Uruguay is the country with the highest rate of aging in our region, with 20% of the population over 60 years of age. 15% of those seniors have retirement income or pensions that are not sufficient enough to cover their needs. The lack of liquidity has a very negative impact on this stage of senior's lives, since consumer credit is the only alternative to access the money they need.

The solution
An exclusive platform for investment in the form of bare ownership, and annuities, connecting investors with the homeowners, with the objective of improving the quality of life of the elderly.

Produced a study on the NudaProperty market and its impact on the most vulnerable seniors.
150 NudaProperties offered on the platform, 42% to low-income people and 70% to women.

$150,000 in technical cooperation.
This prototype will serve as a reference for entrepreneurs and impact investors who have yet to understand the full potential of the silver economy market and to address the needs of vulnerable seniors, specifically women.

For more information, visit us at bidlab.org and follow us!