

SOLAI

Reconnect with your family.

CONCEPT

How can social media connect family members on a deeper level?

People today are connected more than ever. Why then is it more difficult to create and, more importantly, nurture your existing relationships?

PROBLEM

People don't know their family members as well as they could.

With busy schedules, people do not have as much time to spend together. There should be a tool to make strengthening relationships easier.

SOLUTION

Surface similar interests between family members using existing data.

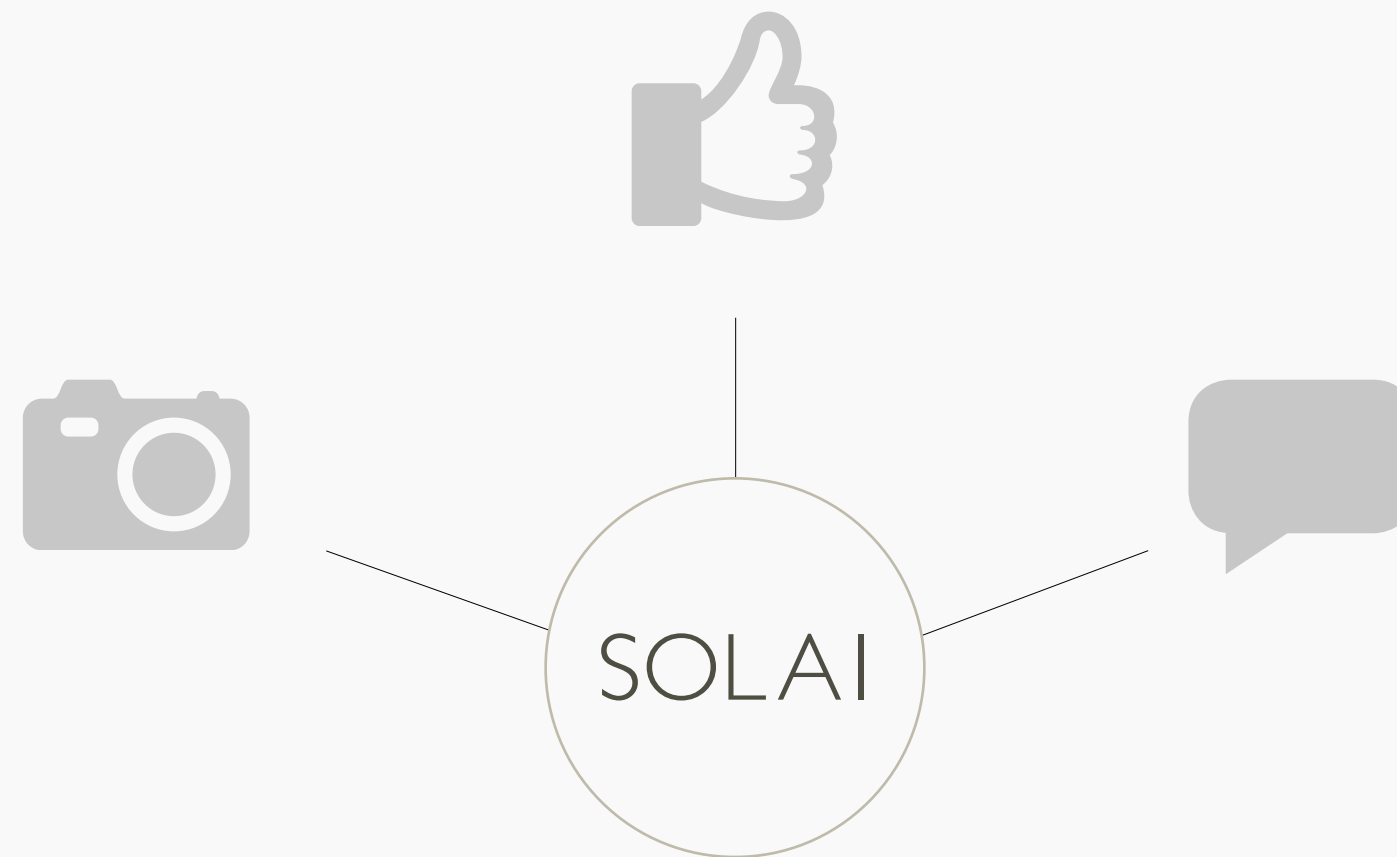
It is easier to share online than it is in real life. Can we create a tool that takes all of this information we share and make it useful in nurturing family relationships?

