



**Torba Borba
is an ecosystem
for convenient
shopping and errands**

Staying active is crucial for prolonging senior's life, even when they have mobility limitations. For 100% of seniors, going shopping is the main activity and purpose of leaving home.



Bags with purchases could be heavy and surpass seniors capabilities (according to studies 45% women aged 65-74 are not able to lift 4.5kg)



Seniors need to bend down to take goods out or put them into bags



Passing physical obstacles, especially climbing stairs is very challenging

solution - electric wheel bag for seniors

Easily carry 20kg of goods
sensor-driven electrical motor

No bending to place groceries
- adjustable bag height

**Helps to pass obstacles
and climb stairs**
E-powered drive system



**Combines a trolley and a cart
function**

Segregation of goods and
moving around shop is easier.

proof of concept

two iterations and bunch of mockups behind us



solution - electric wheel bag for seniors



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Extensive research has confirmed the desirability and usability



Background research

Conducted ethnographic research

- Conducted user interviews
- On-site observations in shopping centers
- Participation in shopping trips



MVP Testing

Concept refined with 40 users through co-creation

- Prototype verified with 15 users
- Rental and co-ownership model designed with users



Second iteration of research

We conduct extensive user research in Swedish, Norwegian, Swedish and German to create go to market strategy that will benefit users suit and klient

solution - electric wheel bag for seniors

An activity companion where user don't have to carry things. You can go grocery and for coffee with friends, to the swimming pool or do joga in park.



Wheel bag with an electric drive and adjustable height baskets



With torba Borba user can comfortably move with things without feeling their weight, despite architectural barriers, stairs and hills.

Sherring system designed with the customer and community in mind, supported by the application an innovative sharing system.



market and clients



first target group:
Seniors
family of elderly people
B2B Senior Care Centers,
NGOs, senior communities

next target group:
**Sustainability - focused
urbanites**
other customer segments like
young carless people, mothers
whose children grew out of a
stroller, women living close to
grocery shops etc.

Team

Jarek Mańkowski

CTO & Board member

Engineer, PhD of technical sciences, expert in the field of strength calculations of structures using the Finite Element Method. Specialist in the design and optimization of structures. A specialist in the preparation of numerical models for FEM calculations. R&D manager. A long-time lecturer at the Warsaw University of Technology.

Ewa Hiller

Founder & CEO

[homepage](#) [LinkedIn](#)

Awarded Industrial designer
6 years professional experience
Graduated with honors from the Faculty of Design and was mentioned one of the best degrees of Academy of Fine Arts Warsaw.
Her designs were exhibited worldwide



Marzena Mańkowska

office manager

A graduate of the Faculty of Civil Engineering at the Warsaw University of Technology. Civil engineer, accountant. A specialist in the field of "small accounting". She gained experience working as an engineer in the construction company UNIPROJEKT. Then as an accountant and HR at ADAD sc. She cooperated with PROiKOM sc.

Kasia Klimek

COO

[homepage](#) [LinkedIn](#)

strategic and operational manager,
excellent PM,
15 years experience as a CEO/COO
mHealth startups go-to-market strategy
mentor in UN contest
innovation strategy consultant

They talk about us:

radio:

Czwórka, RDC, Kampus,
RMF Classic

tv:

TVP 1,
National Geographic

press:

F5 design, igimag,
business insider, label
magazine, Spoleczni.pl,
Nowy Marketing, Property
Design, Gazeta Senior,
naszemiasto.pl



GazetaSenior.pl





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Let's do it together!

innowacjatorbaborba@gmail.com
+48 668623592

