

## **BIG Idea Finalists and Mentor Contact Information**

### **Finalist Information**

**Presentation Time: 10:00 AM**

BIG Idea Business Name: Countryside Living

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### **Mentor**

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## Countryside Living

### Concept Overview:

Countryside Living is an assisted living facility for retired farmers and farmwives who would rather stay in the country than move to a facility in town. This will allow them to still do daily farm tasks and live their same country lives with the supervision of nurses and assistants.

### Product or Service:

The service is an assisted living facility that would be located in the country. We will need to find open land in the country that will be big enough for the facility itself, and still have room for animal pens, tractors, ect. We will hire a construction company to begin building, and help us design our facility. We want to make it look like home for the residents, so it will be two stories, with an elevator, and a beautiful wooden staircase. We want to have a therapy pool. We will have tractors and farm animals, so the farmers can continue to live the life they have always known. This will also be good because since the residents will be farmers and people that have lived in the country, they will have a lot in common, and can have conversations about things they all enjoy. This will help eliminate the feeling of loneliness that some residents in town facilities tend to obtain.

### Marketing Opportunity:

Our industry is a home for assisted living. We will offer various services for the residents such as bathing, dining, activities, and more. We will have nurses, nurse aids, therapists, and culinary specialists on hand 24/7. The building will sit on 40 acres of land, alongside a two story barn and various animal pens. Our customers will focus mainly on the elderly population that need assistance in their everyday lives. These people will be residents that have previously worked on a farm or worked as a farmer's wife. The average age of residents will be about 85-90. The prices will depend on the room size that the resident wants and the type of care that they need. They will have to pay extra for certain meal plans or for a whirlpool bath. We will promote our product by using ads and putting on different events at our home so people can come check it out.

### Competition:

Our competitors would be the many assisted living facilities in town. Our customers would have options in town to choose from that would have different styled rooms but the same style of care. Our assisted living facility is much

different from the options in town. Our facility would give residents a chance to continue their lives of living on a farm, while still getting the help/care that they need. Unlike assisted living homes in the city, our facility offers many different activities that would keep our residents performing daily farm tasks and helping them feel at home. The strengths of our facility are the opportunities for residents to continue living in the country, top-notch care by experienced nurses, a place for residents to feel at home, and great food services for all kinds of diets. The weakness of our facility would be the location. It might be more difficult for families to come out and visit their loved ones, as the facility wouldn't be as easy to find as places in town. The other facilities could compete with the care that we give, because they also offer many nurses and nurse aids, but they would not be able to give the residents the same experience as Countryside Living would offer.

### **Management and Operations:**

It will take a well operated team to run our facility. Our administration will consist of many different employees. We will need dietary management to create menus and provide food costs and kitchen management. We will need medication management such as a pharmacy, med aids, and nursing support. We are going to have financial management to account, budget, and manage bills. The biggest part of the team will be the staffing which includes care givers, nurses, kitchen, housekeeping, and management. Some of the physical facilities we will need include apartments, a tub room, janitor closets, a nurse's room, a guest bathroom and a mailroom. We will need the normal medical technology such as blood pressure machines, laptops to chart, oxygen tanks, pagers, and much more. Once established, our biggest ongoing expense will be keeping all of our technology up to date.