6%	21.4%

MC MARKETINGCHARTS.COM

Source: ZenithOptimedia

It can be seen, that internet spending is the only increasing part these days. We expect this trend to continue in the next couple of years.

According to the IAB statistics in Europe, spending on online advertising has continued to rise in 2012, passing the EUR 20 billion mark for the first times. It was a 14.5% increase year-on-year while the overall advertising market grew just 0.8%.

Within online ad spending the most dynamically increasing part is social media. According to Borrell spending on social media platforms is ranked third, but the lag has been decreasing according to direct e-mail marketing and simple search.

Figure 11. Online Ad Category

Online Ad Category	Spending Share
E-mail Marketing	17.4%
Search Engine Marketing/Key Word Purchase	15.1%
Social Media Marketing	13.7%
Business Directory Listings	12.0%
Banner/Display Ads - Targeted Display	8.5%
Streaming Video Ads	8.0%
Banner/Display Ads - Run of Site (ROS)	7.2%
Mobile Advertising	5.5%
Sponsorships	5.1%
Audio Ads	3.1%
Other Online Advertising and Marketing	4.4%

Source: Borrell Inc. 2011 SMB Survey, as of August, 2011   N=4271

2.1.4 SURFACE SOLUTION OF ELDERSPACES

It is evident that according to several studies there is great value in cognitive training and social inclusion of the elderly, through the use of surface or tablet computers. A project that proved this concept was SOCIABLE project, co-funded by the European Commission under the ICTPSP program, which organized pilot studies on the cognitive training of elderly with mild dementia. In particular, SOCIABLE introduced a novel approach for ICT assisted cognitive training and social activation for a wide range of senior citizens including cognitive intact elderly, older adults with Mild Cognitive Impairment, as well as patients suffering from mild Alzheimer's disease. The approach relied on the deployment of a set of applications over surface computing platform (notably surface tables and surface TabletPCs).The social functions introduced by the ELDERSPACES platform, will be much easily embraced by the elderly via our proposed surface solution.

2.2 MARKET FORECASTS AND TRENDS

Every year there is a list of trends that marketers have to follow closely in the following year to beat the competition. Social media marketing trends for this year is all about targeting: personalization and location. Social media is here and it's the place where people spend big part of their day and that time is increasing (see statistics in section 2.1). If the site they are visiting is not a social networking site then it's usually connected to social media with sharing buttons, displaying your friends on the site or using social media accounts for login. Social technologies are at the heart of everyday life.

Social news. News sites will obtain data from social interactions to deliver more targeted news. Social ties will make people stick to social networking sites. The targeting will become transparent as most people will not bother to define the settings to change their preferences. People will take in a lot of recommendations and read the same things that our friends are reading.

Mobile advertising in social media. Facebook and other social networks try to find ways to show advertisements into mobile screens despite the fact that this has turned to be quite

challenging. The solution that the marketers created was to create "native ads" which look just like user-generated content. **Large amount of data becomes more manageable.** In 2013, the majority of the companies will be able to make the most of social data as robust new software and analytical tools emerge. Dedicated interfaces for tracking social stats in real time, everything from tweets and Likes to customer sentiment will be really valuable in order to achieve this objective.

As it is obvious from the user age distribution that appears in the following graph, there is a 5% that uses Facebook and corresponds to people over 55. As far as it concerns the figure which depicts Users and Demography for Greece, there was a constantly increasing rate of Facebook usage in Greece which also demonstrates that the percentage of the elderly is also increasing. The same is true for Hungary, Germany and Italy.

Regarding the trends we expect:
- aging increases the magnitude of our target group
- internet penetration increases and 55+ bracket converges
- time spent on social networks increases in absolute and relative terms
- companies spend more online
- online advertising will become the most important ad platform by the end of the decade
- online spending on social networks got into TOP3 and it will pioneer to No1
- the importance of alternative social network platforms will be boosted on top of worldwide networks

2.3 ELDERSPACES SERVICES OVERVIEW AND SWOT ANALYSIS

2.3.1 SERVICES OVERVIEW

The new Elder Spaces platform provides several services that can be characterized as conventional social media services. Besides these functions the site offers newly developed intelligent recommendations that significantly increase the usability of the whole platform.

The main novelty of the site is the optimized front-end which fully takes into account the special demand of our elderly target group.

The type of services provided by the platforms is as follows. These services are described in D2.3 in more detail.
- Profile pages: comprising the demographic and personal data of the users
- Albums: uploading pictures illustrating personal experiences, sharing buzzes etc.
- Clubs: getting connected more closely with people with similar interests
- Messaging: sending messages to friends
- Commenting: commenting pictures and activities
- Events: organizing events with acquaintances or any other people
- Activities: generating own contents and automatic system messages about the users' interactions on the site in the activity feed
- Applications (Games): having fun, passing time, improving personal skills or learning new things

Our registered users can get into connection with friends and using the services aforementioned enjoy the existence of a social media citizenship.

We are developing cognitive recommendation services to enhance the usability of the site. This engine can be used for recommending friends, events and clubs. Events and clubs are defined by existing users.

Multilanguage support will be available to the users of Elder-Spaces. It is of particular importance as elderly people are less likely to be fluent in a foreign language than younger ones. The default language of the social network will be English.

