POLIMIT
HACK

Be visual and use
data to support
arguments.

PROBLEM & STAKEHOLDERS

1/3
Seniors feel
lonely and
isolated

Limited inter-generational relationships stop mutual enrichment

ELDERS

Name: Pierre
Age: 78
Location: Milano, Italy
Daily Routine: Visits the bakery every day to buy half a baguette in the morning and the other half in the afternoon. Drinks coffee every morning at Paolo's Bar by himself.
Social Interactions: Craves human interaction and companionship. Engages in daily routines to provide opportunities for socializing.
Challenges: Faces social isolation and loneliness. Not very good with technology, though he owns a cellphone.
Family: Grandson lives in New York, only sees him during the summer, and they rarely do video calls.
Goals: To find more opportunities for meaningful social interactions and companionship.

Name: Nina
Age: 22
Location: Milano, Italy
Daily Routine: Struggles to balance schoolwork, personal life, and household chores. Constantly in a rush.
Social Interactions: Loves meeting with friends. Misses her grandma and the food she used to prepare, as she is currently an international student.
Challenges: Sometimes feels alone. Comes from a low-income family, relies on a scholarship that doesn't cover all living expenses. Limited ability to spend money outside.
Family: Calls her relatives whenever she has a chance. Very family-oriented
Goals: To find better opportunities after graduating. To enjoy life and spend time with friends

YOUTH

By 2050, the aging population will grow from

8.5 to 17%

7%
of the student
skip the launch
due tue financial
difficulties
by PoliMi

SOLUTION & IMPACT

Bridging generation between shared moments

Based on the **shared interest.**

HOW?

A platfom that conntects students and elders.

Fostering relationship through free coffe, meal and activities.

BUSINESS MODEL

CORPORATE AND PUBLIC SPONSORSHIP

To promote intergenerational inclusion by funding parts of the project (like free meals)

COMMISSIONS

The stablisments pay a percentage for each coffee/food the senior buys while using the app.

ADVERTISING

Coffee shops, libraries or community centers pay for advertise their company and get more clients on the app