

Rendezvous

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The Executive Summary

COVID-19 resulted in numerous health consequences, including mental health challenges as a result of isolation. As the loneliness epidemic continues to spread, young adults are still at risk for the negative impacts of social isolation, and something needs to be done.

Our primary and secondary research led us to explore this issue's severity and potential solutions. We found the Gen-Z population more lonely than ever with limited solutions. Rates of anxiety and depression are increasing amongst this group, and social isolation is a leading contributor to these rates. As a result, the Gen-Z population seeks out social connections at bars and cafes but is disappointed by the lack of genuine belonging these spaces have yet to offer. Third spaces are projected to increase in revenue by 1.5% from 2024-2029, and with this need still unmet, now is the time to enter the market.

We are Rendezvous, a community center providing the space and resources to empower young adults to find a community that combats loneliness and social isolation. Our business is a non-profit organization based in Denver, Colorado, where we foster a community for lonely young adults seeking connection. Rendezvous is a community space offering young adults the opportunity to bond over hosted events focused on common interests. Our unique space provides fun, inclusive events such as dance, painting, and cooking classes that foster sustainable connections. When our center isn't hosting events, we open up the space for members to meet, connect, collaborate, and relax. Additionally, our members receive full access to our cafe/bar and unlimited monthly classes.

Our business was created by 6 talented students who have experienced the impacts of the loneliness epidemic. Each person on our leadership team offers expertise and a passion for cultivating a community that will make Rendezvous a successful, impactful business.

Our team is motivated to raise \$2.5 million within our first year to fund the start-up and fixed costs associated with the business. The money we raise will help us solve the loneliness epidemic among young adults. So, join us as we create connections to combat negative health consequences and invite compassion to make our world brighter.

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Product or Service Plan

What do we do?

At Rendezvous, we provide community, friendship, fun, and a better quality of life to young adults in the Denver community.

Our Space

More than anything, we are a physical space, a third space, for people to exist and connect. A third space is a term for somewhere outside of your home or workplace where you spend your time. In recent years, the number of third spaces in the US has decreased dramatically, and it is much harder to find spaces to exist outside of the home. Our building is comfortable, welcoming, and free of judgment. Our building has comfortable seating, from tables and chairs to giant beanbags to rugs and cushions on the floor. Our snack bar sells coffee, baked goods, sandwiches, and other treats; this makes our space a place where you can meet people, feel safe and relaxed, and spend your day doing whatever you need.

Classes and Events

Our most crucial offering is our nighttime classes and events on various topics. We offer guided painting classes, food-related classes such as air-fryer cooking instruction, live music from local bands, and dance classes. We are constantly growing and expanding to different topics. At these classes, members will be randomly put into small groups, allowing connections to form without the added anxiety of starting a conversation with someone new. As we gain more members, we will bring in experts from the community to teach about topics they love and are interested in. We also offer live music nights where local bands and performers give shows for everyone to enjoy.

How Do We Do It?

We rely on a few key resources to provide the best possible experience for our members. The primary resource that makes Rendezvous what it is is our space. We will have a building that is conveniently located, fully furnished for the comfort and safety of our members, that is welcoming and inviting. Other key resources are the materials and instructors for our classes. We, the founders, will guide the classes for the first six months. As we grow, we will bring in instructors from the community to help teach. Finally, we rely on the resources to keep our snack bar stocked and always available. For this to run as smoothly as possible, we also rely on donors from our community to help cover rent, furniture, materials, and refreshments. With the help of these critical resources, we can bring our members the values we promise: community, friendship, and fun outside of home and work.

Why do we do it?

Our world is more disconnected than ever before. With the exponential increase of technology and the lingering effects of the COVID-19 pandemic, it has become incredibly difficult to make friends and develop relationships naturally. Bars and coffee shops are no longer the social hangouts they used to be, and there is so much we can do right at home that we've stopped putting in the effort to foster a physical community.

This has had detrimental effects on the U.S. population, especially young adults. Young adults are more socially isolated than they have ever been and more so than any other age group. The severely increased rates of anxiety and depression are harmful; reports have shown that the effects of chronic loneliness can have the same impact on mortality as smoking 15 cigarettes a day. Enter Rendezvous: a community center built specifically for young adults to connect, find a support system, and build genuine relationships.

Our primary research taught us how vital structured events are for making friends. The purpose of our classes is to provide an environment where all you have to do is show up and try your best. We provide the materials, instruction, and group setting to build connections associated with the joys and struggles of trying something new. By offering classes in addition to an open third space for people to enjoy, we provide the optimal setting for communities and genuine friendships to form.

Market and Industry Analysis

Market:

Primary Research: Discovery interviews

We conducted 15 discovery interviews with different individuals, all young adults either having graduated recently, or planning on graduating soon. The knowledge gained from the interviews is summarized below:

- Transitioning to adulthood presents challenges in making friends due to the lack of immediate communities
- Most people state that sharing a common interest, or engaging in a common activity is very important to making a new friend
- People prefer to meet others in relaxed atmospheres that allow for natural conversations and interactions, especially activities where the focus can be drawn away from the conversation if needed
- Consistency over time in communication and interaction helps strengthen connections
- Humor and shared experiences play a significant role in making interactions less awkward and forming deeper relationships
- Workplace, school, and shared activities like sports leagues and hobby groups are current primary sources of community
- Family, close friends, and familiar environments like gyms and cafes also contribute to a sense of community
- People miss structured environments like school, mainly because people lose the structure that they have gotten used to for the past 12-16 years
- Social anxiety, perceived inexperience, and generational attitudes towards individualism and technology can hinder community-building efforts
- Lack of organization and opportunities for meaningful connections in social settings are identified as challenges
- People want opportunities for spontaneous interactions, activities that encourage socialization, and spaces that facilitate group conversations
- People want spaces that cater to diverse interests and preferences are preferred
- Access to information about potential social connections and easier ways to initiate interactions are highlighted as beneficial features

Primary Research: Framing Interviews

The results from our direct framing interviews were both consistent and promising:

- Almost everyone surveyed said they'd be interested in using this service
- Everyone thinks that if they were to use this service, it would be a good resource to make friends
- Most people agreed that access to this service would not dramatically change their life, but it would be a helpful tool for them to become more social, or even learn more about different people and their cultures
- Most people said they could see their friends and family using this service, but there was a concern raised about introverted friends, and the fact that they might be too shy to use our service

Secondary Research

Our biggest source of secondary research, and what inspired this whole idea was *Our Epidemic of Loneliness and Isolation - The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community*. This advisory is meant to call attention to the “urgent public health issue”, and the statistics provided speak for themselves as to how much of a problem loneliness is for current adults.

