

activage.shop®

Technology that enhances lives

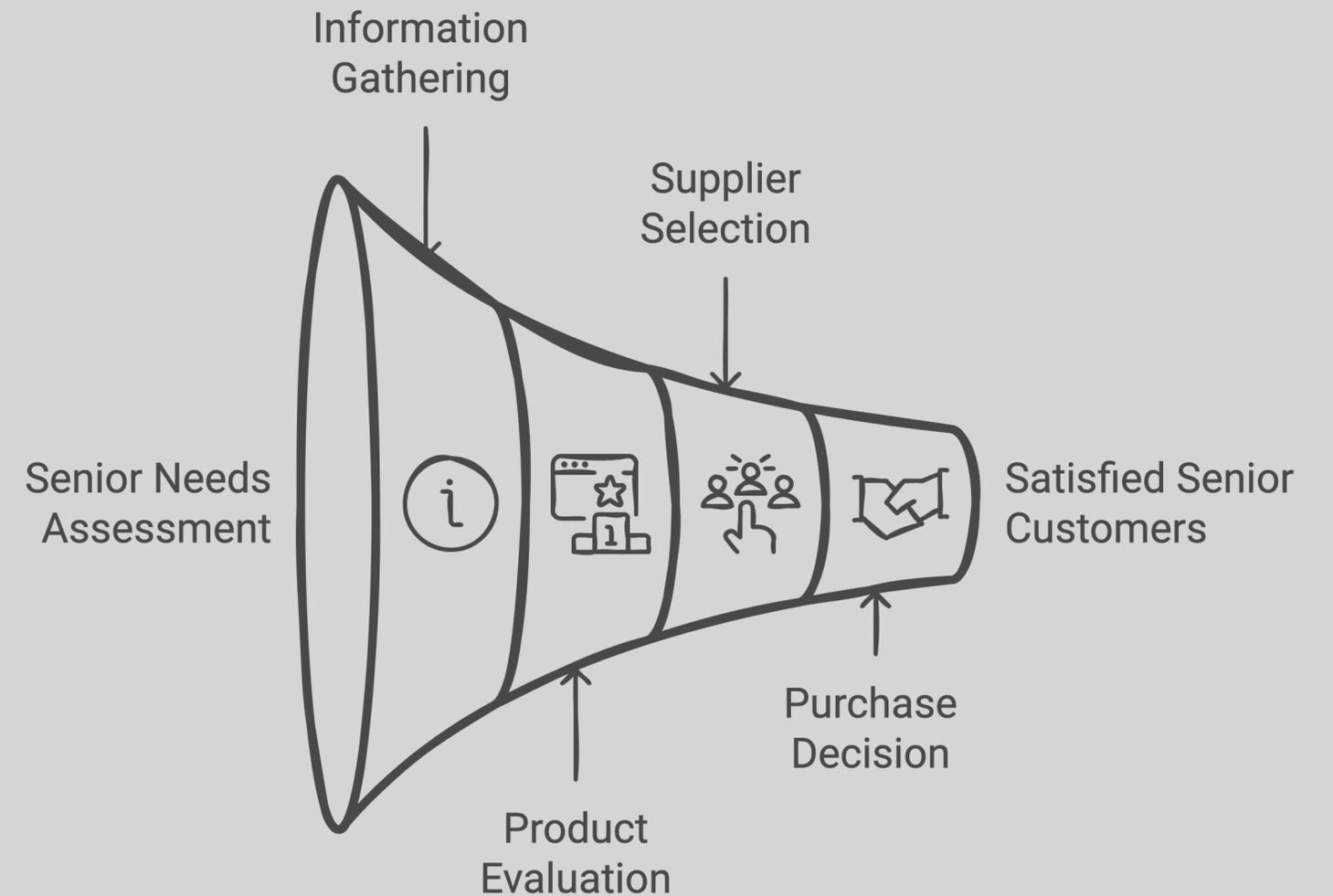
A hub that empower seniors supporting providers.

Powered by **activage**[®]
association

Hello

We are **activage.shop**®, the highly specialized trustable online market for products and services that enable the Active and Healthy Living of senior population

Our mission is to support active and healthy ageing by providing seniors and their families with specialized, trustworthy, and neutral information on products and services from our suppliers that best fit their needs.



Challenges faced by vendors of products for active and healthy living.

