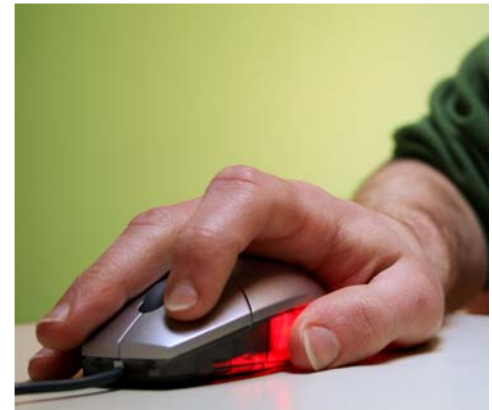


# Internet access is rapidly becoming a necessity... a utility

Harness our passion for teaching your residents about computers and the Internet and *combine it with the installation of a FREE wireless network in your facility.*



# Executive Summary

1. earlSpeak will acquire the hardware needed to wirelessly network your community
2. earlSpeak will install the wireless networking equipment and blanket your community with a *WI-FI* Internet signal
3. earlSpeak will assign one of its staff members to work on-site at your community 3-4 days per month. This earlSpeak *Technology Concierge™* will conduct group computer training classes for your residents as well as assist residents with their individual computer questions and issues
4. Steps 1 through 3, above are carried out at earlSpeak's sole expense. No investment is required from the developer or the community.
5. earlSpeak requests the community's assistance in securing at least 30% participation from its residents. Each participating residential unit will then remit a \$30 monthly fee for access to the Internet *AND* the services of our *Technology Concierge™*

# Joining Forces

YOU are a leading Independent-Living facility that strives to provide a comfortable, secure and stimulating environment for your residents in the 21<sup>st</sup> century.

EARLSPEAK is a pioneer in the field of technology education for older adults & seniors. We have years of experience teaching our students how to operate a computer and access the Internet. Our expertise has been recognized by the New York Public Library who commissioned us to write a computer manual for their efforts to *bridge the Digital Divide*.

# Transforming your Facility

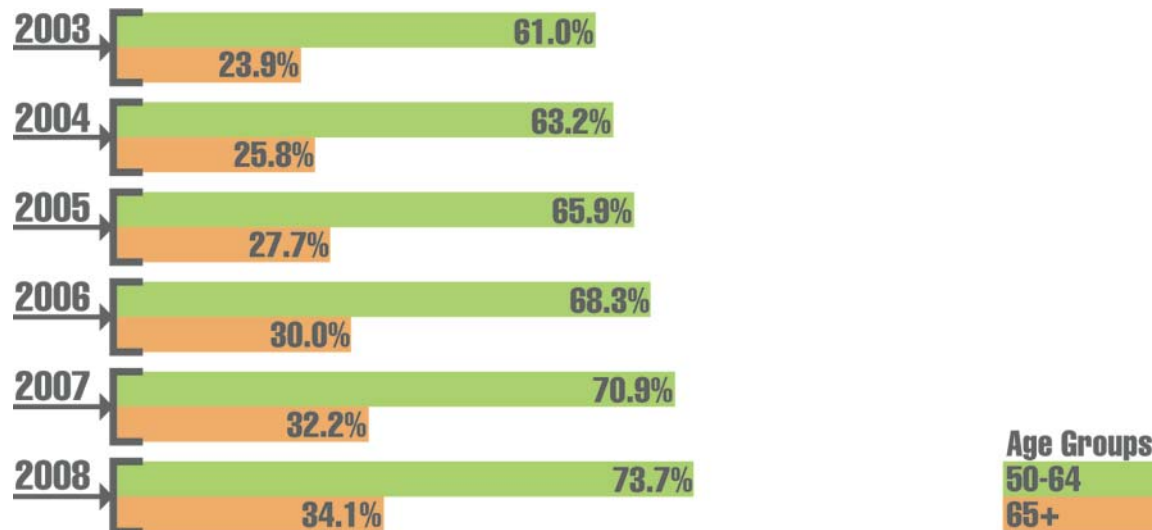
earlSpeak will install a wireless Mesh network in your facility at our expense -allowing your residents to connect to the Internet from within their apartments and in common areas found throughout the building.

You'll collect the Internet service fees that the residents would otherwise pay to AOL, Earthlink, etc. and invest those same funds with earlSpeak so that our staff-person can offer technology education and support services to your residents along with a wireless Internet connection. Your residents will be pleased to hear that our monthly fee is roughly half of the market rate.