With respect to the diversity of user capabilities, WCAG2.0 conformance level "AA" will be implemented. This will ensure a high degree of accessibility, taking care of most restrictions faced by people with disabilities

The services mentioned above will be supplemented with games. The users encounter Travel memories and lifelong learning as provided applications at the start. The main aim of these games is to develop the cognition of elderly people and contribute to their mental health.

Regarding the MS PixelSense, we have implemented a subset of the functionality in Elder-Spaces as a stand-alone application. As basic services, authentication and profile are the two functionalities implemented in the system. Users may login either by username and password or by placing a special "ID card" on the table-top. Profile provides no interactive functionality, it is only used for personalization purposes.

From the more complex services, users are able to use events, groups, games and travel memories on the table-top. Users may view, add comments on events and groups or decide to participate in new ones. They can also view and comment on travel memories of their friends exploiting the natural - tactile interface that the tabletop provides. Finally, they can play with any of the three games that are available:

- "Find the pairs" users need to pair the icons on the hidden side of the cards
- "Puzzle" match the pieces of the puzzle to complete the picture
- "Synonyms" match words that have the same meaning

2.3.2 SWOT ANALYSIS

Basing on the findings of the market observation reported above, Elder-spaces SWOT analysis was carried out and the main issues are represented below:

STRENGTHS	WEAKNESS
• Maximization of existing knowledge exploitation, thus optimizing R&D costs • Adaptation of the social network concept to the elderly requirements • Applications conceptualized and designed for the elderly target • Low number of direct competitors • Multi-device approach specifically designed for elderly people • Market experience of some Elder-spaces partners • The multilingual support gives the opportunity to launch the localized version of the platform in different countries • The recommendation system encourages and facilitates the content production and consumption	• Medium to high costs for platform adaptation • Start-up costs for new countries and new languages to be added • User engagement for other countries • As there is no user in a new platform, acquiring the critical mass is challenging
OPPORTUNITIES	**THREATS**
• Elderly people awareness based on International (e.g. Facebook and Google+) social network growth • Changes in social patterns, population profiles, lifestyle changes • Have more investors investing their money into the Elder-spaces business • Easily transferring already registered elderly users from iWiW • Local events for elderly where disseminating the platform • Openness to third party platforms	• Low inclination of elderly people to pay for Internet services • Legal problems caused by government regulation or competitors • Further International (e.g. Facebook and Twitter) social network growth could cannibalize Elder-spaces

Table 1 – SWOT analysis

Considering the **SWOT analysis** defined in Table 1 it is possible to notice that the proportion among the 4 categories: 8 strengths have been listed, 6 opportunities, 3 weakness and 3 threats.

Analyzing the possible negative options first, it is possible to highlight that **weaknesses** are mainly related to efforts and costs to adapt the platform and engage people to launch the platform in new countries. But we also have to consider that the launch of the platform in other countries will be a future problem – one to three years after the end of the project – and it will be needed only when the platform will be mature in the pilot countries and when the consortium will be determined enough to invest in new markets.

Concerning the **threats** it is true that elderly people have low inclination to pay for Internet services, but the revenue model will not be based on elderly people paying but on advertising, especially of companies that want to enter with a specific and vertical target, as discussed in section 2.4. The legal problems derived by new strict government's regulation represent a possible threat, but it is just a remote possibility now. The last threat is about the growth of existing social networks, such as Facebook, Google+, and the possibility that one of this big competitors enter in competition with Elder-spaces to highlight and customize their platforms for elderly people. The Elder-spaces consortium has two answers for this: from a market point of view the vertical social networks that focus on a specific target group are growing and we have a time advantage, and Elder-spaces has a competitive advantage in having direct contacts with users groups such as E-trikala and Semmelweiss are directly involved.

Considering the **strengths** the consortium has analyzed both the services and the market sector, and enlisted eight strong points that support the market exploitation of the project's results.

Six interesting **opportunities** have been enlisted, highlighting the possibilities to exploit the social changes in the elderly target group.

2.4 BUSINESS MODEL

2.4.1 BUSINESS CONCEPT

The project tends to set up an active and vivid social networking platform for elderly people. Our targeted age cohort is especially interesting for several service and product providers and manufacturers. The elder spaces social media platform gives the opportunity for enhanced targeting.

From another perspective we've entered into a new era where companies interact with customers as directly as possible. It's more and more obvious that it is not enough that a strong marketing initiative would turn consumers into customers. If brands want to stay relevant, they have to adapt. There is no other way, social media became a must. Social media is not just a simple media any more – it can be interpreted as a cultural shift.

Facebook, Twitter and even Google+ are big behemoths with huge budgets and almost unlimited marketing power. A global information services company, Experian last year has released a survey showing that alternative social networks have seen a significant uptick in their global market share. One explanation to this phenomenon is that big social networks like Facebook, Twitter or Google+ have serious disadvantages in terms of privacy and data ownership. The huge flood of information is also irritating for many users and the extended amount of

information becomes unmanageable. That is why we think that our platform has a good chance to grab market share in the elderly community.

The increased significance of online spending in the media mix supports our project further.

