

Sample Application

3. Summarize in one succinct sentence the problem you want to solve?

(200 characters or less)

Tech support for adults 65+

13. What problem would you like to solve with the help of the ZIP Launchpad ?

(650 characters or less)

I would like to address the problem that seniors (adults 65+) face when using technology such as their smartphones and computers.

14. What makes you passionate about solving this particular problem?

Tell us in 650 characters, why you have chosen to focus your application on this particular problem

I have seen my parents struggle with using their smartphones and computers. Isolation during COVID accentuated their problem as they struggled using Zoom and feeling comfortable with Zoom as the primary way to view and stay connected with the family. Additionally, many are missing out due to their reluctance to use social media apps where most of their kids post photos.

What makes this problem an important problem to solve from your perspective:

15. Why is this an important problem to solve? (650 characters or less)

Adoption of smartphones by adults 65+ in the US continues to grow. While adoption by this group continues to grow, the challenge of keeping up with new apps and technology becomes increasingly challenging especially as adults 65+ continue to age.

16. What is the major pain point associated with this problem? (650 characters or less)

As it is, individuals over 65 struggle to fully utilize the capabilities on their phones. The problem will only get worse as new technologies and capabilities are offered, broadening their communication gap with loved ones and preventing them from using potentially life changing capabilities.

17, Who experiences this problem most often? (650 characters or less)

Adults 65+ or older that have a smartphone and computer. They use the basic features daily on their smartphone such as connecting (text, Zoom and calls) and basic features on their computer such as internet search, banking and email. They may be lightly using social media but not comfortable with it.

18. What is the impact of this problem going unaddressed? (650 characters or less)

Features like camera and GPS, ubiquitous with smartphones, were once considered new features 20 years ago. In the near future, AR will be ubiquitous. As it is, individuals over 65 struggle to fully utilize the capabilities on their phones. The problem will only get worse as new technologies and capabilities are offered, broadening their communication gap with loved ones and preventing them from using potentially life changing capabilities.

19. What facts or data can you find from internet searching that backs up the problem you identified: By conducting a Google search, provide evidence and/or data that backs up the problem you identified in under 650 characters.

“The survey found that 96% of those ages 18 to 29 own a smartphone compared with 61% of those 65 and older, a 35 percentage point difference.The survey also showed that 95% of those ages 30 to 49 reported owning a smartphone in 2021..... Similarly, those 65 and older also were the least likely to say they use social media sites like Facebook, Twitter or Instagram in the most recent survey. Some 45% reported using social media, compared with 84% of those ages 18 to 29 and 81% of those 30 to 49. Since 2010, the gap between adults under 30 and adults 65 and older shrank from 71 points to 39 points.” Source: **Share of those 65 and older who are tech users has grown in the past decade** BY [MICHELLE FAVERIO](#)

Existing Solution 1:

20. Tell us one way or company that is currently addressing this problem?

Asking a friend or loved one for help.

21. How is this way or company insufficiently solving this problem?

This way of solving the problem relies on the knowledge, access and availability of the individual to provide the help resulting in a very inconsistent solution.

Existing Solution 2:

22. Tell us one way or company that is currently addressing this problem?

Apple Genius Bar.

23. How is this way or company insufficiently solving this problem?

While Apple Genius Bar does an outstanding job of providing support, support is limited to the person seeking help being able to travel to an Apple Genius Bar and the hours of operation of the Genius Bar. Limited to Apple only products as well.

Existing Solution 3:

24. Tell us one way or company that is currently addressing this problem?

On-line video platforms such as YouTube.

25. How is this way or company insufficiently solving this problem?

While DIY videos can be very helpful, the group referenced in question 17 did not “grow up” with learning how to do things through on-line videos and consequently are not generally comfortable with using this solution.

ZIP Launchpad Spring Cohort: if accepted your team will be required to participate in a 2.5 hour weekly cohort meeting each Friday from 12:30-3 February 17th through April 28th. Roughly 5-10 hours of additional work each week is recommended.

Chinyeh Hostler Social Venture Challenge April 26th: if accepted as a semifinalist, you will be asked to submit a video in early Feb for evaluation as a finalist. If selected as a finalist, you will receive coaching from March-April 26th to help develop your best presentation for the competition.

Check that you have reviewed time commitment expectations and can meet these expectations.

In order to participate, if accepted, at least one of your team members that is an active SDSU student, staff or faculty will be required to participate in a 2.5 hour weekly cohort meeting Fridays from 12:30pm - 3:00pm beginning the week of February 16 through May 18. Please confirm your ability to attend the required cohort meetings;

<https://www.f6s.com/zip-launchpad-spring-2023/apply>