

REPORT: Silver generation needs

ABOUT THE SURVEY

Information gathering method: in-depth interview (expert interview in addition).

Respondents: 40 respondents of different age groups, these interviews were conducted in person or by telephone.

Statistical sample type: no-random, quota;

Method for determining the size of a statistical sample: empirical;

Statistical sample structure:

Group “55 – 64”: 15 respondents, 10 women, 5 men;

Group “65 – 74”: 15 respondents, 12 women, 3 men;

Group “75 – 84”: 5 respondents, women;

Group “85+”: 5 respondents, 4 women, 1 men.

Respondent search method: “snowball”;

Experts: 3 experts, these interviews were conducted by telephone.

Statistical sample type: no-random;

Method for determining the size of a statistical sample: empirical;

Respondent search method: “snowball”;

KEY FINDINGS – SILVER GENERATION

1. Many respondents would like to receive support from the state, for example, a discount system for pensioners or specialized free trips to sanatorias, Russian seaside resorts etc..
2. The 85+ age group wanted the state and social workers to identify specialists who would help them lead. Currently, such a function exists, but this is a paid service, and for pensioners daunting this additional expenditure.
3. In the group of 55-64 the most of respondents believe that their area is comfortable for life; in the group 65-74, all respondents consider the area in which they live quite comfortably. Most of them have a park nearby. The most of them walk quite often; in the group of 75-84 all respondents are satisfied with their area. 100% of respondents have a park nearby and walk in it long enough; in the 85+ group, 100% of respondents are also satisfied with their area. Everyone has parks nearby. However, 60% often walk. 40% are afraid to leave home without help.
4. Most of respondents said that the infrastructure does not suit them. Among the shortcomings:
 - Lack of conditions for people with disabilities
 - Lack of conditions for mothers with children (no ramps for wheelchairs)
 - Lack of elevator
 - Lack of freight elevator

- Elevator breaks often
 - There is no space and necessary security conditions in order to leave things (bicycle, stroller)
 - Lack of a good road at the entrance and normal lawns
 - Old house façade
 - Lack of handrails and high steps
5. In the group of 55-64 - the half of respondents have their own car and move mainly on it. Other half use public transport; in group 65-74 about 80% of respondents use mainly public transport as a means of transportation; in group 75-84 - all of respondents travel by public transport; in the group 85+ the half of respondents move on foot, another half move by car children.
6. In social sphere:
- Negative attitude towards state structures regardless of age and social status.
 - Note the slowness of all processes and unprofessionalism of personnel.
 - People do not trust the state and do not expect help from it. They rely more on themselves or their families.
 - People avoided the hike in TFM or pension Fund. Motivation is based – the need to solve an urgent issue or find out information on a specific issue.
 - Many noted a lack of qualitative information about benefits and about the order they are received.
7. When it comes to healthcare, people have many complaints, often to the quality of service in public institutions. People want to get help from qualified specialists, but not everyone has the financial opportunity to apply to paid clinics. When contacting public clinics, people complain about the queues, the procedure for accepting a patient, and the quality of services provided. Also, residents say about the high cost of medicines. Many people do not know or do not know how to sign up for a doctor with the help of an electronic queue, which could greatly facilitate the recording procedure. Patients do not trust young specialists, but at the same time, they say that doctors in institutions do not try to help, because they don't care about the patient, they do a lot of paper work, while these minutes can be devoted to the patient.
8. In the sense of pensions and income – the most dissatisfied with the size of pensions are groups of 55-64, 65-74. In this age, people are trying to be independent and live their funds. In groups of 75-84, 85+ respondents are satisfied with the income.

FINDINGS & CONCLUSIONS – SILVER GENERATION

1.Life style

In the age group of “55-85 years”, 40 people were interviewed. This group has commented on their lifestyle.

Live in St. Petersburg. Half of group live with their spouses , only two said that they live alone, and another half of group live with children or other relatives.

Time spent with children and grandchildren: The minimum answer is twice a week.

Hobbies of the age group is questioning, reading, garden, cooking, knitting, collecting rare books etc.