There is a lot of reasons why a certain company needs social media marketing:

- good way of increasing a company's trustworthiness and goodwill

- lead generation

- easier and more flexible for companies to engage with its customers, retain the existing customers and increase brand credibility.

- generating a highly powerful traffic for company site

- increasing ROI (return over investment) through better conversation rates

- total access to customer's feedback, which helps in improving products and services

- announcing new products or services and spread the news

- discovering customers' preferences as to act based on what customers want

These are very powerful arguments why market actors are induced to spend money also on our platform. The special focus and targeting facilities Elder Spaces provides makes the advantages enlisted above more exploitable for our prospective business partners.

2.4.2 STAKEHOLDERS AND SERVICES

We identified four major stakeholder groups in our analysis.

1. users
2. companies with ads and profiles
3. site operator, developer
4. competitive environment, other networks

1. Private users: they get all the services and website functions for free. We do not intend to launch social services for money in the future. Nevertheless affiliate services are in our perspective. An online pharmacy shop, special music for elderly people through an online music store or cheap travelling opportunities are all possible revenue generating sources (revenue share models).
2. Companies: all manufacturing and service providing enterprises for which the 55+ cohort is lucrative. We have already mentioned pharmaceutical companies, health care providers, travel agencies, financial service providers etc. For them a direct access to these people could be essential.
3. Site operator, developer: development and maintenance tasks. There should be two ways to enhance the functionality of the site: 1. developments by the owner, 2. developments by outsiders. The first part should be focusing on the API, database functions etc, while the second part includes apps. After closing the project an important development task is to implement the services on mobile and tablet. The surface solution is a very good base to create multitouch applications for tablets and smartphones.
4. Competitors: mainly big social media networks with a wide range of social functions. Our competitive advantage is that elderly people could get familiar with our platform in a very short period of time due to the accomplished accessibility features. The big networks usually lack the special features like contrast, increase letter size that we implemented. The simplified processes (i.e used in messaging) are also advantages of

Elder Spaces.

2.4.3 MARKETS

The market (registered users) for the services is the age group 55+ including mentally or physically handicapped people. The integration to the civil world and society bears special importance.

From the other side (business entities) the market consists of companies with some willingness to spend on the platform or establish affiliated services as partners. The types of business entities with these features were listed in the previous points.

The project also creates a market for developers of social media applications. Applications can be developed and deployed very similarly to Facebook or iWiW. These applications could be downloaded for free or small amounts.

2.4.4 ECONOMIC MODEL

The financial considerations presented below assume the following income sources:
1. display advertising revenue
2. search advertising revenue
3. payed recommendations
4. revenue from affiliated services
5. payed applications for the platform

The type of costs:
1. investment and CAPEX (not a real cost item)
2. Operations costs
3. Personell costs
4. Other costs
5. Depreciation and Amortization
6. Overhead

Based on the revenue and cost side we forecast the estimated EBITDA and Free cash flow numbers and calculate the net present value. We used 10% interest rate for our discount factor calculation.

We intend to introduce the platform in Hungary, Germany and Italy in the first year. The surface solution is introduced in Greece in the first year. In year 2 we expand into three further European countries, in year 3 to another 3 and so on. By the end of year 5 we intend to be present in at least 10 EU countries. We would like to reach a 10% penetration in our target group which means approximately 7.5 million users by the end of year 5.

Figure 12. Economic model

values in ths EURs

	Year 1	Year 2	Year 3	Year 4	Year 5
Users (No. of people)	500,000	1,500,000	3,000,000	5,000,000	7,500,000
Display ad revenue	73	219	438	608	913
Search	110	329	767	1065	1597
Payed rcommendation	91	274	657	913	1369
Affiliated services	55	164	482	669	1004
Revenue share form applications	15	44	88	122	183
Total revenue	**343**	**1029**	**2431**	**3376**	**5064**

	Year 1	Year 2	Year 3	Year 4	Year 5
Investments	*250*		*100*		
Operations costs	50	75	100	150	200
Other costs	60	60	80	100	120
Personnel costs	360	720	1080	1440	1800
D&A	50	50	50	100	100
Overhead	75	125	200	300	400
Total costs	**845**	**1030**	**1610**	**2090**	**2620**

	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA	-127	174	1171	1686	2944
Discounted EBITDA	-115	144	880	1152	1828
CF	-702	49	771	1386	2544
Discounted CF	-638	41	579	947	1580
Cumulative discounted CF	**-638**	**-597**	**-18**	**929**	**2509**

interest rate for discounting: 10%

3. EXPLOITATION

3.1 EXPLOITABLE RESULTS

The exploitable results of the Elder Spaces project are multifold. There are widespread advantages to the targeted group of people and largely to their families and their local environment. On the other hand through the new platform business enterprises could directly reach out to their most important customers, which is the basic idea of commercialization. These socio-economic effects are expected to be quite meaningful.

The project consist of different surveys, design processes, software development, user tests. The gained experiences in all phases could contribute to the ongoing business operation of the project participants. The project results regarding modern user-interfaces and social networking platforms will be useful in future developments and consulting activities of the consortium partners. As a result of the project the consortium adds a new web-based product to its current product portfolio. The current involvement may pave the way for further research on various fields, concerning this age group (55+).

