

FRL2

RURAL DIGITAL HUB CONCEPT
WHY THIS CONCEPT QUALIFIES FOR PUBLIC FUNDING
Retail revitalization driven by emotion!

THE LOCAL LINK.

Retail revitalization driven by emotion!

Retailers are increasingly struggling with rising costs, declining visitor numbers and reduced revenues. More people order from home using computers and mobile phones.

What disappears is conversation, personal attention, human interaction, local knowledge and the simple feeling of being welcomed within a community. The Rural Digital Hub brings human interaction back into physical locations through advanced Artificial Intelligence supported by real human expertise.

At the heart of the concept is a life-sized Digital Community Employee who welcomes visitors to the shop. Powered by Generative AI, this digital colleague appears on a large vertical screen and interacts naturally with visitors through personal conversation.

No keyboard. No complicated technology. Simply walk in and start talking. Bring your problem, have a great conversation and an instant solution! The digital employee greets visitors, answers questions, provides guidance, explains products and services, promotes local businesses and helps solve everyday problems.

Most importantly, it creates an emotional experience.

Visitors feel welcome. Returning visitors can be recognized and greeted by name. Conversations can continue from previous visits. Interaction feels personal, familiar and human. Emotions create trust, engagement and repeat visits and opportunities for local spending.

This is not simply digitalization. It is retail revitalization driven by emotion, conversation and a humanlike connection.

Whenever the digital employee reaches limits, a real human expert can engage. The transition feels completely natural: *"Let me bring in one of my colleagues who specializes in this."* A remote expert then joins the conversation and provides the required assistance.

This unique combination of personalized Artificial Intelligence and real Human Interaction brings people back into physical spaces, by creating emotions and providing instant solutions.

GOVERNMENT FUNDING & STATE SUPPORT

WHY THIS CONCEPT QUALIFIES FOR PUBLIC FUNDING

Retail Revitalisation — not just in rural communities.



THE CHALLENGE

What is really happening in rural communities today?

People are losing access to each other — to information, services, opportunities and support.

Rural communities today face several simultaneous and compounding challenges:

Digitalisation of services:	Government applications, forms, job searches, housing and everyday services are moving entirely online
Digital exclusion:	Many citizens — especially older residents, those with limited digital experience or inadequate devices — cannot access these services independently
Declining footfall:	Town centres and local retailers are losing visitors to online shopping and larger urban centres
Youth out-migration:	Young people are leaving rural areas citing lack of local information, opportunity and visibility
Loss of community:	Fewer social touchpoints remain in town centres, weakening community cohesion
Invisible local economy:	Local businesses, services and events lack a trusted, centralised platform to reach residents

Rural communities need innovative yet practical solutions that benefit both citizens and local businesses simultaneously.



THE SOLUTION

A physical, AI-supported community access point

LOCAL LINK is an AI-supported information, service and opportunity network for rural communities. At its core is a modern community kiosk with touchscreen technology — similar to the self-service terminals found in retail and hospitality environments today.

The kiosk is installed directly inside existing local shops, community facilities or high-footfall public locations, serving as the local access point for information, services and digital assistance.

EACH LOCATION INCLUDES:	CONTINUOUS PLATFORM FEATURES:
• Touchscreen terminal • Document scanner • Print function • AI assistant for questions & guidance • Central information & service platform • Automatic overnight content updates	• AI document scanning — scan any letter and ask questions in plain English • Voice-guided internet research • Online orders, parcel handling & returns • Current local information for residents • Live job listings • Live housing & rental listings • Local events & activities • Tourist information • Available grants & community support services



WHAT A SMARTPHONE CANNOT DO

Information is everywhere. Solutions are at LOCAL LINK.

WHAT A SMARTPHONE CANNOT DO

Information is everywhere. Solutions are at LOCAL LINK.



A SMARTPHONE CAN:

- ✓ Provide information
- ✓ Display websites
- ✓ Find products







LOCAL LINK CAN ALSO:

- Solve problems
- Accept packages
- Process returns
- Explain documents
- Organize local help
- Provide personal support
- Build trust





REAL HELP.
REAL SOLUTIONS.
REAL PEOPLE.



LOCAL LINK
LOCAL SERVICE.
REAL HELP. REAL PEOPLE.



SAVE TIME



SAVE MONEY



STRONGER COMMUNITIES



<https://ireland.finalresurrection.ie>

The kiosk does not replace what a smartphone can do. It does what a smartphone alone cannot: provide trust, physical presence, human support, and immediate resolution.



THE PLATFORM — SERVICES FOR EVERY GROUP

Four audiences. One terminal. One location.