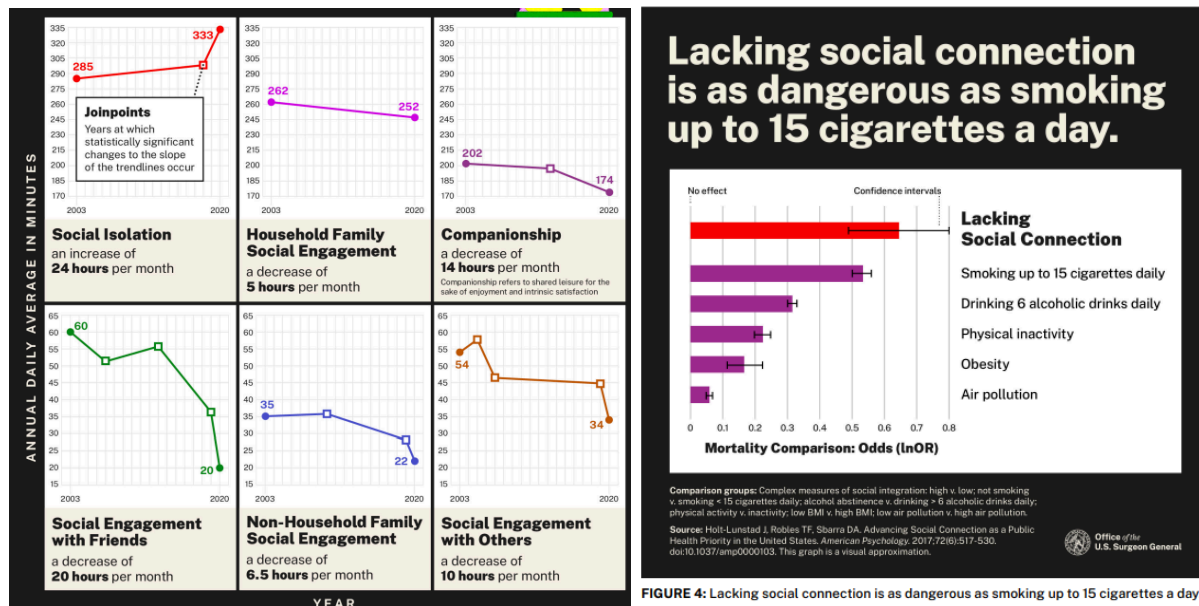


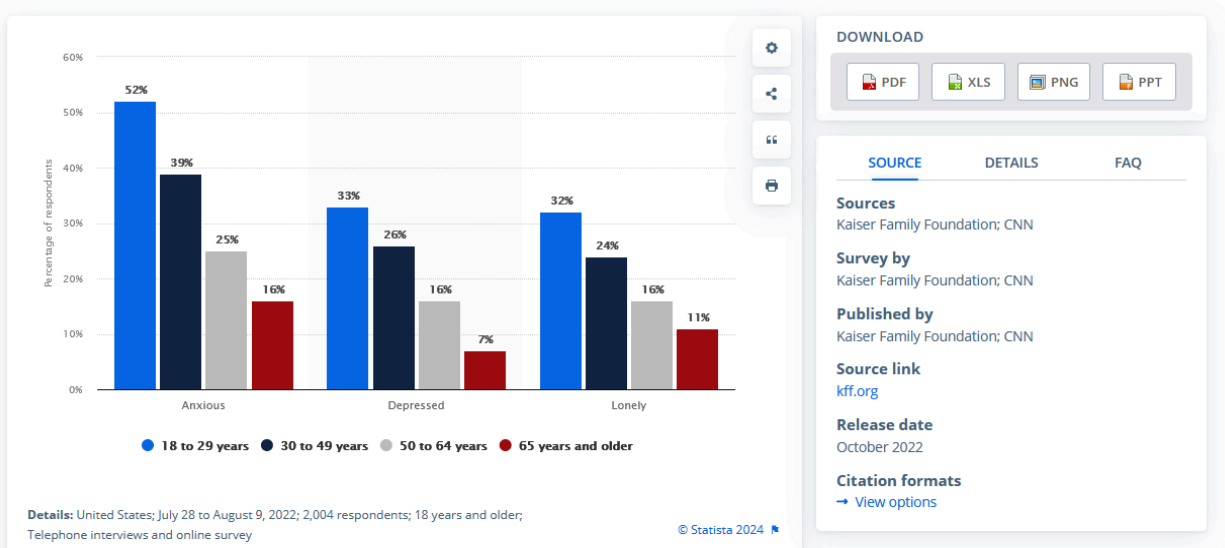
FIGURE 4: Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.

This study found there is a large gap in the Gen-Z population. While many “happy” Gen-Z members are very likely to feel loved and supported by others, “about one in three members of Gen Z say they only sometimes, rarely or never feel loved and supported by others; similarly, 30% of Gen Zers say they always or often feel nobody really knows them well.” This demographic that is being left behind and untreated, would be somewhat more niche, but still very sizable considering the size of the total Gen-Z population.