The partners are willing to capitalize on their expertise gained in the project to offer Elder Spaces also outside the Elder Spaces consortium. Provision of ICT integration services associated with the Elder Spaces services can have a great exploitation potential, given that surface computers are very likely to proliferate both in private (e.g., homes) and public (e.g., care centres, leisure centres) spaces.

3.1.1 INDIVIDUAL EXPLOITATION PLANS

3.1.1.1 BYTE

SHORT PROFILE AND BACKGROUND INFORMATION

BYTE COMPUTER S.A. is a leading Greek Information Technology and Communications (ICT) Integrator with a dynamic presence of over 25 years in the Greek ICT Market and focus on the private sector. At the same time BYTE is among the five leading ICT vendors that successfully carry out projects in the Greek public sector, which is absorbing the largest share of the Greek national economy.

The company is active in the development of custom information technology (IT) applications, such as a wide range of computer systems, software, computer networks and communications and support services. BYTE has extensive know-how in integration of health IT systems and has cooperated with a number of hospitals and medical centers (e.g. Mitera, HYGEIA, Onasio Heart Surgery Center, etc.).

The Company has three business segments:

A) Systems Integration, which provides services for the establishment of the necessary IT infrastructure including cabling, networking equipment and servers;

B) Custom Software Application Development, which provides development and integration solutions for the private sector, including Health, and telecommunications (strategic partnership with VODAFONE Greece),

C) Value Added Services, including Consulting Services, Project Management Services and Training Services.

Examples of some of our large projects that have been successfully realised by our company to date are the Development of web-based complex services for Vodafone-Greece (Budget 4,000,000 Euros. Duration 24 months (2004-2006), the Police Online Project - .Actions 1 & 2 (Budget 23,000,000 Euros. Duration 24 months (2006-2008), Document, Notification, Workflow Management including very complex business rules for various companies, Smart Cards management (Complete Life cycle) & Single Sign On integration and many more.

BYTE has formed alliances with large international hardware and software vendors such as Microsoft, IBM and Cisco Systems. The Company provides business solutions in other countries as well, including Cyprus, Albania, Bulgaria, Romania and Serbia and has successfully carried out numerous funded projects.

BYTE maintains a Quality Assurance Management System for all the range of its products and services, which has been certified in accordance with the Quality Assurance Management Model EN ISO 9001:2000.

FOREGROUND INFORMATION

BYTE is mainly involved in the development of Basic ELDER-SPACES Portal Web Functionality. This activity is focusing primarily on the development of the basic social networking functionality provided through the ELDER-SPACES web portal, based upon the platform middleware. BYTE expects to get know-how in developing social applications for

elderly people.

EXPLOITATION PLAN

BYTE's exploitation and sustainability strategy will be primarily based on the provision of ICT integration and web services associated with the ELDERSPACES platform and services. By this project, BYTE will add new web-based products to its portfolio. These products concern applications for social networking platforms. The ELDERSPACES platform provides a primary forum for exploiting these products and components, but additional marketing channels will be pursued in the scope of other popular networks as well as with partnerships through its current customer portfolio.

3.1.1.2 ORIGO

SHORT PROFILE AND BACKGROUND INFORMATION

Origo Ltd. is the number one online content provider in Hungary. The company's flagship product is a web and mobile portal called Origo.hu. Back in history Magyar Telekom (currently subsidiary of Deutsche Telekom) established Origo in 1997. Origo purchased the Freemail webmail system in 1998 and set up several partnership agreements in the subsequent years. Origo operates its different business units with dozens of partners ranging from minor Hungarian content-owners to giants like Google. In 2006 Origo purchased the iWiW social network and in 2007 the Adnetwork advertising network. At that time iWiW was the market leading social network provider in Hungary defeating Facebook since the latter was in an inphant phase. iWiW has more than 3.5 million registered user since its inception. The Origo group product and service portfolio contains a video-sharing platform, e-commerce and auction services, map search feature, search engine and many other web-based services, which have made the company Hungary's biggest interactive and multiplatform provider both in terms of visits and advertising revenues. Origo can be seen as the Hungarian Yahoo!.

By combining media content and online services offered to a broad customer base and media surfaces offered to the advertisers ORIGO is trying to bring the present closer to the man of our days in a unique manner. Our activities focus on the demands of the consumers and the partners, which we try to satisfy in a responsible manner, also bearing in mind the impacts on the society. In the field of the media ORIGO's goal is to introduce innovative solutions, approaches and to dictate the latest trend. We respect and promote diversity, so that everybody shall feel our products their own.

ORIGO services include: (a) [origo] - market leading news/magazine portal (774k unique visitors (UV) per day), (b) iWiW – the largest Hungarian social network (3,5M registered user, 1,3M UV/day) with OpenSocial support (Facebook-like applications and public API), (c) [freemail] the largest public webmail service (3,5M mailboxes, 825k UV/day) combined with photo sharing, (d) Videa - the second largest video sharing solution (160k UV/day), (e) lots of services like map, gaming, e-commerce & auction, web hosting, search engine, software download, movie streaming (VoD), IPTV channels and VoD and more.

