NIGHT OWL BAKERY

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> "Our vision is to offer opportunities to young adults who are often left at the margins of many workforce development programs."

The Night Owl Bakery

We are a workforce development program for at-risk youth seeking to realize their full potential and self-worth. Through experiences that combine baking, entrepreneurship, and sustainability, participants learn vital skills for long-term economic independence.

> "How might we provide more opportunities and connections to those who complete the NOB program?"

Our Solution: Web Application

We envision a mobile-optimized web application that would use a peer-to-peer framework to connect Bakers with community members through baked goods and social engagement.
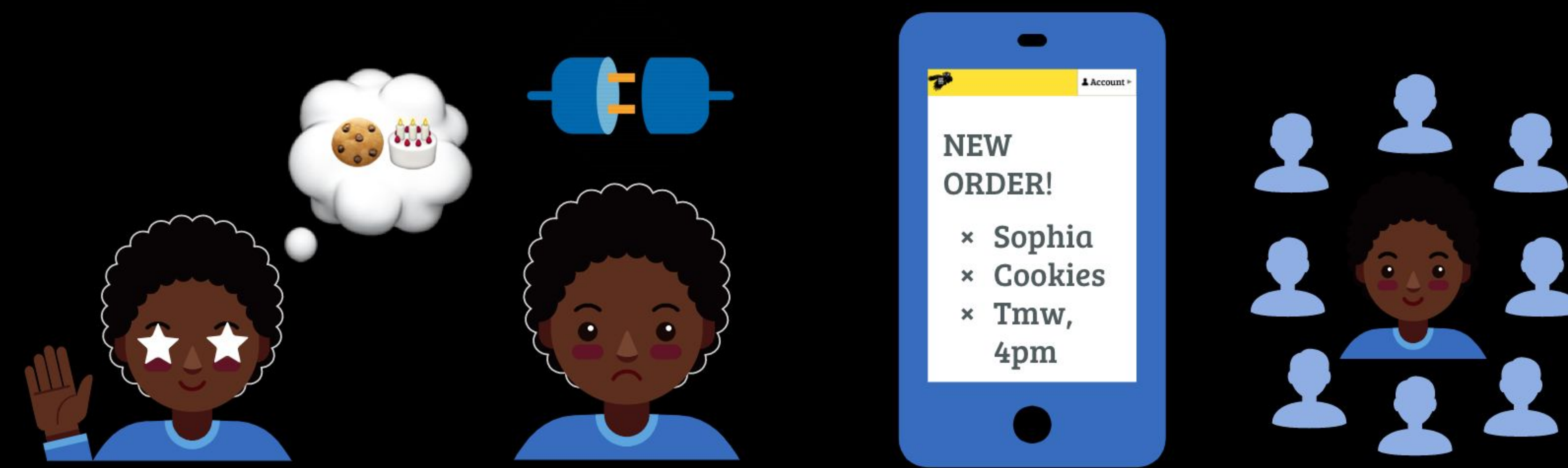
The interactions between Bakers and these communities will spread awareness of the Night Owl Bakery's mission, while also expanding individual Bakers' own networks.

Community members would be able to form friendships with the bakers through the exchange of baked goods and social encouragement that the app provides.
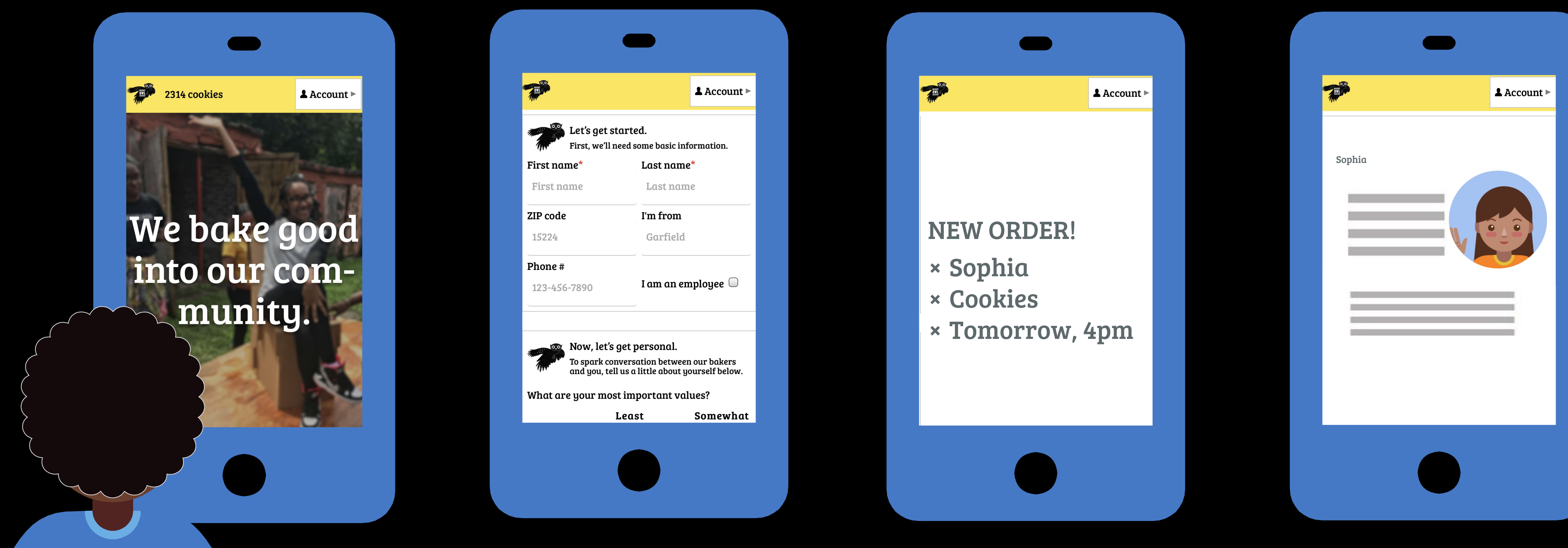
As the Bakers acquire more skills, our on-demand work application can be opened up to other goods and services other than baked goods.

