

PRESS RELEASE

New start-up Tilia attended the Silver Economy Expo on the 27th and 28th November 2018

Levallois-Perret, 23rd November 2018 - Launched in 2018 and backed by BNP Paribas Personal Finance, Tilia, the start-up which helps those who act as carers for loved ones who have lost their autonomy, attended the Silver Economy Expo in Paris Porte de Versailles on the 27th and 28th of November 2018.

Tilia, a start-up created by and for carers

The idea for Tilia is based on a simple observation: 11 million of the population in France care for a loved one who has lost their autonomy every day. A heavy responsibility to fall on the carers, as nearly 70% of them combine this activity with their professional role.

Christine Lamidel - Founder of Tilia: *“Because I know that the role of carer that we naturally assume out of devotion to our loved ones is not always easy to take on, that to have a loved one who has lost their autonomy live with them is not an easy thing; I saw my parents exhaust themselves and lose all their energy carrying out this role. Because sometimes we feel lonely and powerless faced with the enormity of this task, and that finally it is complicated to reconcile your personal life, your professional life and your life as a carer. For all of these reasons, we created Tilia.”*

Launched in 2018 and backed by BNP Paribas Personal Finance in an intrapreneurship programme, Tilia facilitates ‘ageing well’ at home by making various services available to assist the carers in the organisation and the daily monitoring of a loved one who has lost their autonomy.

How does it work?

Tilia is an app available on smartphones and tablets, linked to a personal assistant who is reachable 24/7. This service makes it possible to organise the daily life of a dependent loved one in their home, without them necessarily needing the app.

Tilia allows:

- daily advice and guidance in researching service providers;
- assistance in completing administrative tasks;
- the coordination of the various contacts around your loved one (organisation, taking them to various appointments, and aggregation in the shared agenda of the app);
- receipt of a real-time confirmation of the completion of services in the home of your loved one;
- reminders of day-to-day actions;
- secure discussion within a community of carers;

The app is available on the app stores (Apple and Google Play) and has welcomed its first users over the last few weeks. Tilia hopes to evolve the service to ensure it meets carers' expectations, to support them on a daily basis, help them save time and make them feel calmer. This is why the service is available free of charge to all carers until March 2019.

And because within every company, 17% of staff are potentially acting as carers, our development is also aimed at companies who would like commit to well-being at work for their employees.

To benefit from this service and join the community, email info-tilia@ifsaLpha.com. You can also follow Tilia's activities on the [blog](#) as well as [LinkedIn](#), [Twitter](#) and [Facebook](#).

The whole team was there at the Village Start-up at the Silver Economy Expo fair in Paris Porte de Versailles on the 27th and 28th November.

“Carers, associations, organisations, come and visit us! We are always listening and available to discuss things with carers in order to better understand their issues and offer the most appropriate service. »

The Silver Economy Expo is the professional fair for services and technologies for seniors, and took place on the 27th and 28th November 2018 in Paris.

<https://www.silverereco.fr/save-the-date-silver-economy-expo-2018-aura-lieu-les-27-et-28-novembre/31101442>

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