FOREGROUND INFORMATION

ORIGO believes that social media networks and personalized content provision are the trends of the future. As people are awashed with all kind of information filtering and customization are very important. There is also a constant need from all people to belong to a community and share the experiences and feelings with friends and acquaintances. Digital content is not more just a product of an editorial but the output of a man's thoughts or the fruit of interaction within a community.

In particular Origo has an expertise of Hungarian peoples' social media attitudes, how they like to connect, what digital services they like to use. The operation of iWiW as a large online community gave Origo the expertise to leverage that know-how in other social media related projects.

Nevertheless technical and social know-how are just a part of the capabilities a project like that demands. Monetization could be also very important as an exploitation aim in the future. After the website is set up and the costs of the continuous operation should be covered, revenue sources should be opened. Origo is not just a content generator with an editorial but owns a comprehensive sales house with huge network. This sales house knows the Hungarian advertising market, works with ad agencies and direct advertisers such as multinational companies and government agencies.

After the entrance of Facebook into the Hungarian market the US giant increased its market share very fast. Origo faced fierce competition and iWiW lost many users as Facebook had much higher development budget thus better services. We see the future and only chance of iWiW to concentrate on smaller groups and satisfy their special needs. The approach of elder spaces web platform could also give Origo a very useful indication how dedicated social network sites besides Facebook.

EXPLOITATION PLAN

Origo has several aims with the ongoing project. We are confirmed about the advantegous socio-economic effects of the Elder spaces project. Origo's recent advertising partners also expressed their interest in an elderly centric site if that platform has meaningful number of visitors.

1.Targeting ederly people is not new to the media company. As the average age of the Hungarian population increases it is a natural requirement to address elderly people in higher number and proportion. Elderly people's digital intelligence and awareness is also improving but still can not be equated with the ability and readiness of young generations. As a conequence if a new website and surface solution wants to get closer the elderly people they should use special methods. The research our consortium partners carrried out - similarly to our internal surveys in iWiW - strongly backed our assumptions. The knowledge transfer from iWiW seems a significant comparative advantage for us.

2. Monetization should be important in the operation phase of the project. As Origo has close relations to the largest advertisers and agencies, our company could highly facilitate the success of the project after starting the web service. We are confirmed that pharmaceutical companies, other health service providers, some financial service providers see the visitors and registered users of the website as an important target group. The direct access of this target group could have significant financial value.

We see the elder spaces project a win-win situation for the sites visitors and the service providers advertising on the site. If our visitors gain besides the possibility of connection to their friends and contemporaries through finding better health solutions and pharmaceutical products or further means to improve their living conditions it will be a supplementary success factor of that project.

Origo can cover only the Hungarian advertising market after the lunch of the website but we would not exclude that in a short period of time international campaigns could also emerge as a result of contracting with agencies having international background and multinational clients.

Origo is highly interested in the success of that project because if that special group model works, Origo intends to build further social media related services for other dedicated groups.

3.1.1.3 FTB

SHORT PROFILE AND BACKGROUND INFORMATION

The Research Institute for Technology and Disability (FTB) is part of the Evangelische Stiftung Volmarstein, which is a rehabilitation centre with experience in rehabilitation and nursing for more than 100 years and which provides the necessary background for the analysis, test, and application of technical aids for the individual needs of people with disabilities and older people.

FTB develops, gives advice, and tests modern technology for elderly people and people with disabilities. It coordinates all technical research activities of the rehabilitation centre. The research institute's staff consists of an multi-disciplinary team with background in computer science, electrical engineering, pedagogic, psychology, mechanical engineering, mathematics, architecture, occupational therapy, social science, etc., who closely cooperate with the clinical and therapeutic staff and the people with special needs of the rehabilitation centre.

FTB runs a demonstration and test laboratory, including a smart house demonstration and test environment, and a permanent exhibition of technical aids for elderly and disabled people. – FTB is also an institute at the Technical University of Dortmund and the FernUniversity of Hagen.

FOREGROUND INFORMATION

Whilst working on the Elder-Spaces project, FTB refines its experience concerning the accessibility and usability for the elderly as well as the WCAG2.0 Guidelines, from which particular techniques are selected and explained to fulfil WCAG2.0 level AA. The staff also gaines knowledge on the technical, scientific and techno-economical requirements as well as the workflows in social networking platforms.

Additionally an analysis of the market structure of social service providers and their benefits of using social networking platforms was conducted.

EXPLOITATION PLAN

FTB, as a non-profit research organization, has no plans to exploit the results of the Elder-Spaces project commercially.

Nevertheless, the project results regarding modern user-interfaces and social networking platforms will be useful in future developments and consulting activities.

The demonstration of the Elder-Spaces platform and the benefits of social networking platforms for elderly people will be an addition to the consulting activities regarding AAL solutions and the platform will be disseminated in FTB's 'Internet-café for senior citizens'.

The findings gained in the end-user and provider-requirement analysis as well as the results of the evaluations will be useful in several areas of research and development, e.g. barrier-free web-design, ergonomics of browser-based user-interfaces, operating options of AAL applications or barrier-free eGovernment.