Sports activities

A larger percentage of respondents do not play sports due to lack of time and energy, in turn, about 10 % of respondents do exercises and swim in the pool, and only one person from the group do easy physical load in fitness rooms .

Travel frequency

Mostly respondents traveling once a year, and small part of respondents do not travel at all.

They prefer to rest abroad. Some of them would like to travel at foreign resorts, but due to lack of finance, they have to make a choice in favor of traveling in Russia, Small part of respondents make a choice in favor of domestic tourism.

The age group 55-64 actively uses the Internet at work, at home the respondents spend time online on culinary sites and social networks (Instagram, Youtube , Odnoklassniki). The age group 64-85 + has no idea how to use the global network, so they ask all questions to children or grandchildren. Only 4 respondents in the 64-85 + age group use the Internet daily.

What is missing?

The respondents say that they do not have enough money to travel, which is why they have to either choose domestic tourism, which takes a long time to save money, or not to travel at all.

Conclusion: many respondents would like to receive support from the state, for example, a discount system for pensioners or specialized free trips to sanatorias, Russian seaside resorts etc..

2. Household/House/Apartment

37 respondents answered that they had enough living space, 8 respondents would like to increase the area of their apartment. About 30% of respondents are free to the state of their housing and would not want to change anything, at the same time about 60 % of respondents would like to increase the size of the apartment and make redecoration. Also, all of respondents answered that they are completely satisfied with the technical equipment of the apartment. Of the difficulties in everyday life noted the lack of time and effort for cleaning / cooking. The 85+ age group is very hard to live, two respondents noted that they can not prepare their own food and go to the store for food. 29 respondents do not have a country house / cottage , 16 respondents own a cottage and a plot in the Leningrad region, 3 respondents note that life in a country house is not adjusted, other respondents are completely satisfied with the state of a country house.

Conclusion: the 85+ age group wanted the state and social workers to identify specialists who would help them lead. Currently, such a function exists, but this is a paid service, and for pensioners daunting this additional expenditure.

3. Comfort in location (of living)

District and parks

In the group of 55-64, The most of respondents believe that their area is comfortable for life. Small part would like to change the location. Among the reasons noted the noise and dissatisfaction with the fact that they drink alcohol on the street. About 70 % of respondents have a park near the house. However, often only half of them walk in it. Mostly frequent walks associated with a lack of work, the presence of a grandson, or a dog. The rest of the focus group members rarely spend time in the parks. Causes include: workload and lack of strength after work.

In the group 65-74, all respondents consider the area in which they live quite comfortably. Most of them have a park nearby. The most of them walk quite often.

In the group of 75-84 all respondents are satisfied with their area. 100% of respondents have a park nearby and walk in it long enough.

In the 85+ group, 100% of respondents are also satisfied with their area. Everyone has parks nearby. However, 60% often walk. 40% are afraid to leave home without help.

Conditions in the house

In the group 55-64, about 40% of respondents indicated that they are satisfied with the conditions and infrastructure in the house. The main advantages are underlined: the presence of an elevator, ramps for the disabled, security systems and video surveillance. 60% of people said that the infrastructure does not suit them. Among the shortcomings:

- Lack of conditions for people with disabilities
 - Lack of conditions for mothers with children (no ramps for wheelchairs)
 - Lack of elevator
 - Lack of freight elevator
 - Elevator breaks often
 - There is no space and necessary security conditions in order to leave things (bicycle, stroller)
- Thus, in this group, most people are concerned about the presence and maintenance of elevators and the availability of adequate conditions for people with disabilities.

In the group of 64-75, about a half of respondents said that they are satisfied with the infrastructure in the house. The rest noted that there are shortcomings. The following reasons for dissatisfaction were listed:

- Lack of elevator
- Lack of ramps for disabled people
- Lack of freight elevator
- Lack of a good road at the entrance and normal lawns
- Old house facade
- Lack of handrails and high steps

In group 75-84, they stressed that they are satisfied with the infrastructure in the house. 20% said that there is something that needs to be improved. Among the shortcomings were named: the lack of a freight elevator.

In the 85+ group, all respondents are satisfied with the infrastructure in the house.

