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Title: Vista Paradiso: A Paradise for Us and the Us Before

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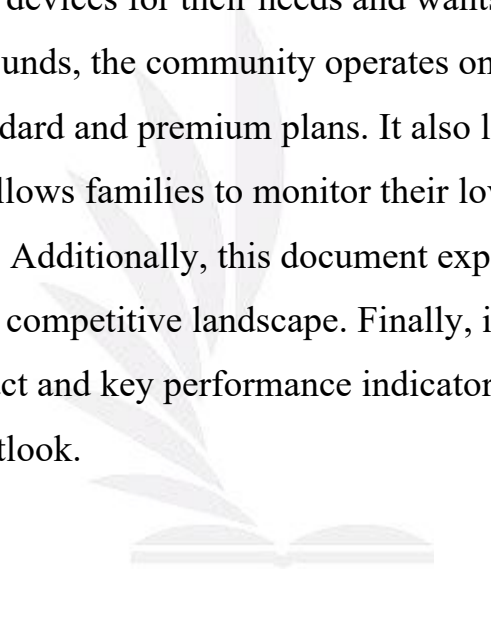
Department: Department of Industrial Engineering and Systems Management

Academic Year: Semester 2, 2025-2026



Abstract

This paper presents Vista Paradiso, an innovative retirement community that addresses the growing needs of the global ageing population while combating the “grey digital divide”. As Technology advances, older adults are frequently excluded from digital activities due to inadequate resources and skills. Vista Paradiso seals this gap by combining high-quality, on-site healthcare with continuous digital literacy programmes to ensure residents across various income levels can utilise modern devices for their needs and wants. To accommodate different income backgrounds, the community operates on a flexible tiered business model with standard and premium plans. It also leverages an AI-powered mobile application that allows families to monitor their loved ones’ health, activities and well-being. Additionally, this document explores the organisation’s identity and examines its competitive landscape. Finally, it analyses its stakeholders, social impact and key performance indicators (KPIs) to provide a comprehensive future outlook.

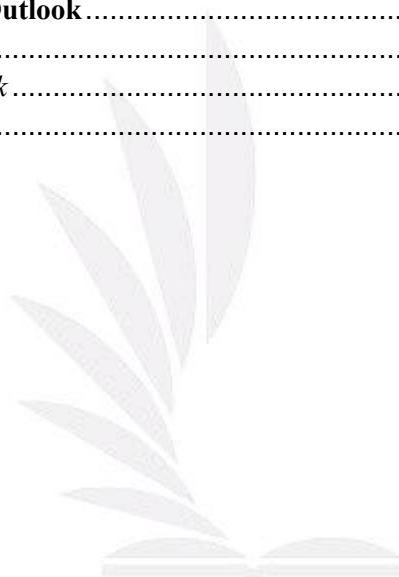


Keywords

Smart Ageing, Retirement Community, Digital Literacy, Elderly Care, Grey Digital Divide, Age-Tech (or Ageing Technology), Inclusive Healthcare, Assisted Living

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Introduction and Social Problem

The ageing global population creates a growing need for modern living solutions for the elderly. Vista Paradiso is an innovative retirement home designed to meet this need by combining daily care with digital technology. The main goal of this startup is to create a welcoming environment that is accessible to people across all income levels. By offering an inclusive approach, the community ensures that high-quality care and modern technologies are available to elderly people.

The main focus of Vista Paradiso is helping the older generation connect with the digital world. Residents have access to various technologies designed to support entertainment, education, and personal hobbies. Because modern devices can sometimes be challenging to learn, the facility provides ongoing classes to teach residents how to use these tools and include them in their daily lives. Along with this digital focus, Vista Paradiso provides complete access to all necessary healthcare services, ensuring that the medical and physical needs of every resident are professionally managed on-site.

To support different financial backgrounds and personal preferences, the business operates using two main service plans: a standard option and a premium option. These plans offer different levels of access to the provided technologies and community activities, allowing families to choose the arrangement that best fits their situation. Additionally, Vista Paradiso features a custom mobile AI-powered app designed specifically for the family members of the residents. This internal app allows them to easily track their parents' health, daily activities, and overall well-being, keeping families closely connected regardless of physical distance.

