

● ● By FEMTech

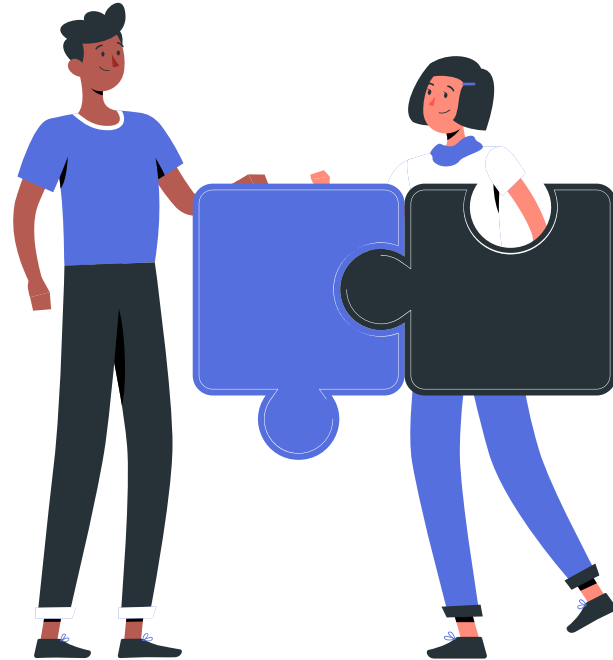
HobbyBuddy

Preventing Stress by Helping **You**
Explore New Activities Anytime, Anywhere

Our Team

- **Michael Shane**
- **Eduardus Bagaskara**
- **Felicia Winna**

Hi! We are final year Computer Science students, passionate about solving problems on mental illnesses.





THE PROBLEM

Nowadays, people are stressed and/or depressed because of prolonged indoor activity. One way to tackle this is to help people find new activities/hobbies.



Why Is This A Problem?

Activities Are Hard To Research

To learn new things we often don't know where is the starting point

01 02

Hard to Start A New Hobby

How much items should you buy?
Which items should you buy?

People Are Getting Bored and Stressed

The Covid-19 pandemic is taking a toll on everyone, creating extra stress from mundane everyday activities

03 04

Increase on mental illnesses

Research suggests that those who experience boredom more often tend to have more anxiety and more prone to depression

Rapid growth of Mental Illness



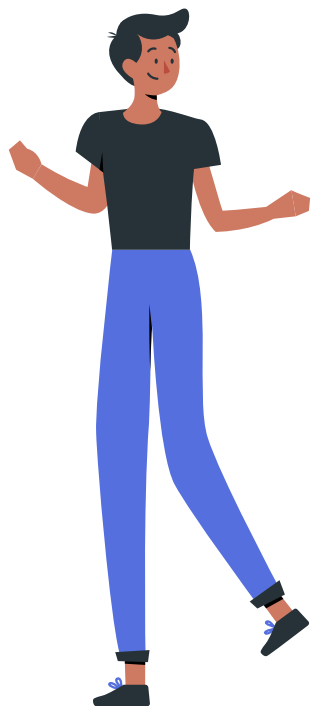
56%

of Young Adults in the US
reported to have
symptoms of Anxiety
and/or Depression



41%

of Adults in the US reported
to have symptoms of
Anxiety and/or Depression,
compared to 11% on June
2019



