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SILC

*Senior
Independent Living
Consultant*



Business Proposal

www.keptinview.com

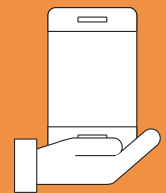
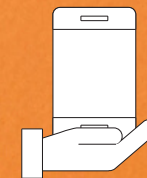


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The senior population is growing significantly, and the desire for independent living throughout one's life is universal. Each year, almost 2 million home downsizing projects and nearly three times as many home modification projects are completed in North America alone. For decades, the senior moving industry has operated in a traditional manner, but we've introduced the world's first senior home downsizing and decluttering app at **keptinview.com**. This innovation has revolutionized the senior moving and home downsizing business. Now, we're pleased to offer a new training program for individuals interested in launching their own home-based business or adding this service to their existing offerings."

About The Business



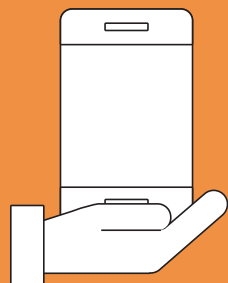
SAIPH.COM

Vision

DELIVERING TOP-NOTCH HOME-BASED SERVICES THAT ENHANCE THE LIVING CONDITIONS OF SENIORS.

Mission

WE OFFER SENIORS WITH THE CONFIDENCE OF A BETTER AND SAFER LIVING. WE ENABLE THEIR INVENTIVE LIFESTYLES. WE ACCOMPLISH THIS USING THE MOST TRUSTWORTHY DIGITAL PLATFORM AND CUTTING-EDGE TECHNOLOGIES."



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SAIPH.LIFE IS DEDICATED TO HELPING OUR CLIENTS ESTABLISH SENIOR INDEPENDENCE-SUPPORT BUSINESSES. OUR RANGE OF SERVICES HAS BEEN INSTRUMENTAL IN EMPOWERING ENTREPRENEURS TO ENTER THIS RAPIDLY GROWING MARKET. THE PANDEMIC HAS UNDERSCORED THE IMPORTANCE OF SENIORS REMAINING IN THE SAFETY AND COMFORT OF THEIR OWN HOMES. OUR CLIENTS' BUSINESSES OFFER DIGITAL DOWNSIZING, DECLUTTERING, AND SECURITY AUDIT SOLUTIONS TO THEIR CUSTOMERS.



Executive Summary

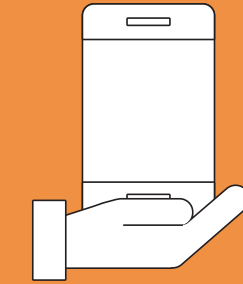
Project Overview

WE ASSIST YOU IN UNDERSTANDING THE BUSINESS, ESTABLISHING YOUR COMPANY, AND REACHING YOUR MARKET WITH FULL ACCESS TO THE KIV APP AND NO LICENSING OR FRANCHISING RESTRICTIONS OR COSTS.

THE BUSINESS ENCOMPASSES THE FOLLOWING SERVICES:

1. SENIOR MOVING AND HOME DOWNSIZING
2. SENIOR HOME DECLUTTERING
3. SENIOR HOME SAFETY AND MODIFICATION

Problems



KIV
PRO

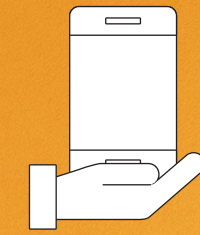
THREE IN TEN (27%) CANADIAN BOOMERS WHO CHOSE TO DOWNSIZE SAY COSTS WERE MORE THAN EXPECTED; FOUR IN TEN (39%) WHO HAVEN'T DOWNSIZED ARE SKEPTICAL OF THE POTENTIAL SAVINGS. MEMBERS OF THE GENERATION OF OLDER ADULTS WHO HAVE TACKLED THE DOWNSIZING DILEMMA SAY THEY ARE PLEASED WITH THEIR DECISION (88 PER CENT) YET ADMIT IT DIDN'T HAPPEN WITHOUT SOME REGRET AND UNKNOWN SACRIFICES. 5, 6. ALSO, THE COST OF “SENIOR MOVING MANAGEMENT” SERVICE SURPRISED THE SENIORS WHO USED THIS SERVICE.