A different study found that “A third of Americans have lost touch with friends throughout the pandemic”, and that “Consumers find it a challenge to meet and make new friends, as well as carve out time and opportunities to interact with their current friends”. Finally, journalist Olivia Herbet from the Independent even wrote an article recently where she stated “With loneliness at an all time high, investing in community spaces is now more important than ever.” Clearly, there is a hole in the market that is just begging to be filled, and demand will only increase for this type of service as time goes on. Additionally, if the issue of loneliness is reaching places like the Surgeon General and independent news agencies, then it must also be reaching charitable organizations who might wish to start funding grants dedicated to solving the issue of the loneliness epidemic.

Health, Pharma & Medtech > State of Health

Percentage of adults in the United States who stated they always or often felt anxious, depressed, or lonely in the past 12 months as of 2022, by age



Finally, we have evidence that the loneliness epidemic is disproportionately affecting the young adult population, which is exactly who we are trying to serve. This only adds even more support to our belief that there is a great demand and large market who would be able to find solace through Rendezvous.

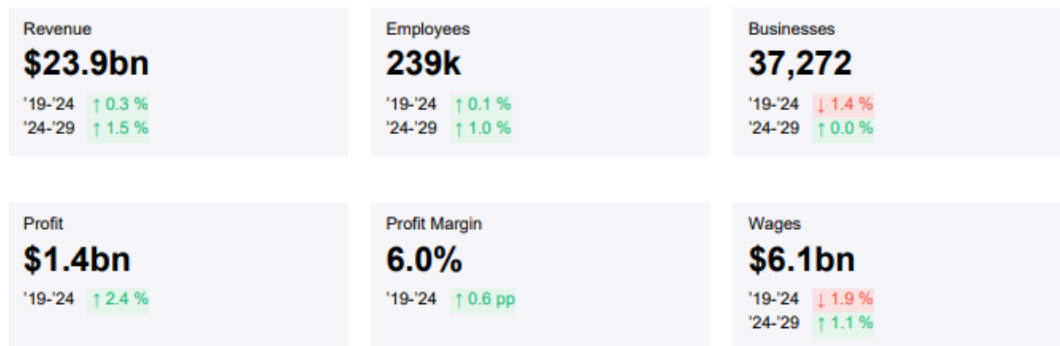
Addressable Market

Both our primary and secondary market research have pointed to our primary addressable market being young adults just out of college. Not only does everyone on the team personally know people in this situation we believe would benefit from a service like Rendezvous, but also all of our research has shown that the group most receptive to something like Rendezvous would be people who are used to the structure school provides as a means to make new friends, but no longer have it. These people are facing an unprecedented social situation, and as the above research shows, current solutions are not cutting it.

Industry: Secondary Research

2. At a Glance

<https://my.ibisworld.com/us/en/industry/81341/at-a-glance>



Key Takeaways

Performance

- Membership rates are falling, slowing industry revenue. This is due in part to competition from social media, lingering fears from the pandemic and broad cultural change.
- Corporate profit is rising, aiding revenue. Revenue is also aided by growing key demographics and a desire for in-person activity following the pandemic.

External Environment

- Many organizations in the industry are nonprofits. Nonprofit status comes with its own set of regulations and benefits.
- Many organizations cater to the country's youth. Working with children involves additional regulations.

All of our industry research is clearly and succinctly summarized by this ibisworld report on Social, Civic, and Youth organizations.

Competition and Differentiation

While there are other community based organizations that are attempting to do what we are doing, our biggest competitors are more popular gathering spots like bars, cafes, and recreational areas. These are just the current popular social spots for our targeted demographic of young adults. However, they all have downsides that a community center like Rendezvous specializes in.

Bars are both noisy and hectic, creating a turbulent atmosphere that stresses many people out, especially if they are trying to meet new people. From our Discovery Interviews, we found that the vast majority of the people we surveyed preferred meeting people in a quiet, relaxed atmosphere.

Cafes offer a more relaxed space, yet they are often not intentional about being a spot to meet new people. People do not go to cafes to meet new people, but rather to talk with people they already know, or even just use the common added service of free wifi to get work done. Most people do not like to disturb others if they are busy, or already in a group, so while cafes fit the description of a calm spot for meeting someone, it is still not ideal.

Finally, Recreational Spaces like a public park or climbing gym are a somewhat common source for meeting new people. They are quiet and relaxed in general, and provide a common interest among its participants. However, this interest is really only limited to athletic interests like rock climbing. This means that if someone is not as interested in athletics, they will use these spaces, and are left with no other real alternative for meeting new people.

With Rendezvous, we have intentionally designed our business around the shortcomings of our competitors, offering a relaxed environment specifically designed to encourage social interaction in a manner conducive to making new friends. For this reason we are more focused on trying to reach potential customers rather than competing with industry competitors.

Barriers to Entry

Despite our lack of real industry competition, it is worth noting that the barrier to entry for this type of business is quite low. All one really needs is a space to host events, and materials to conduct said events. For now, this works in our favor, though, as there are no real competitors doing exactly what we are doing yet, so we do not have to worry about competition, and the costs for our business can stay fairly low, which will be crucial for us in our early stage of creating this business.

Marketing Plan

Positioning Strategy

Rendezvous is interested in bringing people of all backgrounds together, but we plan on targeting a market segment primarily composed of 21 to 30-year-olds in Denver, Colorado. This segment is often at a transitory phase: either freshly out of school and experiencing the pangs of friends moving away or newly established in town without a wide social web.

This segment primarily comprises elder Gen Zs and younger Millennials, whose desires neatly align with our brand identity. "Taking care of mental health leads Gen Zs' health priorities, followed closely by stress management and taking time for oneself. While this focus presents an opportunity for brands to step in and help young adults manage stressful areas of life (e.g., relaxation products), it also points to inherent qualities this group would like to see built into brand positioning for a lower stress baseline" (Mintel, 2023).

This segment is price-sensitive but not necessarily price-averse; Gen-Z is interested in quality and willing to pay a little extra for things they value. We can also see a shift away from lavish social and experiential spending (compared to other generations), so positioning Rendezvous as a subscription service gives these consumers more access to "out of the house" social events for less.

