

# Business Model Canvas

## KEY PARTNERS

Community centres  
Municipal and provincial governments  
Local health authorities  
Universities and research institutes  
Financial institutions and other corporate sponsors  
Providers of records and identity checks  
Secure payment handler

## KEY ACTIVITIES

(Co)design accessible digital platform for seniors  
Create assessment tools and activities  
Analysis of location, unmet needs, and desires  
Connect needs with solutions  
Community outreach, onboarding community centre partners

## KEY RESOURCES

Staff to lead events, backend of the app, phone assistance  
Experts on accessible technology – contract

## CUSTOMER SEGMENT

Seniors and their families

- 65+
- Multicultural
- Seeking options for support at home
- Social engagement ranging from connected to isolated

Personal Support Workers

- Seeking local, flexible work options
- Profitability of self employment vs. working for a contractor
- Multicultural

## CUSTOMER RELATIONSHIPS

In-person events  
An accessible app with profiles for seniors, PSW, and community activities.  
Phone support line

## CHANNELS

Print advertising in newsletters / papers  
Posters in the community  
Delivered flyers  
TV and radio ads  
Professional PSW organizations

## VALUE PROPOSITION

**Seniors**  
Meeting unique needs of users through tailored support and activities, allowing seniors to thrive while growing older in their own communities.

**Personal Support Workers**  
Provides access to a network of clients creating the opportunity for flexible and profitable work

**Community Centres**  
Data to improve offerings and direct advertising

**Government and health authorities**  
Having an organization that helps to address seniors' needs and improves home care options while generating valuable data

**Corporate partners**  
Meeting social contribution requirements and helping to tackle a visible local challenge

## COST STRUCTURE

Paying staff  
Maintaining a digital platform  
Marketing

## REVENUE STREAMS

**Phase 1**  
Startup funding from government as well as corporate donations

**Phase 2**  
Taking a percentage of fee paid by user for support

**Phase 3**  
Being paid for access to anonymized data about local seniors needs and wants by partners including government and research