



May 7th, 2020  
Women Hack the Crisis



# ThirdSpace.

# **A Personal Story**

# The Challenge

**Hackathon Challenge 6:** Help women who are feeling isolated, lonely, depressed or fearful, find opportunities to connect with other supportive women, find ways to stay positive, healthy and safe, get access to medical and mental health support and feel empowered

- Women of all ages report higher levels of loneliness than men.
- Due to covid-19, social distancing makes it difficult for women to separate homespace from workspace.
- Maintaining a healthy routine helps women feel motivated and engaged.
- We want to carve out a “third space” for women to nurture the “self”.

# Meet The Team





**Carissa Yao**  
Grad Student @ Cal  
Berkeley, CA  
UI/UX Designer



**Heather Catchpole**  
CEO & Co-founder  
Sydney, Australia  
Market Research Lead



**Yajaira Gonzalez**  
Product Manager &  
Data Scientist  
Boston, MA



**Ericka Nicholes**  
Strategic Partnership  
San Francisco, CA  
Business Analyst



**Diana Toma**  
MBA 2020, Yale SOM  
Newark, NJ  
Subject Matter Expert



**Christina M Nguyen**  
Marketing coordinator  
Los Angeles, CA  
UI/UX, business

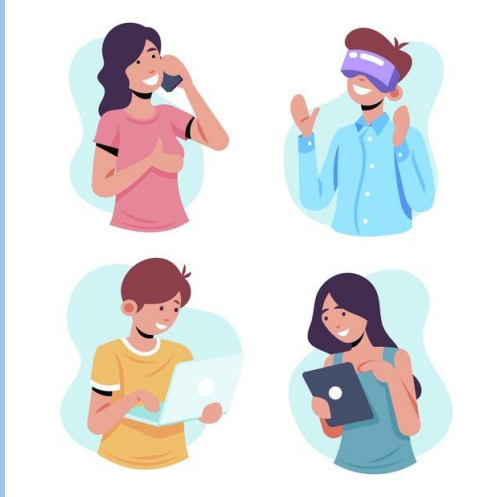


**Linda Hong**  
Data Analyst Student  
San Francisco, CA  
Project Manager

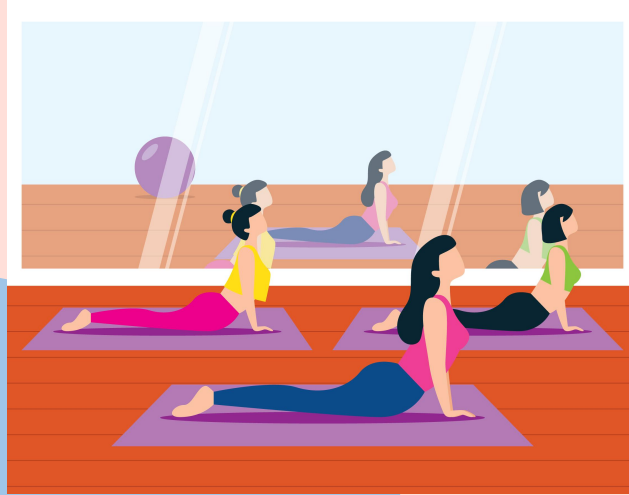


**Nicole O'Keefe**  
Marketing Consultant  
San Francisco, CA  
Product Marketing

# Our Solution



**Community**



**Customized  
Activity**



**Motivate**

The image features a light pink background with several blue organic shapes and dots. A large, white, irregularly shaped cloud-like area is centered on the page. Inside this white area, the words "Product" and "Demo" are written in a dark blue, bold, serif font, stacked vertically.

