About Us

GetSetUp is revolutionizing the way we age as the first social learning platform for older adults.

What we are solving for:

- The digital divide and social isolation are real problems for those over the age of 50. 24% of Americans 65+ are considered socially isolated and 43% of Americans 60+ feel lonely – many are cut off from vital services and connections.
- Older adults need jobs and our economy needs them – PwC estimates that up to $3.5 trillion could be added to OECD economies by encouraging people nearing retirement age to stay longer in the workforce.
- Older adults can continue to thrive, but there is no safe place for them to learn, socialize, and connect.

We celebrate & empower older adults to live their best lives:

- We provide live, interactive classes for older adults to learn and connect with each other.
- All our creators are older adults teaching their peers
- We teach the products and services that matter
- Our customized video platform built for older adults removes friction from connecting online and offers diverse levels of access and interaction.
- We are a safe, secure, and empowering environment with live onboarding and customer support

We address the social determinants of health

- 68% learned a skill they could use for a job, their own business or volunteer work
- 94% had access to learning opportunities they wouldn’t normally have
- 61% felt healthier with GetSetUp and 64% felt more active with GetSetUp
- 95% feel GetSetUp is a safe virtual environment
- 91% find like-minded people and 95% felt it was a safe virtual environment
- 67% felt more socially connected and 37% have met a new friend on GetSetUp!

Success metrics

- 4.6 million active users in 2 years
- 4,000+ classes, speakers, and special events
- 24/7 Live programming
- $1.1M+ invested in older adult content creators since Jan 2021
- 40% of our staff are 50+
- 4+ languages
- Over 100 state and local government, community, and health partners.
- A global community with hubs in the US, India, Australia, and the UK.
- Exceptional levels of engagement
- Improved health outcomes

www.getsetup.io partners@getsetup.io press@getsetup.io
**Our founders**

**Neil Dsouza**
CEO, Co-founder
With a background in edtech, and former CEO of Zaya, an organization helping children in remote regions access high-quality learning tools, Neil started GetSetUp to empower older adults to teach each other new skills and to stay active and connected.

**Lawrence Kosick**
President, Co-founder
Having grown up listening to the wisdom of older adults at his father’s non-profit assisted living facility, Lawrence started GetSetUp to use his consumer internet and enterprise software background to build a community where older adults could thrive and find purpose and economic opportunity.

**Deval Delivala**
International Markets, Co-founder
Deval Delivala was an initial investor at GetSetUp and seeing its potential joined as a co-founder. She helped build Uber in international markets for eight years and then headed supply growth for India and started multiple initiatives such as safety, vehicle financing, and the leasing business.

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**Older adults matter**

- By 2030, there will be 1.4 billion people over the age of 60.
- 56 cents of every dollar spent in the U.S. in 2018, came from someone 50 or older.
- ~ 80% of older employees say they’ve seen or experienced age discrimination in the workplace
- The 50+ demographic are underserved online
- 90% of the population does not have access to a senior center or library, and globally the infrastructure to keep this population engaged does not exist.
- COVID forced this group to get comfortable with adopting technology and video as a way to stay active, connected, and independent.

**In the press**

*Forbes: Companies Are About To Lose 50% Of The U.S. Consumer Market If They Don’t Adapt Products And Services To Them*

"Older people are not feeble and helpless. To appeal to older audiences help remove their reliance on others and work out how you will empower these individuals with full adoption of your product/service."

*Insider: Loneliness Is A Big Risk For Older People Stuck At Home. Here’s How To Connect With Seniors When You Can’t Be Together In Person*

"GetSetUp offers free group classes to seniors on everything from how to use Uber to how to pay bills online."

*NY Times: Remote Learning Isn’t Just for Kids*

"Learning at any stage of life is what stimulates creativity and joy," she [Ms. Livingston] said. . . ."I love that I can help others keep their zest for life and help myself in the process."

*Forbes: A Fast-Growing Site Taps An Urgent Need In The Pandemic: Helping Seniors Cross The Digital Divide*

"Most adult learners are not DIY," says Dsouza. "They require some level of personalization."