



D3.1 Intermediate business plan and business model

D3.1 Annex 2 - Launch Campaign Summary

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Campaign Summary

Wisdom of Age Launch Campaign



01 Commercial Insight

SMBs are facing a highly competitive environment. They have small teams which require knowledge and experience to conduct their business. The lack of certain knowledge/skills combined with tight budgets and deadlines, puts them in a difficult situation. They need to compromise and work over time or deliver a project they don't feel confident in.

Furthermore, due to an increasing aging population, Europe and its seniors are confronting with issues such as increased retirement costs, unexploited potential of knowledge and experience and feelings of uselessness.

02 Opportunity for users

Currently, SMBs are either forced to pay an expensive consultancy company or expert, or work overtime to try an learn from the internet and other sources. While the older generation is facing feelings of uselessness and a need to be active, included and helpful.

Our platform creates an environment where these two groups can connect and help each other. The SMBs can benefit from the knowledge and experience of a senior mentor to complete a project or simply strengthen their team. At the same time, the senior mentor is engaged in a online community while participating in building the future. They remain active and integrated, while earning extra income.

03 Target Markets



Companies

Small to Medium Businesses and Industrial companies Smart Manufacturing industry Located in Europe Requires the help of someone with



experience Mentors

over the age of 55 Industrial/Smart Manufacturing background Located in Europe Wishes to be active and help the younger generations

04 Business Challenges

To survive, SMBs must:

- Be able to deliver their projects on time, while guaranteeing highest quality.
- Provide the help, their teams need to be successful in their projects.
- Invest in developing the knowledge base and skills within their team.

05 Unique Selling Proposition

Our platform reshapes the future of mentoring, supports senior professionals to remain active and age well in a digital world while democratizing access to knowledge for companies.

06 Buyer Personas

Buyer	Value Delivered
Owner, Partner, CEO, President	Profitability and competitiveness
Department Manager	Seamless project delivery, retaining top talent within budget
Design, Product Engineer	Support and guidance, deliver quality designs/products

07 What Does it Do

- Provides an intuitive and easy to use online platform that connects SMBs and senior mentors in an unique ecosystem.
- Recommends companies the fittest seniors for their problem using AI matchmaking.
- Provides customized help from experienced senior mentors for each companies` problem.
- It has a quick launch thanks to the AI matchmaking tool, and by getting rid of the program manager by allowing companies to choose their mentor.
- Allows mentors to be engaged in their former industries and help build the future.
- Effective journey with a 3 step only process for the companies.

08 Benefits



Increase team productivity



Improve collaboration



Fast time-to-market



Remain active and be engaged



Help build the future

09 Competitive Advantages

Join a community of passionate professionals

- AI matchmaking
- Freedom to choose your best fit
- · Cost & Time efficient
- Quick Launch
- Flash Mentoring
- Designed for elderly mentors

10 Competitors

Insala

Offers a mentoring management platform

MentorLoop

Offers long term mentoring programs

MentorCliQ

Offers a mentoring management platform

11 Early Adopters

- ACAROM 160 Automotive Companies
- Smart Alliance 22 IT companies
- Mentorisimia Services for mentors



WoA Launch Marketing Campaign Timeline 2023





Brochure Companies

Brochure Mentors Platform Whitepaper



Post about webinar Webinar Agenda + Registration Reminder Webinar

Webinar



Jun Reviews & Feedback Satisfaction Survey Feedback form ŵ















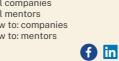






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