

NEW BUSINESSES ARE ESSENTIAL IF NOVA SCOTIA IS TO SURVIVE

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90 MINUTES CAN BE A LONG TIME!!

WE WILL TRY TO BE RELAXED AND HAVE FUN!

- ▶ 3 VERY DIFFERENT SECTIONS WITH BRIEF BREAKS BETWEEN EACH:
- ▶ 1ST SECTION: LONGER LIFE PROVIDES OPPORTUNITIES FOR SENIORS TO “CHANGE” AND FOR BUSINESSES TO MARKET NEW PRODUCTS/SERVICES GEARED TO THE NEEDS OF SENIORS - SOME NEAT NEW PRODUCTS AND SERVICES TO ASSIST SENIORS AND A GREAT VIDEO!
- ▶ 2ND SECTION- SENIORS CAN HELP THE ECONOMY GROW AND NOT BE A DRAIN ON IT. WHAT WE CAN DO TO HELP “SAVE” NOVA SCOTIA!
- ▶ 3RD SECTION- “IDEAS” ARE ALL THAT WE NEED TO MOVE FORWARD! HOW TO COME UP WITH GREAT IDEAS UPON WHICH TO BUILD.
- ▶ ASK QUESTIONS AT ANY TIME AND IF I CAN I WILL ANSWER THEM!

STARTUP CANADA

- ▶ NATIONAL ORGANIZATION AIMED AT GROWING THE STARTUP COMMUNITY:
- ▶ POLICY CHANGES TO HELP STARTUPS (TAXATION, FUNDING, ETC.)
- ▶ WEBINARS, INFORMATION AND EVENTS
- ▶ AWARDS TO THOSE INVOLVED IN THE STARTUP WORLD (EX. GERRY POND)
- ▶ FUNDS FOR PROJECTS- WOMEN ENTREPRENEURSHIP (LINKSHARE), SPACE (20+), COMMUNITY INVESTMENT (INDUSTRY SHARE MEETINGS) + MORE
- ▶ STARTUP COMMUNITIES- 20+ AIMING FOR 70 THIS YEAR- SHARE KNOWLEDGE, SPEAKERS, IDEAS THROUGH NETWORKING- GOAL 4 MORE IN NS
- ▶ TYPICAL EVENT- MARCH 14TH HALIFAX- FUNDING AND STAFFING ASSISTANCE FOR STARUPS + FINANCIAL MANAGEMENT www.voltaeffect.com EVENTS

STARTUP DIGEST

- ▶ WEEKLY PUBLICATION IN 300+ CITIES AROUND THE WORLD
- ▶ NEWS OF INTEREST TO STARTUPS AND ENTREPRENEURS (SUCCESS STORIES, NEW FUNDING AVAILABLE, ETC)
- ▶ LIST OF UPCOMING EVENTS OF INTEREST TO ENTREPRENEURS AND STARTUPS
- ▶ TO SUBSCRIBE TO DIGEST GO TO: <http://eepurl.com/YUnwj>
- ▶ It is free as are virtually all Startup Canada Events and Services

WHAT WE FACE-NOT A PRETTY PICTURE

- ▶ WE ARE GETTING OLDER: 2018 over 65=21%, under 17=16.8%
- ▶ Costs for Care, Health, Housing of Seniors Continue to Rise
- ▶ Nearly 50% of Government Revenue is already going to Health Care
- ▶ Labour force under 65 will continue to drop even with “newcomers”
- ▶ Nearly 1,000 In our province are turning 65 every month
- ▶ In the US 10,000 people turn 65 every day and this will continue for 19 years
- ▶ Predictions of Atlantic Canada Bankruptcy Continue to grow

ENOUGH DOOM AND GLOOM

WE NEED TO TAKE ACTION AND FIND WAYS TO
TAKE ADVANTAGE OF “THE SENIORS
OPPORTUNITY”

Overall We Live Longer and in Better Health

▶ 1970 LIFE EXPECTANCY-	Male 69	Female 76
▶ 2000	77	82
▶ 2012	80	84

SENIORS HAVE LEADERSHIP POSITIONS AROUND THE WORLD

- ▶ JAPAN LEADER IS 83
- ▶ TUNISIA 89
- ▶ CAMEROON 83
- ▶ ZIMBABWE 91
- ▶ BERNIE SANDERS IS MAKING A RUN IN US AT 74
- ▶ SENIORS CAN DO ANYTHING!!!!