# **Product Demo**

9:41



About



# ThirdSpace

**Let's Explore**

Already a member? **Log-in**



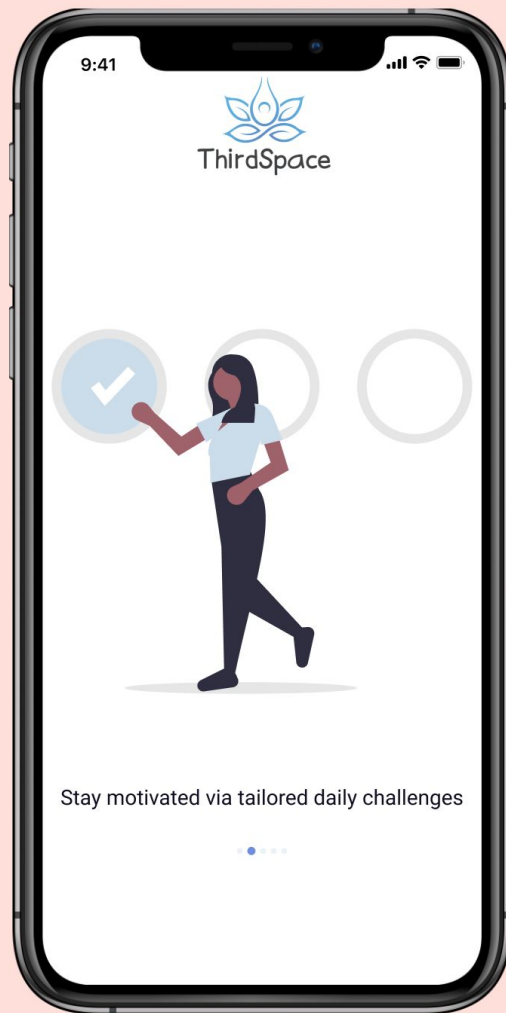
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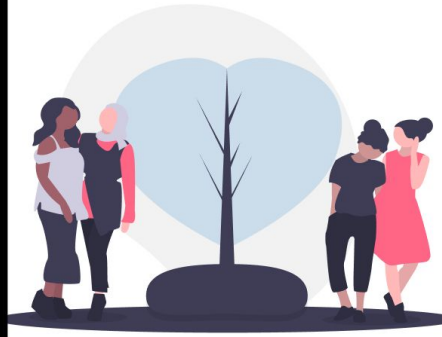
Connect with women around the world



Skip



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Develop your network and keep engaged



9:41



Earn points and support local businesses!

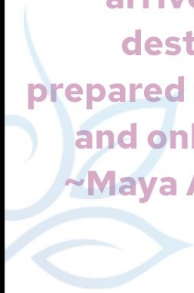


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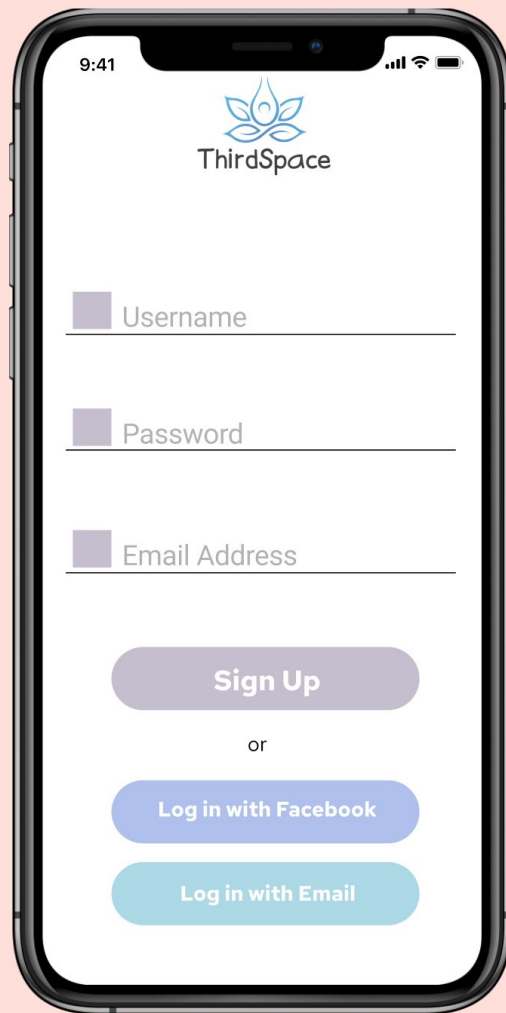
Already a member?