The fast growth of technology has improved society, but it has also created a barrier for older adults. As the number of older people increases worldwide, a serious social problem called the "grey digital divide" has become clear. This term describes how the elderly are often excluded from the digital world because they lack the skills to use modern devices (Mubarak & Suomi, 2022). Even though basic technology is easier to find today, the constant release of new devices and programs makes it hard for seniors to keep up. As a result, older adults often struggle with everyday online tasks, which leads to social isolation and limits their involvement in modern life (Mubarak & Suomi, 2022).

Vista Paradiso solves this problem by helping seniors of all income levels connect with digital technology. Research shows that being left out of the digital world causes loneliness and harms the healthcare of the elderly, because many cannot use health apps or contact doctors online (Mubarak & Suomi, 2022). By providing technology and careful, clear teaching, Vista Paradiso helps residents overcome these challenges. The community ensures that seniors get the support they need to use technology for entertainment, learning, and health care. This method reduces the harm of digital isolation, helps residents live better lives, and allows them to stay closely connected to their families through a custom tracking app.

Company Identity

Vista Paradiso is an innovative smart wellness living community that integrates AI, sustainability, nature, and human-centred care. This brand believes technology can be leveraged to better human warmth and to improve the quality of life and emotional well-being of people at any age and any level of accessibility.

Vista Paradiso focuses on the idea of “Smart wellness with humanity.” Vista Paradiso’s residents have access to personalised well-being experiences through an AI that has been developed and trained by wellness and healthcare professionals. After providing information such as allergies, stress levels, sleep schedules, goals, health conditions, and other wellness-related goals, the AI of the Wellness Concierge suggests personalised meals, wellness activities, recommended sleep routines, and different spa treatments. Each resident has the ability to receive a wellness experience of their own, as though they have a wellness assistant at their service.

Vista Paradiso also provides Smart wellness rooms that have the ability to change aromatherapy, sound, light, and temperature to accommodate how the residents wish to feel wellness and to enhance their room wellness data. For instance, a Wellness Room can be switched to a Relaxation wellness room with warm light, calming scents, and slow, gentle nature sounds. The Smart Wellness Rooms can also be switched to a room with an energised light and calming scents to energise the room. Residents also have the ability to personalise the wellness setting of the room through the smart application.

Additionally, wearable wellness bands are provided to track heart rate, sleep patterns, stress, and physical activity of residents. All the data collected from the

devices is linked to the AI system in the retirement home and an intelligent central application that will enable residents to control room temperature, book their time at the spa, manage schedules related to wellness and monitor their own data and AI-based suggestions all in one place.

Despite having many innovations, Vista Paradiso retirement home ensures there is a place for genuine human interaction in its services through well-trained professionals, wellness specialists, caretakers, and butlers. Furthermore, the retirement home makes sure that sustainability and conservation become a part of its personality through renewable energy in the form of solar panels and wind turbines, and rainwater recycling that preserves the surrounding environment.

Another vital component of the company's identity is the collaboration and involvement in social responsibility. In particular, Vista Paradiso retirement home collaborates with local farmers in order to provide fresh and organic products; and in return, food waste from the retirement home is used as fertiliser or biogas and provided to community farms, thus creating a sustainable circle for the mutual benefit of both sides.

The retirement home's emphasis is on mental well-being as well, with the use of "Social detox zones," Wi-Fi-free zones where the residents can unplug from their devices and from social media and enjoy themselves by engaging in activities like yoga, meditation, tea ceremonies, reading, nature walks and more. The architecture of the retirement home follows the concept of biophilia, which includes natural light, the presence of plants, openness, and a mountain view that together create a serene atmosphere. (Zhong et al., 2022)

While Vista Paradiso does offer services for seniors to live in and age smartly, Vista Paradiso is not exclusively limited to elderly care alone. Family

members who come to visit residents are also able to stay within the retirement home and spend quality time together in a comfortable and supportive environment. This helps strengthen the emotional connection between residents and their families while creating a warm multi-generational atmosphere within the community.



