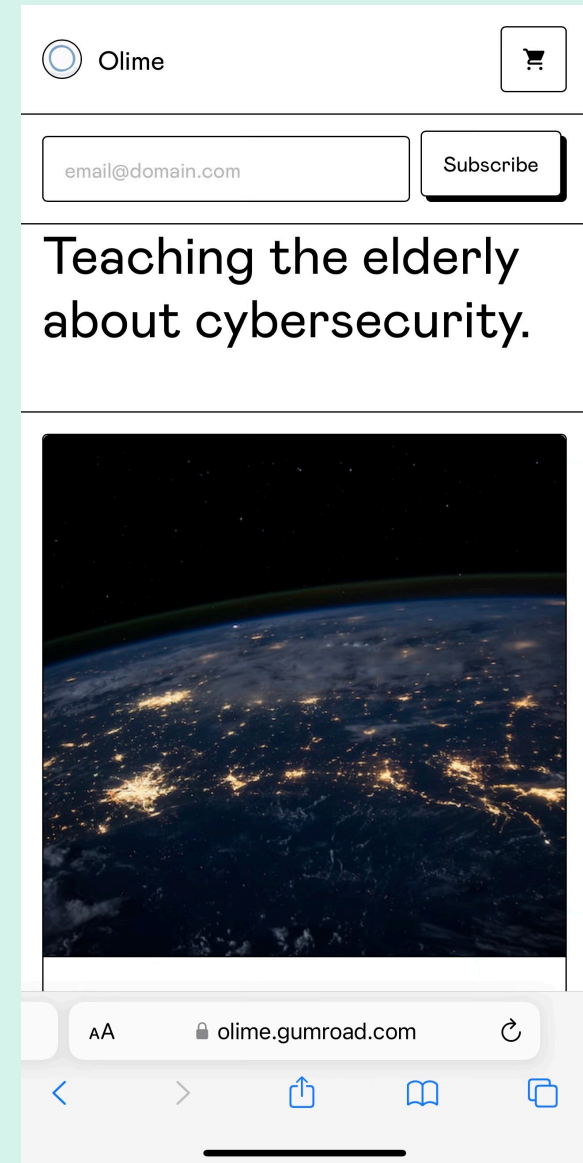# INTRODUCTION

In 2018, elderly people aged 60 and up reported over 62,000 fraud complaints, which cost over $650 million in losses

Olime

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Teaching the elderly about cybersecurity.

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IMPLEMENTATION PLAN

Our program consists of 5 different video Each video lesson will cost $9, affordable for seniors on a fixed income. The following subjects will be covered in the course: Introduction to cybersecurity, Password management, social engineering, Anti virus, Recap

BUDGET FOR PROGRAM

Angel investment – $50,000

Landing Page – $0

Marketing Costs – $5,000–$10,000

Videos – $400 for both camera + video editing subscription

Salary – No salary for each member until seed raise. All members are part-time and have some form of income from another job.

Pricing is $9 each per video.

Hypothetical total expense – $7,000 + $400(4) = $8,600

$50,000 - $8,600 = $41,400 left from angel investment.

Breakeven = $9(956) = $8,604 - $8,600 = $4 extra because I had to round up to one more person.

Ask = $100,000 (Negotiate the valuation).

COMPETITION

Our program is not just any ordinary course. It is the result of in-depth market research that analyzed existing programs, identified their strengths and weaknesses, and conducted surveys and interviews with seniors to gain insights into their unique requirements.

CLIENTELE

Our target audience is seniors who may not have prior knowledge of internet security. We plan to partner with senior centers, retirement communities, and local government agencies to promote our program and reach a broader audience.

CONCLUSION

In conclusion, the program offers an innovative solution to address the issue of cybercrime that has become a global problem, with seniors being particularly vulnerable due to their lack of familiarity with technology