



connecting senior explorers through meaningful travel

The Freebird Club is a peer-to-peer social travel & homestay club for older adults.

Our mission is to connect and enrich the lives of older adults, fostering an 'age-friendly' and inclusive world that we can all look forward to growing old in.

www.freebirdclub.com

IDEA

Inspired by retired father's
positive social experiences
befriending fellow seniors
staying at holiday home in
Kerry, Ireland





Ageing society

- People living longer
- 2bn aged over 60 by 2050



Loneliness & isolation

- Epidemic in over 65s
- 1 in 5 chronically lonely
- Worse than smoking & obesity for health




PROBLEM



Limited travel options for older adults

- No companions to go with
- Lack confidence to go alone



Lack of income

- Many struggle on limited pensions, despite often living in mortgage-free homes

OUR SOLUTION

An 'age-friendly' web platform to enable older adults travel and stay with each other in the context of a trusted peer-to-peer membership club.

Freebird Club members can make their spare rooms available to fellow members to come and stay for a nightly rate. Thereby they can unlock some of the asset value of their homes and generate an income in later life.

Unlike Airbnb et al, Freebird visits always involve staying with a live-in host at home, as this concept focuses as much on the sharing of company as the accommodation.

To facilitate this, all members complete a personal profile describing themselves and their interests so that like-minded guests and hosts can match up around areas of common interest.

By creatively combining elements of a travel site (eg. Airbnb) and a companionship site (eg. a platonic Match.com), using age-accessible design, we facilitate people matching with people based on shared interests and compatibility, rather than just a nice place to stay.



We're not just about places, we're about people!



people
match with
people



host places

host always
present



sharing economy



host-guest
room
rental



membership club



peer-to-peer social
travel & homestays



member profiles



age-friendly
web platform



meet

match[♥]
(platonic version)

Travel – new opportunities for older adults



Income – earn money from spare rooms



Companionship – fun accessible way to meet new people & enjoy social interaction



Empowerment – improve confidence, self-esteem, wellbeing





Sample Member Profile:

Hello, I'm Martin

From Exeter, United Kingdom



Retired political organiser, spin doctor etc in Westminster and Europe. Living back in the South West of England close to Cornwall where I spent my childhood. 3 children, 4 grand children soon to be 5. We do the B & B to finance exotic holidays rather than spend the children's inheritance and we enjoy it anyway.

My Favourite Things

Book or author: Patrick Gale

Film: Amadeus

Actor or actress: David Suchet

Musician or band: Welsh National Opera

Travel destination: The next visit

Type of food: Thai

Sport or exercise: Walking

Hero or heroine: Maria Callas

My Interests

Theatre - I go most weeks to the wonderful Theatre Royal in Plymouth. Also involved in Amateur Dramatics - been many a Dame in my time!

Very involved with the NHS - Acute Hospital Governor and now Chairman of the local Hospital Friends.

Opera lover and all live performances, musicals, drama etc

Photography, gardening, walking.

My Philosophy of Life

Keep busy and talk to all



A former farmhouse built in 1836 within 75 yards of the village square and local hostelry. Set in an acre of gardens which guests may wander in and relax at leisure. Bedrooms range from a single ...

[» View place](#)

[« Return to results](#)

MARKET OPPORTUNITY

This is a mass market global opportunity. The main indicators of market potential are:

1. Significant increase in number and proportion of older adults globally
2. People are living longer and remaining healthy and active longer
3. Loneliness and isolation among older adults is a growing social issue
4. Many older adults live alone, often in large houses with empty rooms (i.e. "empty nests")
5. Many seniors would like to travel more but limited options exist, especially for independent travel
6. Many seniors are asset rich (mortgages paid off) but cash poor due to inadequate pensions
7. The peer-to-peer "sharing economy" is revolutionising how society consumes, interacts and transacts
8. Homestay travel (esp via Airbnb) is a modern phenomenon; but is mainly geared towards younger people
9. Seniors' relationship with technology is rapidly evolving - they are now the fastest growing demographic online

This idea harnesses the sharing economy and the homestay travel boom, to deliver a customised social and economic solution for the burgeoning 'silver market'. PWC posits that by 2025 the main sharing economy sectors will generate revenue of US \$335bn globally, up from \$15bn in 2014. Peer-to-peer accommodation will account for > \$100bn of this.

