

LifeCraft

Overview

Retirement Life Designer is a platform that helps individuals **plan and live their dream retirement**. From preparing financially to actually designing a fulfilling lifestyle after retirement, we provide personalised guidance, tools, and expert advice to make retirement not just comfortable, but meaningful.

Problem

Many retirees face two big challenges:

1. **Before retirement:** Uncertainty about financial readiness and how to prepare for their goals.
2. **After retirement:** Lack of clarity on how to spend time meaningfully, stay healthy, and live a joyful life.

Without proper planning and post-retirement guidance, dreams often remain unfulfilled.

Solution

Our platform combines **planning + lifestyle design + advisory support**:

- **Dream Visualisation:** Define and shape retirement dreams (travel, home, hobbies, volunteer work).
- **Financial & Budget Planning:** Match goals with available income and savings.
- **Lifestyle Roadmaps:** Personalised plans for how to spend retirement years productively and happily.
- **Expert Advisory:** Access to financial advisors, wellness experts, travel consultants, and life coaches.
- **After-Retirement Guidance:** Regular advice on health, hobbies, community involvement, and purposeful living.
- **Community & Inspiration:** Connect with like-minded retirees to share journeys, activities, and success stories.

Target Audience

- Professionals approaching retirement (40–60).
- Retired individuals seeking structured lifestyle design and ongoing advice.
- Financial advisors and retirement coaches.

Revenue Model

- Subscription plans (planning + lifestyle advisory).
- Premium 1-on-1 consulting sessions.
- Partnerships with financial institutions, wellness services, and travel providers.
- Community-driven programs & workshops.

Vision

To empower individuals to **dream, plan, and live their best retirement life** with clarity, financial security, and meaningful daily experiences.