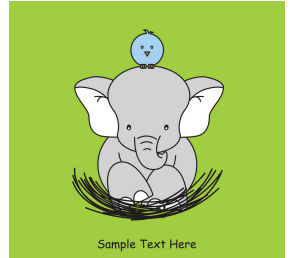


Meeting 1

People present: Gianna Everette, Serenella Seba, Anna Kolb, Ryan Weinsier

Agenda:

- ☒ ~~Finalize our group idea - pick one out of the four~~
 - Elderly Loneliness
- ☒ ~~Work on the presentation for next week (2-3 slides)~~
 - Pain point solving
 - Hypotheses to be tested
 - Starting with the MVP (the “next steps”) in understanding customer need



Potential Name: TogetherNest

Hypothesis:

- Older people don't know how to use phones
- Meetups should be series of events in person, not connected virtually
- 50 - 70 year olds would be the **consumer hypothesis** of use
- Possible 2 part process (connection - living)
- Students will be open to sharing living space with seniors.
- Older residents will welcome the company and interaction with younger people.
- Older people own their homes, but still need to pay for utilities → still need to put rent onto it

We can reach out via: blogs, news paper, letters, Religious mailing list

Pain point: Adult Loneliness (50-70s) & Expensive housing

Research Resources:

<https://sponsored.bostonglobe.com/point32health/help-seniors-combat-social-isolation/>

<https://www.civitaslearning.com/blog/4-challenges-derailing-academic-advisor-effectiveness-and-how-to-fix-them/>

Meeting Summary: We narrowed down each of our individual ideas into one group idea: a service-based company that provides companionship for lonely adults from 50 to 70 year olds. We would connect younger and older adults together via existing tech such as mailing lists or blogs, simultaneously combating loneliness while providing housing for the younger generation.

We further developed our presentation slides to focus on our company's pain points, the hypotheses to focus on, and what our MVP may look like in order to analyze customer's needs and wants. Next steps would be continuing to edit our presentation slides and further discussion streams of revenue as well as how to best connect users with one another.