BUSINESS MODEL

€ 25
membership
fee



15%
commission
for bookings



strategic
partnerships



Competitive Analysis

	Freebird Club	Airbnb	Homestay.com	Saga
Home accommodation	Yes	Yes	Yes	No
Older adults focus	Yes	No	No	Yes
Social interaction	High	Low/ None	Medium	Medium
Independent seniors appeal	High	Low	Medium	Low
Ability to generate income	Yes	Yes	Yes	No

The Freebird Club is a niche peer-to-peer offering, customized for older adults only. The host is always present for the stay, and the emphasis is more on companionship than accommodation. Competitors such as Airbnb are very broad, catering for all kinds of traveler (mostly younger), and the majority of properties are vacant. Of the home rental companies where the host is in situ, Homestay.com is the main one. This expanded on the traditional homestay model of students staying with host families. While it is social in context, companionship is still not the primary focus, and it is not tailored for older adults. Competitors in the senior travel space include cruise and coach operators that offer group holidays for seniors, eg. Saga. These have less appeal for more independently minded travelers. Notwithstanding the above, there is no other company providing our hybrid model of 'social travel & homestays' for older people, and as such there is currently no direct competitor in the market. Airbnb, Homestay.com et al offer a much more generic travel product which is not tailored for older people. Freebird is bespoke, specially created for the senior market - tapping them into the sharing economy with a focus on social interaction.



Marketing Strategy

diaspora*



MARKETING STRATEGY

Our main approach to date has been to leverage strategic relationships with stakeholder organisations working in the ageing sector, with whom we share positive ageing goals. This has been an effective way to create awareness among the older adult demographic. These organisations typically have captive audiences and are keen to bring new positive ageing initiatives to their attention. We aim to do this in every country possible.

We seek to develop strategic partnerships with travel/tourism operators who are increasingly targeting the 'silver market'. An example is our agreed partnership with [International Rail](#). Freebird members will be entitled to special discount rail passes for major international territories (eg. Interrail/Eurorail) and will be able to book tickets directly via a link on our website.

We seek to use the Irish diaspora network as a route to the UK and US markets. We have a particular campaign for the older Irish diaspora - seeking to attract them 'home' on visits. We are working with diaspora bodies internationally in this.

We use a mix of traditional marketing (print, radio, presenting at events) which is particularly effective for the older demographic. This has been successful (particularly after winning major awards) with extensive radio interviews and articles published so far. We are very active on social media, especially Facebook which is most effective for reaching over 50s. We also use social media to reach younger audiences, prompting them to introduce their elders to the Freebird Club as it can enrich their lives. Due to budget constraints, most of our online marketing is unpaid, eg. Google ads is yet untapped.

Marketing Methods

Traditional

Especially aimed at older adults directly



Digital

Especially aimed at younger family & friends



Our Journey



TODAY

4700 members
74 countries
2000 nights booked

Exceptional feedback

TEAM



Peter Mangan – Founder & CEO

Peter developed the idea having witnessed the positive social experiences of his retired, widowed father in befriending fellow senior guests at his holiday home in Kerry. With BComm and MBS degrees from UCD, Peter has significant managerial experience in a 25 year career that spans banking, finance, the arts, research and academia.



Marie Carroll – Business & Community Development

Seasoned manager and entrepreneur with 30+ years' experience in marketing, business development, leadership coaching, community and social impact projects. Marie builds strategic relationships with age organisations and other potential collaborators in order to promote Freebird to their audiences. Marie also leads on community relations and customer care, as well as managing interns & volunteers.



Eoin Scanlon – Technology

Eoin maintains our web platform, working with PHP, Java, MySQL and various third party RESTful APIs. Eoin has a HDip in Computer Science, plus a degree in Music. While Eoin is no longer a Freebird Club employee, but continues to support us on a part-time basis.