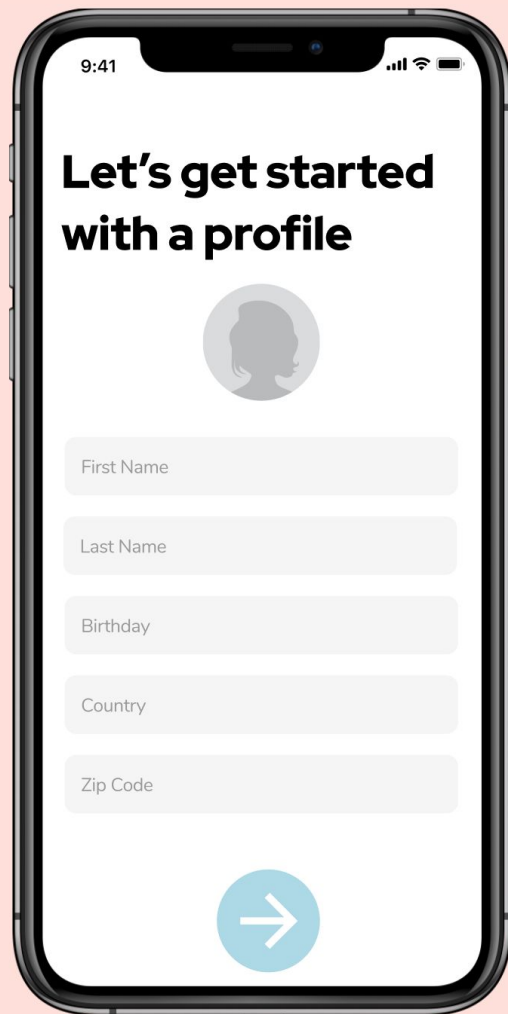
**She goes where she will  
without pretense and  
arrives at her  
destination  
prepared to be herself  
and only herself.  
~Maya Angelou**



Sign Up







9:41

## Let's get started with a profile



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## Choose 3 topics that interest you