Unsuitability of Traditional Channels

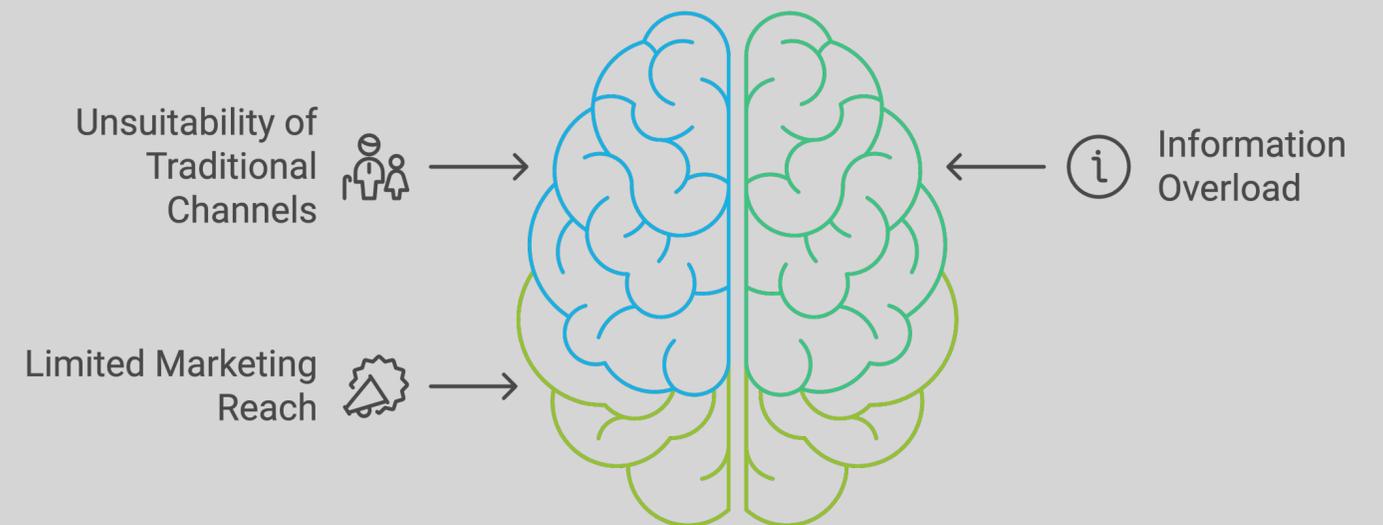
Generalist marketplaces are often not ideal for selling specialized products and services tailored for seniors, as they lack the necessary focus and expertise.

Information Overload

The market is flooded with unreliable and untrustworthy information, which can undermine marketing efforts and investments.

Limited Marketing Reach

Small and medium-sized enterprises (SMEs) and start-ups often struggle to market their products and services beyond local geographical boundaries due to resource constraints



Our solution

activage.shop[®] is the go-to destination for curated digital products and services specifically designed for seniors and their caregivers with amazing Key benefits.

Trustworthy Information

Provide unbiased, clear, and concise information to help seniors and caregivers make informed choices.

Certified Portfolio

Only feature products and services from vetted suppliers who meet stringent quality criteria.

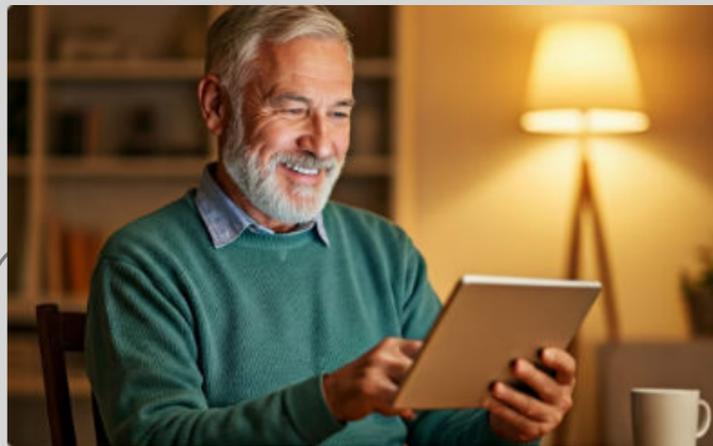
Personalized Support

Offer tailored assistance that guides customers through product selection, ensuring they find the best fit for their individual needs



Our target audience

Direct Buyers



Senior Consumers

Seniors aged 60+ seeking products and services to promote healthy, independent living.



Family Caregivers

Family members and caregivers researching reliable solutions for their elderly loved ones.

Supplier Networks



Senior Care Providers

Home healthcare agencies and caregiving service companies seeking specialized offerings.



Tech Companies

Developers of assistive technologies and health-focused digital solutions for seniors.