SENIORS SHOULD BE ABLE TO WORK LONGER IF THEY SO DESIRE

IN 1931 55.7% OF MALES OVER 65 REMAINED IN THE WORK FORCE

IN 2004 THIS NUMBER HAD DROPPED TO 11.8%

FUTURE LABOUR FORCE PARTICIPATION INCREASES CAN BE
EXPECTED DUE TO LIFE EXPECTANCY, GOOD HEALTH AND DESIRE
TO WORK

WHY SENIORS WILL WORK LONGER

- ▶ JOBS ARE NOW MUCH LESS PHYSICAL
- ▶ WORKERS ARE BETTER EDUCATED AND CAREER ORIENTED
- ▶ MANY NEED OR WANT MORE MONEY-NEARLY 40% OF RETIREES NEED GIS
- ▶ SENIORS SHOULD BE WELCOMED IN THE WORK FORCE
- ▶ POLICIES AND LAWS MUST BE CHANGED TO MAKE THIS EASY

NEW “APPROACHES” TO WORK

- ▶ WORK SHARE- SENIORS SHARE ONE FULL TIME JOB
- ▶ PART TIME WORK
- ▶ SEASONAL WORK
- ▶ PROJECT BASED WORK USING THEIR BUSINESS EXPERTISE
- ▶ SEE BOOMERSWORK.COM - AN ORGANIZATION GEARED TO THESE OPTIONS

SENIORS PRESENT BUSINESS OPPORTUNITIES

- ▶ SENIORS ARE A GROWING SEGMENT WORLD WIDE
- ▶ SENIORS HAVE UNIQUE ISSUES THAT BUSINESSES CAN BE BUILT ON
- ▶ THESE BUSINESSES CAN BE BUILT IN NOVA SCOTIA FOR THE WORLD
- ▶ YOUNG CANADIAN ENTREPRENEURS ARE STARTING TO SEE THIS OPPORTUNITY AND DEVELOPING PRODUCTS AND SERVICES FOR SENIORS WHICH CAN THEN BE SOLD WORLDWIDE
- ▶ THIS IS A HUGE OPPORTUNITY FOR OUR ECONOMY

ATLANTIC STARTUPS THAT ARE HELPING SENIORS AND GROWING OUR ECONOMY

- ▶ SPRINGLOADED TECHNOLOGY
- ▶ DESIGNED AND NOW MANUFACTURING A BIONIC KNEE BRACE
- ▶ HALIFAX BASED - FOUNDERS ARE DAL GRADS
- ▶ WILL SERVE A GLOBAL MARKET (4000 ON PRE-ORDER FILE)
- ▶ ARE NOW EMPLOYING 15 AND GROWING FAST

NEURODYN

- ▶ CHARLOTTETOWN BASED
- ▶ NEURODYN IDENTIFIES, VALIDATES AND DEVELOPS BIOACTIVE COMPOUNDS WITH THE GOAL OF EARLY TREATMENT OF NEUROLOGICAL DISEASES
- ▶ A PORTFOLIO APPROACH TO DEVELOPING NEUROPROTECTANTS
- ▶ DEVELOPING TREATMENTS FOR PARKINSON'S, ALZHEIMER'S, ALS AND CHRONIC NERVE PAIN
- ▶ CONDUCT CONTRACT RESEARCH FOR PHARMACEUTICAL COMPANIES

HEALTH QR

- ▶ A MOBILE APP TO HELP MANAGE PRESCRIPTION MEDICATION
- ▶ PROVIDES SECURE CONNECTION TO YOUR PHARMACY
- ▶ ALLOWS YOU TO VIEW ACTIVE PRESCRIPTIONS, ORDER REFILLS AND SHARE INFORMATION WITH TRUSTED CARE GIVERS
- ▶ HIGHLIGHTS POTENTIAL ISSUES (RUNNING OUT, NOT REFILLED WHEN DUE, ETC,)
- ▶ PROVIDES ALL INFORMATION WHEN TRAVELLING IF PRESCRIPTION LOST OR NEED EMERGENCY REFILL
- ▶ HALIFAX BASED WITH A WOMAN FOUNDER (WOMAN IN TECH DAY TODAY!)
- ▶ WORKING WITH LARGE DRUG SUPPLIERS AND PHARMACIES TO BUILD NETWORKS

FUNDMETRIC

- ▶ STARTUP BASED ON DESIRE TO MAKE FUND RAISING EASIER AND LESS COSTLY BY USING LATEST TECHNOLOGIES
- ▶ ORIGINAL GOAL WAS TO HELP CHARITIES AIMED AT FIGHTING ILLNESS AND WHERE RELIANCE ON DONORS WAS HIGH (ALZHEIMER'S, LUNG ASSOCIATION, ETC)
- ▶ SYSTEM THAT CUTS COST OF FUNDRAISING DRAMATICALLY WHILE BUILDING AND RETAINING DONOR BASE
- ▶ UTILIZES DATA ANALYTICS AND ARTIFICIAL INTELLIGENCE TO BUILD DONOR DATA BASE AND PROVIDES CUSTOMIZED FEEDBACK TO DONORS.
- ▶ HALFAX BASED, DAL GRADUATE FOUNDERS. GROWING RAPIDLY BY AMAZING FUND RAISING ORGANIZATIONS