Vehicle

In the group of 55-64 - the half of respondents have their own car and move mainly on it. Other half use public transport. The rest of them said that they mainly move with her husband as a passenger in his car.

In group 65-74 - the trend is changing. About 80% of respondents use mainly public transport as a means of transportation. 6.6% have their own cars. About 10% move in the car of her husband. Also, some noted that if there is an opportunity - try to reach the destination on foot.

In group 75-84 - all of respondents travel by public transport.

In the group 85+ the half of respondents move on foot. Another half move by car children.

What to improve in this sense:

In the group of 55-64 – the most of them would like improvements in this area. Some respondents (small part) are satisfied.

Motorists said they would like to:

- Lower gasoline prices
- Reduce the number of traffic jams
- Prohibit entry to certain historic areas, or make it chargeable
- Increase the number of parking spaces
- To improve the organization of the transport movement
- Improve the quality of roads

The most common problem for motorists are traffic jams.

Those traveling by public transport would like to:

- More convenient routes, without numerous transfers
- Reduce the fare

Also, respondents among the wishes highlighted the presence of a greater number of playgrounds and parks.

In the 65-74 group – half of them would like improvements in this area. The rest is all right.

In the field of transport noted that I would like to:

- Reduce the number of people in the subway
- Reduce fare
- Increase the number of seats for pensioners
- Increase the frequency of movement of vehicles
- Increase the number of transport routes

In the housing and utilities sector, they said that I would like to:

- Make major repairs to homes

Also among the desired improvements emphasized: the presence of a store within walking distance and a pharmacy.

In the group 75-84, About 40% respondents would like improvements in this area. The rest is all right. Respondents indicated that they would like to:

- Change the steps in the transport - too high and traumatic
- Free travel for senior citizens
- More trash cans in the city

In the 85+ group, all respondents are satisfied with this area.

4. Social sphere

In the age group from 55 to 64 years, 15 people were interviewed. Only one Respondent applies to the pension Fund on a basis. Many respondents have a negative attitude to this structure. Many noted the confusion and great confusion in the submission of documents. As well as rudeness, unprofessionalism, long queues and lack of quality feedback: "Very often there is no feedback. When I submitted documents, 3 months simply were silent, didn't send the answer that my documents in something don't suit them". Other respondents expressed the opinion that they apply there only as necessary and most often it is the MFC: "most Often I apply to the MFC to obtain a particular document."

It is important to note the fact that out of 15 respondents, only 1 person uses social assistance: "I had to use social services. Help, because children receive allowance for loss of breadwinner and allowance, as a large family. I would like to improve public awareness about social. Helps. For example, I didn't know that until 7 years have preschool guide. And I missed it with the older kid. I wasn't informed that some of it is we got no money."

In the age group 65-74 dynamics remains. People try to avoid appeals to state structures and do it as necessary. Many consider it an insult to receive social assistance. In General, the trend is a bright negative attitude towards workers in this area. They are accused of being unprofessional and slow:

- "Often rude, do not show any respect. You have them something ask, and they only bark in the answer – witness there, read here. Nerves will not suffice to collect pieces of paper. So I don't go there."
- "There is a lot of paperwork, you lose a lot of time because of one reference".

If people have the opportunity to avoid going to the MFC, pension Fund or Bank, they do it. There is also a feature, in families often all legal and financial issues involved only one person (husband, wife, one of the children or grandchildren). This age group often enjoys social benefits – an increase in pension, preferential travel and so on. Many note the lack of quality information and its timeliness.

The age group 75-84 here also people avoid going to public institutions. Many do not apply for years and only if necessary (often something children need – a certificate or a document), they

go there. It is worth noting that here even more actively help the home to understand something, to help in the collection of certificates – somehow to facilitate the whole procedure: "I advance home help to collect everything, to issue and I usually come there and everything passes quickly. And some documents daughter submits via the Internet. In this case, there are no problems at all."

Category 85+. Here already all respondents note to help from children and grandchildren who took care of them. Social assistance on a regular basis is used only by 1 person out of 5 respondents: "a nurse comes To me every day. Helps with household chores, buys groceries, takes 2-3 times a week in the yard. Sit on the bench." Also, most noted the confidence in their family and that no social assistance they do not need "I do not need it. I have family."

