

Lökwest Limited - Zest

Remember When?

Do you remember the “good old days”, when you picked up the phone for one thing – *to make a phone call*? What about the time you spent “accidentally” picking up the party line? Or if you even had a TV remote, it had a half-dozen buttons? If you do, you’re probably a member of the “greatest generation” or “baby boomers.” You’re proud of where you came from but you look back and wish things were simpler.

Those were the days, when buttons, clicks, commands, and gadgets dials didn’t come by the dozen! Now you can’t even fix a cup of coffee or microwave a snack without technology. If it takes you pouring over 75 buttons to make a call or work a television, is it any wonder technology can be frustrating? You’ve worked hard, you’ve learned what you needed learn to get this far. **Can’t things just be easy again?**

Does this Sound Familiar?

If you are one of the 40 million-plus “seniors” in the United States, the chances are you could use a hand with technology. In fact, according to the April 2014 Pew Report on Older Adults and Technology Use, “Many seniors remain largely unattached from online and mobile life—41% do not use the internet at all, 53% do not have broadband access at home, and 23% do not use cell phones.”

You may be interested in or need technology but don’t know where to start. Or, if you have technology and are like the average person, you struggle to keep up. With today’s rapid changes in technology, gadgets, and words, it’s hard to even *know* what it can do for you *in simple terms*. **Where do you even begin?**

On top of it, with typical consulting rates well out of the average senior’s comfort range, you can’t afford to scratch the surface. Even under the best of circumstances - a purpose and desire as well as time and money, the challenge still remains: **Who do you call for help?**

It seems that despite the country’s affluence and abundant technology resources, **seniors have no one to call on for a practical, hands-on approach to specific needs and goals using technology.**

Call on Zest!

Does this sound like you?

- You talked to the technology person, got the technical explanation, and were lost.
- You knew someone to help you but they are no longer available.
- You received the gift that no one explained how to turn on (or off sometimes!).
- You thought you did everything right, but your equipment is always acting up.
- You tried the library or center, saw a volunteer, or took classes and found volunteers are in short supply and classes didn't help you meet your goal.

If technology *is not* your friend, you need some zest.

zest: noun \ 'zest \

- : keen relish; hearty enjoyment; gusto.
- : an agreeable or piquant flavor imparted to something.
- : anything added to impart flavor, enhance one's appreciation, etc.
- : piquancy; interest; charm.
- : liveliness or energy; animating spirit.

Zest, a new program from Lökwest Limited, has been created to fill this gap that exists nationwide: ***Who can seniors call on for a practical, hands-on approach to specific needs and goals using technology?***

Our mission is to educate the senior population on technology, but that's a small part of making technology work for you. First, we'll **listen and get to know you**. Then, we'll see where a "zest" of **technology can enhance your healthy, vibrant, connected, and independent lifestyle**. You shouldn't have to go back to school, remember more lists, or push more buttons.

The Zest program has **three core principles**:

1. You are **NOT** too old to learn technology and there's **ALWAYS** new and interesting technology to learn.
2. You **DESERVE** to have a device with full Internet access in your home, regardless of your income.
3. You **CAN** overcome any challenge. Be it physically, mobility, dexterity, or memory oriented, we understand.

Our **core values** are based on good old-fashioned common sense, and we strive to treat each client with **patience, courtesy, honesty, and privacy**. It's as simple as that.

Our Approach

We take time to get to know you.

We want to see what makes you tick. That's it. We start with a simple conversation about who you are and how you got to where you are today. Tell us your hobbies, needs, and goals and we'll help you with the gadgets.

Make sense? Think of us as your technical concierge, your gadget coach, or your "go to" contact whenever you have a question involving technology. We simply have a passion for enhancing people's lives with technology.

We give simple suggestions you can use.

We want to be logical and practical in our approach. We'll take your goals, do some brainstorming, and give you some clear suggestions that you can take or leave. We stay in your comfort zone, at your pace, with as little lingo as possible. Instead of giving you a class on everything on the device, let's get you an answer.

Here are a couple of examples:

If you are looking to purchase a new computer, we'd ask you a few questions about your *goals* for technology rather than just explaining technology choices. With the way technology changes, the best solution may not even be a computer, but a tablet or phone!

Or, you may be just starting out with technology and want to send an e-mail and some pictures to the grandkids. The quickest way to send an e-mail may be from a phone!

If this sounds overwhelming, don't worry! We can assist with purchases, setup, support, and training.

We face your challenges with you.

Let's face it. We all have challenges regardless of age. We realize that if you "remember when", then sometimes your brain just feels full! If you're just not as physically or mentally quick as you used to be, it's OK. Patience is one of our core values. We take the time to find unique ways to achieve your goals at a comfortable pace.

If you have physical, mobility, dexterity, or memory issues, the good news is technology can help you. There are a variety of aides available, including: calendars, reminders, voice control, dexterity and cognition exercise games. The list is endless and we can help you navigate it.

We charge a fair price.

Unfortunately, there isn't a one size fits all solution. As with all projects, three things go into a calculation:

1. How much time can you spend towards the goal?
2. How many goals do you want or need to achieve?
3. How much can you afford?

Pick which question challenges you the most and we'll go from there. The goal is to be flexible, fair, and affordable. As part of our core values, technology should be affordable to all those who are willing to learn. Like the good old days, **excellent service for a fair price** is what we aim to achieve.

We are not a non-profit, but we do work with those on a limited income. We volunteer weekly at the Dorothy Visser Senior Center and give monthly presentations with the San Clemente Village. We also subsidize services, on occasion, for those in dire need.

Zest Stewards

The Zest Stewards group has been created as a sounding and steering committee for the Zest program. They are an essential function of keeping the spirit of the program alive.

Zest Stewards are staunch believers in our founding principles and core values. They are members of the senior population and have direct experience with our program. The committee meets on a regular basis with Zest management to give direction on the program, ensuring that we are in alignment with our principles. Zest management relies heavily on the Stewards when developing new ideas and programs to roll out to the general Zest community.

ZestZone

The ZestZone is THE online community for seniors to **talk about technology *with other seniors***. The community is designed to be a safe haven, where people aren't afraid to ask that "stupid question" and where people give straight answers.

Keeping seniors connected is a core aspect of the program. Studies have shown that a continued feeling of purpose into older age leads to a better quality of life. The ZestZone is the perfect place for seniors to help one another, stand together, and connect. **Who better to help someone who "remembers when" than another person who does too!**

In addition, practical articles and ideas on technology will be available on the ZestZone. We will regularly post interesting, senior-oriented technology news, as well as contributions from our own Zesters. Several seniors and Zest Stewards who have a passion for the program and creative writing have already volunteered to contribute.

We Measure Success

Through outlets such as surveys, the ZestZone, and community outreach, we will continually monitor Zest's success. Whenever we find a better way to help the senior population with technology, we want to share it. We hope to keep the entire community of Zesters strong, connected, and savvy.

Believe in Zest

If you believe in our cause and would like further information, please contact us. We are currently working on applications for grants, corporate, and private funding to help bring technology assistance to the large population of seniors who otherwise could not take advantage of our services.

Contact Us

For a consultation or to discuss investment opportunities:

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