Our competitive advantage

How we stand out from generic marketplaces.

Clean Product Presentation

We offer clear product and service descriptions to help buyers make informed decisions.

Specialization and Professionalism

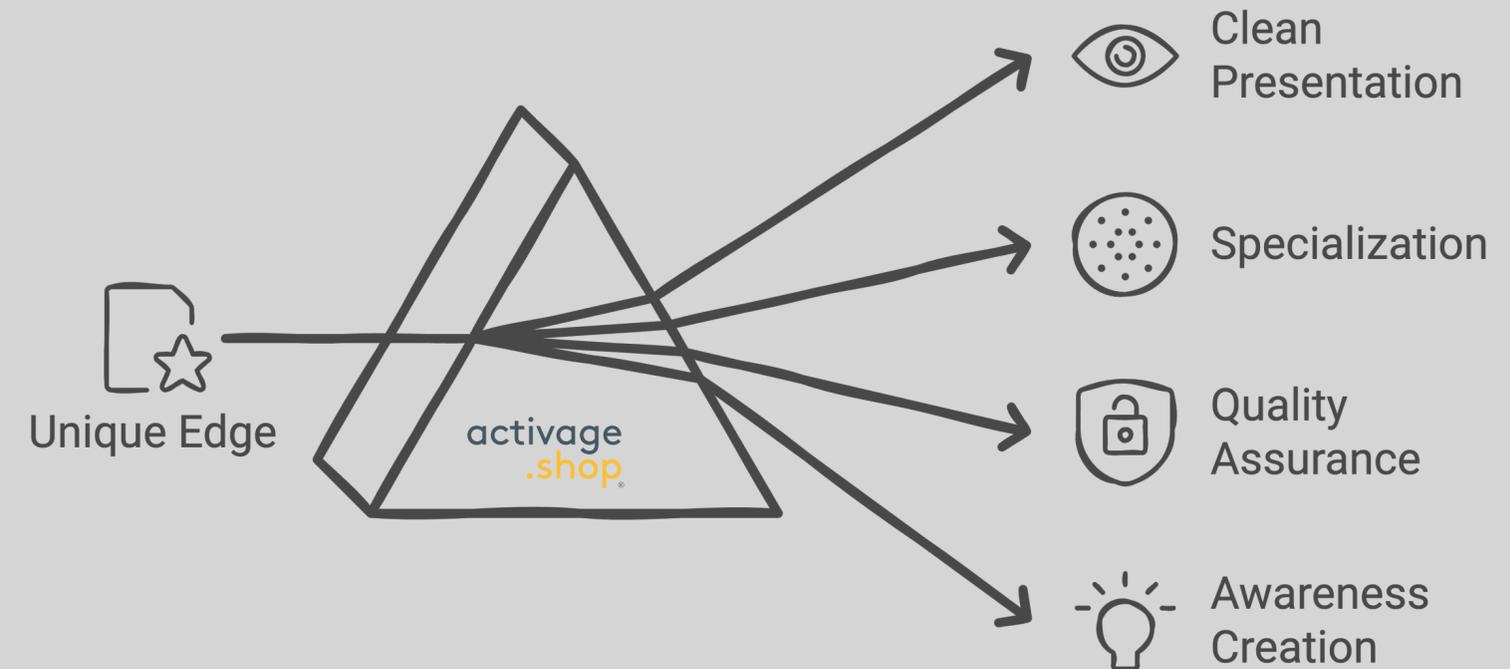
Our focus on senior health and social care ensures a professional level of customer care for both buyers and suppliers.

Quality assurance

We implement a rigorous assessment process for each product and service, to meet market demands and comply with European data protection and privacy regulations.

Continuous awareness creation

Our blog provides insights into global solutions, digital technologies, AI, and data security to build trust



Products & Services offering

We offer an Exclusive Product and Service Showcase of digital products and services to our European customers through our certified suppliers

Health and wellness monitoring devices connected to specialized online services for seniors

Wellness programs

Remote monitoring of health, safety, and living conditions.