ADVISORS

Helen Leech – Director, Open Age (UK)

Ciaran McGettrick – MD, Phoenix Insurance (IE)

Helen Von Tonder – Customer Service Mgr, Virgin Media (IE)

Dr Pavel Gladyshev – UCD Cybersecurity Professor (IE)

Crispin Baynes – Aging 2.0, New York Chapter (US)

Dr Rick Moody – Former Vice President, AARP (US)

Bobby Kerr – Leading Irish Entrepreneur, Broadcaster (IE)

Our team is further supported by student interns and 5 occasional older adult volunteers

FINANCIAL PROJECTIONS (Euro)	2020	2021	2022	2023	2024
Total Members	14,500	78,000	320,000	1,280,000	5,120,000
New Joining Fees	126,540	1,246,334	5,500,019	21,818,162	87,272,738
No. of Nights Booked p.a.	1,568	33,860	174,549	700,969	2,803,871
Booking Commissions	11,759	253,948	1,309,115	5,257,266	21,029,033
Total Revenue	138,299	1,500,282	6,809,135	27,075,429	108,301,771
Total Costs	662,700	1,508,600	4,839,280	11,773,024	27,050,419
Net Profit/Loss	-524,401	-8,318	1,969,855	15,302,405	81,251,352

Assumptions for Revenue	
Joining fee (Eur)	€25
Booking commission	15%
New Members growth p.a. (average)	4 X
Average nightly rate (Eur)	€50
% of members booking a trip per mth	1-2%
Average no. of nights per trip	4

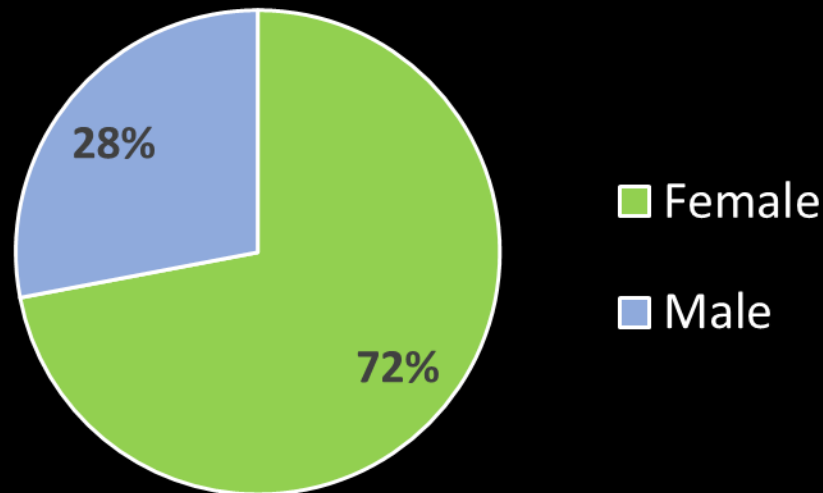
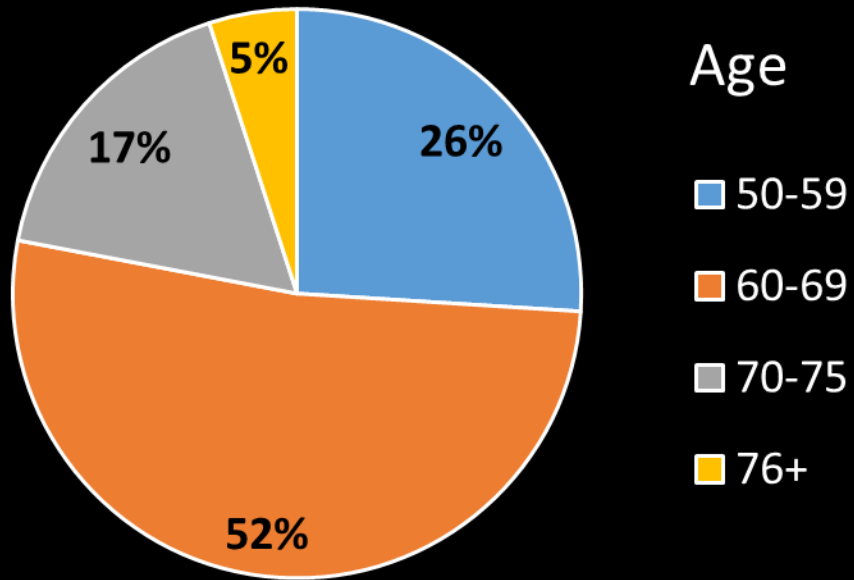
Future Plans