Gen Z is inundated with social media's 'digital noise'. As a result of this and other factors, many Gen Zs want to stand out *and* fit in. Focusing on shared interests and identity, Rendezvous will allow these customers areas of commonality to make introductions and self-expression easier.

Mintel reports also emphasize a desire to make up for lost time and tackle loneliness. "The majority of Gen Z teens feel like they missed out on being a teen due to the pandemic, and the majority of Gen Z adults feel as if their life isn't where they thought it would be at this point... Brands can tackle this disappointment head-on, connecting with this consumer by acknowledging their dissatisfaction and hardship and encouraging their likely sense of resilience to build toward a better future" (Mintel, 2023). We will position Rendezvous as a space to be vulnerable by encouraging members to leave the baggage of social pressures at the door.

Marketing Strategy: Channels

Owned

- Website
- Social Media
 - Instagram
 - TikTok

Paid

- Posters in downtown Denver
- Billboard placements near Denver

- Occasionally boost posts on Social Media

Earned

- Seek positive PR in advance of opening from local publications
 - Daily Camera, Boulder Weekly, Yellow Scene, WestWord, etc.
 - Raffle for folks posting on Instagram using #RendezvousBoulder to earn a free membership for a year, branded swag, and guest passes

Marketing Strategy: Tactics and Tone

Additional Out Of Home Tactics:

- Free Pop-up events during Farmer's Markets and during the Denver Chalk Art Festival to generate interest (especially 2-6 months before opening)
- High emphasis on collaborating with the community: involve local artists, musicians, speakers, etc.
 - By seeking out the local scene, we will build a sense of trust with the community and benefit from audience cross-promotion
- Offer guest passess for events

Owned Media Tone:

- Friendly
- conversational
- behind-the-scenes

Examples:

- Film a 30 to 60-second interview with two people who met at Rendezvous for social media.
- Instagram posts that feature silly photos of employees at Rendezvous, with a short bio written in first person.

Branding Strategy

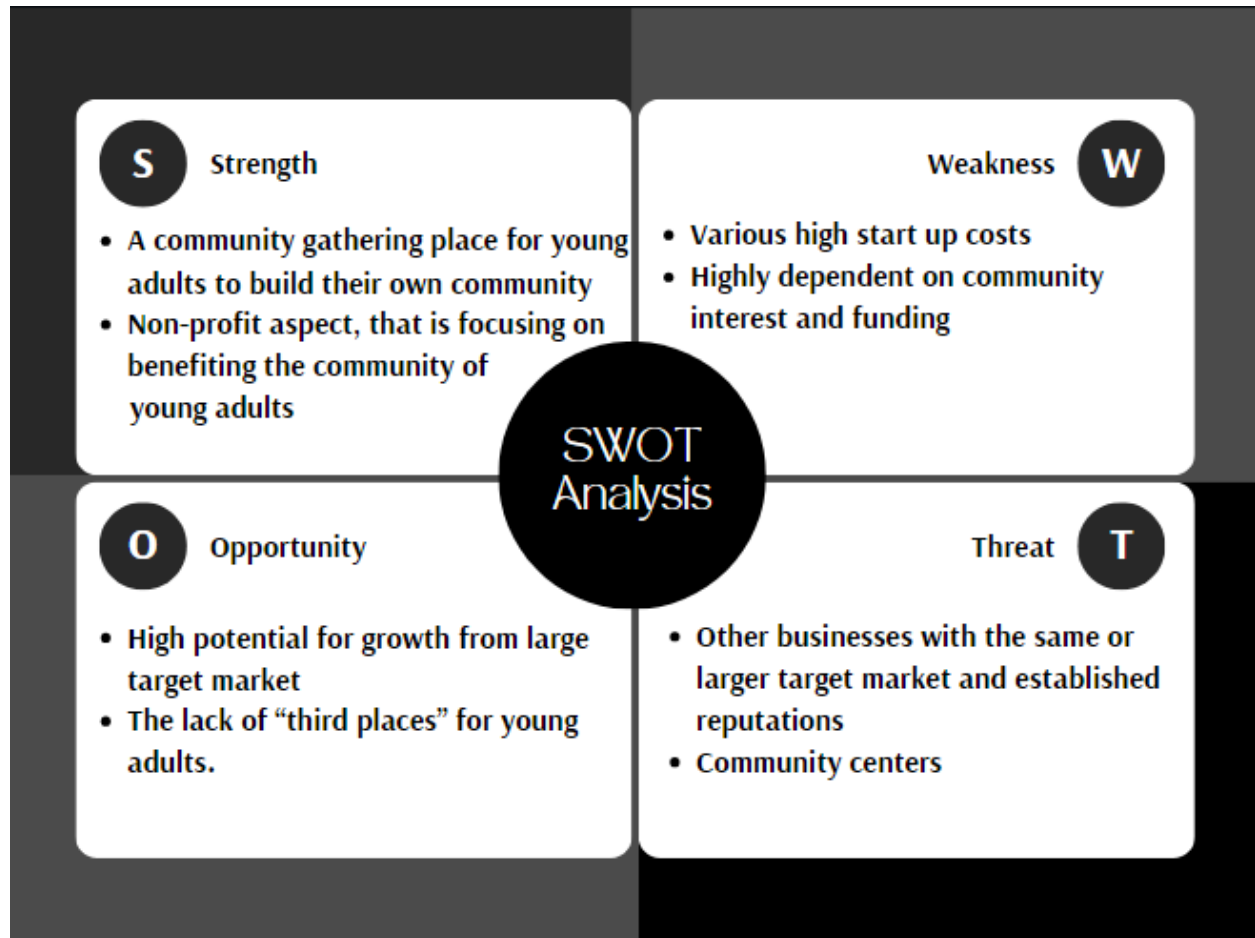
Rendezvous's branding strategy should be consistent with the brand itself. Here, we want to highlight two things: timeless modernity and comfort. To accomplish those goals, Rendezvous will pull elements from the International Typographic Style and use a color palette that feels at home in a mountainous town.