90 MILLION SENIORS(+55) LIVES IN CANADA, US AND UK(THE FIRST GROUP OF TARGETED MARKETS). IN 2019, 2,130,200 HOUSEHOLDS OF 55 AND OLDER DOWNSIZED THEIR HOME IN THESE COUNTRIES.A TRADITIONAL WAY THAT MORE THAN 1000 COMPANIES PROVIDE THE DOWNSIZING/DECLUTTERING SERVICE, BY USING THE PAPER DOCUMENTATION AND LABELING THE ITEMS. THERE IS NO CHANCE FOR INVOLVING THE FAMILY MEMBERS AND OTHER SERVICE PROVIDERS IN THE PROJECT.



Solutions

- CREATING ONLINE/OFLINE PROJECT
- ADD OTHERS TO THE PROJECT AS A VIEWER OR EDITOR.
- CATEGORIZE THE ITEMS DIGITALLY(SALE, DONATION, WASTE, STORE, NEW LOCATION,..)
- DIGITAL YARD SALE FEATURE
- COST ESTIMATOR
- DIGITAL PROJECT MANAGEMENT
- SAFETY CHECKLISTS - ROOM BY ROOM ACCORDING TO THE CLIENT CONDITION.



KIV
PRO

Project detail:

LEARN HOW TO START A BUSINESS FROM HOME IN
ONE OF THE FASTEST GROWING MARKETS. NON-
MEDICAL ELDERLY CARE



Marketing Strategy

- WE TEACH YOU HOW TO CONDUCT MARKETING RESEARCH AND SET YOUR MARKETING PLAN.
- WE ASSIST YOU IN:

SETTING UP YOUR SOCIAL MEDIA PAGES
YOU CAN FIND OUT ABOUT LOCAL EVENTS.
REACH OUT TO YOUR REFERRALS.
HOW TO COMMUNICATE WITH YOUR
SENIOR CLIENTS, THEIR FAMILIES,
AND FINANCIAL MANAGEMENT.





Target Market

- SENIORS (55+)
- SENIOR'S FAMILY

90 million seniors(+55) lives in Canada, US and UK(the first group of targeted markets). In 2019, 2,130,200 households of 55 and older downsized their home in these countries.

Testimonial

SUCH A GREAT DOWNSIZING APP! IT'S DOING WHATEVER YOU WANT IT TO DO. I AM IMPRESSED WITH THE AMOUNT OF THOUGHT AND DETAILS THAT THE DEVELOPER HAS PUT INTO THIS APPLICATION. THERE'S SPACE FOR IMPROVEMENT. REMARKABLY, THIS IS TOTALLY FREE ACCESS TO CREATE A PROJECT. ADDITIONALLY, THERE IS NO LIMIT TO THE ITEMS YOU CAN ADD TO THE LIST AND CATEGORIES IN DIGITAL YARD SELLING, DIGITAL DONATION, WASTE REMOVAL, MOVING, AND STORAGE. CONGRATS TO THE KIV TEAM

**SCARBOROUGH-BRUCE DEHIZADEH
BUSINESS OWNER**



WE OFFER



ACCESS TO THE COURSES
AND CERTIFICATES RELATED
TO THE BUSINESS



BUSINESS SETTING
CONSULTATION AND
DEVELOPMENT



SETTING MARKETING PLAN
AND ACCESS TO THE
MARKETING MATERIALS

SILC CERTIFICATE

Incorporating the following five courses:

1. AGING IN PLACE
2. HOME DOWNSIZING 101
3. EFFECTIVE MARKETING SENIORS
4. AGING IN PLACE
5. HOME MODIFICATION

\$248 CAD

You have the option to enroll in individual courses. Please see the courses page.

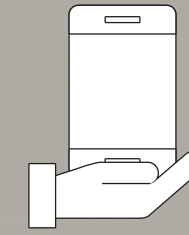
SILC CERTIFICATE + STARTUP PACKAGE

1. BUSINESS PLAN
2. MARKETING RESEARCH
3. MARKETING PLAN
4. WEBSITE SETTING
5. SOCIAL MEDIA SETTING

\$298 CAD

If you require a payment plan in three installments or need financial assistance, please contact us at management@keptinview.com

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management@keptinview.com
Business info: pro.keptinview.com
app: app.keptinview.com