And BEST OF ALL – there are NO start-up costs. In fact, there are never any expenses accruing to the facility or the developer. We'll manage the entire Internet/ technology experience for your residents. And, we can begin with as few as 30% of the residents participating in this Internet access and education program.

# Internet Access will be a Necessity – not an option

Although the number of online U.S. seniors continues to increase, their numbers are dwarfed by the next wave of American seniors, states a report from eMarketer. An eMarketer analyst indicates that Internet penetration by the next generation of online seniors will be more than 2x greater than that of the current generation, which didn't experience much online access in the workplace before retirement.



# Benefits to your Residents

## **Existing Internet users get more for their money.**

Residents will pay a substantially lower monthly Internet access fee but now they'll also receive our highly-attentive technology education and support services (including in-home trouble-shooting). earlSpeak's staff will help them hook up a new digital camera, eliminate a pesky virus, teach them how to add up a column of numbers in Excel and MORE. **We call it our Technology Concierge™ service!**

## **All residents get the opportunity to learn about and master the most important technological advance of their lifetime.**

Many residents have heard of the Internet and are curious about what their grand-children are up to on their computers but are afraid that they will not be able to figure it out. Now they have an unlimited chance to take computer classes and find out about a whole new world that they can access from the privacy of their own homes.

## **Families of the Residents can mix work with a visit to your facility.**

Many guests have been wondering if they are able to access their e-mail and print out documents while visiting at your facility. With our plan in place, you'll be able to offer this essential service to the most important people in your residents' lives.

## **Challenging Mental Stimulation and another Educational Experience.**

Along with exercise, sleep and diet, learning to use something new like a computer, playing computer games or acquiring new computer skills helps lower the risk of dementia setting in. <sup>(1)</sup>

(1) "Stop the Brain Drain", The Erickson Tribune, February 2004, page 1.

# earlSpeak's Technology Concierge™

In addition to providing your residents with Internet access, we'll also assign one full-time staff person to run the on-going computer operations at your facility. earlSpeak's on-site *Technology Concierge™* will provide:

- Group computer classes covering the basics along with a range of software applications  
(e.g. Intro to Computers for Complete Beginners, Email, Internet Searching Strategies, Digital Photography and more. See <http://www.earlspeak.com/courses.html>)
- Private trouble-shooting, equipment installation and coaching sessions
- And best of all - both the computer classes and in-home help sessions are included in the residents' low monthly fee!

# Benefits to your Facility

## **Become known as the Innovator.**

According to Neilsen/NetRatings, adults > 65+ years represent the fastest growing group of Internet users in the U.S. By adopting our innovative plan, you and your facility will be **one of the first** to offer a comprehensive technology education and support service to its residents.

## **Another Competitive Advantage.**

Prospective residents and their families do their homework before selecting a facility to call Home. Wireless Internet and our Technology Concierge service™ will give them two more compelling reasons to decide to live at your facility.

## **It will become a Necessity.**

In the near future, Internet access will become a staple of life (*see page 4*) in your community. You'll need to have it in place. Why not get ahead of the curve and have earlSpeak help you establish a self-sustaining wireless Internet network now? In the meantime, it will attract a younger, longer-term demographic to your facility.

## **There's NO COST to the Facility or the Developer.**

earlSpeak purchases all the network hardware and software and installs it at our expense and we can begin with as little as 30% initial participation from your residents.

# The Logistics

**Step 1.** We plan the implementation of the Wireless Network based on the number of residential units, the size and topography of your campus and the nature of the building materials used in the residential units

**Step 2.** We purchase the necessary Wireless Mesh networking hardware from Meraki

**Step 3.** We purchase and coordinate the installation of Internet signals throughout your community

**Step 4.** We install the Wireless Mesh networking access points

**Step 5.** We provide each of your residents with an access username

**Step 6.** We maintain the network and provide monthly computer education classes to your residents

*Note: Some residents may need to install wireless NIC cards in their PCs*

# An Example

## Assumptions

# of residential units	630
Apt:Cottage ratio	70:30
Campus area (acres)	115
Initial Subscriber base (30% of total)	190
Rate of Subscriber growth each year	6%

## Conclusions

<b>Net financial impact on your facility at start-up</b>	<b>\$0.00</b>
<b>Net financial impact on your facility monthly</b>	<b>\$0.00</b>
<b>Monthly Internet Access fee (per unit)</b>	<b>\$30.00</b>

# About Us

earlSpeak is a technology education company dedicated to helping older people understand computers and to showing them how to integrate technology into their lives.

