

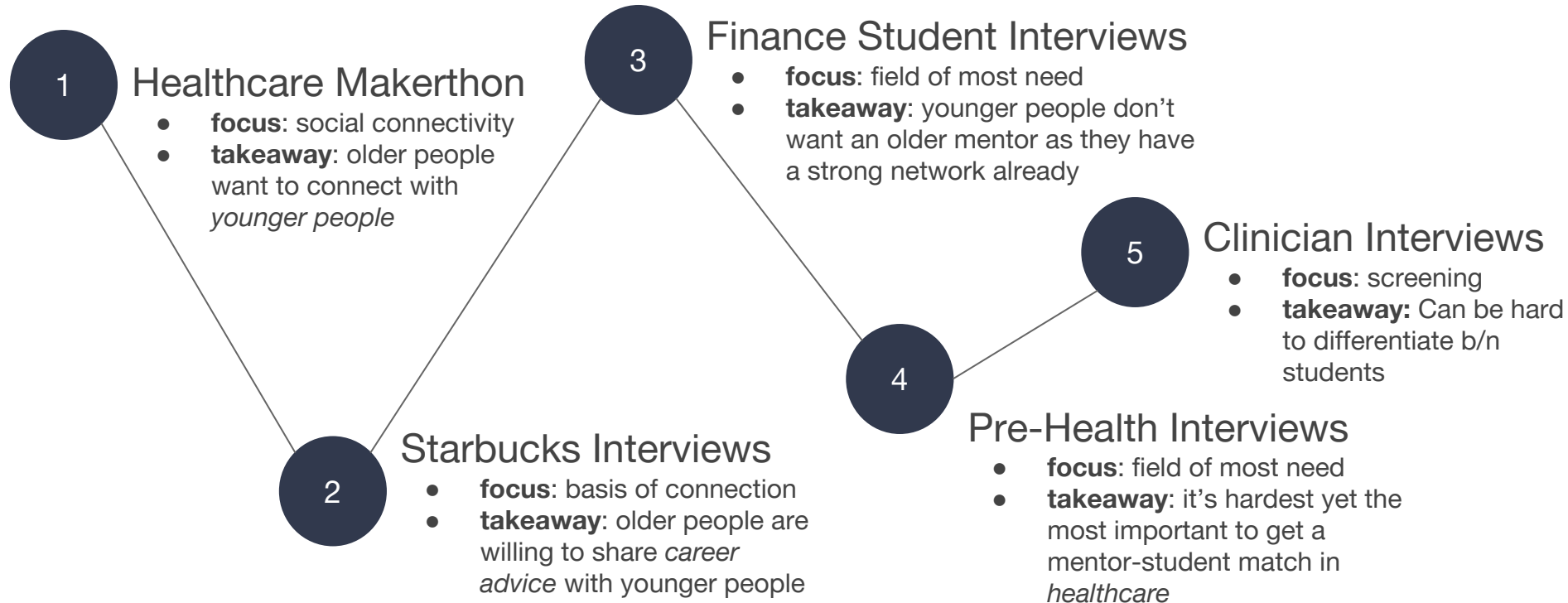


Creating meaningful intergenerational connections by matching older professionals with students looking to embark on the same career path so they can form a lifelong mentorship relationship



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Customer Discovery



Older adults

Have trouble creating meaningful connections, but are *motivated* to maintain connections based around sharing career knowledge with younger people while hearing their aspirations.

→ Accountant interview

Students

Need a way to meet people who can give them career mentorship & opportunities and are *motivated* to maintain connections based around sharing their aspirations while getting career knowledge from older adults

Immediate Need

Health: students need complete 100+ clinician shadowing hours to be a competitive applicant for medical/dental school

Students

Current Options

Mentors

I don't know anyone.
It's awkward—what if they don't
want a shadow?

Knowing People

I don't have a good sense their
professional self.

No one responds.
The people who do respond
already have students.

Cold Calls

It's hard to screen people and
figure out logistics.

I can't choose when, who, or what I
shadow.
Some are very expensive.
I have to fill out applications over
and over fruitlessly.

Shadow Programs

I can't choose when or who gets to
shadow me.
It's a lot of work to run a dedicated
program for a private practice.