Conclusion:

- Negative attitude towards state structures regardless of age and social status.
- Note the slowness of all processes and unprofessionalism of personnel.
- People do not trust the state and do not expect help from it. They rely more on themselves or their families.
- People avoided the hike in TFM or pension Fund. Motivation is based – the need to solve an urgent issue or find out information on a specific issue.
- Many noted a lack of qualitative information about benefits and about the order they are received.

5. Health care

In the age group 55-64 years, 15 people were interviewed. This group gave many comments on what concerns them and what I would like to change in the health care system.

- complications when writing to a doctor in the state. institutions
- cabinets are not equipped (diapers, etc.)
- private clinics can not afford
- low qualifications of specialists
- long waiting lists
- necessary to register in advance
- lack of specialists in the state. institutions
- many elderly specialists - professional burnout
- get to a good specialist only through friends and acquaintances
- many buildings need repair
- high cost of drugs
- small awareness of the possibility of obtaining free drugs
- not every doctor is qualified
- a built-in system of prevention and health monitoring would be useful
- large workload of specialists in the state. institutions
- time of the patient in the state. Institutions 10 minutes, this is not enough to help the patient

This age category most often draws attention to the fact that when contacting state institutions, it is very difficult to get to a good doctor, as there are not enough specialists, constant queues, and the qualifications of specialists do not always meet the standards. People would like the cost of medicines to be lower, as well as the repair in many hospitals, and the rooms were equipped with everything necessary, including equipment.

In the group of 65-74 years, 14 people were interviewed. According to the interview, citizens are most concerned about:

- long queues at write
- expensive medicines
- bad level of knowledge in public hospitals
- doctors do a lot of paper work, there is not enough time for a patient
- high cost for admission to a private clinic
- not in all state. institutions do tests, you have to go to paid
- doctors often have a person entitled to free services in a queue, and offer to use paid services to do the procedure the next day. Institutions must be either fully paid or free.
- no confidence in young professionals
- domestic manufacturers of medicines are much inferior in quality to foreign ones
- there is no routine inspection

This group included respondents who are less likely to trust specialists in public institutions, and seek help from private clinics. But among those who apply to free institutions, they also say that when they make an appointment with a doctor, there should be a queue. Alternatively, patients are offered to undergo examination immediately, but at an additional cost. This age group would like doctors to do less paperwork and spend more time with the patient and his problems, but due to time constraints per patient, this is impossible.

In the group of 75-84 years old, 6 people were interviewed. During the interview, we managed to find out the following:

- no help to people who find themselves in a difficult life situation
- constant queues

Interviews with this audience showed that citizens who for various reasons lack the policy are refused by doctors. People have to pass surveys in paid centers, to visit which, not everyone has the financial opportunity.

When communicating with audiences of 85 years or more, it was found that older people rarely seek help from doctors, because of their "age." Most often, the initiator of the trip to the hospital are grandchildren or children.

- group of this age rarely go to doctors
- when buying drugs no problem

Conclusion: when it comes to healthcare, people have many complaints, often to the quality of service in public institutions. People want to get help from qualified specialists, but not everyone has the financial opportunity to apply to paid clinics. When contacting public clinics, people complain about the queues, the procedure for accepting a patient, and the quality of services provided. Also, residents say about the high cost of medicines. Many people do not know or do not know how to sign up for a doctor with the help of an electronic queue, which could greatly

facilitate the recording procedure. Patients do not trust young specialists, but at the same time, they say that doctors in institutions do not try to help, because they don't care about the patient, they do a lot of paper work, while these minutes can be devoted to the patient.

6. Income

In the age group from 55 to 64 years, 15 people were interviewed: 10 women and 5 men. Most of them, namely 12 people work. Three respondents - do not work - both are female pensioner. Just focus group receive a pension of 6 people.