The Opportunity

Our target market is composed of young adults who have recently graduated college. We are creating a community that doesn't already exist for this demographic. Current businesses focus on large markets in the entertainment industry to build community and produce more profit. Although, our research revealed our target market to be unsatisfied with the community produced from the entertainment industry. So, we strategically position ourselves to create authentic communities desired by our consumers. There are a vast majority of young adults who fit in our market that don't have a solid community. Reasons include not knowing where to find a community they belong in or not being aware of opportunities where they can meet others their age. Our business will benefit this market who struggles with finding a community.

As mentioned earlier, there are businesses who focus on entertainment such as bars, coffee shops, and gyms. However, they aren't built to support their audience towards building genuine connections through social interaction. They are considered threats for our business. However, they aren't focused on creating genuine connections for their customer base. That is where we as Rendezvous come into the picture. Our community based design is built specifically for building a community by connecting young adults who share common interests in order to create more authentic connections. This is one of our main foundations and strengths that set us aside from other competitors in the industry. Our business, Rendezvous, presents great opportunities as well with a large target market and lack of "specialized third spaces" for young adults. From our primary research, we found that there is a need for such a community space since there isn't currently one designed with community emphasis. With other options, needs are being met for social interaction, but young adults aren't claiming those spaces as what they would consider their community. Leading to their need for a community in which they feel as though they belong, unmet.

The specialization of such a place will encourage young adults to seek out our business as a place intended to specifically benefit and support them in creating a community where they feel like they belong. The business will run on a non-profit basis which leads to our focus being more on community benefits. However, with that comes a high cost for running the businesses without as much financial support. A weakness for our business is our high startup and operating costs. This is a result of the cost for operating a fully functional building for our business and for the programs or class we will be providing. We plan to address this matter with donations from the community, grants, and partnerships in order to still provide our service to young adults who need a community and could benefit from it.



Operations Plan

Our business will be delivered through the physical venue. Our business does not utilize technology as our main platform, as our qualitative research has shown many young adults reported technology to hinder authentic connection. Instead of social media, our venue will be the “platform” for users to connect. This is an “old-school” approach to social connection for a technology-induced social generation.

Our venue will be located in Denver, Colorado. Denver’s population is approximately 717,000 (US Census, 2023). About 18% of its population is in the 20-29 age category (Census Reporter, 2022). This makes it a great location for our target market. Our financial model relies on community donations, so we hope Denver’s median household income of about \$88,000 (Census Reporter, 2022) will allow for generous donations. Denver’s eclectic culture is home to numerous talented artists, musicians, yoga instructors, outdoor enthusiasts, dancers, creators, and fitness instructors whom we hope to partner with.

The community our space offers is the key driver of our business. The interviews we conducted led us to find that our target market feels most connected to people over shared experiences. We also found that bonding over a mutually desired activity helps lower social pressure and anxiety amongst our target group. As a result of these findings, we will focus on the organization and administration of diverse events and activities to create community within our space. Events and activities will appeal to a variety of interests at beginner levels to attract a playful, vibrant, and open community.

Our initial classes and events will be led by volunteers throughout the Boulder community. We aim to offer numerous weekly specialized events, with most events falling on the weekends. We will look for volunteers with a unique expertise and dedication towards giving back to the community. Not only will this be cost effective, but in return we will provide exposure and marketing for our volunteers. We will support our volunteers as small business owners by partnering to expand their network and promoting their brand.

Once we have received sufficient funding, we hope to dedicate some of our financials to our class instructors. This will give us more variety and flexibility to build stronger partnerships with our instructors while providing compensation. This will also allow for more specialization and expertise to the community events we offer.

In addition to the events and activities we offer, our physical location will be strategically designed to foster connection, collaboration, and communication. The furniture in our space will encourage inclusivity through its design to enhance face-to-face interaction. Large circular tables in addition to couches will provide an environment for socialization. The interior design and decor will be vibrant, clean, and welcoming to deliver comfort.

When events are not in session, our community space will still be open to our customers and members. We hope young adults will still seek socialization and connection independently

without the events. Our customers can use the multifunctional space to connect with people, engage in meet ups, or utilize our design as a co-working space.

The space will also offer drink and food sales in the form of a snack bar/concession stand. Food and drink options will be inspired by local food businesses to be brought in house. Local Boulder-based food vendors and companies will be key partners in helping us bring their snacks to our customers. This offering provides convenience to our customers because they don't have to leave the community space if they get hungry. Customers will also have the opportunity to support locally with the potential to try new food items. Additionally, food brings people together, and humans have always bonded over food. Socially, we hope our snack bar will encourage customers to eat and drink together while sparking conversation and connection.

Daily operations will need at least one employee to maintain the space for customers to enjoy, which includes managing the snack bar. Our leadership team will initially assist in event planning, community outreach, and maintaining the snack bar for the first 6-months. We are assuming after 6 months we will have the financial means to hire staff who will be important towards maintaining a collective community within our space.

All of our operations contribute towards the psychological and emotional benefit of the social interaction and connection our space provides. This is our business' competitive advantage and relies on the community we are able to cultivate. We do this by offering accessibility to a variety of events at an affordable price to enhance connection and collaboration.

Finance Overview

Costs per year	Year 1	Year 2	Year 3
Fixed: rent, salaries, advertising	\$1,939,673	\$2,660,090	\$2,660,090
Variable: class costs, snack bar	\$51,360	\$51,360	\$51,360
Startup: furniture/decor, some class supplies	\$5,495	\$0	\$0
Total	\$1,996,528	\$2,711,450	\$2,711,450

Above, we have outlined our fixed, variable, and startup costs per year and also calculated the totals. These numbers were calculated from extensive research on the average cost for each factor. All of our sources for these numbers can be found in the financial model.

