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LUIS
CEO

Focused on content quality
and customer relationship.

Experience in sales and
multimedia content.



ALBERT
CMO

Expert in creating successful
digital marketing campaigns.

Partner of top Spanish
marketing agency Jirada.



PAOLO
COO

Expert in organizing things in
a simple and efficient way.

Experiences in digital start-
ups and tech companies.



ESTEFANIA
CPO

Neuropsychologist expert in
digital content for e-health.

Experiences in developing
exercises to train cognitive skills.



¿Qué vamos a hacer en este programa?



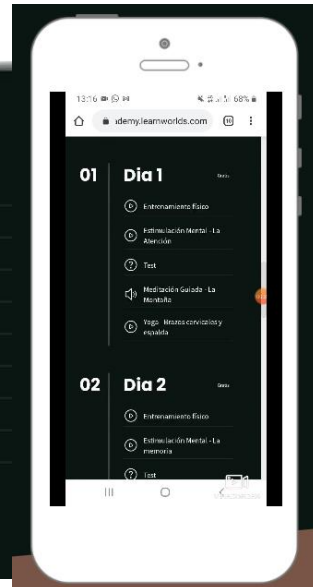
El plan

- ✓ 8 sesiones de entrenamiento físico
- ✓ 8 sesiones de estimulación cognitiva
- ✓ 4 meditaciones guiadas
- ✓ 4 sesión de yoga
- ✓ Bonus extra: Manualidades creativas



Objetivo del programa

La clave para crear un hábito es la constancia y la perseverancia. Con este programa te motivamos para que cuidarte se convierta en un hábito. Durante 30 días trabajaremos la Mente, Cuerpo y Entorno. Este mes queremos presentarnos a Anna, la responsable de desarrollar el programa de estimulación cognitiva. [Conócela aquí!](#)



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Subscription based holistic **platform** to **promote active ageing** through online daily routine, specialized programs, and off-line socialization activities.



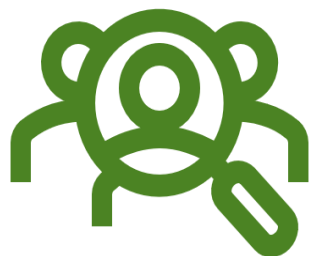
La Semilla: 30 minutes daily routine focused on the main pillars of active ageing



Explora: on-demand online specialized courses to train the body&mind well-being, and learn new things..



Conecta: marketplace to promote social activities, volunteering initiatives and mentoring programs.



End-users access

access to a group of +60 years in Spain to engage in a free pilot and for future customer acquisition.



Founding 150k

to produce new content, invest in marketing and support the technological growth of the platform.



Technology partner

To develop the platform with better UX, programs personalization and users advanced analytics.