



AAL Market breakthrough

“Porting projects and market opportunities”

Dr Ch. Schoen / GTN 07 June 2011 – Brussels





AAL Market breakthrough

- **Dr. Ch. Schoen** (ICT manager and coordinator)
- **GTN** (consulting agency; intelligent knowledge and experience sharing)
- **HOPES project:** AAL #2 = the 1st European social network BY and FOR elderly (autonomy, non-dependence and QoL)





AAL Market breakthrough

Market barriers & opportunities for HOPES

- **Autonomy / dependence** = one single problem but many countries, experiences, solutions ...
- **e-health: beneficiary / actors / payer**
- **Europe as a single market**





AAL Market breakthrough

- **HOPES and its buz opportunity:**

“should the beneficiary be the payer?”

- **If yes:**

“who is the beneficiary?” (elderly, family, friends, public institutions, services’ providers, private companies...?)

- **Porting projects** = an opportunity for expertise and long-term support



Think global, act individual

(the benefit of porting project)

Mkt obstacles	Common approach
Europe as a single mkt	Data, report, networking...
Benchmark and protect ourselves	European mkt / European solutions versus international providers (products, services...)
End-users' profile / autonomy and dependence	Mkt study / validation