FOR CITIZENS	FOR YOUNG PEOPLE
• Assistance with internet research • Help with online orders • Support with returns & deliveries • Access to government services • Help completing forms & applications • Information on grants & support programmes • Smartphone, tablet & computer assistance	• Live job listings • Apprenticeship opportunities • Internship placements • Funding programmes & scholarships • Further education & training courses • Local events, activities & social life

- Access to local information

FOR FAMILIES

- Housing & property search
- Local service directory
- Sports clubs & community groups
- Leisure, culture & events
- Childcare & support services
- Local tradespeople

FOR LOCAL BUSINESSES

- Local visibility & awareness
- Advertising opportunities on the terminal
- Job vacancy listings
- Presentation of services & products
- Access to new customers
- Community sponsorship options



THE EXPECTED IMPACT

What this project will demonstrably achieve

LOCAL LINK creates a new reason for citizens to visit local shops and town centres on a regular basis.

Retail footfall:	Direct increase in customer visits to the participating shop
Digital inclusion:	All residents — regardless of age or ability — gain access to digital services
Community cohesion:	A modern, trusted social touchpoint within existing local infrastructure
Youth retention:	Young people see local opportunities clearly — a reason to stay or return
Local economy:	Local businesses gain visibility, customers and a low-cost advertising channel
No new buildings:	Existing retail premises used as partner locations — maximising funding efficiency

KEY FUNDING ADVANTAGE

No new buildings. No new rental costs. No new infrastructure. Existing structures. Maximum community impact. Minimum capital outlay.



MEASURABLE SUCCESS CRITERIA

Pilot location — evidence gathered after 6 months

Metric	What it measures
Visitor frequency:	Total footfall at the kiosk location vs. baseline
Number of users:	Unique individuals using the terminal
Problems resolved:	Total service interactions completed successfully
Documents printed:	Volume and category of print & scan activity
Job applications:	CV assistance and job listing interactions
Online orders:	Assisted purchases and order completions
Returns processed:	Parcel returns and collection activity
Additional shop revenue:	Measurable increase in in-store purchases during kiosk visits

Every metric directly maps to a measurable community outcome — making this project straightforward to evaluate and report against funding objectives.



PILOT PROJECT OBJECTIVES

Enniscorthy, Co. Wexford — Phase 1

This pilot project aims to:

- Increase visitor numbers to participating local shops
- Improve digital access and inclusion for all residents
- Support older and digitally disadvantaged citizens with everyday tasks
- Improve visibility for local businesses, services and employers
- Promote local employment and training opportunities
- Strengthen community cohesion and social connection
- Develop a fully documented, scalable model replicable across rural Ireland and beyond

WHY THIS QUALIFIES

This project uses existing local infrastructure, delivers measurable community outcomes, addresses digital exclusion, supports retail revitalisation, and is designed for national replication.

THE BRAND

Current naming options under consideration:

Public-facing name: The Local Link / The Digital Help Shop

Network & investor brand: Rural Opportunity Network / Connect Ireland Hub

Terminal hardware brand: RuralPulse / Community Connect

A LOCAL SERVICE — NATIONALLY CONNECTED

The internet and AI create entirely new opportunities for local retail — and for every citizen in the community.

This concept is globally scalable.



AT FIRST GLANCE

What appears on the entrance door of the participating shop

WE'RE HERE TO HELP — IN PERSON

- ✓ Internet & Online Orders
- ✓ Government Forms & Official Documents
 - ✓ Printing & Scanning
 - ✓ Jobs & Housing
- ✓ Smartphones & Computers
 - ✓ AI Assistance
 - ✓ Local Information
 - ✓ Events & Tourism

Just walk in and get started.

For young and old. Digital. Local. Personal.



THE COMMUNITY INFO FLYER

For distribution in the shop and local area

Personal Service & Support in the Digital World

“LOCAL LINK” offers easy, personal access to exactly the services and information you are looking for.

Save time and money! Here you can:

- Get support with internet searches and online research
- Find and order products online safely and confidently
- Get help with deliveries, collections and returns
- Print, copy and scan documents
- Understand letters, forms and official documents
- Get assistance with government services and online accounts
- Find jobs and apprenticeship opportunities
- Find rental properties, houses and accommodation
- Discover local events and activities
- Access current local services and community offers
- Use Artificial Intelligence (AI) for questions, research and everyday tasks
- Get help with smartphones, tablets, computers and the internet
- Find information on grants, subsidies and support programmes

Come in — use the Community Terminal or speak to us directly!

Everyone is welcome.

Young or old.

Local or visitor.