**Movie**



**Food**



**Fitness**



**Gaming**



**Reading**



**Painting**



**Mindfulness**



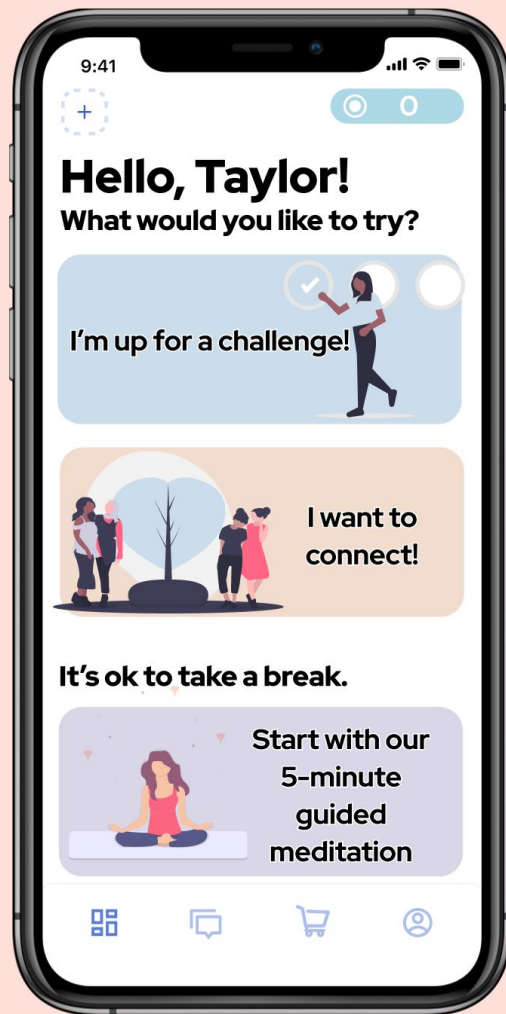
**Music**

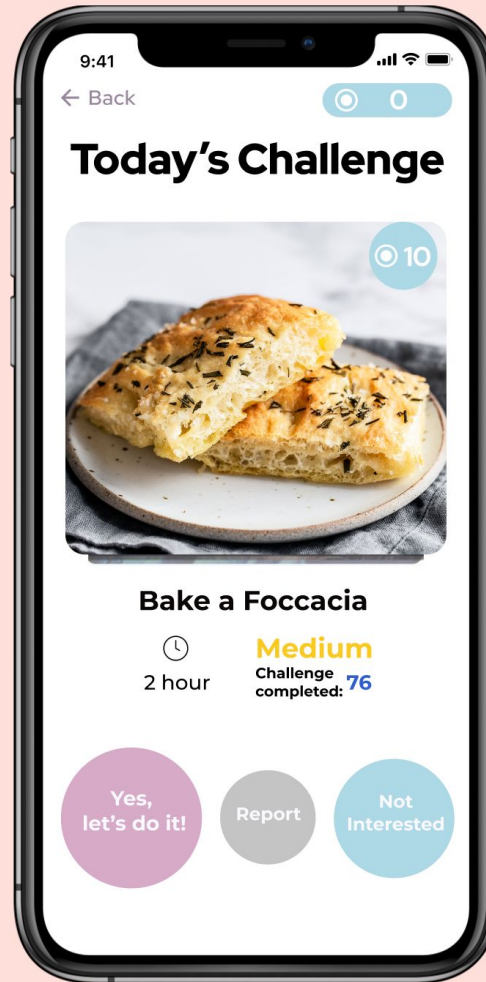


**Gardening**









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## Today's