Physical and cognitive **training programs**

Nutrition and naturopathic healthcare

Vital sign **monitoring and advice**

Home **safety systems**

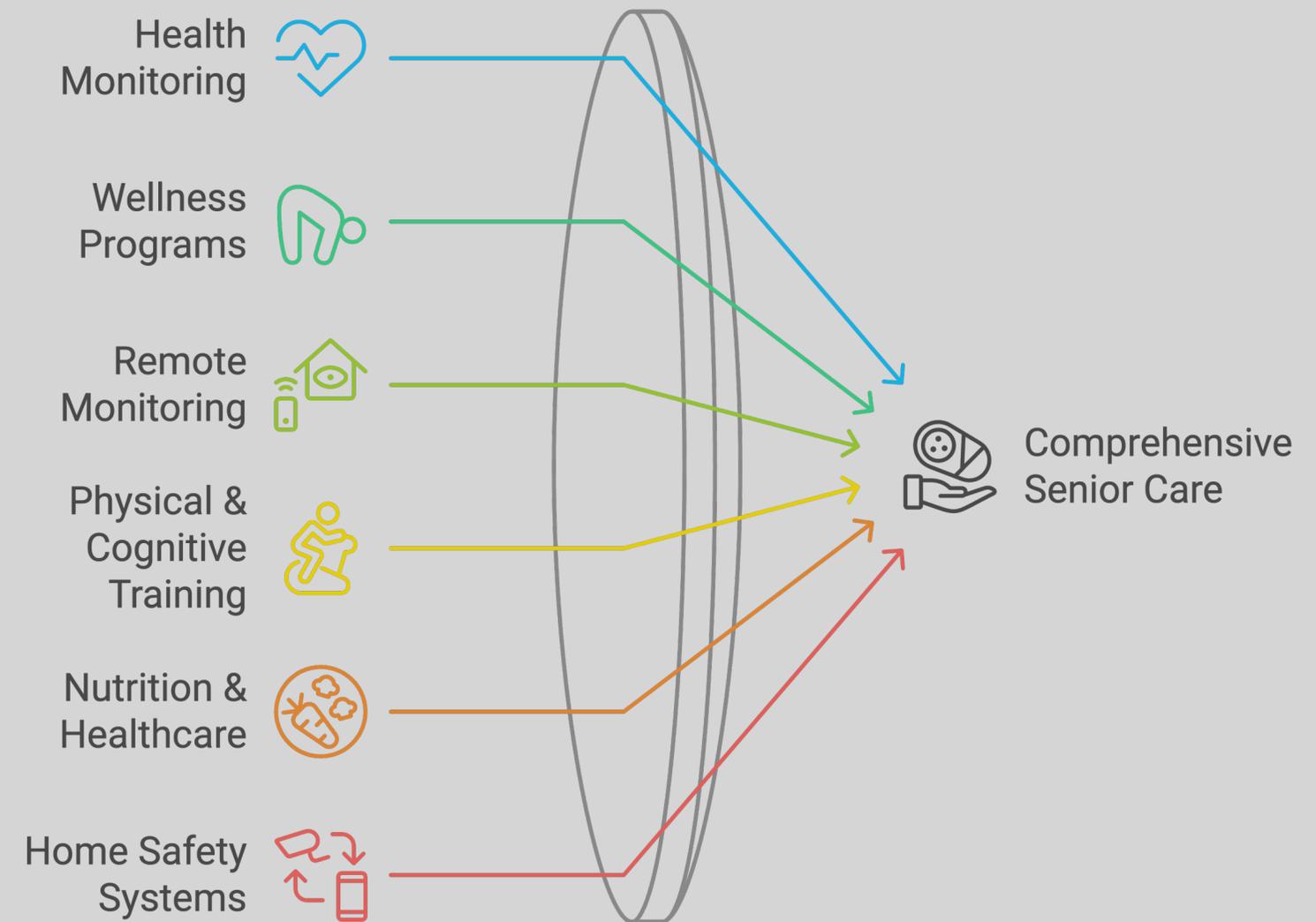
Tools for community communication, leisure, and **connectivity**

Serious games

Home systems for **physical and cognitive rehabilitation**

Relax and mindfulness

And many more, with our offerings continuously expanding.





Personalized Assistance

Customized support to meet individual needs and answer specific questions.



Email and Chat Support

Ready to assist with purchase consultations, product details, advice, and direct supplier connections.



Educational Resources

Access to our blog, scientific literature, and webinars to empower informed decision-making.



Commitment to Quality Service

We prioritise empathy and understanding the unique challenges faced by seniors and their families.



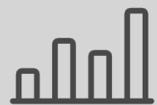
Professional Support

in-depth analysis to refine and enhance your product and service offerings.



Presentation Design

Expert guidance on crafting impactful presentations with text, images, videos, and testimonials.



Data Insights

Access to valuable statistics and analysis of product page visits, conversion rates, market trends, and customer feedback.



