

iCan Newsletter Issue #1



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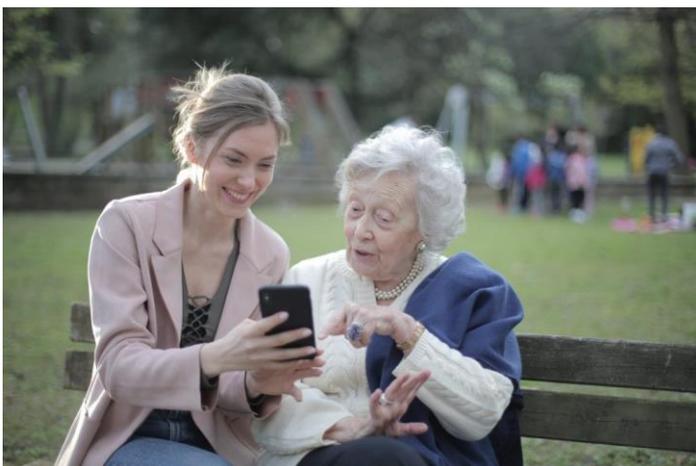


What is iCan?

iCan is about a platform and a mobile/tablet application that will help senior adult in their everyday life:

- A smartwatch will play a key role having functionalities and features according to the senior's needs.
- It will encompass several features to aid or entertain the senior adult, in a friendly environment.
- The senior's family will be a big part of iCan

Features of iCan Project



iCan project aims to:

- Involve a significant size of different end-user categories in order to obtain comprehensive feedback on system development.
- Obtain measurable results on the benefits of the iCan system on users' life (e.g. independence, feelings of safety, etc.)
- Develop and integrate multiple services in a user-friendly platform including wearables.
- Go to market at 1-2 years after project completion.
- Exploit all project results according to business plans and IPR agreement.



Events

Kick off meeting of iCan Project on the 2nd of April 2020

iCan's project kick-off meeting was organized on the 2nd of April 2020 through a virtual Consortium Meeting due to the situation caused by the outbreak of COVID-19 in Europe.

The iCan AAL funded project coordinated by Geolmaging, from Cyprus, launched its activities on April 2 the 2020, with a virtual Kick-Off Consortium Meeting. iCan is comprised by another 5 partner organizations from Romania, Spain and Cyprus.

The project, which has a duration of 30 months, is aiming to create an inclusive online platform that will aid its users in various ways in their everyday life. The senior's **family** will be a big part of iCan, it will encompass several features to aid or entertain the senior adult, in a friendly environment, both in an active, as well as in a passive way. Additionally, a **smartwatch** will play a key role having functionalities and features according to the senior's needs.

iCan Project selected to participate in the Lean Startup Academy

iCan Project has participated in the second session of Lean Startup Academy, a course launched by AAL2Business which spans over 4 months and is geared towards projects that have just started or at the mid-term of their implementation.

The Lean Startup Academy, which started on the 16th of April 2020, provided the selected AAL projects with an opportunity to validate their initial business model approach and increase their commercial traction.

By checking their assumptions against the market, AAL projects like iCan are guided by a business coach in identifying priority customers, the best fitting value proposition and the right channels to reach them out. Due to the COVID-19, the second session of the Lean Startup Academy was switched from in-person sessions to online workshops.



iCan Project presents a poster in the e-STRESS CONGRESS 2020

iCan team is proud to announce our participation in **e-STRESS CONGRESS 2020 3rd Edition: “Stress, Longevity, De-aging”**, which took place 01-03 October 2020. During the congress we had the opportunity to present the following approved poster:

STRESS CONGRESS
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Introduction
iCan is about assisting the basic needs of the informal carers of older adults and of the older adults themselves, in order to better meet the everyday life needs of senior adults and to support a more conducive care ecosystem.
iCan uses approachable technology appealing to the care providers and receivers, and it combines it with human assistance. The services which have been conceived prior to the user requirements analysis referred to a) a smart-watch or smart-wristband connection tool for health monitoring, b) escort-service and taxi service tool for mobility and to maintain social integration, c) product or service finding tool and Home delivery to stay independent d) networking tool and games for social and family integration, as older adults play video games with their grandchildren. However, some of the services offered can be provided also by older adult themselves, those who are active and want to stay engaged in the community either through paid activities or voluntarily.
These services have been completed with new ones following the end-user requirements phase of the project.
The key aspect which will be covered by the iCan Solution is that both the informal carers and the older adults will be able to preserve their previous life styles to a large extent. The life style preservation, is of foremost importance for ageing well and combating loneliness.
Methodology
From the onset, a user centred design has been conceived because an early user involvement in the first stages of the project enhances the chances of an innovative idea to exit on the market.
We have carried an extensive desk and field research in Cyprus and Romania between April and September 2020. The aim was to identify who are the users of the iCan app and find what is of real value for them.
In the first phase, we have defined the stakeholders, the end-users and the customers of the iCan Solution by conducting a detailed stakeholders' assessment. Then we have advanced the non-functional requirements for software and special functional requirements for people with various physical limitations and minimum ICT literacy. In the last stage, we have conducted 32 interviews. The field research findings have been corroborated with the literature and previous research.