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Introducing HobbyBuddy



Vision and Mission

- **Vision**

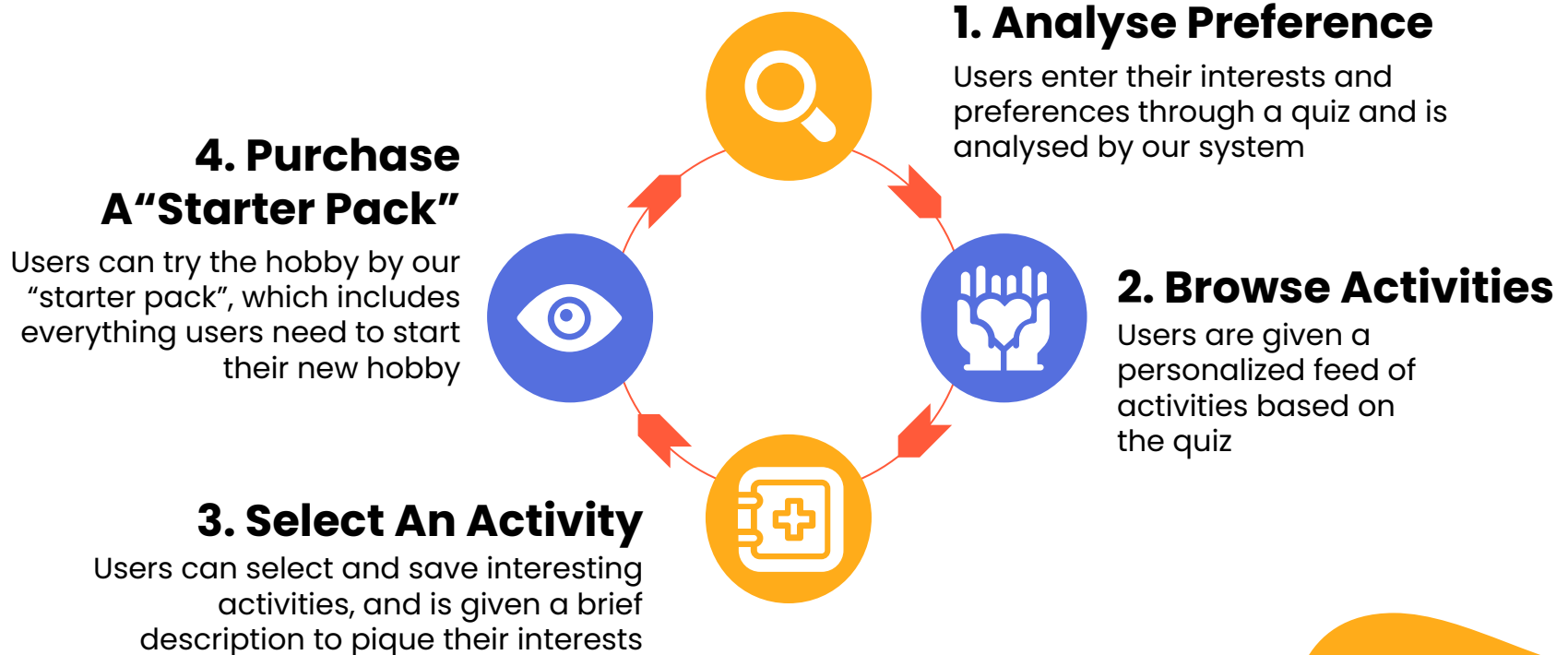
Our vision is to be the #1 place for people to search for new hobbies

- **Mission**

Our mission is to improve the mental health of people with boredom and stress, and reducing the global mental illness rate



How Does HobbyBuddy Work?



HobbyBuddy

30%

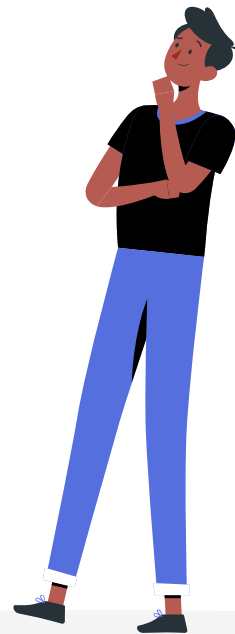
Lowered odds

of having depression by
taking up a new hobby



**According to a paper by Fancourt D, Opher S, de Oliveira C, on Fixed-Effects Analysis of Time-Varying Associations between Hobbies and Depression*

.. Demo



Feasibility & Scalability

- Because our physical products (starter packs) are outsourced by partner brands, this creates a lack for physical inventory making **HobbyBuddy** more scalable and sustainable
- Upscaling would not take a lot of effort since the database structure allows an easy migration to a bigger database to further expand from the users and stored activities



Expansion Opportunities

01



Other Device Platforms

Our closest expansion is to cater to more devices such as smartphones to reach a bigger audience

02



Improving quiz accuracy

Gives a more relevant feed to the users, which will improve the customer satisfaction and customer retention

03



Implement More Functionalities

Implementing more functionalities that can improve the user experience

04



Creating our own products

Removes our dependency on partner brands, will enable us to better manage product stock and increase profits

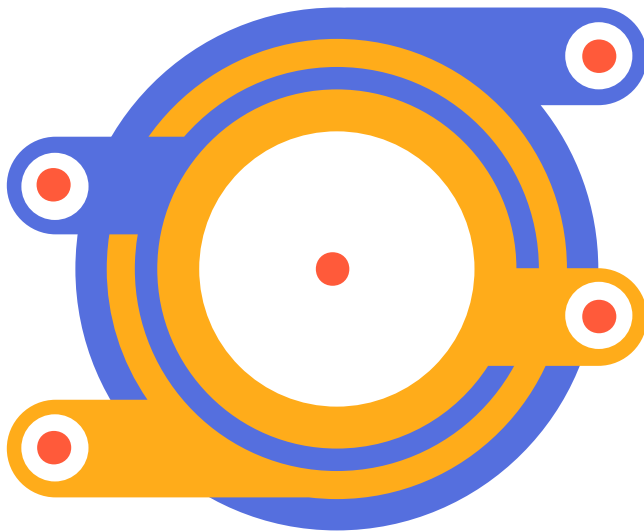
Revenue Opportunities

Partner Brands

Brands will give us a commission to be included in starter packs

Starter Packs

Starter Packs will be marked up for profit



Affiliate Links

Activities without a starter pack will be included an affiliate link to related products

Advertisements

Ads related to the activities and user profile will be given in the feed

HobbyBuddy



Thanks!

Do you have any questions?

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