Table 1 - Employment and income respondents, 55-64

Position	Income level	primary income	The presence of additional revenue
Head in the social center. service	Average	Salary	Not
Professor, Doctor of Economics, Dean of the Faculty of Technology Management and Innovation at the University ITMO	Average	Salary	Not
employee Housing	Average	Salary	Not
Technical Supervision	Above the average	Salary	Not
Self employed	Above the average	Salary	Not
Self employed	Average	Salary	Not
Self employed	Low	Salary	Not
Retiree	Average	Pension	Not
A housewife	Low	Pension	Not
Electrician	Average	Salary + pension	Not
Dentist	Above the average	Salary	Not
Retiree	Low	Pension	Not
Deputy Director + pensioner	Above the average	Salary + pension	Not
Accountant + pensioner	Average	Salary + pension	Not
Self employed	Average	Salary	Not

8 - middle-income, and 4 - above the average, 3 - Low. Also 3 respondents as a major source of income note salaries and pensions at the same time. We emphasize that none of the respondents has no additional income.

In the age group from 65 to 74 years were interviewed and 15 people: 12 women and 3 men. Thus, the number of women once again prevails.

As in the last group, the majority of respondents work, namely 8 people. Note that among men not working there. This is mainly due to the fact that it is still necessary to provide for the family, because the pension is not enough and there is a desire still to remain financially independent. Nevertheless, it is worth noting that it is not working much more people in the group as a percentage - 46.6%.

Table 2 - Employment and income respondents, 65-74

Position	Income level	primary income	The presence of additional. revenue
Retiree	Average	Pension	-
Cloakroom, pensioner	Low	+ Salary pension	-
Concierge of an apartment house, a pensioner	Low	+ Salary pension	-
Retiree	Average	Pension	Not
Director General of Research and Production Enterprise "Radiotelecom" pensioner	Above the average	Salary	-
Retiree	Average	Pension	-
Retiree	Average	Pension	-
Retiree	Average	Pension	-
Cloakroom, pensioner	Average	Salary + pension	-
Babysitting, pensioner	Average	Salary + pension	Yes
Retiree	Low	Pension	Yes
Guard, retired	Average	Salary + pension	-
Wachter, pensioner	Average	Salary + pension	Yes - knitting
Retiree	Average	Pension + ext. income	Yes - sewing things
Cleaning lady, a pensioner	Average	Salary + pension	-

11 respondents - the average income, 1 - above average, 2 - low. Note that the number of respondents with incomes above the average - significantly decreased. Also, four people have additional revenue (mainly it is related to needlework). In the last group, we recall that it was not anybody.

In the age group 75 to 84 years were interviewed and 6 people: all women.

In contrast to the previous age group, the majority of respondents do not work. Only two people are employed. Spinoff no one else.

Table 2 - Employment and income of respondents 75-84 years

Position	Income level	primary income	The presence of additional. revenue
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Retiree	Low	Pension	-
Concierge	Low	Salary	-
Retiree	Average	Pension	-
Teacher + pensioner	Average	Salary, pension	-
Retiree	Low	Pension	-
Gardener, pensioner	Low	Pension	-

2 respondents - the average income, and 4 - Low. Upper-middle income no one else (in the previous two groups there). In comparison with the previous groups (65-74, 55-65) - prevalent low-income people in the group.

What is missing?

In the group of 55-64 people with incomes above the average point out that they do not have enough money to travel and major purchases. Respondents who notes that the average income obtained infringe yourself in luxury goods. Those whose income low complain that barely have enough money to live on.

A similar picture in the group of 65-74. Those who said that they have enough earned income - work and receive a pension at the same time, or have a high-wage husband. However, the most part, namely 80%, pointed out that the income on those or other things they lack. Most people infringe upon themselves in expensive purchases and travel, as well as a premium clothing.

In the group of 75-85 as respondents note that there is a shortage of cash for large purchases, travel. One respondent noted that it is not enough income to buy tickets to the theater and other cultural events.

In the group of 85+ cash is not enough only for large purchases.

Conclusion: In all groups observed the same trend. Basically, people are missing out on a major purchase, luxury and travel.

Pension

In the group of 55-64-six respondents who receive a pension, emphasize that it is very small and it is only enough for medication or rent. Live only for retirement is difficult.

