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Candoo Tech Trains Seniors to Overcome Fears, Obstacles and Embrace Technology

Start-Up Focuses on Providing Senior-Friendly Support To Help Older Adults Stay Safe, Independent And Connected

NEW YORK, NY -- The ability to use technology became increasingly important this year as everything from family gatherings to medical appointments moved online. For individuals age 65 and older, connecting virtually has shown distinct health benefits. According to data from the National Health and Retirement Study, older adults who communicated via video chat were 50 percent less likely to report depressive symptoms than their peers. Making the connection, however, is not always easy. Three-quarters of Americans age 65 and older say they need someone to show them how to use new electronic devices, according to the Pew Research Center.

“The struggle to learn and use technology is real and even more difficult for older adults who may have hearing loss, impaired vision or mobility limitations,” said Liz Hamburg, founder and CEO of Candoo Tech, a start-up that provides tech support and training to older adults. “I saw it first-hand with my father who went from being a tech-savvy, early adopter to struggling to use his iPhone and computer as his eyesight, hearing and dexterity declined.”

Hamburg founded Candoo Tech in 2019, inspired by a voicemail message from her frustrated and perplexed father who said, “Alexia (stet) has gone out of town. She won’t answer. We tried her five times. What do we do?”

Tech Concierges Trained Specifically to Help Older Adults

Questions such as the one from Hamburg’s father are now answered readily by Candoo Tech’s staff of experienced help desk professionals called Tech Concierges, who work 100% remotely since the onset of COVID-19. Beyond the tech basics, Candoo’s Tech Concierges are specially trained by a leading New York City geriatric health institution, cognitive enrichment specialists and other geriatric experts to work with older adults, including those with disabilities. This training helps the Tech Concierges to identify clients’ physical and cognitive limitations, and adjust their communication to provide patient, easy-to-understand support and address a client’s specific personal needs, as well as their tech requirements. Candoo Tech Concierges are based in the U.S. Training and support are available in English, Spanish and Russian.

“Our Tech Concierges work with clients who exhibit a genuine fear of technology,” Hamburg explained. “Often, they are so nervous, their hands are shaking. When we start, many they tell us they feel intimidated and incapable of learning. It’s sad and it’s frustrating, because *Candoo*

connected technology has the proven ability to improve the quality of life for these individuals. But the joy is watching someone who felt 'stupid' in their words, realize that they 'cando it'!"

Candoo Tech Clients

Candoo Tech's clients range in age from 55 to 105. Clients' needs vary from learning to take and send photos to their doctor or mastering video conferencing so they can continue to work remotely at their professions to quick help resetting passwords, joining a Zoom meeting or adjusting their display.

For example, 98-year-old Roberta is a WWII veteran and former flight attendant who has learned how to use the Kindle app, to shop online using Amazon, and to connect her hearing aids to her iPad so she can have Zoom calls.

Steve (age 80) and Judith (age 75) are a working couple who rely on technology to keep their businesses going. Both have solid tech foundations, but contact Candoo when they run into obstacles. Judith says Candoo Tech Concierge's "don't speak computer-ese" are "very reassuring." and "treat her as the most important client we have." Last year with Candoo's help she was able to obtain a copyright online for a play she wrote.

Candoo Support and Pricing Options

Candoo Tech offers three service options, a one-hour remote session for \$50; an annual membership for \$180 which includes two, 90-minute training or support sessions and unlimited quick help; and a new device set-up and training package for \$180. In addition to one-on-one instruction, Candoo Tech provides group lessons to older adults through partners including offices of aging and senior living facilities.

About Candoo Tech

Candoo Tech provides tech support and training specifically designed for older adults to help them stay safe, independent and connected. Candoo's services are provided remotely, nationwide by U.S. based Tech Concierges who are specially trained to work with older adults. The company was founded by entrepreneur Liz Hamburg in 2019 and has been working with older adults and their families directly as well as with senior living facilities and other organizations. Candoo has seen that with the proper training and support, older adults realize that they 'cando it'." Candoo Tech is a proud member of the inaugural class of Techstars Future of Longevity Accelerator in partnership with Pivotal Ventures, an investment and incubation company created by Melinda Gates. For more information go to www.candootech.com .