



Generaid

04.08.2025

Toby Prosser

FathomCreative

1801 W MacArthur BLVD

Santa Ana, CA 92704

Overview

An app to bridge generational gaps by seamlessly connecting individuals of different generations with the goal of strengthening the communities within our cities. Giving those who need assistance completing tasks a place to get help while providing an additional income stream to those who need it. With the immediate goal of a task being completed and income being earned, the ultimate goal becomes creating intergenerational friendships that heal the current social divide.

Mission Statement

To **bridge generations** through **meaningful connections**, fostering stronger, **united communities** within our cities.

Goals

1. **Facilitate Intergenerational Support and Connection** – Bridge generational gaps by seamlessly connecting individuals of different ages, fostering stronger communities within cities. By enabling meaningful exchanges of assistance, the app encourages collaboration and learning between generations that lay the foundations for lasting intergenerational friendships.
2. **Provide Accessible Task Assistance and Income Opportunities** – Offer a platform where users can request help with tasks while giving others a flexible way to earn income.

Problem Statement

Many older adults frequently struggle with emerging technology, daily tasks, and maintaining social connections. At the same time, younger individuals often seek flexible ways to earn extra income. Despite these issues, few platforms actively encourage **intergenerational collaboration**. Additionally, social isolation among older generations continues to rise, exacerbating feelings of loneliness and disconnection. This app directly addresses these growing concerns by providing a place for those of different times to **connect in a positive and meaningful way**.

Solution

The app simplifies task posting through AI-generated help requests, making the process intuitive for users. When a request is made, the app sorts posts into relevant categories, ensuring they are easy to manage and navigate. Users can select helpers not only based on their skills but also **their interests**, encouraging **connections that extend beyond simple task completion**. Younger individuals can offer assistance at a lower cost than traditional professionals, making help more accessible while providing them with valuable opportunities to earn and grow. The highly guided user experience ensures accessibility, allowing users of all technical backgrounds to participate without friction. This structure makes it easier for people to receive and offer help while **fostering a greater sense of connection and community**.

Implementation Plan

I. The App

Built with **React Native**, the app ensures seamless **cross-platform** usability. **Firebase** and **Firestore** integration allow for **AI-assisted post generation** and efficient **real-time data management**. A **scalable database** structure optimizes user experience, categorization, and search functionality. AI-driven categorization enhances accessibility while also scanning posts to flag scams or inappropriate content, ensuring a safer environment. To further inspire users, the app presents relevant categories and keywords, helping them identify additional tasks they may need assistance with. The Firebase database provides robust security measures, and the platform is designed to request the **least amount of personal information possible from users seeking assistance**, prioritizing privacy and safety.

II. Social Media Theme

The app's social media presence will be designed with a **cohesive, vibrant, and modern aesthetic**, ensuring content is visually engaging while remaining clean and professional. Every post will seamlessly reflect the app's layout, creating instant brand recognition—users will **always know what they're looking at and which app it belongs to**.

Key **categories and keywords will be featured as buttons** on each post, organically reinforcing the app's use cases and guiding potential users toward relevant tasks and opportunities. By balancing **eye-catching visuals with accessibility**, the content will appeal to diverse audiences, ensuring the platform resonates across generations. The polished, intuitive design will make engagement effortless while solidifying the app's identity in a way that feels **both inviting and dynamic**.

III. Soft Launch

To establish a strong foundation, the app will first launch in a **college town with a high elderly population**, ensuring an environment where intergenerational support is both needed and readily available. The initial outreach will focus on **partnering with colleges**, particularly with **business and marketing departments**, to encourage student participation. Students looking for **flexible**

earning opportunities between classes will be invited to download the app and browse local help requests.

Simultaneously, we will engage with the **local elderly community**, promoting the app as an easy, affordable solution for everyday tasks. Outreach efforts will emphasize how college students can assist with **technology-related challenges**, such as navigating devices, managing email security, and **spotting scams**. Additionally, the platform will facilitate **physical assistance**, such as gardening or household tasks, **making day-to-day life easier for older users**.

By aligning the soft launch with a **real-world need**, the app can demonstrate its immediate impact while fostering organic adoption.

Target Audience

This app is designed primarily for **older individuals who need assistance** with everyday tasks, technology, and social engagement, providing them with an affordable alternative to hiring professionals. By connecting them with **younger users seeking flexible earning opportunities**, the platform fosters accessible, cost-effective solutions while encouraging meaningful intergenerational connections. Younger individuals can offer help using skills they already have, without needing to pay for education or learn new skills, **making the opportunity immediately accessible to them**.

While the app is optimized for older users seeking help, **it remains open to all generations**, allowing anyone to post and respond to tasks based on their needs and skills. Whether it's a college student helping with errands, a retiree offering mentorship, or a professional seeking a side income, the platform ensures that **support flows across age groups**, creating a dynamic space for exchanging help and earning money.

Competitor Overview

I. TaskRabbit

A popular platform that connects users with local “Taskers” for services like home repairs, moving help, and errands.

Key Differences: TaskRabbit primarily focuses on professional services rather than intergenerational connections. Pricing is often higher since users hire experienced professionals instead of casual helpers.

II. Nextdoor

A neighborhood-based social networking app where users can post requests for help, recommendations, and local news.

Key Differences: While Nextdoor fosters community engagement, it lacks structured task-matching and payment integration. It does not emphasize intergenerational collaboration or affordability.

III. Care.com

A platform for caregiving services, including elder care, babysitting, and tutoring.

Key Differences: Care.com focuses on professional caregiving rather than general task assistance. It requires background checks and formal hiring processes, making it less casual and flexible than Genaid.

IV. Thumbtack

A marketplace for hiring professionals across various industries, including home services, wellness, and business support.

Key Differences: Thumbtack connects users with skilled professionals rather than casual helpers. It is business-oriented, with structured pricing and service agreements.

Value Proposition

I. Intergenerational Focus

Unlike competitors, Generaid specifically encourages **cross-generational assistance**, making it unique in fostering meaningful connections between older and younger users.

II. Affordability

The app provides a **cost-effective alternative** to hiring professionals, ensuring users can get help at a fraction of the price.

III. AI-Assisted Task Posting

Generaid simplifies the process with **AI-generated requests and category-based organization**, making it easier for users to find and offer help

IV. Community Building

While platforms like Nextdoor focus on local connections, Generaid **actively bridges generational gaps**, strengthening relationships beyond simple transactions.

Vision Statement

A world where **intergenerational relationships** strengthen the fabric of society, creating inclusive and **resilient communities**.