HOW IT WORKS



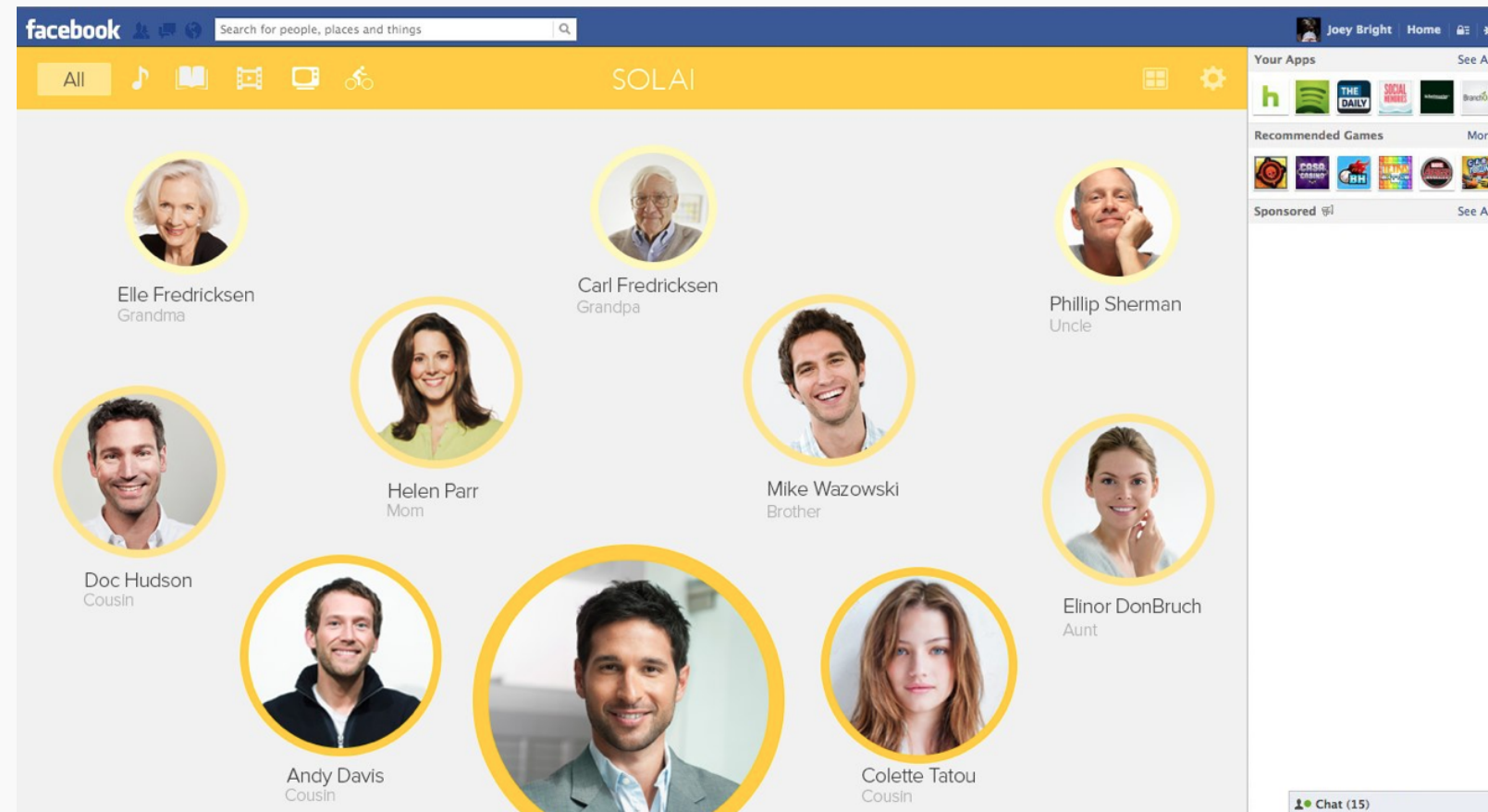
- 1 Charles is a recent college grad looking to reconnect with his family.

HOW IT WORKS



- 2 Charles logs in to Solai which pulls posts, likes, photos, and other social activity to generate relevant interest profiles for him and his family.

