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

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

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

Limited travel options for older adults
- No companions to go with
- Lack confidence to go alone
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.
Award winning social & travel club for over 50's

» Click to explore

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

- **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
VALUE TO SOCIETY

Health & wellbeing of older adults

Counter ageism

Savings to health system & economy

Promote social inclusion
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
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

<table>
<thead>
<tr>
<th></th>
<th>Freebird Club</th>
<th>Airbnb</th>
<th>Homestay.com</th>
<th>Saga</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home accommodation</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Older adults focus</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Social interaction</strong></td>
<td>High</td>
<td>Low/ None</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Independent seniors appeal</strong></td>
<td>High</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Ability to generate income</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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</tbody>
</table>

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
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

2016
- Pilot project: London guests stay with Kerry hosts
- Beta deployment of website for early adopters
- Team building

2017
- Launch of business in April
- Paying customers
- Winner of European Social Innovation Tournament

2018
- International partnerships
- Multiple start-up awards
- 4X growth

2019
- UNWTO Tourism Startup Competition - Sustainability / Impact Award winner
- New website under development
- Seeking investment to scale

TODAY
- 4700 members
- 74 countries
- 2000 nights booked
- Exceptional feedback

Pilot project: London guests stay with Kerry hosts
Beta deployment of website for early adopters
Team building
UNWTO Tourism Startup Competition - Sustainability / Impact Award winner
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TODAY
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**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*
<table>
<thead>
<tr>
<th>Assumptions for Revenue</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Joining fee (Eur)</td>
<td>€25</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Booking commission</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>New Members growth p.a. (average)</td>
<td>4 X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average nightly rate (Eur)</td>
<td>€50</td>
<td></td>
<td></td>
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<tr>
<td>% of members booking a trip per mth</td>
<td>1-2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average no. of nights per trip</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Mobilising older adults

Connecting people

Income & financial security

Self esteem & wellbeing
SOCIAL IMPACT (2)

- Community & connections
- Disrupt ageing
- New business paradigm - "caring economy"
- Inclusive age-friendly world