The scientific results may be used in courses in the Faculty of Rehabilitation Technology at the University of Dortmund. In practical trainings for students of the University of Dortmund, especially in the Department of Special Education and Rehabilitation, which are conducted at FTB, the students can explore the ELDER-SPACES platform and practically learn the specific capabilities of the system. This results in a further multiplier effect.

But most important for the non-profit FTB is a social (not commercial) outcome of the project: a successful contribution to the integration of elderly people in the modern information society, the pursuit of "Design for All" principles in the provision of information and active participation in technology-based communications and, associated with it, a de facto improvement of the social situation of elderly people.

For this reason, the FTB is particularly interested, that the project results and findings are sociologically, culturally and technologically transferable and usable in Germany and other EU countries.

3.1.1.4 E-TRIKALA

SHORT PROFILE AND BACKGROUND INFORMATION
Since 2004, the e-Trikala office, in cooperation with and in the line of the operational program "The Information Society" is acting in the fields of new broadband technologies, successfully implementing municipal projects. On the 8th of April, 2008, having the required experience, it was transformed into e-Trikala S.A., an emerging company, formed within the Municipality of Trikala. The Municipality is the basic stakeholder owning 99% while the rest 1% is owned by the local Chambers of Commerce.

By creating infrastructure and by providing services, e-Trikala continuously aims to the development of Information and Communication Technology (ICT) based applications, oriented to the improvement of all citizens' everyday life, in a medium sized city, simplifying public transactions, reducing telecommunication costs and delivering new services related to the local way of life. Moreover, these ICT applications offer new ways and methods that enable citizens participate on policy-making, while in parallel establish local Government and Public Authorities as guarantors of local society's every day proper, digital and distanced operation.

e-Trikala S.A. operates upon a fully integrated basis while, as the First Digital City in Greece *(proclaimed in 2004 by the Minister of Economics, Mr. Folias),* it establishes high technological and broadband National standards by using and offering its "know-how" to other municipalities within Greece. Some of the ICT services that run by e-Trikala include:

- e-Government System for Citizens -- This service includes a portal that provides digital public services via web or phone.
- MAN -- A Metropolitan Area Network (MAN) has been designed, which is installed in the area of the city of Trikala combined with a fibre-optic telecommunications network. The network initially links buildings hosting public authorities, and in the future will connect individuals and enterprises.
- Intelligent transportation -- An intelligent transportation system has been implemented for the provision of better public transportation services.
- e-Dimosthenis system for managing the municipality's everyday functional issues and complaints from citizens -- Though this platform various integrated services are offered to citizens by phone or internet with a single entry point.

e-Trikala is the leading partner of 'CitiesNet' (Digital Cities of Central Greece), which is constituted by the 10 main Municipalities of Central Greece, representing the capital of each one of 10 Counties in Greece and belonging to five Prefectures. Namely, the 10 Municipalities are: the Municipality of Volos, Veria, Grevena, Ioannina, Karditsa, Katerini, Kozani, Lamia, Larissa, and Trikala.

E-Trikala has participated in quite a number of National and EU Projects. Their subjects vary from e-Health (where users take advantage of social and health care), innovative mobility projects and ICT issues in general.

FOREGROUND INFORMATION

Through Elder-Spaces, e-Trikala provides its expertise in posing a pilot for the corresponding needs of the project. It is responsible to recruit a user group where all technological advances of the proposed platform are to be used and tested. This way e-Trikala enhances its knowhow on approaching elderly and having them adopt technological advances.

The conducted research on the user needs and requirements along with the implemented use cases, set e-Trikala a pioneer in the current initiative, as they are the first steps prior the technical implementation of the envisaged platform.

Moreover, it participates in all joint processes within the consortium, acknowledging the reasoning behind its task.

EXPLOITATION PLAN

This project is assumed to be quite helpful, as in Greece the general population above 55 is technologically illiterate. The current involvement may pave the way for further research on various fields, concerning this age target group. Thus, it may boost e-Trikala both directly and indirectly.

Directly, it can be used as a subcontractor and use its expertise in planning, designing, recruiting and handling all processes for the adaptation of the Elder-Spaces project to any willing organization or municipality.

E-Trikala may be approached by the network of the other interior fellow cities and offer its expertise in handling these target groups in general. In the long term, this may help both the municipal social care provision, as the elderly will be better treated and their needs will be addressed more effectively. Extending this scenario, e-Trikala will be indirectly in place to offer its services to a number of private or public organizations, which intend to involve specific target groups in their independent inquiries.

3.1.1.5 SEMMELWEIS UNIVERSITY

SHORT PROFILE AND BACKGROUND INFORMATION

Semmelweis University is a research intensive institution, which has been committed to high-quality scientific research for nearly two-and-a-half centuries. Research performed at the University's six faculties covers a wide range of scientific disciplines. More than 1300 professionals in approximately 120 departments are involved in ongoing R&D activities. Research projects in the preclinical and clinical departments are supported by both Hungarian and international programmes. Contract research sponsored by pharmaceutical companies also constitutes an important part of scientific activity.

Semmelweis University ranks among the leading Hungarian universities with regard to the number of research papers published in distinguished international journals. In 2009, a total of 1360 scientific publications were published by researchers at Semmelweis University, with a total impact factor of 2241.

