

Design Thinking challenge for students 15/16

70 percent companies do not respond to aging



Many companies in the Netherlands are not at all concerned with aging. Seventy percent does not respond to this, according to ING's 65+ economics research. Thirty percent do see opportunities and come up with new products or services.

In Holland there are now 3.1 million people over 65. This is expected to increase to 4.25 million by 2030. "The older consumer is becoming increasingly important," says Dirk Mulder, Food & Retail sector manager. "They are on average more prosperous, more vital and they live longer."

ING bank estimates that at least 58 billion euros in revenue can be distributed in 2030, thanks to that large group of elderly people. "Why so many companies wait? The subject does not sound sexy," Mulder says. "Companies are afraid of becoming old-fashioned and they also fear that young people will drop out if they focus too much on older people."

Grandma clothing

In addition, according to the researcher, many elderly people do not want to be seen as older at all. "A fashion catalogue that includes elderly people with old-fashioned clothing, you do not make people happy with it, but we prefer to see beautiful models of 30, 40 years with beautiful clothes", says Mulder. "And if the *Kampioen*, the magazine of the Dutch Touring Society ANWB, is enough with advertising about stair lifts and trips along the Rhine, well, that scares people off."

Elderly organization ANBO does notice the results of the ING research. "We also think it's a bit silly that 70 percent of companies leave seniors to the left, marketing-technical is a very interesting target, because the kids are out, the house is largely paid off, so this group will have generally have more to spend," says Manon Huisman of the ANBO

Marathons

There are exceptions, but the healthy babyboomer generally has a fairly good pension. Huisman: "The approach to seniors" is difficult: often they are addressed on their limitation (s), while the senior of today is fitter than ever. He is running in marathons, making far foreign holidaytrips, takes care of his grandchildren and has a busy and social life, often even busier than before his pension.

"

Grey times, golden chances

The opportunities of aging

The population is getting older and older. This provokes some problems, but there are also benefits. Companies get in touch with an ever-growing, new target group. Research has shown that the companies do not take this into account at all. As entrepreneurs in heart and soul you think that could be better. In groups of four of you will design a product and start a company that will bring this product to the market for this special and big group of potential users.

To convince potential investors that they should invest in your new product and company, you prepare a written report with the following content:

A. Written report with:

- **Advice Product Development** (for explanation: see the next page)

→ Empathize

- Record the research-process into your target group and the results of it

→ Define

- Sharpen the definition of the problem you want to solve

→ Ideate

- Describe all suggested ideas and exchanges of views

→ Prototype

- Present three possible products, with all advantages and disadvantages

→ Test

- Collect feedback on the concept products

-**Financial report:**

- Results of the Entrepreneur test of the Chamber of Commerce (<http://kvk.ondernemerstest.nl/app/>)
- Financial Objectives of the company (maximum profit, figures maximum turnover, maximum sales, ideological), explain your choice

- Starti balance (see you workbook.....)
- Expected profit and loss account (see your workbook)
- Explain the data (figures) you used

B. Digital presentation

- A digital **pitch**, of a maximum of 3 minutes, in which everything is mentioned that you want to present to the investor. The decision of the investor whether he will invest in your company will be based the written report and the presentation.

- Be completely free in the presentation format. This only should meet the following requirements:

