



The Technological Imperatives of Creating a Health Care Product for the German Senior Market

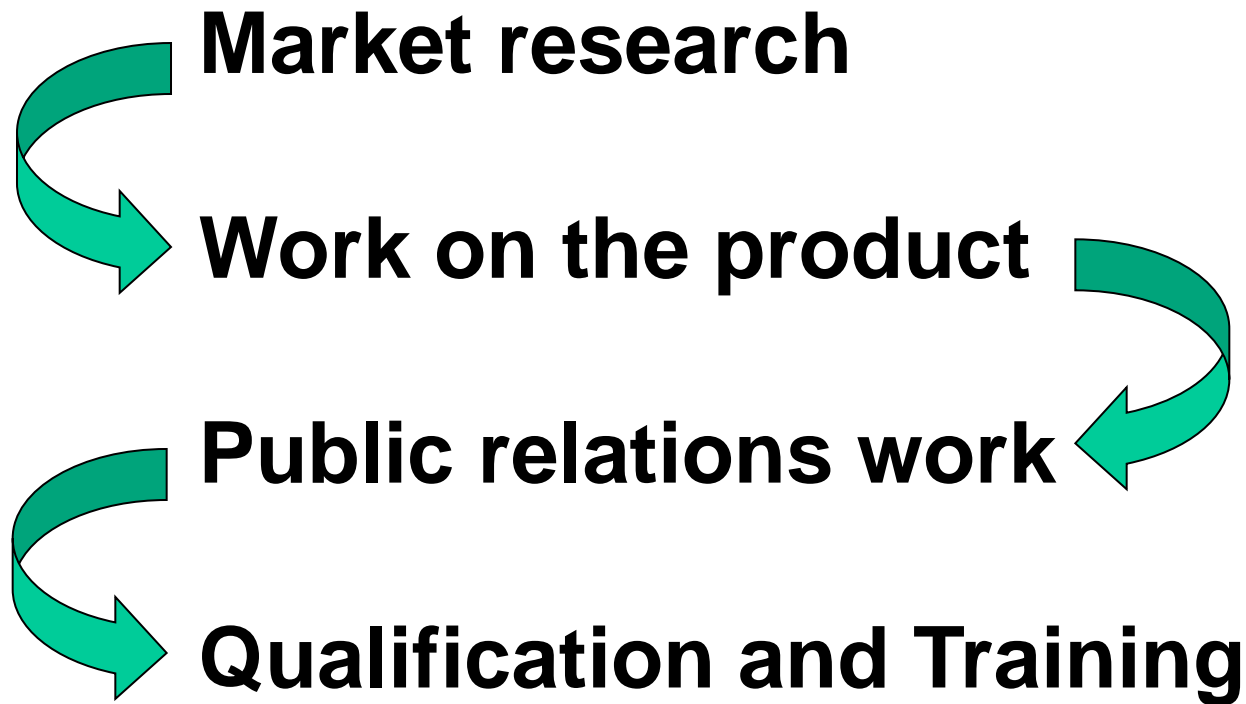
GGT Deutsche Gesellschaft für Gerontotechnik® mbH

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The GGT

Competence of the GGT



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Market Research

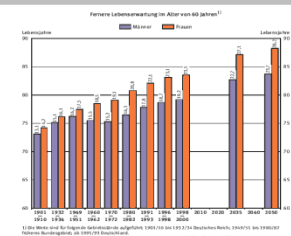
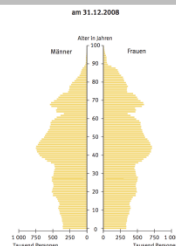
Panel surveys, studies, analyses, prognostication

Using a panel of 950 people aged 50plus

Surveys are made in written form and not online!

As a result the companies get the information if the product or the idea can be successful in the market for senior citizens

- acceptance
- willingness to pay
- etc.



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Work on the product

- Development assistance
- Trials
- Optimization
- Labeling

User-participation:

Always together with the target group in workshops, focus-groups or living labs.



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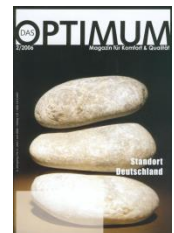
Public relations work

Permanent exhibition in Iserlohn with about 10.000 visitors every year.

Full-scale model-houses

Trade fairs like „BAU Munich“ or RehaCare
Special shows

Catalogues, publications
Specialised branch magazine



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Qualification and Training

Training courses for

- Industrial
- Retail
- Trade businesses
- Specialist planners
- Architects
- etc.



The new market

The idea



- 1. Do not create products for a special target group, but for everyone, for every generation.**
- 2. Do not create “healthcare”, but comfort and quality.**
- 3. Use the knowledge and experience of the older generation when creating and designing your product.**

The new market

The solution / best practice



The new market

The solution / best practice





Any more questions?

GGT Deutsche Gesellschaft für Gerontotechnik®

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