

**Cokpit is the winner of the 4th Silver Academy awards
7th Silver Economy Expo – 26 th and 27 th November 2019 – Paris Porte de Versailles**

Silver Economy Expo, l'Assurance Retraite Ile-de-France, Bluelinea, France Silver Éco and UGAP have jointly held the fourth Silver Academy Awards. The aim of this competition for startups is to showcase innovative initiatives (products or services) for making the daily lives of seniors easier and better. Four businesses were chosen from the twentytwo entries received for the final which took place today, Wednesday 27 th November. The winner will receive support for its growth from the Silver Academy partners.

And the winner is...

Laetitia de Roquemaurel and Camille Maillard, co-founders of Cokpit have won this 4th awards event.

Cokpit aims to support seniors in the transition period when they come to the end their careers or retire (insurance, making the administration involved easier, support, social contacts). It's a platform for connecting professional seniors who are at the end of their careers or who have recently retired with managers of SMEs start-ups and microbusinesses. These professional seniors give support to the managers by carrying out projects for them under flexible arrangements at a very competitive price.

The prize that Laetitia de Roquemaurel and Camille Maillard have won is a complete package of publicity, business coaching and networking worth 12000 Euros for developing their solution.

By winning the Silver Academy, they hope to raise Cokpit's profile with the general public and with professionals.

The other finalists are :

- **Benjamin Raspail and Guillaume Lascoux co-founders of HappyVisio** : HappyVisio is an internet site with video conferences on particular subjects of interest for the 60 + age bracket. On the www.happyvisio.com website users can choose and participate in conferences and workshops which interest them , ask questions before the sessions or live and afterwards access information related to the conference (replaying the session, quizzes, documents, internet links)

- **Cyrille Dalmar, founder of Manea** : This is a flexible arm which can hold the shower head anywhere within the shower cubicle and turn it 360 °. It does not require any installation work because it is fixed using very effective patented suckers which can be used on all non porous smooth surfaces (tiles, glass, plexi glass, PVC etc.) This means both hands are freed up as you wash and the shower head stays close to you. It can also be handled with one hand , it does not require physical strength to install it and it can be transported very easily in a travel bag. The base over the sucker is user-friendly and has been modeled on climbing holds , ensuring a better grip. It has a universal clamp which can be used with the vast majority of shower heads. The flexible hose bends up to 90° in all directions. This product is made in France and assembled by handicapped workers of the ESAT. (French Support and Work Assistance Establishment). The packaging comes from forests which are managed in an environmentally friendly way and vegetable printing ink is used .

Mehdi Dutheil, founder of Repas Part'âges : Repas Part'âges helps the elderly regain their appetite by bringing them together in little groups of 5 – 10 people for a common project : creating a tasty and balanced meal that will be cooked and then eaten together.

Repas Part'âges makes sure that fine meals and balanced nutrition go together. When you choose the meal you think about nutrition. The recipes are cheap but the products are of fine quality and the meals are easy to make again at home for the participants.



© Eric Megret - Megret & co

Information about Silver Economy Expo

Silver Economy Expo is organised by En Personne Expo. Silver Economy Expo is the B 2 B Trade Show for services and technology for seniors

This 7th annual event is held under the honoured patronage of Agnès Buzny, Minister for Health and Solidarities, Bruno Le Maire, Business and Finance Minister, Muriel Pénicaud, Minister for Employment and Sophie Cluzel, Secretary of State with portfolio for the handicapped.

Silver Economy Expo will be held jointly with [Salon des services à la personne et de l'emploi à domicile](#) (The Trade Show for personal and domestic services) on the 26th and 27th November 2019, Porte de Versailles, Paris

Free invitations are available on www.silver-economy-expo.com

Information about Bluelinea

“Taking care of your parents , whether they are old or handicapped, at home or in a residence.” That is the main goal of Bluelinea, an innovative player in the Silver Economy. The company has used its support platform (which operates 24 hours a day) to develop three areas of expertise related to solutions and services for getting the most out of old age.

The “ Domicile Services” centre provides support day and night to 28 000 people in the form of subscriptions. The “ Automation Services” Centre modernizes any living accommodation , making suitable adjustments and making it safer for elderly and handicapped people. *The “ Institutions Services” Centre provides equipment to groups of care homes or hospitals to help carers and to protect residents.*

Bluelinea is innovative by coming up with the best improvement solutions by tailoring them to the circumstances of each person losing autonomy.



More information is available on : <http://www.bluelinea.com/>. Find us on Twitter (@Bluelinea) and Facebook (Bluelinea).

Information about France Silver Eco

France Silver Eco brings together the main players in the public and private sector of the Silver Economy. Its objective is to bring together and stimulate the national ecosystem. Its job is to : stimulate the growth of an innovative industry and a caring sector with high standards in the field of technology for the Silver Economy ; support the professionalization of public buyers in this area. The roll out of the Silver Economy Databank has been one of France Silver Eco's significant big projects in recent months.

www.france-silvereco.fr / @francesilvereco

Information about UGAP

UGAP is a public institution which is overseen by two ministers : the Minister for Action and Public accounts and the Minister for national education. It is the only national general public purchasing centre. UGAP is a player with a specific role in public purchasing . Its global activity exceeds 4 billion Euros (before tax) of which 3.5 billion Euros is spent in wholesale purchases (purchases for resale) and 520 million Euros is spent on direct purchases by public entities in the gas and electricity markets. (They make these purchases through UGAP which acts as an intermediary).

UGAP's clients are principally regional and local authorities, public institutions and authorities , the social sector and public health organisations. Through the purchases it makes, UGAP serves as a tool for enacting public policies on rationalising spending, sustainable development, support for SMEs , local employment and innovation. Around 53 % of the businesses in a market are SMBs and 27 % are ETIs (small to large enterprises).

UGAP was certified as a " Responsable supplier and acquisition relations organisation" by the Mediation organisation for businesses and the National Acquisition Council. Its purchasing centre is also an associate member of French Tech.

More information is available on www.ugap.fr

Information about Assurance Retraite Ile de France

L'Assurance retraite Île-de-France, is the top player in retirement. It also encourages and supports innovative initiatives for retired people. It is therefore committed to the development of the Silver Economy for making the most of old age through its invitations for submissions for projects, its partnership with Silver Valley and its funding of the Charles Foix Grant.

www.lassuranceretraite-idf.fr

#SilverExpo



Press office : Caroline Fichera – caroline@presse-enpersonne-expo.com – 01 47 61 49 33