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<td rowspan="2">Problem
1)
Lack of network for collaborative research projects in AgeTech (older adults solutions); Research gaps in comprehensive understanding the needs and the challenges faced by ageing populations, and lack of effective strategies for addressing active ageing requirements; Bridging the gap between technology, healthcare, and social/psychological sciences in facing older adults challenges related; Need to enhance the quality of life for older adults (new and unconventional approaches) also considering individual abilities; Lack of R&I fundings opportunities in their networks; Need to differentiate themselves by offering innovative products and services that meet the unique needs of older adults; Meeting the edge products and services growing demand for older adults who are seeking solutions to maintain their independence, health, and well-being as they age; Difficulties in collecting requirements for older adults' solutions, recognizing the variance in technological literacy and physical capabilities.

Alternative solutions
R&I activities self-funded; Incubation and acceleration programmes; Crowd-Funding;
National Funds; Private investors or investments funds;</td>
<td>Solution
4)
e-VITA coaching system is an evidence-based and personalized set of tools, able to support users (mainly older adults) in improving their wellbeing, supporting and motivating them on the daily activities. It combines several components (software, hardware, devices, and robotic devices) that constitutes an entity that can observe, reason about, learn from and predict a user's behaviours, in context and over time, and that engages proactively in an ongoing collaborative conversation with the user in order to aid planning and promote effective goal striving through the use of persuasive techniques. e-VITA virtual coach will support users (mainly the ageing population) not only from a health perspective, but also from the social and environmental ones. For this reason, it strongly takes into consideration emotional aspects of older adults and aspects of social participation.</td>
<td rowspan="2">Unique Value proposition
3)
e-VITA represents an advanced coaching system at the forefront of technological innovation and evidence-based methodologies, dedicated to enhancing users' well-being and nurturing motivation within everyday activities. What distinguishes e-VITA is its seamless integration of various technologies, including sensors, wearable devices, and state-of-the-art coaching tools, seamlessly woven into users' daily lives. Through proactive interaction and context-sensitive communication, e-VITA not only comprehends individual needs and preferences but also anticipates them, dynamically adjusting daily objectives and providing personalized guidance in real time. Whether it's monitoring health indicators, enhancing social engagement, or addressing emotional well-being, the e-VITA coaching system is crafted to empower users' well-being.</td>
<td>Unfair Advantage
5)
Flexible and open system called FIWARE.

It can provide personalized advice proactively through dialogue with context-awareness through the the set of different environmental and body-worn sensors allowing context-based dialogues triggering for the User.

The construction of virtual coaching system and the organization of human coach volunteers (digital supporters) to support the use of new technologies by the elderly</td>
<td rowspan="2">Customer segment
2)
EU Research centers/institutions, EU universities (considering also institutions established in non-EU countries eligible for fundings);
EU Companies/Tech providers developing medical solutions/devices, health applications, wearable technologies/sensors.
Organizations/non-profit organizations representing the interests of older adults and community groups.

Early Adopters
Western Caspian University (Azerbaijan), DOCAPOSTE; Target Tecnologia S.A., Wort & Bild Verlag, NEC Corporation.</td>
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<td>Key Metrics
9)
Ownership agreement (6-9 months after the project ends); Research institution/university identified and interested in joining the consortium (6- 10 months after the project ends); 3 organisations identified and interested in joining the consortium (6- 10 months after the project ends); 3 user representatives communities groups identified and interested in joining the consortium (6- 10 months after the project ends); 2 project proposals defined (3 months to 1 year after the project ends); 2 Proposals submission (1-2 years after the project ends);</td>
<td>Channels
6)
Direct networks: professional and scientific network.

Attending academic events, conferences and research events.
Also through research publications;</td>
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<td colspan="3">Cost structure (when solution is ready for the market)
8)
Administration, Compatibility Testing, Compliance with Industry Standards, Continuous Maintenance and Updates, Documentation and User Guides, Feature Enhancement, Financial scouting, Integration set-up/Additional services set-up, Internation conferences, International summits, Market Analysis, Marketing and promotion, Other costs, Ownership agreement, Performance Optimization, Project management, Public relations , Regulatory analysis, Scalability and Resource Planning, Security Assessment and Compliance, Technical service support, Training and Knowledge Transfer, Usability Testing and User Experience (UX) Enhancements, User Acceptance Testing (UAT)</td>
<td colspan="3">Revenue streams and Other sources of coverage (after 6 months and 3 years)
7)
EU Funding opportunities (Innovation Action under the Cluster 1: Health) DEP; Private investors or investments funds;
Subscription/Term Licencing: e-Vita Platform Core (Digital Enabler + evita specific developement - e.g. dashboard, e-vita manager etc), Dialogue Manager (Rasa), Data Fusion Platform (DFP) with security management with multi-threads possibilities, Emotion Detection System, e-VITA Smartphone app, Use case configurator, Telegram Chatbots, Humanoid robots, Security and Privacy</td>
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Table 1 e-VITA Lean Canvas