

We all know that developed countries have an inverted demographical pyramid. Baby-boomers (those born in the 40's, 50's and 60's) will be reaching now their retirement period besides.

And finally, to add on, half of them will be single and so will face this period of their life alone.

This will lead them to retirement houses or single-person households.

Stats show that seniors prefer not consider their children's house as an option. Neither does their children.

In many cases, dealing this period alone carries seniors to loneliness pain, mental and physical deterioration and a purchasing power decline.

With a rising life expectancy and a drop on the public pensions, new households formulas are appearing in order to help them face this period of their life with a good life quality. Fighting against loneliness with a boost of vitality, services and purchasing power!

It is in this socio-demographic context that **joyners** is born; an innovative alternative to a social need that we are facing today for the first time.

joyners is an experience for active seniors (+50) where they have the chance to join a movement. This movement bets for creating shared households, taking advantage of the existing resources (avoid new constructions), with a bunch of additional services that facilitates their daily life as well as improving their quality of life.

joyners suggests your best match possible to cohabit with you; we provide the value of the best matching between peers.

This matching is carried by a matchmaking test with our own algorithm based on a social assistance criteria.

mestic

motor de matchmaking
para maximizar la
compatibilidad.



idealista.com

acceder a habitaciones
en casas particulares o
que un grupo afín accede
a una vivienda proporci-
onada por Real Estate.

HOGAR
SERVICIOS

The Washington Post 15.06.14

Local

A new generation of 'Golden Girls' embrace communal living as they get older



tve 06.03.14

Los alemanes se lanzan a compartir piso en la tercera edad

■ En Alemania cada vez más ancianos alquilan juntos, por estilo de vida

LAVANGUARDIA.com 02.02.14

Los abuelos también buscan compañero de piso

Según informa RAC1, aumenta el número de personas mayores que alquilan

A joyners home is a house with spare rooms proposed either by a user or a Real Estate provider.

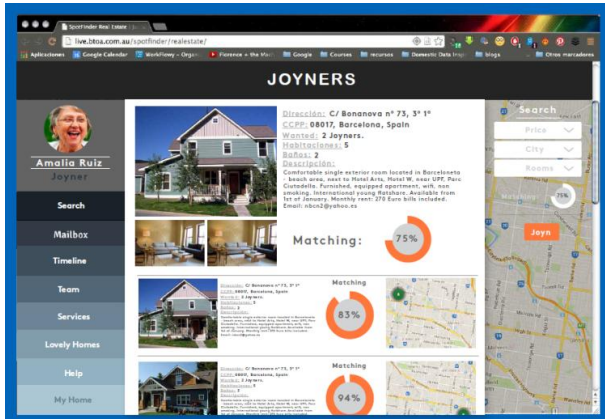
Obviously, all these places have passed a quality control and a filter (programmed) in terms of suitability for senior life. (it won't be a 4th floor without elevator, etc...)

On top of that, we offer the users a wide range of services provided by a contracted 3rd party.

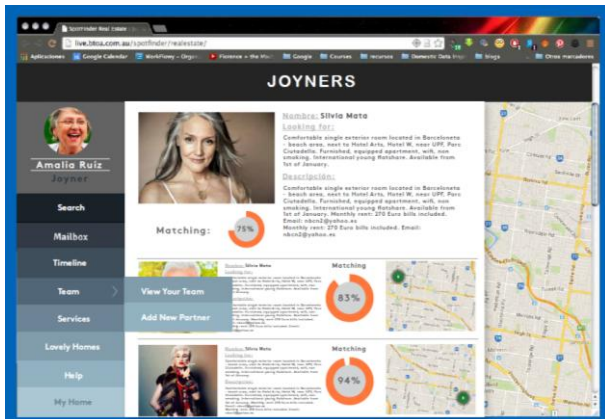
If 4 seniors cohabit together, and therefore have a boost on purchasing power... why not contracting home assistance, cleaning, cooker, chauffer, etc...?

This will be an on-line experience
What we offer is a digital platform
experience, that when agreed, it comes real
into the physical world.