- Premium subscription model – to include magazine, videos, members' fora
- Freebird Sub-Clubs (hobby based)
- Local Chapters – meet-ups
- Freebird Dating
- Financial products – insurance, pensions

NOTE: these would involve new add-on revenue streams, which have not been factored into the previous financial projections



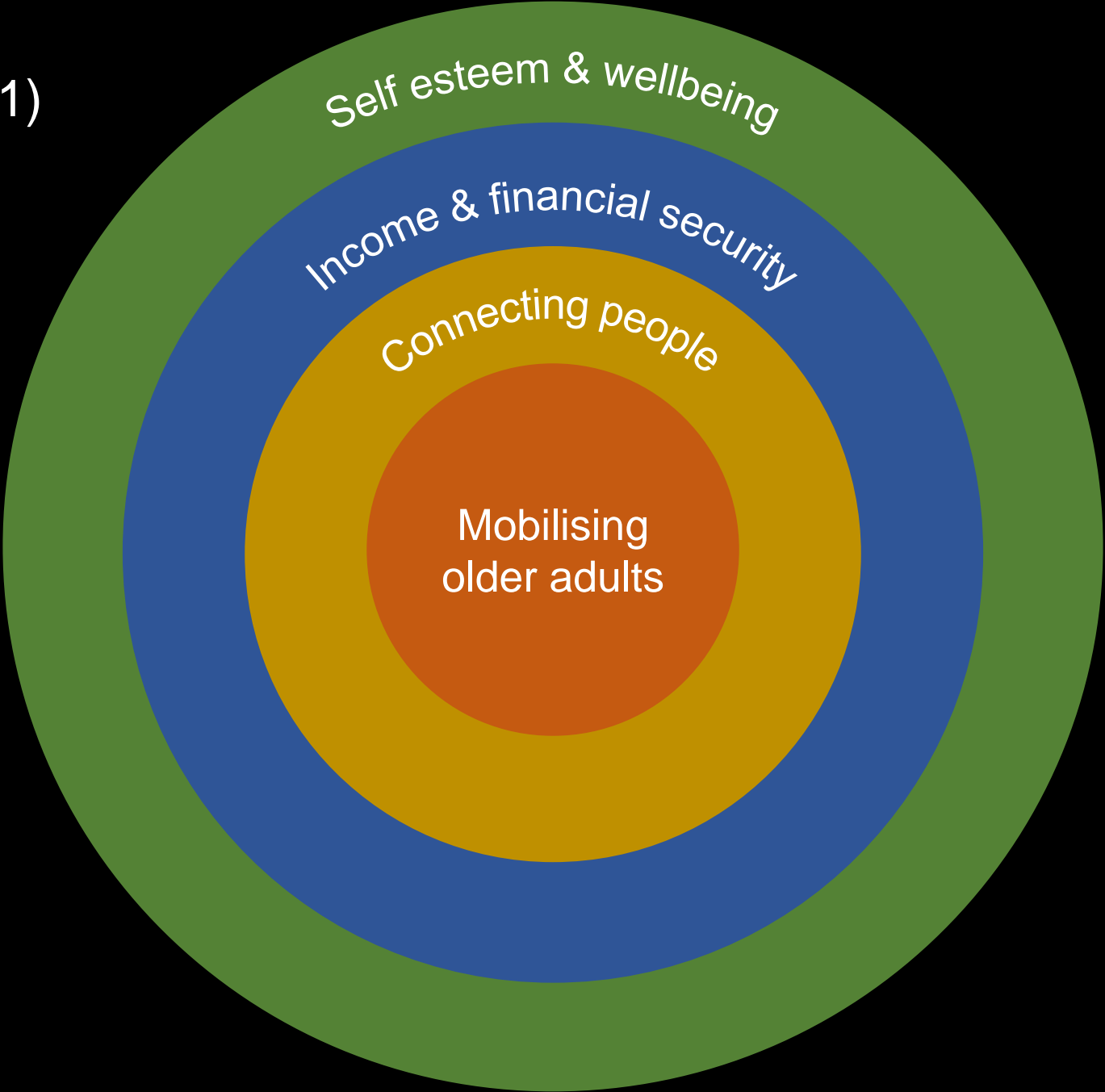
Profiling Freebirds



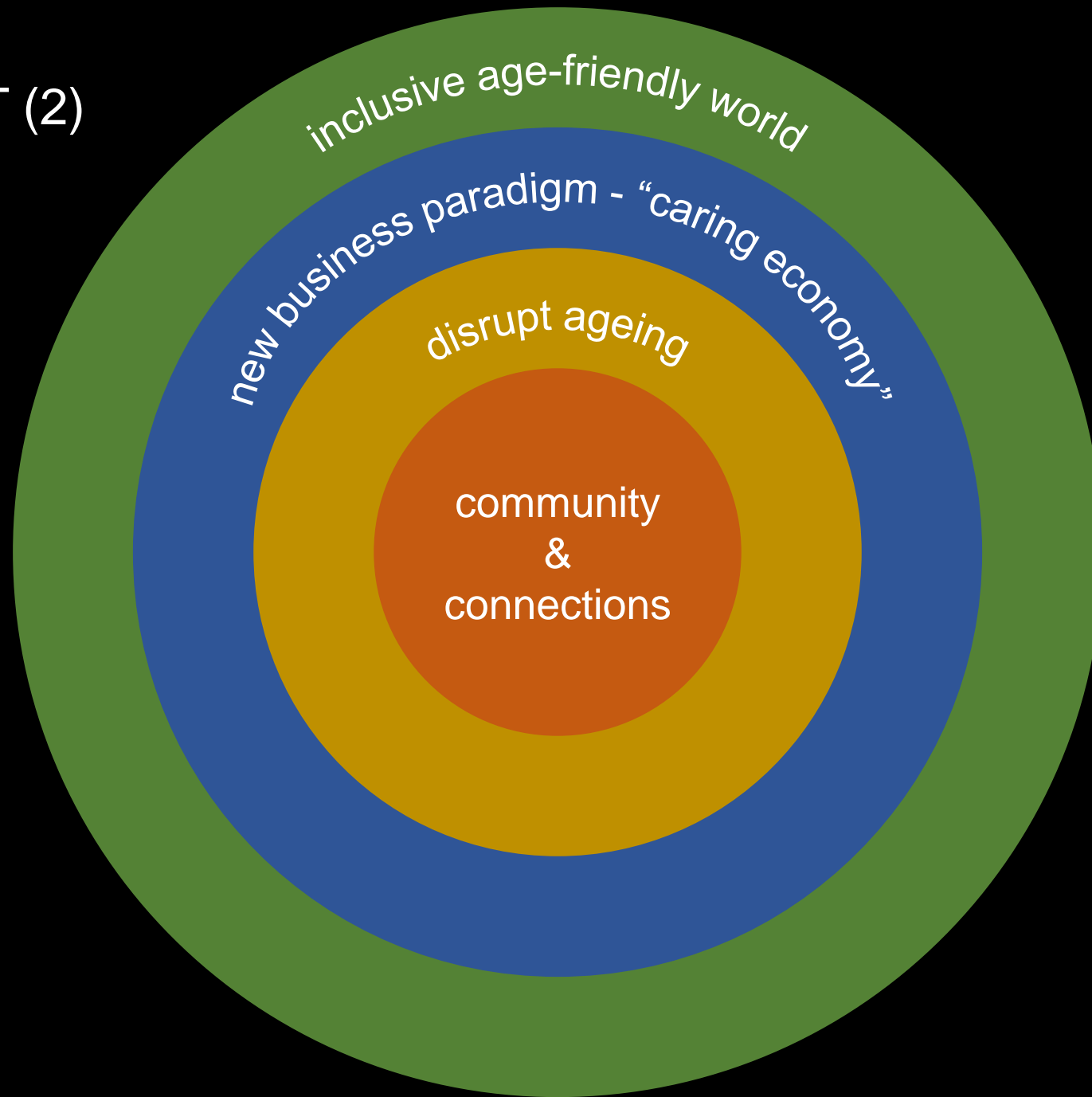
Countries (73)

50% US
16% Ireland
9% UK
6% Canada
5% France & Italy
4% Australia & NZ
3% Switzerland & Austria
3% Spain & Portugal
4% *Rest of world*

SOCIAL IMPACT (1)



SOCIAL IMPACT (2)





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