

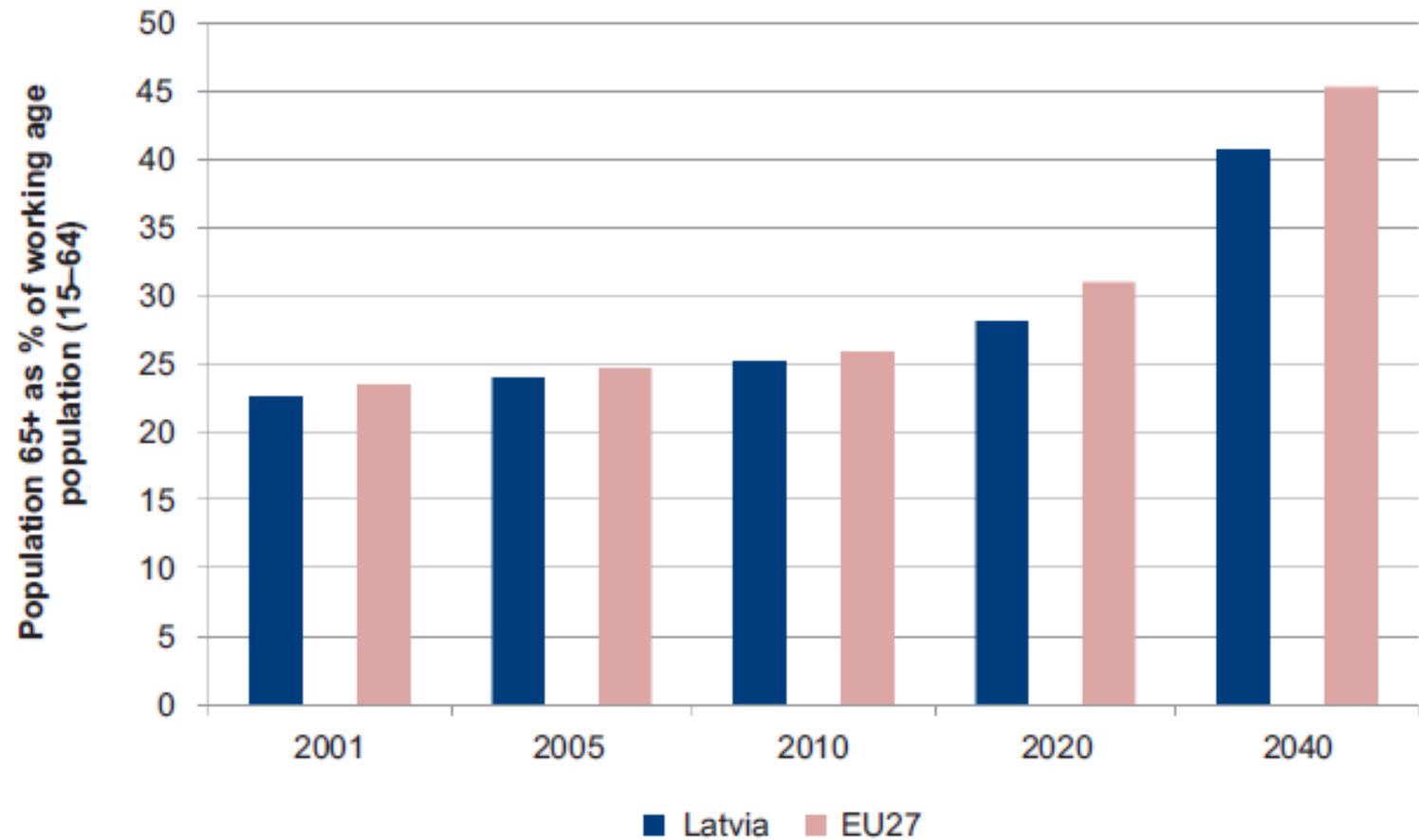
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What could be the potential
business fields for people
50+?

Prediction of people 65+ at work



Older people and entrepreneurship – example USA

01

We've noticed a trend in entrepreneurship among retired people looking to devote their newfound free time to a hobby business, or to fund their retirement dreams.

02

The highest rate of entrepreneurship in the U.S. has been among 55 to 64 year olds, and people over 55 are twice as likely to launch successful new companies than those in the 20-34 age group.

Sectors of the
potential
entrepreneurship
activity

- People with specific high qualification profile of services
 - Accountancy
 - Consultancy services
 - Project planning
- People without specific qualification
 - Hobby entrepreneurs
 - Shared economy field

Shared economy possibilities

01

Tourism services
as
accommodation

02

Transport
services as
drivers

03

Food industry as
pop-up
restaurants
owners

04

Small
repairment
services

Hobby enterprises

Handmade
products – textile
and accessories

Handmade
products - food

Handmade
products – crafts
and art

Where to start?

1

Etsy.com /
Meisterdarbs.lv/
DaWanda.com

2

Shopify.com /
Majrazotaji.lv

3

Uber.com /
Taxify.eu

4

AirBnB.com /
Booking.com

Limitations for these businesses

Work with the PC,
mobile
applications and
internet

Languages and
localisation of the
shared economy
portals

Local legislative
obstacles

What support would be helpful?

Mentoring and support to formulate and share company vision and mission

Cooperation with younger people who are more dynamics in term of technologies etc.

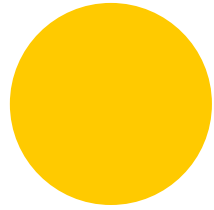
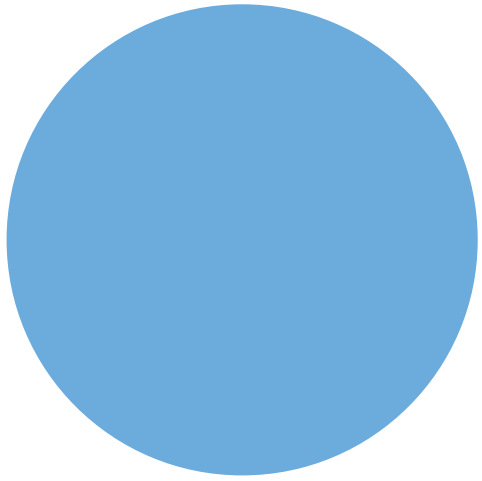
Training/ support of selling techniques and marketing

Financial support – for company establishment itself

Motivation programmes



**Time to unleash the potential of
retirees**



Thank you!

