

# mobility70+



# Demographic change



German inhabitants are getting less, more multicultural and **older**

- 2005: 25% > 60 years (total 82 mio)
- 2050: 38 % > 60 years (total 74 mio)

Elderly people in a society have special needs. E.g. an **age-based infrastructure** which provides

- more time
- Individual support

This is not offered by common public transport.

# Demografia e.V.

- Mobility service for elderly people in the community Wustweiler, Illingen in the state of Saarland, Germany

- Association



# Mission

- Driving service to
  - Church
  - Shops
  - Senior afternoons
- Providing
  - Pick up and drop off at home
  - handling of auxiliary devices in the car
  - Carriage of shopping bags into the house
  - Adaption to individual needs possible

# Market study

## Germany

12,7 % older than 70 years

## Wustweiler

2850 inhabitants

-> around 360 persons older than 70 years

Around 10% would make use of it

-> at least 36 possible clients, using 1-2 offers per week

# Schedule

Monday, Tuesday, Thursday, Friday	9 am – 12 noon	Shops	1 tour a 5 persons
Wednesday	4 pm – 7 pm	Senior afternoon	3 tours a 5 persons
Thursday	5 pm – 7 pm	Church	2 tours a 5 persons
Sunday	9 am – 12 noon	Church	4 tours a 5 persons
	<b>20 hours/ week</b>		<b>50 clients/week @ 10 tours</b>

# Labour cost

Type	Number	Hours per week	Wage per hour	Monthly salary
Driver	1	20	12 +19,25% =14,31	1032€ +19,25% =1231 €
Administration	1	6	8 +30% =10,4	207 € + 30% =270 €

1501€

# Transporter leasing

Total	30 000 €
Down payment 25 %	7500 €
Monthly, incl. insurance+ service	372 € + 90 € = 462 €
Consumption diesel	13 €/ 100 km



# Total investment

Investment good	Expenditure/€
Car	7500
Marketing	500
Unexpected	700
Circulating capital	3000
Total investment	<b>11 700 €</b>

# Financing model

- 30% fundraising (3510 €)
  - Donations
  - Members of the association
  - Relieved family members
  - advertisement on the car
- 70 % bank loan (8190 €)
  - Interest rate 7% p.a. 3 years
  - Monthly 260 € (debt + interest rate)

# Financing costs

Year	Balance	Interest rate	Interest paid	Debt paid	total	
1	8190	7%	573,3	2730	3303,3	
2	5460	7%	382,2	2730	3112,2	
3	2730	7%	191,1	2730	2921,1	
		total	1146,6	8190	<b>9336,6</b>	<b>Monthly 259,35</b>

# Monthly costs

car leasing	462 €
financing	260 €
salaries	1501 €
gas (400 km/ month)	55 €
<b>Total</b>	<b>2278 €</b>

# Self costs

	month 1-3	month 4-12	> 12 months	>3 years
utilization/%	60	80	100	100
Clients/week	30	40	50	50
Cost/month	2278	2278	2278	2018
Cost/ client*tour	<b>17,6 €</b>	<b>13,24 €</b>	<b>10,6 €</b>	<b>9,4 €</b>

# Conclusion

- As the association Demographia e.V is thought to be a non profit organisation the service will be offered at self-costs.
- However it is **not competitive**, because noone is going to pay up to 17 € for a tour to church or weekly shopping.

# Vision

- Funding by a governmental tender offer
- Up to **50 000 €** are offered for a project related to the demographic change in the state of Saarland

# Assuming 50 000 € support

Car	30 000 €
Marketing	500 €
Unexpected	700 €
Circulating capital	3000 €
<b>Balance</b>	<b>15 800 €</b> = 30*500 €/month

# Self cost subsidized

	month 1-3	month 4-12	> 12 months
utilization/%	60	80	100
Clients/week	30	40	50
Subsidy 500 € per month	Salaries+gas-500€		
Cost/month	1056	1056	1056
Cost/ client*tour	<b>8,2 €</b>	<b>6,2 €</b>	<b>4,9 €</b>

Thank you for your attention

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