The professional activity of the department of Psychiatry and Psychotherapy Clinic of Semmelweis University covers the entire spectrum of psychiatry.
- ➢ Clinical topics: schizophrenia; mood and anxiety disorders; eating disorders; organic mental disorder (e.g. epilepsy, dementia); adult attention-deficit hyperactivity disorder (ADHD); clinical psychopharmacology; neuropsychiatry; psychosomatics;
- ➢ Laboratory methods: electrophysiology; psycho-diagnostics; neuropsychology;
- ➢ Therapeutic methods: psychotherapy; psycho-pharmacotherapy; psychiatric rehabilitation; community-based care.

Semmelweis University (Virtual Reality Lab): The Virtual Reality Lab was created at 2007 in the Institute of Psychiatry and Psychotherapy of Semmelweis University, Budapest. The objective of the VR Lab is to develop and clinically validate virtual reality based cognitive and behavioral therapy techniques for treating psychiatric illnesses leading to a high degree of disability, including phobias and dementias that place an enormous burden on the society. As a result of the project, VRT will provide an innovative alternative or complementary treatment of patients to the currently used pharmacological approaches. The main research and innovation domains are. Development and Optimization of Virtual Reality Environments for Treatment of Patients with Psychiatric Illnesses - Clinical Testing and Product Development, involving the end-user community.

The Virtual Reality Lab was implemented on the basis on a Living Lab approach in order to develop a user-centric methodology for developing, validating, prototyping and refining complex solutions in multiple and evolving real-life contexts in the treatment of mental disorders. Virtual Reality (VR) is a human-computer interaction paradigm. It allows the presentation of virtual objects to all of the human senses in a way identical to their natural counterpart. VR therapy is expected to provide an efficient and non-invasive tool for a long-term maintenance of beneficial effects of treatment. VR exposure can be effective with inexpensive hardware and software on stand-alone computer or the internet, readily available to the medical practitioner in industrialized countries. The implemented VR Lab is in close cooperation with Hospitals and medical personnel to establish practice-based evidence and apply the underlying technologies as a unique methodology in health care. VR Lab can offer a variety of tools and approaches that can be used to create realistic environments where the professors and young medical doctors, PhD students can elicit and modify human emotional responses and behavior.

FOREGROUND INFORMATION

Semmelweis University's task in the Elder Spaces project is the trials and evaluation of the developed social networking platform along with it's applications. The staff of the Psychiatric and Psychotherapy Clinic has excellent experience with the rehabilitation and social reintegration of individuals living with psychosocial disabilities. The main symptoms of these individuals are the decrease of social relations and increase of social isolation.

Our institution has also great relations and connections with retirement day centres, elderly clubs. After getting to know the internet use habits of our end users, we teach them to use the social networking site and the applications that are being developed during the Elder Spaces project.

EXPLOITATION PLAN

SOTE is a research university and does not plan to exploit the results of the Elder Spaces project commercially. We would like to use these results for further research and the treatment of individuals living with psychosocial disabilities. We support Origo in distributing the project results in Hungary within the elderly population.

3.1.1.6 SINGULARLOGIC

SHORT PROFILE AND BACKGROUND INFORMATION

SingularLogic is the leading Software and Integrated IT Solutions Group in Greece. The Group provides integrated solutions for the private and public sectors, in Greece and abroad through four distinct Divisions with the following activities:

- The Integrator business division is involved in the study, design and implementation of Integrated IT Solutions for the Public Sector and for large enterprises and organizations of the Private sector.
- The Vendor business division is involved with the development and distribution of business software applications that cover all business needs of the SMEs. Software division is a leader amongst Software Vendors specializing in commercial and accounting applications.
- The Outsourcing Services business division offers value added outsourcing services in the financial sector, telecommunications, retail companies, health organizations and the public sector.
- The Cloud business division engages in the development and distribution of applications for operation and use via mobile devices and software solutions as a subscription based service (Software as a Service).

In addition, SingularLogic operates in various South East Europe countries through direct subsidiaries in Bulgaria, Romania and Cyprus, having set the foundations for substantial development in the region. SingularLogic has significant experience in:

- services to elderly people through numerous projects, such as CLOUD4ALL (Cloud platforms Lead to Open and Universal access for people with Disabilities and for All), SOCIABLE (Motivating platform for elderly networking, mental reinforcement and social interaction) SOPRANO (Service Oriented PRogrammable smArt enviroNments for Older Europeans), ASK-IT (Ambient Intelligence System of Agents for Knowledge-based and Integrated Services for Mobility Impaired users) and recently OASIS (Open Architecture for Accessible Services Integration and Standardisation) focusing on architectural issues and integration activities of the various system components and many more;
- multi-agent platforms and technologies through the projects IM@GINE-IT (Intelligent Mobility AGents, Advanced Positioning and Mapping Technologies, INtEgrated Interoperable MulTimodal location based services), IMAGE (Intelligent Mobility Agent for Complex Geographic Environments), and ASK-IT
- in multimodal interfaces focusing on voice interaction through various R&D and commercial projects (e.g. AMIGO - Ambient Intelligence for the Networked Home Environment)
- Consolidated knowledge and experience in the development of complex IT solutions, in the health and social security domain having customers Regional Health Care bodies, hospitals, social security organizations.