A FEW OTHER STARTUPS THAT CAN ASSIST BOTH SENIORS AND OTHERS

- ▶ MARLENA BOOKS-ONTARIO STARTUP DEVELOPING BOOKS GEARED TO INDIVIDUALS WITH VARYING LEVELS OF COGNITIVE LOSS
- ▶ CARE DOVE- A SYSTEM GEARED TO PLANNING AND SCHEDULING CARE GIVERS AND ASSISTANCE PROGRAMS
- ▶ TRACK-R-SMALL DEVICES THAT YOU CAN ATTACH TO ANYTHING TO TRACK

THE MARKET FOR SENIOR
CENTRIC PRODUCTS AND
SERVICES IS HUGE AND
GROWING EVERY DAY!

TIME TO WALK AROUND THE ROOM AND TAKE A SHORT BREAK!

- ▶ RELAX, CHAT, NETWORK
- ▶ YOU HAVE 5 MINUTES!!!

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a clean white space where the text is placed.

**ENTREPRENEURSHIP IS
FOR ALL AGES**

ADVANTAGES OF SENIOR ENTREPRENEUR

- ▶ DECADES OF EXPERIENCE
- ▶ EXISTING NETWORKS OF BUSINESS ASSOCIATES AND FRIENDS
- ▶ GREATER FINANCIAL FLEXIBILITY
- ▶ DIFFERENT MOTIVATION -STAY ACTIVE AND SOCIALLY ENGAGED

POSITIVE ECONOMIC IMPACT OF SENIORPRENEURSHIP

- ▶ PARTICIPATION IN THE WORKFORCE AND ECONOMY
- ▶ PROVIDING SATISFACTION THROUGH NETWORKS, STARTUP ACTIVITIES
- ▶ PROVIDING A VIABLE ALTERNATIVE TO EMPLOYMENT OR UNEMPLOYMENT
- ▶ OVERCOMING AGE DISCRIMINATION IN THE WORK FORCE.
- ▶ MAKING A REAL CONTRIBUTION TO SOCIETY

WHO BETTER TO DEVELOP PRODUCTS AND SERVICES GEARED TO SENIORS?

- ▶ BEN FRANKLYN INVENTED BI-FOCALS AT THE AGE OF 78 BECAUSE HE NEEDED THEM HIMSELF!
- ▶ HOWARD HEAD INVENTED THE LIGHTER, 50% BIGGER TENNIS RACKET AT 66 BECAUSE HE COULD NOT PLAY WITH THE HEAVY WOODEN ONE (PRINCE RACKETS)

WHAT SENIORS NEED TO EMBARK ON THIS JOURNEY

- ▶ PARTICIPATION IN DEDICATED EVENTS AND NETWORKS TO WORK WITH OTHER STARTUPS AND GROW IDEAS
- ▶ EDUCATION AND TRAINING TO GET THE SKILLS TO START AND REMAIN SELF-EMPLOYED AND CAN BECOME ENABLERS TO SUCCESSFUL STARTUP ACTIVITIES AND CONNECT THEM TO LIKE-MINDED INDIVIDUALS
- ▶ GOVERNMENT SUPPORT- AWARENESS PROGRAMS, PROMOTING THE BENEFITS OF SENIORPRENEURSHIP, POTENTIAL TAX CONCESSIONS AND SENIORS FUNDS AND FACILITATING FREE OR SUBSIDIZED STARTUP TRAINING

POLICY RECOMMENDATIONS

- ▶ ENHANCE MOTIVATION, SKILLS AND OPPORTUNITIES FOR SENIORPRENEURS
- ▶ ESTABLISH LEGISLATIVE SUPPORT FOR SENIORPRENEURS
- ▶ DEVELOP SENIOR ECO SYSTEM WITH TARGETED INITIATIVES (CAPITAL FINANCIAL INCENTIVES AND STARTUP INFORMATION FOR SENIORS)
- ▶ DELIVER TARGETED EDUCATION AND TRAINING TO SENIOR PRENEURS
- ▶ PROVIDE SPECIFIC SCHEMES FOR SENIORS TO ACCESS FINANCIAL CAPTAL
- ▶ DEVELOP NETWORKING FACILITIES FOR ASPIRING SENIORPRENEURS
- ▶ PROVIDE A SENIOR MENTOR SCHEME TO ASSIST SENIORS IN THEIR STARTUPS

SENIORS CAN HELP BUILD OUR NEW ECONOMY IN MANY WAYS

- ▶ DEVELOP NEW PRODUCTS AND SERVICES GEARED TO SENIORS
- ▶ BUILD NEW BUSINESSES OF ANY TYPE BASED ON EXPERIENCE AND IDEAS
- ▶ ASSIST AND MENTOR YOUNG PEOPLE DEVELOPING STARTUPS
- ▶ INVEST IN STARTUPS AND NEW BUSINESSES
- ▶ TEAM UP WITH YOUNG ENTREPRENEURS TO CO-FOUND GREAT STARTUPS WITH A MIX OF EXPERIENCE AND TECH SAVVY!