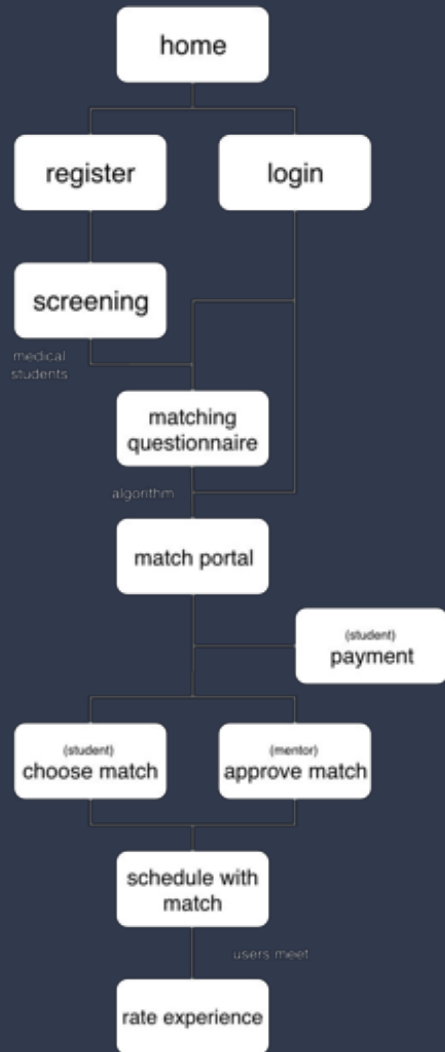
Problem

There's an unmet need for a way for people form mentorship relationships where the **time** spent filling out/screening through applications is minimized, while people can **personalize** their relationship based on their own schedules and specific areas of focus.

Our Solution

A database of **screened and available** mentors/mentees from which we can create the best possible mentor/mentee match according to the users' **specific** focuses and schedules.

- Rigorous Screening
- Matching Algorithm
- Detailed User Profiles



Dr. Jason Schwartz
General Dentist
77 E. 12th St
New York, NY 10003

Biography

Availability	
Mon	8:00-12:00
Tue	8:00-12:00
Wed	8:00-12:00
Thu	8:00-12:00

Education
NYU College of Dentistry D.S. 1971
UCLA 1975

connect!

Dr. Cynthia Choi
Orthodontist
100 E 23rd St
New York, NY 10010

Details

Slots next week

Mon 12/5/16	Wed 12/5/16	Sat 12/5/16
8:00-12:00	8:00-12:00	4:00-12:00
✓		✓
4 hrs	4 hrs	3 hrs

Next >

Antwon Smith wants to Shadow
General Dentistry
NYU Junior

Biography

resume **Personal Statement** **Personal Inventory**

X Decline **✓ Accept**

Anita Young wants to Get Coffee
Oral Surgery
NYU Freshman

Details

rate mentee

Listening	1	2	3	4	5
Punctuality	1	2	3	4	5
Friendliness	1	2	3	4	5
Passion	1	2	3	4	5
Overall	1	2	3	4	5
Would you continue connection	Y N				

Impact

206,600,000

working population



$$206,600,000 \times \$350 \\ = \$72.3B$$

17,000,000

college students



$$17,000,000 \times \$350 \\ = \$5.95B$$

195,000

pre-health
students



$$195,000 \times \$350 \\ = \$68.25M$$

Business Model

Pricing

Flat fee for a certain number of hours

- \$350 / 150 hrs

Customer Cycle

Creating the **right match** means the individuals will continue to be invested in each other in a meaningful, lifelong connection even without us.

- 5 star review
- Exchange of great stories about students who met great mentors.

Next Steps

1. **UX**- interview health professionals on previous shadows to get most important data points to base student screening and matching algorithm on
2. **Recruit** health professionals (dentists & doctors) and pre-health students who want to take part
3. Continue **prototyping**, build Excel **MVP**
4. Narrow down **pricing**

We Need

1. Funding
 - Immediate: hiring medical/dental students to screen users
 - Up to \$120/hr
 - Later: web & database hosting
 - Up to \$10/month
2. Process Guidance
 - Knowing what to focus on when
 - Other sets of eyes to tell us our baby is ugly