Challenge



10

### Bake a Focaccia



2 hour

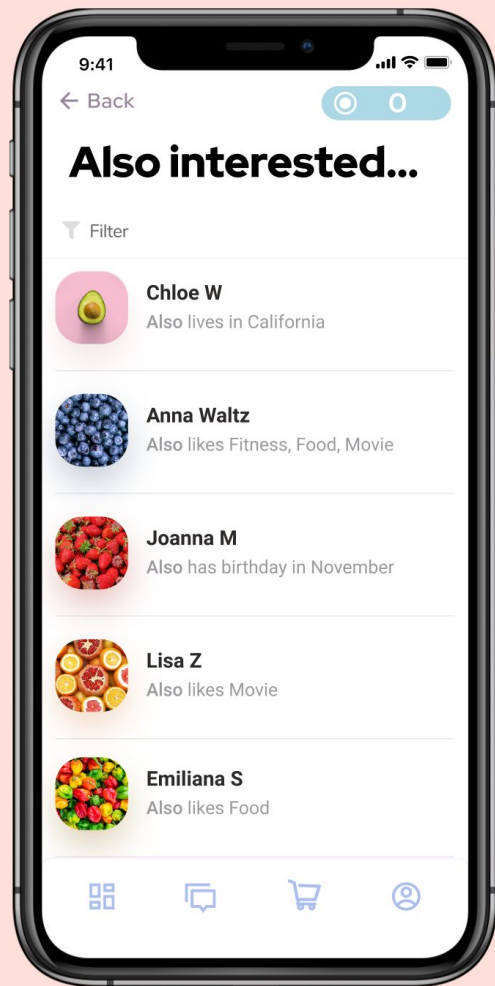
Medium

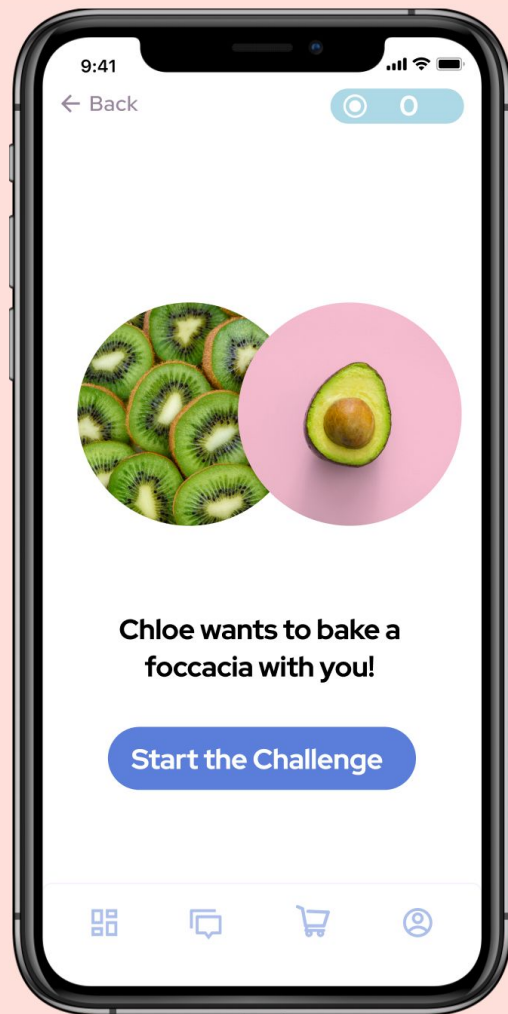
Challenge completed: 76

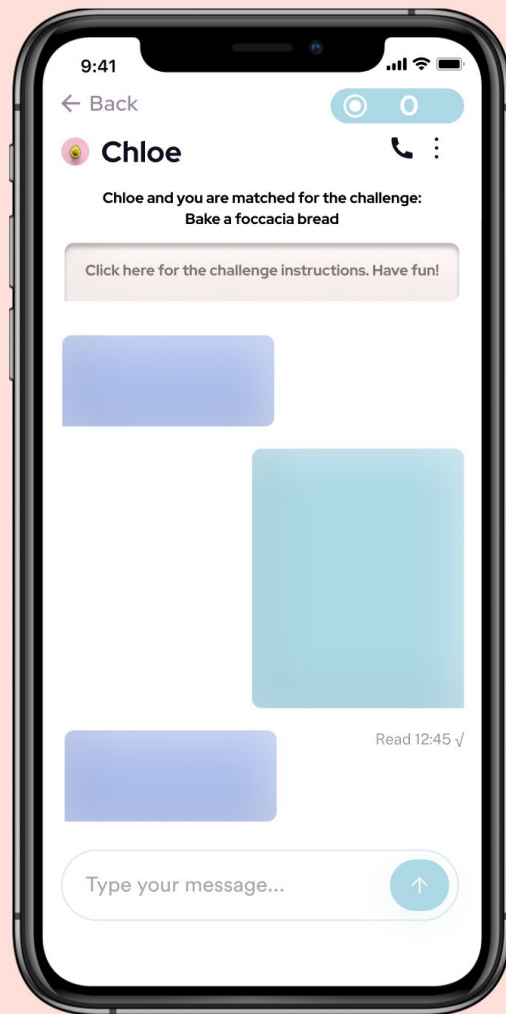
Yes,  
let's do it!

