SECTION: FORM

* **Brief description of your business idea (Limit 200 words).**

Blui is an online platform that aims to break paradigms in disability support and aged care in Chile.  This platform connects, on the one hand, elderly people and people with disabilities living at home and, on the other hand, independent support workers who offer a care service or social support. Blui is a friendly and secure platform that will help to connect people that are seeking for support and people that want to provide support. Through Blui both parties manage to meet freely and transparently to agree between them the type of service, the price, and the date. The platform scope will consider this type of connection: Social support, Therapy Support, Nursing Service, and Personal Care.

* **Outline your business value proposition. Why does your business exist? (Limit 200 words)**

Chile is an aging country, currently, 15% of the population is elderly and 30% is projected for 2030. Home care services is increasing because of two main reasons:

* 1. Clinics and hospitals cannot manage this increasing demand
  2. People preferred to receive care at their homes.

The main problems for Homecare in Chile are:

* 1. High Price for Homecare services:
     + Companies that provide home care are very expensive in Chile. The client spends more and the workers earn less because all the people in between.
     + Not cover funding by Government or Private Organisations
  2. Hard to find good Homecare workers:
     + Hard to find good companies that provide all the needed services.
     + High Staff turnover
     + Good independent workers don’t know how to connect with clients.

The value proposition:

1. Client – People is seeking for support:
   * + Insurance cover
     + Rating and Reviews
     + Better Price, not intermediate, and also private or Government Subsidy to help to cover part of the session.
     + Worker Screening. Workers must provide a Police Check, reference check, and qualification checks.
2. Support Worker: People that want to provide support:
   * Insurance cover
   * Flexibility
   * Managing the business: Agreements sheets, timesheets, payment status

* **Define the estimated business target market. Who are you selling your product/service to? (Limit 100 words).**
* People seeking support: Sons, friends, or partners of someone that needs care at home. Aged: 30 to 60 years. Basic skills with technology.
* People that want to provide support:
  1. Indepent professional that wants to complement Blui with another job. Male or female, that like the benefits to be independent and also have some basic skills with technology.
  2. Companion: Maler or female that is retired but wants to help other people with social support. Age: From 65 years old.
  3. Last year of students in Professional degrees: Students from therapy Support, Nursing Service, and Personal Care.
* **Explain the business revenue model. What is the annual turnover? (Limit 200 words).**
  1. The business revenue for Blui is generated through the commission charged to the clients and support workers.
     + 5% commission to the client
     + 10% commission to the support worker.

Sign in to the platform is free but once they connect through Blui they will have to approve and agreements sheets with the type of service, the day, and the price. Blui will use that price to charge the fees.

For example, the Client and an independent Kinesiology agree with the following conditions:

* Type service: Kinessiology
* When: Every Monday at 10:00 AM for 1 month
* Where: Client’s Home
* Price per hour: 40 AUD
* Total hours: 8 hours
* Total Price 320 AUD
* Client fee: 16 AUD
* Worker fee: 32 AUD
* The total price paid for the client: 320 +16: 336 AUD
* Total amount received for the worker: 320 – 32: AUD 288
* Blui revenue: 16 +32 : AUD 48 ( 15% commission)

The annual turnover for the first year is expected to be :

* Amount of hours of HomeCare service through Blui: 2000 hours
* Average of the Price hour: AUD 40
* Total revenues first year: AUD 12.000

SECTION : VIDEO: CRITERIA

* **What is the problem that your idea is helping to solve?** (Is there a clear need, does an interesting market exist? Will it be of benefit to society? What is the potential impact?)

Blui is an online platform that aims to break paradigms in homecare in Chile, focus on disability support and aged care.

The main problems in Homecare are:

First, Homecare services are too expensive and Second, it is to Hard to find good Homecare support workers

This friendly and secure platform will help to create that connection, on the one hand, elderly people and people with disabilities and, on the other hand, independent support workers.

Through Blui they meet freely and transp**a**rently to agree between them the type of service, the price of the service, and the date.

In the last five years, I struggled with my siblings finding the right people to care for my mom. We did it, different support workers all with a genuine connection. My mom passed away in peace and happy and I want to share that experience through Blui.

* Thanks