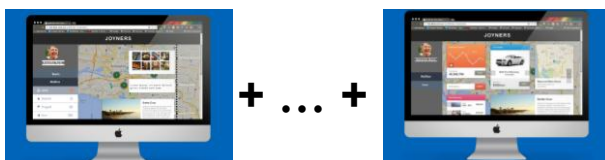
When looking to match into a **joyners_home**



When looking for people to buddyup and
get into a **joyners_home** provided by a user
or by a Real Estate provider.



... just as an example of the
screens of the platform.



But our aim is not just to act as a Cupido in
the digital world.

We have created a 2.0 approach of the
social assistance.

Technology is able to monitor a home
experience and therefore we are capable
of avoiding, anticipating and resolving
conflicts between peers.

Furthermore, we propose to help in the
management of the household. We want to
be transactional; when does a flatmate
need to pay? How?...

If we are involved in the transaction we may
offer an insurance an a contract that covers
the user in case of default or damage!

Joyners wrap up | Retirement 2.0

- a) Matchmaking platform that introduce
active seniors to each other in order to
cohabit plus many additional services
(bundle)
- b) Keeping away property speculation
(retirement residences, co-housing,
etc...) and exploiting the existing
resources
- c) Helping with the home administration as
well as monitoring their day to day.

This initiative is founded and leaded by Oriol
de Pablo (CEO), Mireia Lloret (COO) and Lluís
Comas (CTO).

Recently, we have embarked Risto Mejide
(@ristomejide) as Marketing Manager, who is
expecting to have a look on the proposed
Project 1.

And we also embarked Marc Vidal
(@marcvidal) as Strategy Manager, who is
expecting to have a look on the proposed
Project 2.

Annex



user A

Se propone como flatmate y busca gente afín.



user B

Tiene un hogar y busca flatmates por afinidad.



accessory offer



Se proponen pisos idóneos para Seniors.
"Filtrados" según criterios.
(con ascensor, baño amplio, etc...)



2.0 social assistance

La asistencia social aun no ha entrado en el 2.0
Su seguimiento es programable.
Seguro de resolución de conflictos.

home management



Gestión integral del hogar.
Todas las soluciones de *facilityservices* a tu alcance.
Limpieza, cocina, chofer, médico, **botón pánico**, **joyner app**.



MOVILMED



acciona
Facility Services



PROJECT 1: Communication, Diffusion, Marketing Strategy.

Context

If you agree to collaborate with **joyners**, the Management Team will share with you the entire Business Plan at the *kick-off session*.

So then, according to the BP, you will see that **joyners** is going to face a big challenge in terms of communication.

A new and disruptive offer always has to jump a fence in society's mindset.

Objective

Design a fresh and *out of the box* Launching Campaign to compare it with the one made by our Management Team.

You must take into consideration how to capture the audience, making it press friendly and planning the right timing. We would like to reflect a reliable image.

In this project you will need to cover Online communication, Offline communication and Public Relations (PR).

Please note that **joyners** Management Team considers that “once you pay you will never be published for free”.

Main Expectations and KPIs:

At the end of the Project study, the project team will be able to:

- Present a Launching Campaign from *Head to Tail*.
- Provide *qualitative insights* to maximize effective impacts.

PROJECT 2: Market Research. Identifying best potencial markets.

Context

If you agree to collaborate with **joyners**, the Management Team will share with you the entire Business Plan at the *kick-off session*.

So then, according to the BP, you will see that **joyners** is willing to scale up fast and includes a selective internationalization in its plan.

Objective

Identify the main business drivers of **joyners** (social, political, economic, demographics, etc...) in order to compare your insights with the ones identified by our Management Team.

Make a market research to target the best potential markets in order to make an expansion.

Please note that in several countries charities and NGO's are running similar activities fighting against *Social Exclusion*.

Main Expectations and KPIs:

At the end of the Project study, the project team will be able to:

- Identify and argue main business key drivers.
- Recommend, defend and argue the most potentially successful new countries.