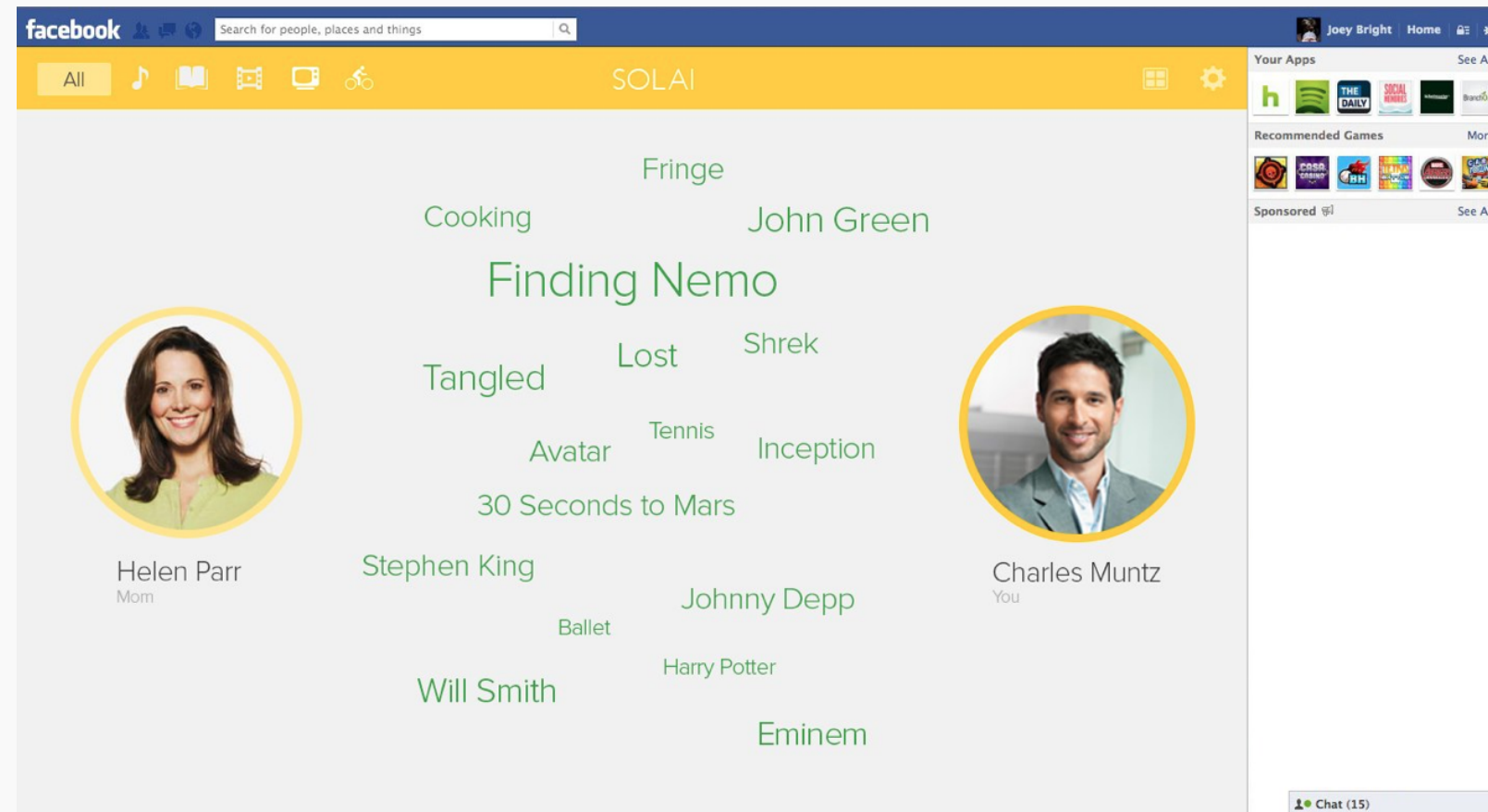
HOW IT WORKS



3

Solai generate a visualization of the family members who share the most common interests with him. Family members closer to his photo share more common interests with him than family members who are further away from him.

HOW IT WORKS



4

Charles can then explore common interests between himself and his family members. Solai shows Charles shared interests with his mother that he was not aware of. This gives him more opportunities to strengthen the bond he has with his mother.

HOW IT WORKS



5

After exploring connections between himself and his family, Charles can then be prompt to take action on special days to the family members close to him such as birthdays or weddings.

CONCLUSION

Solai leverages social media to rejuvenate the most powerful connections we have; our family.

Thank You!

Any Questions?