Our biggest cost will be the salaries of our employees. This includes founders' salaries as well as those of instructors and other employees we will hire as we begin to grow. This is why fixed costs in year 2 and year 3 are higher than those in year 1.

Variable costs also remain the same year to year because at this point we are planning to keep the number of classes per month consistent, regardless of how many members we have. This puts us at having 24 classes per month, which gives lots of options for our members to attend classes and allows us to keep things simple in the initial planning stages. For simplicity, we have also chosen to keep the costs of running our cafe the same year to year regardless of how many members we have. The estimate for cafe costs comes from an article from FinModelsLab, linked in our financial model.

Revenue per year	Year 1	Year 2	Year 3
Membership Fees	\$71,884.80	\$204,595.20	\$337,305.60
Cafe Sales	\$35,100	\$99,900	\$164,700
Total	\$106,984.80	\$304,495.20	\$502,005.60

Membership Revenue:

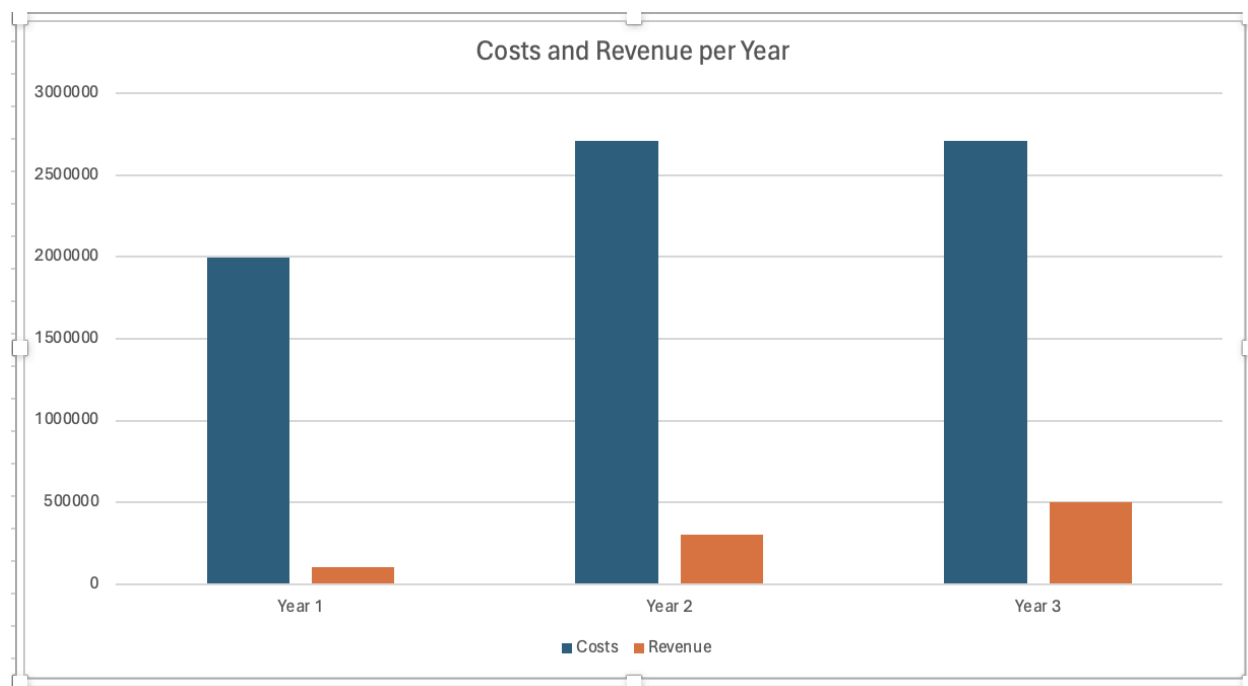
We chose to price our memberships based on the costs of running classes, as this is the main feature that members will access from our company. Our **membership price = cost of running classes * 1.2**, which was a number we chose so that we would make some money but the memberships would not be unnecessarily high. Currently, our membership costs **\$102.40/month**.

In addition, we calculated the number of memberships in the following way: We estimated that approximately **10 new members would sign up each month**, and that **10% of members would cancel their memberships each month**. This sounded like a reasonable number to us given our research and experience in membership based programs.

Therefore, we calculated **membership revenue per month as the number of members signed up each month * cost of membership**.

Cafe Revenue:

Based off our own spending, we estimate that members will spend approximately \$50/month at our cafe. We used this number and the number of members per month to calculate monthly cafe revenue.



As can be seen in the chart above, our annual costs are significantly higher than our annual revenue. To be able to provide the optimal experience for our members, we will rely heavily on donor funding. Because we are a non-profit, we will be providing our donors with the value that we bring to the community: a more connected generation of young people and a happier, healthier world.

We estimate that we will need **\$2.5 million in donor funding for our first year**. In addition to our cost of goods, this will help cover the salaries of our founders and other employees to be able to live in the Denver metro area, where Rendezvous is located. It is very important to us that we treat our staff with the same level of respect as we would our members, and this means paying them a liveable wage for the expensive location in which we work.

Our donor funding needs will increase to **\$3.2 million** for our second year as we hire more staff, and decrease in year 3 to **\$3.1 million** as our business grows and we bring in more revenue from memberships and cafe sales.

Team

Jamie Anderson. CFO

Jamie is a senior at the University of Colorado Boulder studying computer science. From starting college in the midst of the Covid-19 pandemic, Jamie has seen first hand the struggles that come from not having a community and how challenging it can be to build a community without the right resources. With a passion for mental health and building a more welcoming society, Jamie is excited to be building a business that will bring people together and improve our society as a whole.