Business Model and Competitive Landscape

Key Partners Government Agencies & Health Departments Corporate Sponsors Technology & AI Developers Local Community Centres & Volunteers	Key Activities Cross-subsidisation Management Digital Dual-Tiered Care Delivery Stakeholder Management Key Resources Human Capital : Employees, educators, etc. Resort Property Financial Capital Technology: Tracking Monitors, AI machinery, etc.	Value Proposition Vista Paradiso provides a pioneering, dual-tiered smart ageing environment that funds accessible, yet high-tech care for underprivileged seniors through premium luxury retirement services. The digital divide that is imposed on them will be minimised to help them become more digitally literate, safe and connected with their families.	Customer Relationships For Residents: Hand-held guidance, personalized digital literacy training, and a high-touch, supportive community environment. For Families: Continuous reassurance, safety updates, and transparent medical metrics delivered through the proprietary family-monitoring app. Channels Commercial: Digital marketing, luxury lifestyle seminars, and premium healthcare professional networks. Public/Grassroots: Direct partnerships with local municipal social services, public health departments, and local community centres. Service Delivery: The physical smart-resort facility and the custom mobile AI application.	Customer Segments Primary Beneficiaries: High-net-worth retirees seeking premium luxury care and advanced lifestyle amenities, paired with underprivileged, low-income seniors requiring subsidised high-tech care. Economic Buyers: Affluent adult children and working-class families seeking secure, professional, and reliable care for their ageing parents.
Cost Structure Fixed Costs: Property operations, facility maintenance, salaries for permanent medical, hospitality, and educational staff Variable Costs: Subsidised care packages, meals, materials for community digital literacy workshops, and ongoing investments for AI system maintenance		Revenue Streams Commercial Subscriptions: High-margin fees from the private luxury "Premier Plan" and a fee-for-service model for premium add-ons. Institutional Funding: Strategic government healthcare subsidies, public elderly welfare grants, and corporate social responsibility (CSR) sponsorships to directly fund the "Basic Plan."		

Figure 1. The Business Model Canvas of Vista Paradiso

Vista Paradiso has adopted a unique business model that involves the use of a hybrid social enterprise concept that integrates both commercial market dynamics and public good projects. The underlying mechanism behind its operations includes a cross-subsidy system meant to remedy structural market inefficiencies prevalent in the geriatric care industry, which consistently denies lower-income people access to premium health care facilities. According to the model, there are two different paying customer groups whose contributions would generate the needed revenue flow for closing up the money circle (Social Enterprise Business Model Ideas: 10 Ways to Address Affordability, n.d.). On one

hand, the high-profit "Premier Plan" is offered to wealthy individuals interested in high-value real estate investments, concierge health care services, and advanced technological facilities. The resulting profit margins from the plan are specifically allocated into the subsidy fund that will finance the operations of the "Basic Plan." As such, poor elderly clients can have access to the same facilities as those enrolled in the "Premium Plan" without any costs.

This two-layered consumption approach changes the conventional economic model of providing social care. Using the same facility space and identical technical infrastructure means that Vista Paradiso can keep marginal costs low. Irrespective of whether the elderly are subscribed to an elite plan or a grant-funded plan, the costs associated with deploying the tracking technology and AI software will be almost the same after laying down the basic infrastructure setup. The business model also avoids being susceptible to purely philanthropic organisations that operate under volatile donations by making monthly payments the main driver of operations. This helps the company sustain itself while scaling its impact based on its growth among elites (Social Enterprise Business Model Ideas: 10 Ways to Address Affordability, n.d.).

The current market structure in elderly care can be described using two important dimensions that include technology integration and socio-economic inclusiveness. In the current context, the competitive environment faced by Vista Paradiso is very fragmented and includes three main models, none of which provide an adequate solution to "the grey digital divide" (Mubarak & Suomi, 2022).

Conventional Public and Mid-Market Nursing Homes

Traditionally, public or mid-range nursing homes tend to be placed in the socioeconomically affordable quadrant of the eldercare industry. Unfortunately,

these nursing homes face significant macroeconomic obstacles, which include underfunding in terms of public funds allocated for their care and a critical shortage of health personnel. From an operational perspective, the aforementioned factors limit them to an exclusively defensive mode where all their attention goes into fulfilling physiological requirements such as taking medications, physical movement, and nutritional needs. There is absolutely no time left for anything else, including cognitive stimulation or socialisation activities.