FOREGROUND INFORMATION

SILO is mainly involved in the development of Multi-Touch Interfaces for Key ELDER-SPACES Services and Applications. This activity will deal with delivering the ELDER-SPACES basic functionality and applications on surface computers. Whilst the exploitation and sustainability actions are planned for all project outcomes, including those that have been developed jointly by other partners, different exploitation paths have been identified for those exploitable outcomes that have been developed only by SingularLogic and for which the company holds IPR. Taking into consideration and aligning with the consortium business model, SingularLogic foresees the following two major exploitation axes:

- Establishing commercial agreements with health and home care service providers either from within or outside the ELDERSPACES consortium, for the provision of surface services to individual end-users or to end-users organisations.

- Investing own resources into expanding and adapting the developed services to mobile environments, and making them available through mobile application stores

EXPLOITATION PLAN

SingularLogic is a prominent ICT integrator not only in Greece, but also in the whole South-Eastern European territory. Its exploitation and sustainability strategy will be primarily based on the provision of ICT integration services associated with the ELDERSPACES services, as well as the provision of the ELDERSPACES services in the local market, delivering social networking functionality over surface computers, which can have a great exploitation potential, given that surface computers are very likely to proliferate both in private (e.g., homes) and public (e.g., care centres, leisure centres) spaces. SingularLogic will capitalize on this expertise in order to offer ELDERSPACES also outside the ELDERSPACES consortium. These services providers will be the primary customers of SingularLogic, in terms of the ELDERSPACES products and services. SingularLogic will partner with other members of the consortium in order to offer such services based on the ELDERSPACES value chain model. More specifically, the exploitation and sustainability plan of SingularLogic, foresees the promotion of the ELDERSPACES services to home/geriatric care services providers within its business network. These include (primarily) several municipalities and hospitals, which already belong to the SingularLogic client portfolio. SILO believes that added value features will attract the interest of such service providers but also of other stakeholders.

3.1.1.7 CYBION

SHORT PROFILE AND BACKGROUND INFORMATION

Cybion has 15 years' experience in business and competitive intelligence on the Internet. Cybion objectives and mission consist in the provision of customised information services starting from the Internet and exploiting its huge potential as information source offering to its clients the possibility of receiving highly customised and relevant information on their markets, their competitors and any other issue that helps small and big operators to be constantly aware on what's going on in their specific business area. Cybion has an expertise in the web information watch and user profiling activity which concretises into the research and development of several technologies in the following areas: semantic web, text mining, knowledge discovery, web content extraction, content delivery and user profiling.

FOREGROUND INFORMATION

Cybion, through the tasks of Elder-spaces, is expanding and improving its tools and techniques for Web data analysis to a very topical target group, the elderly people. This target group represents a strategic know how for the company that can be exploited also with private clients. Moreover a multilingual recommendation service will represent a new asset for the company. This innovative recommendation system will be exploited for already existing Cybion's services for private clients.

EXPLOITATION PLAN

Cybion expects benefits from the Elder-spaces platform: a new and strategic service has been defined addressing the specific needs and requirements of the users. Elder-spaces platform represents indeed a validator case for the technologies developed and adapted by Cybion in the project. Moreover Cybion offers target profiling services, content recommendations services and other services related to the web intelligence to private clients. In this framework Elder-spaces results are improving the technologies needed to implement and deliver these services.

3.2 IPR

The ELDERSPACES project results are defined in section 2.3. The Intellectual Property Rights and the ownership of the ELDERSPACES results are handled according to the Consortium Agreement, which has been signed between the project participants since the project start. All knowledge will be managed in accordance with this Agreement. The described discoveries may be patented for the use of ELDERSPACES's partners, and relevant licensees and spin-offs may be transferred, so that both established companies and emerging companies can benefit from the ELDERSPACES research.

4. CONCLUSIONS

The aim of the deliverable was to provide an assessment of the market possibilities for Elder Spaces platform and services.

The following aspects were examined:

- target group analysis with special attention to change in demographics in the target markets
- proliferation of social media platform and emergence of alternative services besides facebook and google+
- media spending: online media as the most dynamically increasing type
- social media: a 'cultural shift' and a 'must' in the media mix
- spending on social media is No.3 according to public dissemination but expected to become No. 1 exceeding simple search and eDM
- Elder Spaces is a simple solution for pharmaceutical companies, health care providers, travelling agencies, financial service providers, restaurants with delivery service to reach directly their target group

We made a comprehensive SWOT analysis to identify the strengths but also take a look at the threats and weaknesses of our project. The competition is tough on the market, but customization and customer oriented approach in the design and implementation give us good chance to become strong competitors to existing social media platforms. The new features developed especially for elderly people with the intelligent recommendations and the supplementary functions provided by the surface solution give us a comparative advantage over our competitors. If we overcame the first challenges of acquiring the first bunch of users to the platform, the conditions will be created to start the commercialization of our development. As we enter a dynamically expanding market with enormous possibilities, achieving a relatively modest market share would mean the fulfilment of our business plan. We are optimistic.

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