Zach Cook CEO

Zach Cook is currently studying computer science at CU Boulder. His lifelong interest in community involvement shines through his engagement in extracurricular activities from elementary school through college, his dedication to volunteer work, and even the simple joy of spending time with friends. As for this project, Zach has been motivated by struggles his friends have shared with him, as well as his own concern as to how he will find community once he leaves the structure of college

Kathryn Costello Chief HR Officer

Kathryn is a current senior honors student at the University of Colorado Boulder pursuing a Bachelor of Arts in Psychology while minoring in Business. Prior to joining Rendezvous, Kathryn served as a student mentor and research assistant at the Renée Crown Wellness where she taught mindfulness to college students. This experience was the catalyst for Kathryn's life mission to bring contemplative-based practices to young adults. Kathryn hopes to use her previous experiences to foster a compassionate community focused on sustainable wellness while working at Rendezvous.

Owen Hartmann Chief Creative Officer

Owen Hartmann is a graduating senior studying Strategic Communication, focusing on media design, he is an Art Practices and Business dual minor. In his free time, Owen participates in community mutual aid, is the drummer of a local band, and loves spending time hiking. All of these activities require and foster connection with others. Professionally, Owen has done Media Production, Design, and Marketing work for Boulder Furniture Arts and Firsthand Markets.

Rida Rizvi Chief Operations Officer

Rida is a sophomore studying information science at the University of Colorado Boulder. Rida has always felt the lack of a community in her life that she can fit into. She has had opportunities to connect with other peers and make friends through her current surroundings, but she doesn't

claim those as her community. Rida is passionate about decreasing loneliness that she and the people around her have faced by pushing Rendezvous, which is a community center to build her own community that isn't just work or college.

Conclusion

Now more than ever, we need a strong community. Facing the world everyday cannot be done alone. With constant newsfeed, social media, and other pressures that come from a technologically advanced world, having a tightknit social circle is imperative for maintaining one's mental and physical health. Young adults are especially at risk and current research shows that they are by far the loneliest generation. This is why we created Rendezvous.

We will foster young adult friendships in the Denver area together by creating a physical space to exist outside of home or work and providing fun and enjoyable activities that bring people together. We will be accessible to the community by keeping membership prices low and relying on funding from donors to keep our business going. To these donors, we provide the value of a happier, healthier, and more connected community.

A community that can work together and connect with one another is one that is stronger and more resilient in the face of challenges and can pick one another up when needed. With Rendezvous, we will build a community among the young adults in the Denver area, which will have ripple effects to all other age groups. Rendezvous is a welcoming, physical space that helps build genuine relationships and a powerful, loving community for everyone.

Appendices

Business Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
<ul style="list-style-type: none"> Teachers for classes (strategic alliance): Teaching classes at our community center (for free) Regulars: Play a role in helping us maintain and keep the business running. (community members from our niche who help grow the community) People willing to contribute labor (strategic alliance): Another maintain support for the business. (Community support in running the place without being paid) Distributors: concessions, materials for classes, utilities (support local businesses as much as possible) (buyer-supplier) They provide us with these resources for little to no money while we in turn provide exposure as their benefit.) Shop owners in community (Strategic Alliance - Allowing them to use our space, they are giving us \$\$\$, Or vice versa providing them with exposure for their space.) -For our strategic alliances, both them and us achieve more together than we would individually. 	<p>Platform/Problem solving -We are solving the problem of loneliness for our customers by making a platform to connect them to build an in person community with activities.</p> <ul style="list-style-type: none"> Drinks / food sales Planning events <p>(The service we are providing to keep customers and help with solving the problem)</p> <ul style="list-style-type: none"> Upkeep (to maintain our business) Outreach to community Brand design/ marketing Promoting org. to the community (all three to grow customer base) 	<p>1 (Niche)</p> <ul style="list-style-type: none"> Physical community gathering space that is pro- social. Basically, it is a community center for young adults. (Performance) Programming (classes) that encourages collaboration and provide shared interest (Performance) Services designed to make meeting new people easy and fun (Customization) Comfort outside of home / a third space (Design) Convenience of concessions while people are in our space (Performance) Build brand loyalty through mutually-beneficial relationships: we're invested in the community and they feel a sense of 'ownership' over the space (Performance) 	<p>Communities and Personal Assistance</p> <ul style="list-style-type: none"> Community and personal assistance from org management. ('vibe monitor': employee to answer ?s, keep things smooth) Co-creation Co-creation: users help create programs, etc 	<p>1. Niche</p> <ul style="list-style-type: none"> (Young Adults / Working professionals in Boulder) (Ages 22-27), Hyper local, responsive to community) -Our segment is specific to this audience and specializes in services for them.
Key Resources	Channels	Cost Structure	Revenue Streams	
<p>Human</p> <ul style="list-style-type: none"> Community contributions (programming, helping clean after events, etc.) Good staffing to build and maintain business. Funders who support and fund the business with their donations and money <p>Physical</p> <ul style="list-style-type: none"> The venue itself to host events. Supplies for a snack/drink bar for attendees. 	<p>Product</p> <ul style="list-style-type: none"> Physical building, programming, in-person offerings -what we provide to customers <p>Message</p> <ul style="list-style-type: none"> Community, social media, members of org. and outreach. -how we communicate with them to gain them 	<p>Fixed</p> <ul style="list-style-type: none"> Building Rent: A main building where we operate from. Staff Salary: Staff in charge of playing roles to run the business. <p>Dynamic</p> <ul style="list-style-type: none"> Utilities: Bills for building depending on how many people we have at events and how often. (can vary) Materials for classes: Food/ liquor/ coffee/ milk/ etc. -Costs depending on events and attendee numbers. <p>Startup Costs</p> <ul style="list-style-type: none"> Community outreach (labor, marketing): We need a community and actual people who fit our target market in order for the business to even start. Web design/ brand dev. (Design): For our platform to gain the community and target market. 	<p>Recurring Venues</p> <p>1: (Niche)</p> <ul style="list-style-type: none"> Concessions (Snacks, Drinks, coffee shop/bar) (Asset Sales): Sales made at events from attendees. Class Registrations: We plan to offer classes for the community for fees. One time (Usage Fee) -THIS ONE CAN BE TRANSACTION REVENUE Sliding Scale Membership Fee (Subscription) Pop-up markets (come sell your pottery for a small % fee, Etc.) (Leasing): A type of fundraiser event to generate revenue. Aimed towards our niche for products and sales. -Side revenue serving as funding and going into covering costs Community/ crowdfunding: Community donations to keep up business. 	