Therefore, most nursing homes do not have any digital infrastructure at all, limiting themselves to simple administrative software for their workers, and not resident-oriented technologies. Such a lack of technology means that low-income seniors are structurally excluded from the digital economy. Given how fast digitalisation occurs across many aspects of life, from banking and telemedicine to others, residents of such facilities find themselves unable to communicate with their relatives or join any kind of online community. According to empirical evidence, such structural exclusion not only contributes to increased cognitive deterioration but is also likely to trigger depression and feelings of being abandoned by society (Mubarak & Suomi, 2022). Moreover, as modern care systems around the world cannot cope with the demands of high quality, residents of such facilities are stuck as "digital refugees" of conventional facilities (Li & Kostka, 2025).

Premium Smart-Retirement Communities

Contrarily, the other end of the spectrum has luxury smart retirement homes located within the technologically advanced quadrant. The sector is attracting huge investments, as the worldwide market for artificial intelligence in the field of ageing and elderly care is forecasted to surpass \$67 billion by 2026 (*AI InAging and Elderly Care Market Report 2026*, n.d.). Such luxury real estate developments

utilise extremely advanced and expensive technological systems like artificial intelligence-powered virtual nurses, radar technology to detect falls, and ambient analytics (*AI In Ageing and Elderly Care Market Report 2026*, n.d.).

Nevertheless, due to the fact that these business enterprise platforms work based on fully profit-making, profit-maximised corporate models, their investment in technology innovation is counterbalanced by the use of very restrictive pricing systems. They demand very high entry costs and maintenance charges on a monthly basis, aimed only at high-net-worth clients. This raises an ethical and social issue since the provision of AI safety devices, early health warning systems, and connectivity systems will be viewed as luxuries rather than fundamental health rights. By putting these vital technological tools behind a very expensive pay wall, these luxurious enterprises have contributed to social inequality in terms of access and utilisation of these critical technologies.

Government Smart Ageing Frameworks

Smart Ageing strategies implemented by the government constitute policy interventions at the macro level that aim to spur the “silver economy” using state-sponsored medical technologies and national digital inclusion goals. Although these governmental interventions seem ideal on the surface, they always face structural bottlenecks when implemented at the micro-level (community level) (Guan et al., 2026). The power to make tracking compulsory and supply hardware such as tablets and body sensors lies with public health authorities and national organisations. Top-down approaches never work since they lack community-based structures and manpower.

The simple provision of such technological equipment without educating these seniors about its usage will not suffice to solve this issue. Without proper, consistent guidance and training sessions to help these individuals develop their

digital skills, the equipment itself will soon be discarded out of frustration. Moreover, most public programs neglect the need for continuous technological servicing, which is required by senior citizens in order to keep their digital experience smooth. This means that, despite the huge expenditure incurred, these broad measures will fall short in filling the operational gap created (Guan et al., 2026).

Vista Paradiso develops a definite competitive edge in terms of avoiding typical trade-offs associated with these three business models. Rather than viewing modern technology as costly or merely a necessary component to operations, Vista Paradiso uses technology to ensure social equity. Using in-house, bespoke AI technology built at cost without purchasing costly enterprise licenses from external providers helps the startup maintain affordability in its operations (Social Enterprise Business Model Ideas: 10 Ways to Address Affordability, n.d.). In doing so, the company can comply with the smart ageing framework criteria set by the government (Guan et al., 2026).

In addition, the use of Vista Paradiso solves an important problem with modern technological implementation – assuming that offering a gadget is sufficient to resolve issues of isolation. The constant and active implementation of human-driven digital literacy lessons is what makes Vista Paradiso successful since it addresses the issue by ensuring that the residents adopt the offered technologies. As such, the resort avoids making the technology become another frustrating element, thus successfully closing the “grey digital divide” (Mubarak & Suomi, 2022).

Stakeholders and Social Impact

It is clear from Vista Paradiso's operations that the project has both direct and indirect effects on several groups of people. Most immediately impacted are members of the older generation itself, who come from a range of socioeconomic situations. They receive regular medical checkups, a supportive environment, and hands-on training to assist them in learning how to use modern technology. Their families and grown children are right next to them. They are important stakeholders because they use our in-house AI smartphone app to check on their parents, which makes them feel at ease, trusting their parents in Vista Paradiso. The resort must take into account the employees, such as the on-site teachers and caretakers, who are in charge of managing the health care and leading the classes. Looking at the bigger picture, public health offices and local governments are indirect stakeholders who are benefiting from our organised health programs because they relieve part of the burden on overburdened public eldercare systems. Corporate sponsors are also participating since their contributions support lower-income seniors' basic plans while enhancing their own corporate social responsibility reputations. In the end, this arrangement targets the isolation that many older people experience today and helps bridge the gap between generations, which has an impact on society as a whole.