Case Presentation
The iCAN Solution is a **"one-stop-shop"** and it is the **first provider** of complete services using innovative technology combined with human assistance.
In the case of Cyprus, interviewees often emphasized that the novelty of the iCAN Solution relies in having all diverse services in one, as many of these services already exist independently, e.g. escort and taxi, catering and food service solutions, technology which measure blood pressure or glucose level. In the case of Romania, only interviewees who have knowledge or experienced work as care-givers in Italy or UK are familiar with services such as medicine home delivery, the use of biometrics, or older adults' transportation. More, it is accustomed in the Western countries to have services alike provided by the government and/or community or non-governmental organizations, i.e. based on volunteering, and there is less familiarity with businesses alike, comparative to Cyprus.
The necessity to combine iCan technology with human assistance has been constantly emphasized by the participants in the study. Informal carers, more than older adults, perceive iCan Solution as being "very relevant" and "very useful" and they expressed the need to have the option of being replaced by trained care-givers. It might be more than one explanation for why iCan Solution is of foremost relevance to the informal carers: 1) The informal carers were needed more care support than the older adults themselves (who are cared for). 2) The shortage of informal carers in Cyprus and Romania makes support to be perceived as very relevant, while older adults would still have first the support of their informal carers and, just in the second instance, they rely on the support of the technology. 3) In many instances, due to the emigration of the informal carers, the support offered through iCan Solution may be very promising especially if coupled with human assistance/ trained people from community. 4) The illegal workers themselves much need the iCan Solution for fighting loneliness, as a way of support for home delivering and escort, and as a way of managing their responsibilities better. Their condition, status and limited knowledge of the local language and culture much refrain their work. For the case of Romania, many informal carers choose to emigrate and work in western countries, especially, Italy, Spain and German speaking countries. Questions of usability occurred especially in the case of users as older adults and informal carers who have limited

Discussions
The understanding of the relevance, promotion and implementation of iCan Solution in Cyprus and Romania is in many respects, similar. A social dimension of the business is conveyed by the interviewees, and quite often occurred the importance of giving access to these services also to vulnerable older adults at risk of poverty. Some experienced formal care-givers warned about the fact that iCAN Solution shall be largely used only by older adults who need care but are cognitively fit. Cognitive deterioration comes alone or combined with physical degradation and, even when absent, older adults' anxieties prevent the proper use of the iCAN Solution. In these cases, iCAN Solution might be easily abused (i.e. alarm button, or escort service) or poorly used (i.e. food delivering). More, older adults who are still active would rather not opt for home delivery, taxi, escort and games but would enrol to offer their services voluntarily or paid. Therefore, the iCan Solution is the first innovative technology combined with human assistance in order to create the first supportive care ecosystem on which informal carers and older adults independently living can rely on.

ONE STOP SHOP

1. Biometrics
2. Escort and taxi
3. Care services of trained care givers
4. Psychological support
5. Cleaning service
6. Data interpretation and medical recommendations

Materia Group participated in the European Week of Active & Healthy Ageing

iCan AAL Project end user partner **Materia Group** (Agecare) participated in several sessions of the **European Week of Active & Healthy Ageing** event between the **2nd and 6th of November, 2020**.

The event was full of innovative and varied debates and panels and featured a series of discussions and webinars related to active and healthy ageing. The event also presented the **AAL Smart Ageing Prize** who showcased the successes of entrepreneurs in the healthy ageing domain.



A number of high-profile leaders from international bodies, members of the European Parliament, and a range of other policy makers and experts on health, care and ageing were also participating in the event.

Ana Aslan International Foundation discussed with older adults about iCan platform through use of social media

iCan end-user partner **Ana Aslan International Foundation** engaged older adults in discussions around iCan platform through use of social media.

For the last 3 months, since the numbers were picking up again for the first time since the coronavirus pandemic started, we have provided the possibility to engage in meaningful social contact, e.g. by joining ANA's online social network of seniors. Here, online discussions on various relevant topics areas, such as latest technology for seniors or services for seniors over the pandemic have been carried out.

In this way, our message about iCan reached hundreds of people while they, in turn, asked questions about the iCan platform. 'When it will all start?' was the most often raised question. We have received many congratulations for the initiative and we would like to share them all with our partners and stakeholders.





Bluepoint Consulting presents iCan Project in Mobile News Romania

Bluepoint Consulting, one of the technical partners of iCan Project, responsible of the backend of project platform, has **presented iCan in online news platform Mobile News Romania**.

You can read the full article by clicking in the following [link](#)!