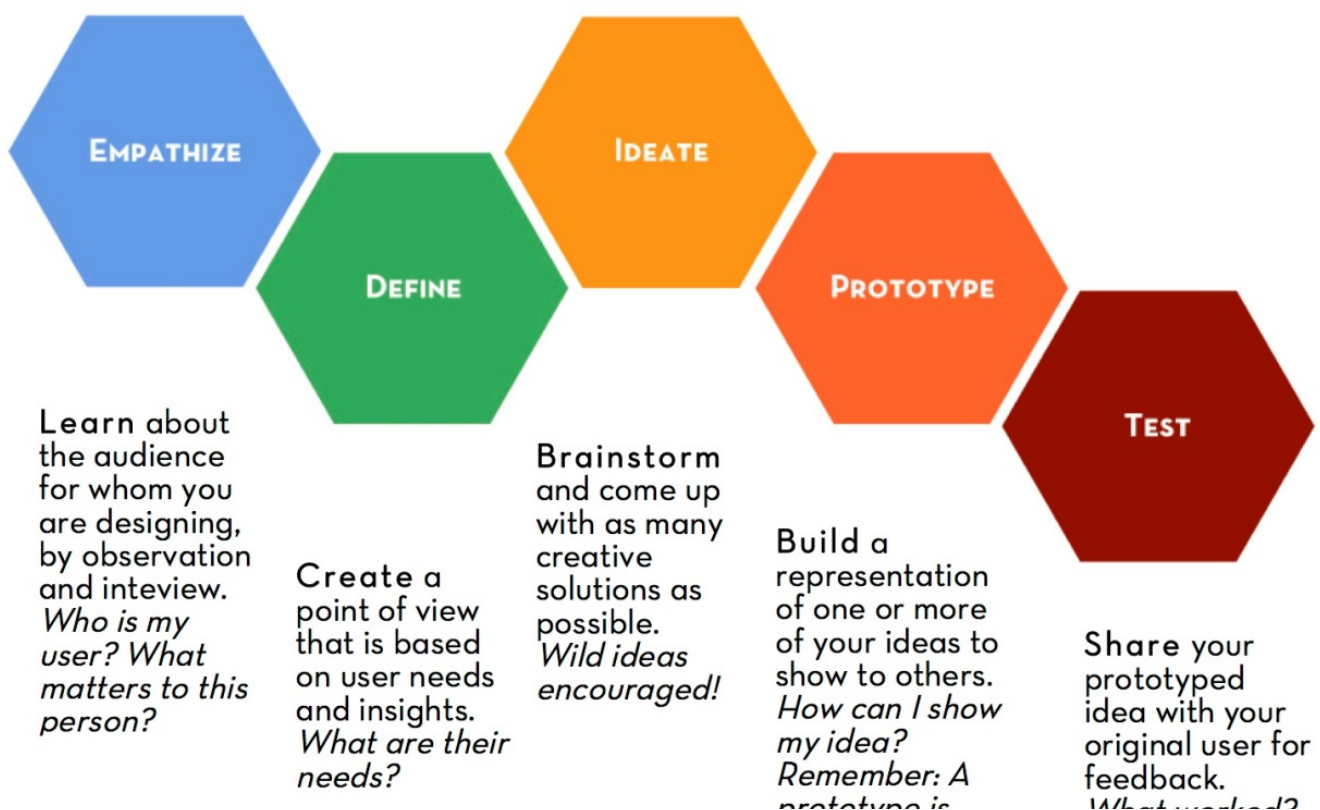
→ It should be digitally deliverable.

→ All information that you consider important for investors should be added to the presentation without further (oral) explanation being required.

TIP: during the work process, record everything with photos, sound and film recordings, so that you have enough visual material to eventually make a digital presentation, in which everything can be explained.

TIP: The grade counts as a test, so spend about as much time as you can on a test. Make good agreements so that you do not waste a lot of time on this assignment.

We are all DESIGNERS!



BONAVENTURACOLLEGE MARIENPOELSTRAAT		Periode 3	
PO	3V	Economie	KLP
Attachment: – Assessment Format			

WHAT	POINTS	REMARKS
WRITTEN REPORT		
Advice Product Development (Design Thinking): (20P) <ul style="list-style-type: none"> - Empathizing / Defining - Ideating - Prototyping / Testing 		
Financial Report: (15P) <ul style="list-style-type: none"> - Balans - Resultatenrekening - Verklaring getallen 		
Creativity (15P)		

of the report: (10P)		
DIGITAL PITCH		
Creativity (10P)		
Content (15P)		
Organisation and layout of the pitch (5P)		
GENERAL		
Standard (10P)	10	
TOTAL		

Result = number of points/ 100 * 10