Cross-Selling

Strategic approaches to boost product visibility and drive sales through related offerings



Adicional Services



1

Assistance

Comprehensive support available throughout the week.



2

Feedback Loop

Integrating customer input to continuously improve.



3

Training Sessions

Workshops to maximise platform usage for all



4

Loyalty Programs

Exclusive incentives for frequent buyers and top suppliers.

Business Model Tradeoffs

Sales Commissions

We earn a percentage from each product sold on our platform, aligning our benefit with our supplier's success.



Percentage earnings model

Subscription Services

Premium memberships offer organizations delivering subscription-based services enhanced features and increased market visibility and revenue.



Supplier success alignment

Advertising

Suppliers can leverage targeted advertising and special marketing campaigns to boost their reach and engagement with potential customers.



Market visibility boost



Enhanced features provision



Advertising exposure

Go to Market Strategy

Customer engagement
and retention funnel

Marketing and Outreach

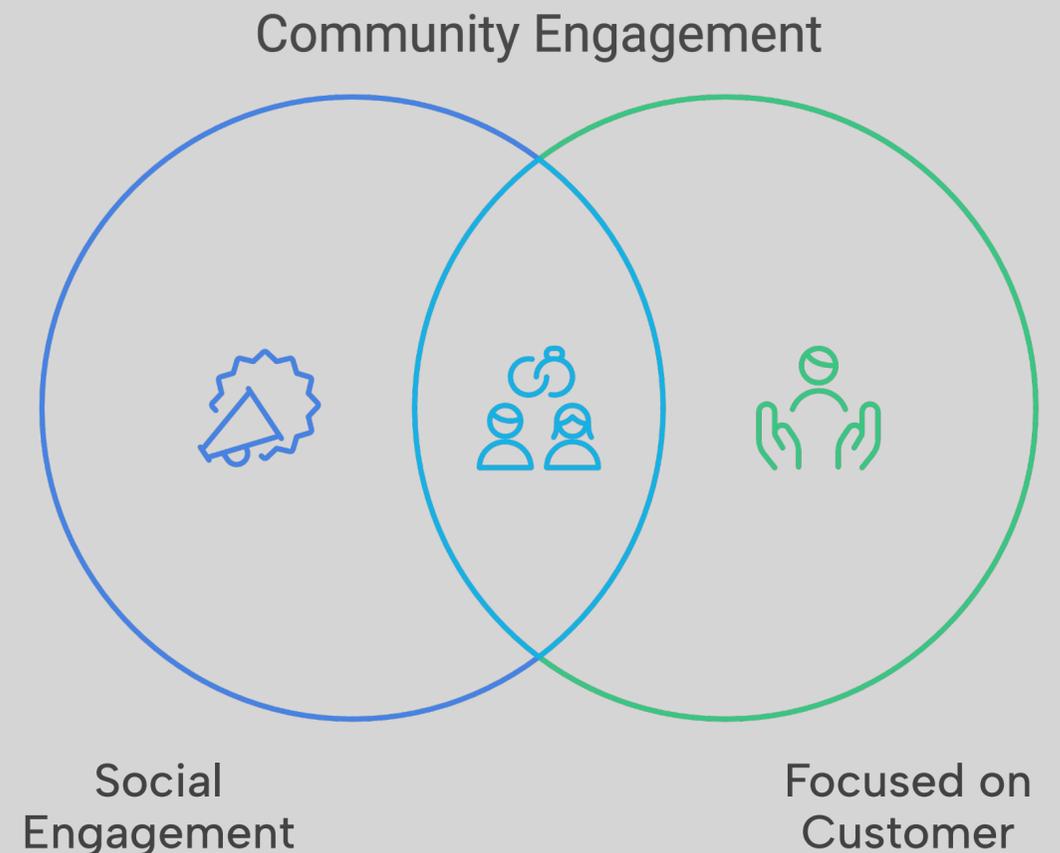
Strategic partnerships with senior care organizations and influencers, alongside active social engagement, we expand our reach, enhance credibility, and strengthen community connections. We focus digital marketing campaigns on seniors and their families to raise awareness and drive engagement.

Focusing on customer acquisition strategies

We emphasize attraction and retention through the implementation of loyalty, referral incentives, and exceptional customer service to effectively draw in and maintain our customer base.

Community of Interest (CoI)

Our approach involves a comprehensive program for disseminating specialized information on active and healthy living sectors and enabling technologies. To foster engagement, we'll organize webinars, demo days, hackathons, and challenge contests, while also distributing newsletters to connect with suppliers and interested communities.



Thank you for your attention

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