We know that our students didn't grow up with computers and the Internet. We understand the fear that accompanies the unknown. That's why our patient, task-oriented style will be sure to resonate with your residents.

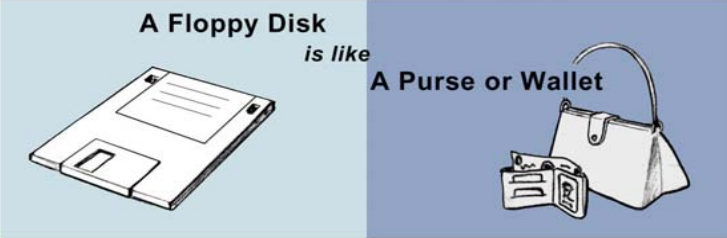
The earlSpeak teaching system yields a vibrant combination of entertainment, empowerment and solid computer skills. We keep it simple but effective.

earlSpeak is certified by the New York City Department of Business Services as a Minority-Owned Enterprise.

# Simple and Effective


**Three Ways to Save Your Computer Data**

**A Floppy Disk**  
*is like*  
**A Purse or Wallet**



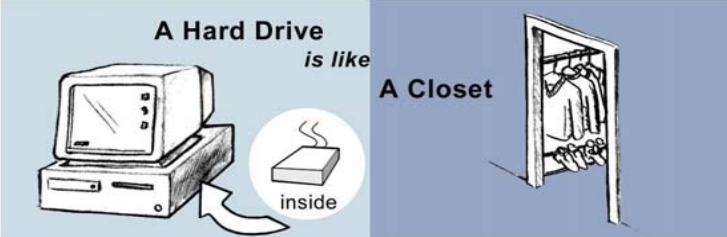
Floppies are easy to carry *but* they don't hold a lot of data

**A CD**  
*is like*  
**A Backpack or Duffelbag**




CDs are also easy to carry *and* they hold much more data

**A Hard Drive**  
*is like*  
**A Closet**



Hard drives are attached to the computer *but* they hold the most data

212-966-8273  www.earlspeak.com

In this sample teaching tool<sup>(3)</sup>, we draw a parallel between computer-based storage options and common storage options found in your home.

(3) This diagram and more can be found within the New York Public Library's Click-On computer manual which earlSpeak wrote in 2004.

# Testimonials

“What a fabulous program you so generously gave us old timers here in snow country Stowe Vermont yesterday! I’m sure we all could have enjoyed another two hours of your computer wisdom. You did a magnificent job and we can’t thank you enough.”

*SEWALL, Copley Woodlands, Stowe, VT*

“The earlSpeak classes at Edgehill have been very helpful to me. I had used the computer for at least ten years but only for word processing, letter writing and e-mail. Now I know how to navigate the web and check out Google, make travel arrangements, get maps and directions and look up telephone numbers. The classes are small with personal attention and printed back-up instructions.”

*MARTHA, Edgehill, Stamford, CT*

“Ferdinand Poon and earlSpeak have been coming to Edgehill to teach the residents how to use the computer for two years. He has developed a wonderful relationship with the residents that take his class and with the management team...He was also instrumental in the development of our computer lab...

Through earlSpeak many of our residents have learned the basics of the computer, such as Microsoft Word and Excel, how to keep in contact with their family members through e-mail, how to find travel deals, shop on e-bay and much more.

For the generation that did not grow up with computers, these classes are a wonderful way for them to keep up to date with the new technology and communicate with the generation that did, namely their grandchildren...”

*RAMONA HEUGEL, Edgehill, Manager of Recreation*

*DEBORAH ERICKSON, Edgehill, Assistant Executive Director*

## What's Next?

Contact us at (212) 966-8273 or at [info@earlspeak.com](mailto:info@earlspeak.com).

Help us learn more about your facility and its residents.

We'll fine tune our proposal to suit your needs.

In the meantime, please visit our website at [www.earlspeak.com](http://www.earlspeak.com) for more information

isn't it  
time  
you  
learned  
to explore  
the Internet?