These developments should be monitored in a few areas, particularly technology, community relations, and finances, to demonstrate that Vista Paradiso is genuinely functioning and maintaining fairness for all. The primary objective is to close the "grey digital divide," which would reduce loneliness and increase the independence of the older generation that lives here. Numbers like attendance and graduation rates from our tech classes, or the frequency with which they use the digital platforms in our community, can be utilised for measuring this. Building on

concepts from Mubarak and Suomi (2022), surveys should also be utilised before and after people move in to observe how their joy and comfort with technology change over time. The primary shift for the families is the removal of the barrier of distance. Following the type of policy and tracking models described by Guan et al. (2026), the effectiveness of this could be measured by looking at active daily use and the amount of time they spend on the family-monitoring app. Finally, the project offers a realistic model, providing affordable care for our government and community partners. By closely monitoring the ratio of full-price Premier Plans to subsidised Basic Plans and the number of official public partnerships secured each year, the effectiveness and the success of this cross-subsidisation arrangement could be measured.

The fundamental social problem that Vista Paradiso is attempting to solve is the way that, as the world ages, older generations are isolated from both technology and society. The elderly are sometimes left behind because no one teaches them how to make use of modern technology, despite the fact that technology is advancing so quickly these days. As noted by Mubarak and Suomi (2022), seniors who are digitally excluded find it extremely difficult to access contemporary internet healthcare, which only serves to further alienate them from society. By fusing useful digital instruction with an affordable split-pricing business model, Vista Paradiso is changing this dynamic. The project cuts down financial and literacy barriers by showing how modern technologies like AI monitoring can be useful for the public good rather than just profit. Vista Paradiso's ultimate goal is to develop a workable, sustainable working blueprint that can be replicated globally in order to protect seniors' social life, health, and dignity regardless of their financial circumstances.

Metrics, Conclusion & Future Outlook

Metrics

Aside from trying to get a reasonable profit margin of around 20% excess, other key performance indicators will allow the success of Vista Paradiso to be measured. To demonstrate the success and longevity of our startup, success would be measured across technological adaptation, community impact, and financial viability. A cross-subsidisation model will be adopted—based on the ratio of “Premier Plan” subscriptions to “Basic Plan” subscriptions (Social Enterprise Business Model Ideas: 10 Ways to Address Affordability, n.d.). The volume of community exchanges with digital technology and seniors will help them learn to access our services, along with corporate sponsorship to subsidise basic plan costs. An essential key performance indicator is the number of strategic government partnerships within the first year to expand reach and integrate with broader public health initiatives. The engagement rates (via watch time) of the AI family-monitoring system will be measured, aiming for high daily active use from both seniors and adult children, which is critical for the safety and peace of mind in smart ageing (Guan et al., 2026).

Conclusion & Future Outlook

Conclusively, Vista Paradiso demonstrates how a paradigm shift in ageing and social equity can benefit society in the long-term. By transitioning into a dual-tiered social enterprise, premium, AI-driven care will be ensured, proving that

technology can be used for the common good. The resort provides high-income families with peace of mind through state-of-the-art AI monitoring, allowing adults to track their parents' health, schedules and daily activities. Simultaneously, the digital divide among the elderly will also be tracked. Through government cooperation and the inclusive basic plan, the resort stands out as a sanctuary where every senior, regardless of socioeconomic background, is empowered and truly cared for.

In the future, the vision for Vista Paradiso focuses on expanding social impact while deepening the technological ecosystem. In the first couple of years, the priority will be the refinement of the AI family-monitoring system and the successful rollout of the digital literacy programmes for the elderly. There would also be plans for government sponsorships and public support to scale operations securely. When the rollout becomes successful, the Basic Plan will be expanded through broader networks in collaboration with Public Health Departments, allowing even more underprivileged seniors to access the benefits of Vista Paradiso. Ultimately, the resort aims to establish a globally recognised, replicable blueprint for innovation catering for the common good. Proving that elder care can be financially sustainable and impactful.

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