Documentation of Interviews:

Discovery Interviews:

Our discovery interviews took place from 03/06/2024 - 04/04/2024 and consisted of 15 participants who were young adults currently in college, who graduated from college, and who are pursuing a career track straight out of high school. Below are some key points we gathered from the interviewees.

1. Amelia: She says these environments (where an activity she likes to partake in is and places she frequents to relax) provide her with a sense of familiarity and belonging, which makes her feel comfortable.
2. Callie: "Activities that will make people open up, vulnerable activities, ability to learn from each other", "Meeting a lot of people at once can be overwhelming/draining because not sure how to devote energy towards different groups", "Rooms off to the side to converse with someone"

3. Luke: "Different environments make it easier/harder to approach people", "Technology makes people more closed off", "Groups of people that enjoy doing similar things/activities with similar interests"
4. Jose: "Used to socializing in school, but now not in school", "Somewhere relaxed where there's not a ton going on", "Used to socializing in school, but now not in school"
5. Remy: "Lots of longtime friends earlier on, but now more acquaintances more than friends", "Very nice having shared activity where you don't need to necessarily focus on the other person, can kinda lock into the activity", "Being able to do things together in person"
6. Shane: "Places where people come together to do a common activity", "
7. Mitchell: "Adult life is not structured to make friends", "Meetups are nice because of shared interest (board games, reading)", "Individualistic set up in adult life so you have to piece together your own community, but once you do that it's not as hard"
8. Josh: "Eventually you will start hanging out outside esp if you have things in common", "any environment that facilitates a decent social interaction, something else to take the attention a little bit, makes it less awkward (playing pool at the bar vs just sitting), games at parties", "doing something together is important, harder to get to know someone over just a cup of coffee or a meal, activity that I'm meeting my friends to do often (lull in conversation doesn't feel significant)"
9. Chris: "I don't mind going out to have fun and make friends, but it isn't as easy as it sounds. It requires a lot of effort and it is really easy for it to feel forced.", "I don't go out too much since I am not really familiar with the city yet, so I've been relying on work to make friends.", "With public places, there is always the fear of not fitting in or people already having established groups they are in."
10. Precious: "Seeing that people already have established communities. So it's nerve racking going up to them and getting into them. Going out of your way to make connections to fit in with them.", "I like having similar interest filled environments. You are more likely to interact with people."
11. Adrian: "(Making friends) It isn't really the easiest thing to do when there isn't an immediate Community you can go into.", "Hands-on activities both parties enjoy.", "Similar interests, people with certain personality traits I prefer from those around me, and people who also seek out friendships that are genuine."
12. Ada: "The goal of no intellectual conversation or homework", "Bonding over a shared activity or goal, or a shared dislike of something", "Making friends when forced to be around the same group of people (ie. high school)"

13. Jessie: "It's easiest to make new friends bonding over shared goals and through shared projects."
14. Max: "Working in social environments is a great way to meet people." "It's easier to make surface level connections, harder to make deeper relationships."
15. Illias: "making friends is tough when you don't have a reason to meet them multiple times." "feeling like you're on common ground (is important in making friends)"

Industry Interviews:

Our industry interviews took place from 04/01/2024 - 04/10/2024 and consisted of 2 participants from community center based businesses. Below are some key points we gathered from the interviewees.

1. Nick Forrester; eTown, Hippie Bluegrass Church: "a shared musical experience is almost spiritual, can really help in bringing people together"
2. Ashkan Angha; Trident Cafe: "quality of a space is important (especially if providing food)" "welcome people from all socioeconomic statuses"

Framing Interviews:

Our framing interviews took place from 04/10/2024 - 04/18/2024 and consisted of 10 participants who were young adults currently in college, who graduated from college, and who are pursuing a career track straight out of high school. Below are some key points we gathered from the interviewees.

1. Sammie: "I could meet lots of new people from the community, form community, it would be a fun, active outlet", "I think it would be, sometimes it's hard to know where to go to meet friends especially if you're not in college, good to have organized activity to meet people", "If you're a homebody maybe not but if you're active it would be a good way to meet people."
2. Joy: "having a structured event helps especially when you don't have to worry about planning"
3. Jose: A lot of people he knows that are not actively going to school in their mid-late 20's might now need this because they already have been out in the world and have found their own spaces. Might need more variety in activities. Activities could get old after a while.
4. Abraham: "If you see people consistently could definitely turn into a longer term friendship", "You can see interesting sides of someone as you are meeting them like how they listen to directions/how they behave under stressful situations (like competition activities)."
5. Isabelle: "All community centers tend to have social pressure, but based on how this one sounds. There would be less pressure, making her feel more likely to attend and try to make it work."
6. Christian: "It can also lead to me making valuable memories in the process.", "It creates an environment for people around the same age", "I think it would be a great way to get me out of the house to just chill with potential friends in the community center."
7. Vincent: "I would probably be more social, because I would have more social interaction rather

than just sticking to my work life cycle”, “You get a chance to connect with people in your community who can relate to his passions.”, “It would be nice to be around like minded people.”

8. Shivani: “Especially if I’m feeling lonely or socially isolated, it seems like a good opportunity to fix that and have a great time.”, “If I am meeting new people, that can reduce my loneliness. This can lead to my mental health improving and my life overall being better.”, “ It would depend a bit too on the vibe they get from the place, but I would recommend it to them for the benefits.”
9. Evan: “a prosocial environment is very helpful because it can be hard to know if someone wants to have a conversation:
10. Hunter: “would enjoy using the space during the day as a place to hang out and talk with people”

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