INFORMATION TO HELP SENIORS GAIN SKILLS AND GET STARTED

- ▶ SKILLS ONLINE NS.CA SEVERAL HUNDRED COURSES INCLUDING ENTREPRENEURSHIP, BUSINESS PLANNING AND FINANCIAL MANGEMENT-FREE
- ▶ CPA CANADA FINANCIAL LITERACY SEMINARS
- ▶ BDC FREE EBOOKS
- ▶ Canadabusiness.gc.ca
- ▶ THE MENTRA- ASSOCIATION OF MENTORS TO ASSIST AND RESPOND TO QUESTIONS
- ▶ SMU MENTORSHIP PROGRAM- TEACHES WHAT YOU NEED TO MENTOR
- ▶ CEED COURSES GEARED TO STARTUPS OF ALL KINDS
- ▶ REAL WORLD ENTREPRENEUR TRAINING- AN INTERACTIVE SERIES WITH REAL EXPERTS HELPING REAL ENTREPRENEURS. COVERS ALL ASPECTS OF A STARTUP. 50% DISCOUNT IF YOU WISH TO TAKE THEM NOW.
- ▶ REGULAR EVENTS TO NETWORK AND LEARN. March 14th- funding is example

FUTURE EVENTS GEARED TO SENIORS

- ▶ MATCHING WITH YOUNG ENTREPRENEURS
- ▶ PRESENTATIONS BY SUCCESSFUL ENTREPRENEURS
- ▶ NETWORKING AND LEARNING ABOUT ASSISTANCE TO SENIORPRENEURS
- ▶ PLAN TO HOLD THESE EVENTS THROUGHOUT THE PROVINCE
- ▶ STARTUP BOOTCAMP FOR SENIORS

ANYONE CAN THINK OF NEW IDEAS THAT CAN GROW
OUR ECONOMY AND POSSIBLY CHANGE THE WORLD

- ▶ AND NOW FOR SOMETHING COMPLETELY
DIFFERENT-A QUICK TASTE OF “IDEATION” TO
SHOW HOW THE PROCESS WORKS
- ▶ CHRISTINE HAMBLIN - A GRADUATE OF THE SMU MASTERS IN TECHNOLOGY
ENTREPRENEURSHIP AND INNOVATION PROGRAM WILL LEAD THE SESSION.

Let's warm up our Creative Minds:

30 Circles Exercise

You have a sheet with 30 circles.

When I say GO, transform each circle into something identifiable.

It's OK to draw outside and between the lines.

Your goal is to complete the task in 2 MINUTES!! 😊

How did you do?

If less than 30, why?

- Not clear about the rules?
- How different should they be?
- Don't like deadlines?
- Couldn't draw fast enough?
- Not sure you wanted to participate?

To have creative solutions, you need to:

- 1) Defer judgement and self-criticism
- 2) Keep the conversation going: say “yes, and...”
- 3) Go for Quantity: Fluency (lots of ideas) + Flexibility (lots of different ideas). It's easier to eliminate bad ideas than to add new ones afterwards.

5 Steps to effective ideation:



understand



diverge



decide



prototype



validate

Ideation Stage 1: Understand the Customers



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

“Silver market, what problems are you facing?”

...write as many as you can think of on the poster paper...discuss in your groups...

We don't want solutions...just problems...think in verbs...

ie. I try turning the lid to the jar, but it won't open.

Ideation Stage 2: Diverge



diverge

- envision
- develop lots of solutions
- ideate

“Come up with solutions for the problems”

...write as many solutions as you can think of for each problem on the POST IT NOTES ...discuss in your groups...

ie. I try turning the lid to the jar, but it won't open. ~ Grip assist silicone glove

Ideation Stage 3: Decide



decide

- choose the best idea
- storyboard the idea

Decide on the best ideas:

1) DOT DEMOCRACY!

Everyone has 3 dots to mark whichever idea(s) you think are best. You can disperse them in any combination you like:
(3 dots for 1 idea, 1 dot for 3 ideas, 2 dots on 1 and 1 on another idea)

2) CIRCLE YOUR TEAM'S BEST SOLUTION - read it to the group!

Ideation Stage 4 & 5



prototype

- build something quick and dirty to show to users
- focus on usability not making it beautiful



validate

- show the prototype to real users outside the organisation
- learn what doesn't work

This is where we leave each other... solve the big problems for the good of society and the **SILVER ECONOMY!** 😊

To learn more, **TAKE THE MTEI PROGRAM!!**
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