How It Works

1. Meet Cameron

2. Signup & Matching

We bake good into our community.

3. Pickup Timeline

4. Task Completion

Sophia arrives to pick up her order.

Cameron and Sophia are unsure how strike up a conversation.

Cameron is given a curated question from the NOB app.
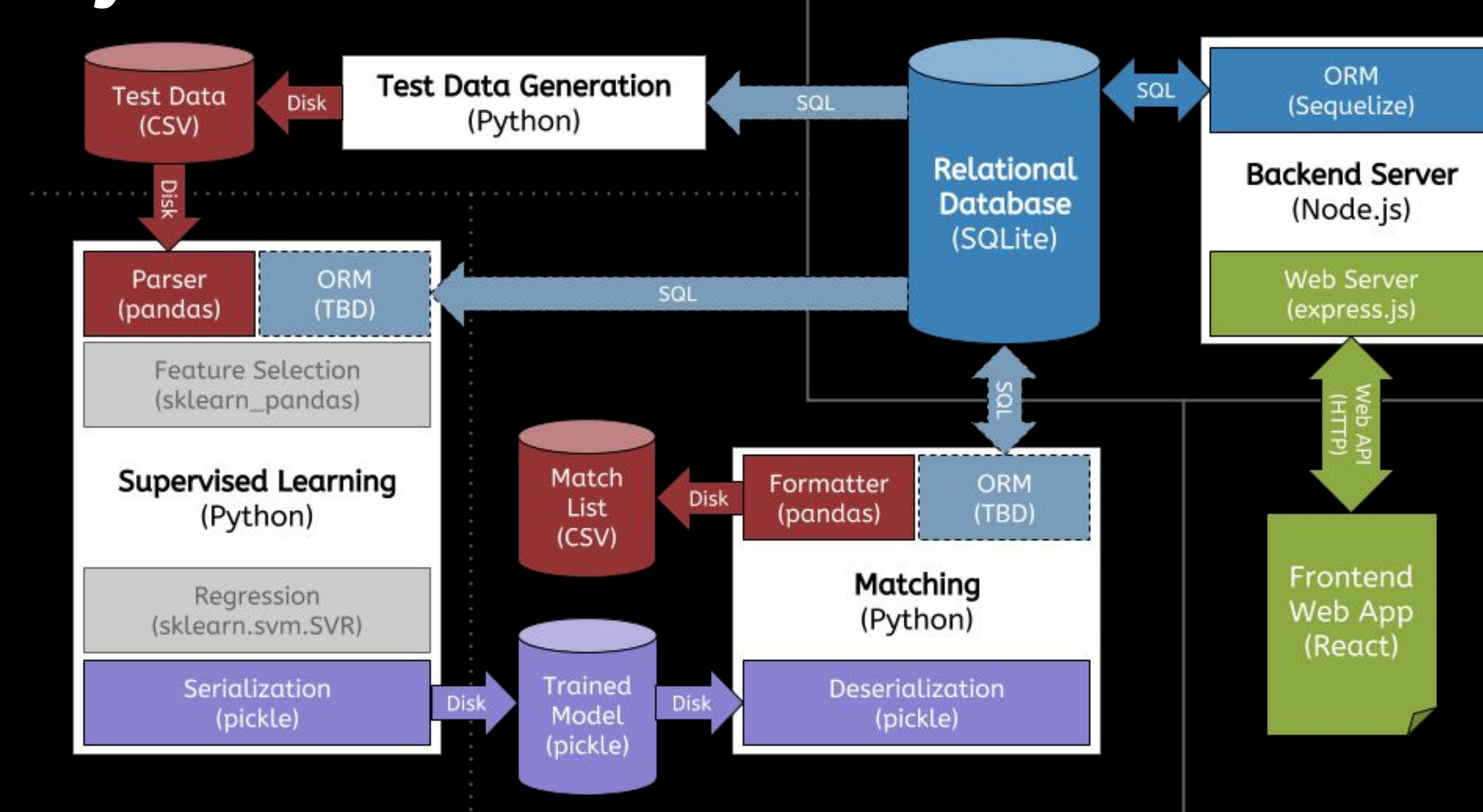
Both enjoy chatting about their shared interests.

Evaluation and Impact

Potential NOBs at the Bloomfield-Garfield Corporation are eager to forge trusting connections with future employers. They emphasized their need for career mentors with aligned values. The NOB app asks about people's values and core personalities to optimize results of the matching algorithm. Our interface helps employees and employers gain from their short but meaningful in-person experiences.

System Architecture

Future Steps

- Text-based matching of open-response profiles using tf-idf statistics
- Future additions to our web app:
  - Night Owl Bakery Menu
  - Task Request Form for employers
  - Additional features: nearby workshops, career opportunities, etc.
- Further user testing with potential employers and in-depth profile completion