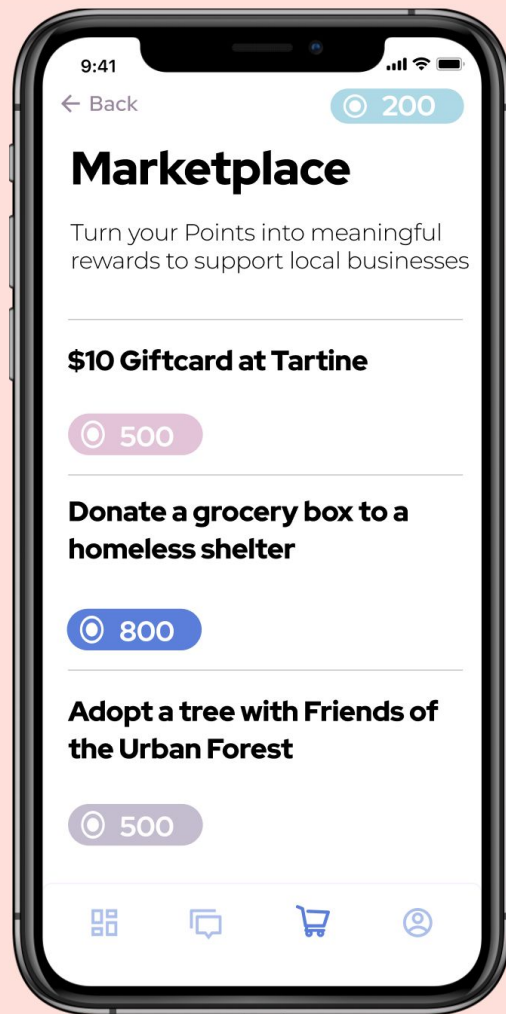
Report

Not  
Interested









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200

## Marketplace

Turn your Points into meaningful rewards to support local businesses

### \$10 Giftcard at Tartine

500

### Donate a grocery box to a homeless shelter

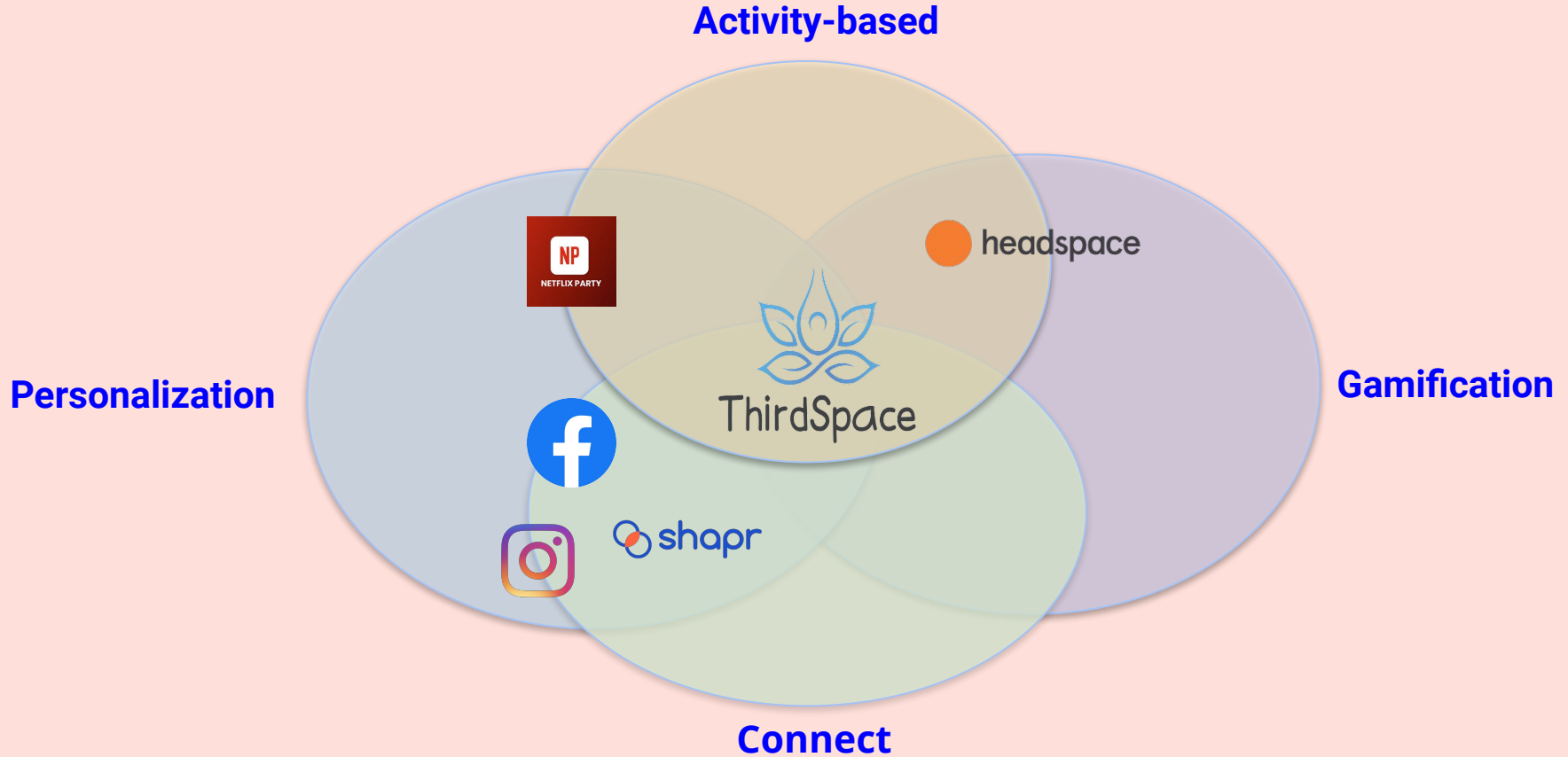
800

### Adopt a tree with Friends of the Urban Forest

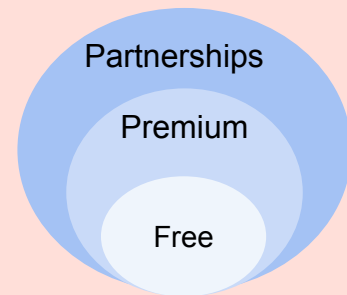
500



# COMPETITIVE LANDSCAPE



# REVENUE MODEL



## Free

**\$0.00 / month**

### **Unlimited** activities

- Network Access
- Matching Feature
- 1-1 Activities

## Premium

**\$13.00 / month**  
**\$95.00 / annual**

- All aspects of free model +
- Group Activities
- Rewards Feature

## Partnerships

### **Sponsored Activities**

- Brand-sponsored fitness challenges
- Paint night events
- Independent yoga sessions



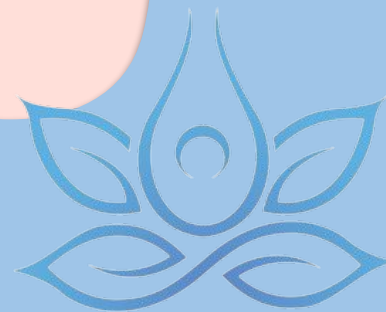
# Summary

- Our app helps connect women to other women through shared interests, empowering us to work on our own identities together.
- Upon signing up, users will choose their interests and be recommended relevant activities.
- If you decide you're interested in an activity, you can see the other interested users and message them and/or add them as a connection. You can also invite connections to join you on an activity even if they didn't hit "interested".
- Users can also submit their own challenges (subject to moderation) and report any inappropriate material.
- Completing the activities will earn a certain amount of points to level up.
- Points can be used in a marketplace where users can receive discounts, gift cards, or donate to organizations.

# Q & A



**Yajaira Gonzalez**  
Product Manager &  
Data Scientist  
Boston, MA



## ThirdSpace

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Women Hack the Crisis



# USER ACQUISITION

## Initial

- Advertise to organizations and universities
- Peer to peer
- Word of Mouth referrals via Social Media

## Growth

- Social Media campaigns (Pinterest, Facebook Youtube, etc).
- E-newsletters (user milestones & promotions)
- Blogging

# ACTIVITY AND USER MATCHING