In the group of 65-74 the same trend. They point out that the pension is small. One respondent said: "What it needs enough? To pay the rent on the loaf and a bottle of milk a day. "

In the group of 75-84 most of the respondents who are satisfied with a pension - 40%.

In the group of 85+ all satisfied pension. All respondents provide children. Due to this, they still have enough cash.

Conclusion: most dissatisfied with the size of pensions in groups of 55-64, 65-74. In this age, people are trying to be independent and live their funds. In groups of 75-84, 85+ respondents are satisfied with the income, as they help to relatives.

Financial help

In the group of 55-64 ten respondents said that helping their children and grandchildren. 12 respondents said that their children and grandchildren do not help. This is mainly due to the fact that the children are still small, and the grandchildren yet. And we have to provide them.

In the group of 65-74 bucking the trend. The vast majority are helping children or grandchildren - 60%. 20% of respondents do not have children and grandchildren - so they have to rely only on themselves. 46.6%, in turn, also help their children and grandchildren. However, this is fairly rare.

In the group of 75-84 is maintained, this tendency. 60% of respondents to help children or grandchildren. 40% of help, but mostly grandchildren - are trying to treat them.

In the group of children help all respondents 85+. In turn, they also try to help them, basically something that is not tangible (attention, care). Also try to spoil the grandchildren at the expense of pensions.

Conclusion: aged 55-64, respondents generally do help children because they are still small for financially stable life. "65 - 85+" starts bucking the trend. All respondents 85+ receive help from their relatives.

KEY FINDINGS AND CONCLUSIONS – EXPERTS

- Companies are interested in working in this segment. At the same time, there are financial and social difficulties that hinder development.
- Companies offer products that are socially significant and useful for people, they improve the quality of life and solve a number of social problems. For example, rehabilitation after heart attacks or strokes.
- Cooperation with the state for companies is perceived as bureaucratic red tape and a large number of difficulties. Potentially, such a partnership is possible, but requires changes in the processes at the state level.
- At the same time, companies see and are interested in cooperation with the state at one or another level. Companies have ideas for development in this area.
- The company is also looking for investors outside Russia.
- All companies are ready to improve and develop the product in the future, focusing on the older generation.
- Companies are well aware of the problems of the older generation and the difficulties of working in this segment. At the same time these difficulties do not scare them. They work in this market and try to approach individually to consumers 50+.

FINDINGS -EXPERTS

Kovalev Gennady Vasilievich – LLC "Ibrain" – available neurorehabilitation.

1. **The industry in which the company is engaged:** We are a computer company that with the help of new technologies helps to restore the motor activity of the limbs. Specialization the company is due to commercial interest – this is a project that is certainly useful for people. The older generation is our target audience, as people's cognitive abilities of the brain decrease with age and with the help of neurotraining, it is possible to restore activity. Plus neurotraining help after heart attacks and strokes affect the muscles from the inside, which helps to recover faster. This segment of consumers more often than other age groups is prone to heart disease, as well as

the percentage of people who have suffered a stroke or heart attack at this age is very high. It is worth noting that over time more and more often this disease affects the younger generation. The essence of our product is that we can use it in completely different areas – it's sports, and insurance. We are ready to cooperate with companies in different areas and in the future we plan to develop our product and expand the services and range of products that we offer.

2. **Profitability of work in this area/work with this age group:** work in this area is very promising and profitable, but the development of the company and the product is a time-consuming and expensive process. Own funds are not enough, we have to look for an investor. Help from the state is possible, but it is very burdensome and too much bureaucracy. That is why we are looking for investors outside Russia. They have a different attitude to such projects and understand the prospects of our product.

3. **Company strategy.** At the moment we are developing only in the B2B market. Now in Russia we actively cooperate with private hospitals and various health centers, rehabilitation centers and dispensaries, which are ready to take certain risks, and are open for cooperation. In the future, there are plans to enter the B2C market, but there is still a lot to do. We would like to cooperate with polyclinics and municipal hospitals, because our technology would be very helpful to people and it is not as expensive as foreign analogues, but again paperwork, which is burdened with hospitals do not allow us to cooperate with them.

