Presentation Prefixes

## How we going to pitch

* Ruud Story teller
* Ilia/Nikola Demonstrator

## What do we want to achievement with this pitch?

We want to get the opportunity of making version 2 and launch the application to actually might help people in need.

## For whom are we pitching?

* Ankie Bol
* Giovanni Wouters
* Sander den Biggelaar

# Problem:

The community of Helmond: Research has proven that youngster/ young adults are facing “Generation poverty”, meaning: those people are living in an environment with debts and social problems carried out from generation to generation. In addition, they face a negative group pressure.

This leads to a downward spiral, for example: School dropouts, an environment of unemployment, debts, domestic violence, alcohol abuse, etc.

# Relation 2 problem:

I am project leader and I was certain to take this challenge because I have had a rough childhood and I was determined to find a solution app. My team understood this concept as they have experienced it first or second hand. With that in mind we started to get excited to work on the project

# Approach:

First we discussed the case and highlighted the key concepts; hence, we started a brainstorm session which resulted in ideas like “a Questionnaire game”, user profiling with advisor (like the windows paperclip character) and a “Considerator” (it weights a positive result over a negative result). We didn’t choose these components because we didn’t want to bother our user with personal questions in order to profile his or her problems, addiction, habits etc.

During our decisions we continuously asked ourselves what would benefit our user the most and what would interest him or her? We decided to have an inspiring application that has a game element, motivator, goal setting and tracking progress component in the user interface.

In addition we had ideas like: “an emergency button” (for when the user goes through a rough time and with just a push away from a connection with a life coach or a counselor), a link with Facebook (ranking with your friends) and the goals can be linked to another user for example: A father can have an overview of his child’s achievements. These concepts are for the second version!

# Solution:

The solution we came up with is the “Motti” app; the name is a combination of Motivation and matti.

We believe that when you want to change/improve yourself you have to set goals for yourself and in this app can remind you those, motivate and hopefully be a step up for a better life.

The workflow of Motti goes as follows:

1. Make a username
2. Set your goals and sub-goals with a duration
3. Receive coins for step 2
4. Use your coins to spin the wheel of fortune
5. Experience the different slots of the wheel
6. Get notification when a goal or sub-goals triggers
7. Keep track of your Progress

# Call 2 Action:

Basically you can create your own life projects:

* big or small,
* Long or short
* for saving money or quit smoking
* high priorities or low priorities

This is version 1 and my colleague is going to demonstrate