The Soshow

A Social hub for adults

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2020

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# Executive Summary

Our mission is to mitigate or reduce the loneliness epidemic in the U.S. [citations] Current physical social institutions such as bars, restaurants, and special interest activities (SIAs) either do not promote or are ineffective at incentivizing deep and meaningful social interactions or the formation of personal connections within one’s local community. To this end, we have determined that a new physical institution is needed; one that promotes local community formation through three universal languages: dancing, cooking, and PCs and gaming. Offering a variety of shared activities reverts the current model of friend-finding through SIAs, back to the old model of friend-finding: a central place for people to visit regularly, while harboring no social stigmas. An example of the old model is church and other religious gatherings. The innovation that sets this endeavor apart from a local community center is that we will be a platform for local businesses and professionals. Local professionals such as dance groups, chefs, tech developers, and entrepreneurs will be invited to hold classes where they earn 100% of their teaching fees (at least in the beginning). The instructor chooses what they will charge students, while our business profits from entry fees and membership fees. It’s a win-win situation. The professional or business profits from teaching fees, receives access to our marketing channels, and engages in networking opportunities. Our business benefits similarly: profits from entry fees or membership fees, access to the professional’s marketing channels, and networking opportunities with that business and other local businesses. Perhaps we come out on top: regular win-win interactions increase our leverage within the local business community similar to how Yelp, the restaurant review web-app, held businesses hostage through their ratings system. The difference is that we will abide by rules that allow local businesses to have a chance at marketing to locals because competition works in our favor. A virtual app has no stake in the well-being of local people, while a physical location does.

## Opportunity

The year 2020 is not an idyllic year for many businesses. Economists have predicted that as many as 30% of businesses might be closed forever due to the COVID-19 pandemic, if not due to the looming economic recession.[citations] During times of crises, people are often open to new ideas. [citations] Generation Z Americans (20-24) are likely living with their parents, saving money, but have little reason to go out and meet people at bars and restaurants. Similarly, older Americans around retirement age regularly experience similar existentialism and loneliness. A physical location could direct the first four hours to appeal to elderly people, while the last four hours could appeal to young people who are just getting out of work.

### Problem Summary

* Loneliness epidemic
* Loss of social spaces due to the pandemic

### Solution Summary

* Create a social hub for adults

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# Opportunity

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