4. **Solutions to the problems of the elderly.** Our development is available. This is its main advantage and value. If there were no certain restrictions in our country, the elderly Luli could not just deal with the consequences of strokes and heart attacks, but also slow down the aging process, which is associated with a decrease in cognitive abilities of brain activity. We are talking about the sum order 2000 rubles for one session. It should be understood that in clinics this amount can be much lower, because of the constant flow of people.

5. **What problems does the company face?** Our company has a big problem – lack of Finance. This is a global problem that is difficult to solve within our country. Because here it is very difficult investors do not trust such projects in our country. They do not understand the prospects of this area, plus we have poorly developed rehabilitation centers. Most of our citizens go to other countries for rehabilitation after complex operations or treatment. At the same time, they are often treated there by our specialists and doctors who were forced to leave, because in our country there is simply no way to help these people. If we talk about the global problem, our country simply does not appreciate people. Do not deal with health problems, clinics, hospitals, doctors. All rests on the initiative and caring people. Our project is also not just helped by such people. Advise something, help with investors, given the contacts and so on.

6. **Impact on the lives of consumers.** Our product is essentially universal. It can be improved and applied in different areas – from rehabilitation after strokes and heart attacks, to its application in sports. Its development will be of great benefit to people, especially if it becomes possible to make it available.

7. **What could help in running Your business?** Our project now needs further funding, we need contacts of people who are willing to buy our development and apply it. At the same time, we are ready to meet and Refine it depending on individual goals and needs. We are interested in

partnership with doctors and specialists from different fields. Our global goal is to make a necessary and useful product that will be available. But this requires money and contacts.

Sergey Tarakanov, Ph. D., Director of the Centre for medical and ecological equipment engineering and biotechnology (MapIT) of the ITMO University.

1. The industry in which the company is engaged:

What services does Your company provide to the representatives of the "silver generation"?

The center for medical, environmental instrumentation and biotechnology of ITMO University is engaged in the development of solutions in the field of remote monitoring of the "silver generation" and their implementation, including in cooperation with industrial partners.

The main approach used is the service of remote monitoring of representatives of the "silver generation" in everyday life without restriction or violation of the usual daily routine at work and at home, designed for doctors, nurses and relatives. The service is based on a set of portable measuring devices with intelligent processing of recorded data and provides:

- Preventive (preventive) monitoring, providing means to respond at the stage of deterioration of the user's condition before the onset of dangerous situations;
- Interactivity of the monitoring process – dynamic motivation of the user to motor activity based on monitoring data;
- Personalization of monitoring by taking into account the social conditions of the user and his health;
- Consideration of external factors surrounding the user: meteorological, ecological, climatic;
- Optimization of functionality taking into account the economic and technical efficiency of monitoring, including taking into account the Russian conditions of use;
- Low cost of implementation and operation.

Is this specialization driven by commercial goals or social orientation?

Specialization is due to social orientation, based on research and development.

How and why, in principle, was this specific segment of consumers chosen for work?

Long-term experience of the Center's employees in the field of medical information technologies has shown the relevance and feasibility of a fundamentally new approach to working with representatives of the "silver economy". Throughout the world, the introduction of information and communication technologies in medical care can significantly improve the quality of life, reduce morbidity and deterioration of cognitive functions, reduce the burden on staff. Due to the automation and remoteness of work it becomes possible to ensure the duration, continuity of observation and timely response to changes in the mental and physical condition of users, as well as interactively interact with them.

Do You plan to expand the range of services/products for this segment?

The main approach used is complemented by related private solutions, each of which is at different stages of implementation at the present time.

2. Benefits of working in this area/working with this age group:

How profitable is it to work in this sector?

Due to the urgent problems, explosive growth of the subject area is expected in the near future.

Is the company developing?

Currently at a slow pace.

Do you have enough own funds for development?

No.

Does the state support business with a partially social orientation?

This process is just beginning.

3. Company strategy:**How do You see your consumer, who is he?**

Representatives of the "silver generation" and their relatives, nurses, doctors, employees of health and social security organizations, commercial services for the care of the elderly.

