

## PRODUCTNAME - WISR

COMPANY	FOUNDING DATE
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WisR GmbH

SECTOR	RAISED CAPITAL
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Silver market € 100,000 --

CEO	WEBSITE
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Klaudia Bachinger [www.wisr.eu](http://www.wisr.eu)



## PRODUCT DESCRIPTION

### PRODUCT/SERVICE

WisR is an online matching platform where companies can find motivated and experienced silver agers. For companies we offer monthly subscriptions including access to the platform, job postings, project postings and an employer branding page. The goal is to re-integrate skilled elderly people into the working environment and enable a knowledge and expertise transfer to the next generation.

### PAIN POINT & SOLUTION

Due to the ageing population, a global workforce crisis, and the fact that 44% of the European population will be over the age of 50 in 2030, we need motivated Silver Agers back on the labour market. Every second silver ager wants to continue working actively. WisR's solution is a concentrated pool of highly motivated silver agers.

### ADVANTAGES OVER OTHER PRODUCTS

Employer branding opportunity & access to experienced and skilled workforce for companies. WisR's matching algorithm and UX/UI are taking needs of silver users into account.

## FACT SHEET

### TEAM & PEOPLE

**Number of employees: 11**

▪ **Founders:**

Klaudia Bachinger, Martin Melcher, Carina Roth

▪ **CEO:** Klaudia Bachinger

▪ **CFO:** Carina Roth

▪ **CTO:** Martin Melcher

### ACHIEVEMENTS & MILESTONES

- won the CES Awards in the category Social Impact
- accepted to a highly competitive accelerator program (weXelerate)
- launch of platform for silver agers end of January 2018

### BENCHMARKS & PLANNED USE OF CAPITAL

- product development
- marketing to build the brand
- sales