What is the positioning of the company, how would you describe it?

Development and implementation of integrated solutions in the field of remote monitoring of various groups (elderly, athletes, operators of hazardous industries), including together with industrial partners.

What are the development plans, where do you plan to go next?

Increase of technical and economic efficiency of the developed solutions, expansion of functionality.

In what direction to develop business?

Implementation of solutions in Russia and abroad.

4. What do You think - is the market (companies) able to offer consumers a solution to the problems of the elderly?

Yes, the development of technologies and their relatively low cost can significantly change the state of the problems of the elderly.

To what extent is it profitable and appropriate in the current Russian realities?

Taking into account the increasing life expectancy and raising the retirement age – this is one of the critical areas of the country's development.

What can contribute to this?

State organizational and financial measures for the implementation of developed and developed solutions, popularization of approaches, stimulation of employers.

What to prevent?

Lack of comprehensive work with representatives of the "silver generation" of both the state and private organizations.

5. What problems does the company face?

Insufficient development of the industry of interaction with representatives of the "silver generation" in both the public and private sectors.

6. Impact on consumers ' lives:**How do consumers evaluate Your products/services?**

Representatives of the "silver generation" are gradually becoming more interested in using the developed solutions – as the spread of General-purpose information and communication services and overcome conservative attitude towards them.

Is there a need for adjustment of goods/services?

With the development of measuring and infocommunication technologies, the applied solutions are necessarily adjusted to improve technical and economic efficiency.

What other related needs have been identified? (If possible).

Representatives of the "silver generation" it is important to provide the opportunity to continue working as long as possible (if desired) – now there are difficulties in preserving the workplace or hiring.

7. What could help in running Your business?

Work with the municipal and Federal administration, which decides on the introduction and development of services for the representatives of the "silver generation»

Government support?

Yes, in the form of subsidies and grants.

What kind of partners do You need?

Social and medical services ready to implement the developed solutions EN masse.

Alexey Ponomarev – Director of strategic development "PRO oxygen".

1. The industry in which the company is engaged: produces oxygen mixes for breathing, which allows you to partially solve the problem with the lack of air. And also to improve the quality of human life. Commercial orientation is business. We do not plan to expand the business or introduce new projects yet. There is a social naprawienie ideas. For example, to install such breathing apparatus in public institutions, where the elderly sit. This will help to improve their condition and the issue of "lack of air" from a large crowd of people will be partially resolved. Plus to make devices free of charge for visitors of this or that institution, and to serve them have to state institutions.

2. Profitability of work in this area/work with this age group: in this area it is profitable to work with large companies that take care of their employees and they have developed an internal – corporate culture. At the same time, if we go to the sector of individual devices that we produce, then everything is more difficult. Most of the buyers, and this is probably 90% - are people aged 50+. Many people buy devices themselves, many buy children or grandchildren. But there is a big problem with the fact that people are poorly informed about how useful oxygen is and how important it is to get it in the required amount, especially in old age. This age group has a lot of difficulties, including the financial component. We always meet on an individual basis to resolve this issue. Realizing that this category has serious financial difficulties, which they are often unable to solve on their own.

3. Company strategy. Our position is to make oxygen available. Now we are entering into cooperation with regions where there are problems with the environment and people a priori lack of oxygen, and from this there are a lot of health problems, which affects their quality of life. And also we go to a number of large companies where the corporate culture is strong.

4. Solutions to the problems of the elderly. We try to make the product available to the elderly, so come up with installments and other points for the purchase of goods.

5. What problems does the company face? Now we are expanding our business, and we are faced with a shortage of staff.



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6. Impact on the lives of consumers. The quality of life from the constant use of the device is changing. People start to sleep better, headaches disappear and much more. Our devices are not a panacea for all diseases, but constantly use and fill the lack of oxygen helps to improve processes and improve human health.

7. What could help in running Your business? Help reach out to various organizations that are interested in improving people's quality of life. We also consider it important to further develop the law on palliative medicine. Our devices can significantly improve the last months of life of people who are seriously ill.