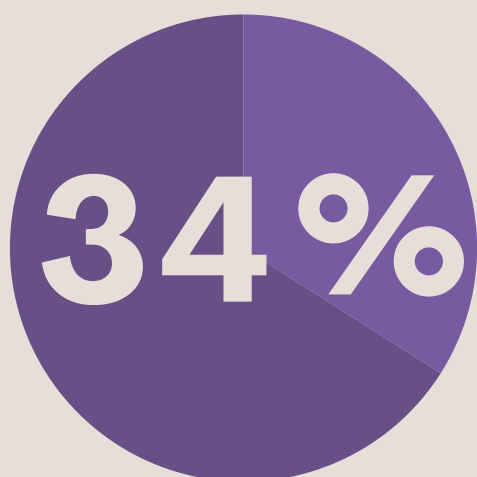


CONNECTING YOUTH THROUGH MEDIA

HoneyLink Connectivity App

1. THE PROBLEM: LONELINESS AMONG YOUNG ADULTS

Around **34% of young adults** (ages 18–29) report feeling lonely. Did you know that **young adults score higher in loneliness** than older adults?

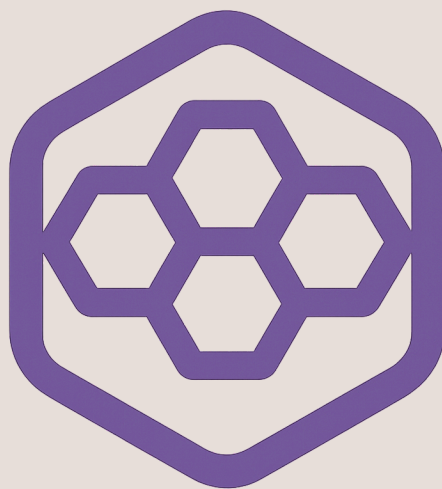


2. WHY IT MATTERS: HEALTH & WELL-BEING

Loneliness affects more than mood it impacts both mental and physical health. **Studies show strong friendships lower anxiety** and boost longevity.

3. THE SOLUTION: HONEYLINK

HoneyLink helps people turn online time into real-world friendship. With tools like BuzzMap, Hives, and Honey Pot, **users can find activities, join groups, and get rewarded for meeting face to face.**



4. IMPACT & GROWTH

Social apps that **encourage real meetups can reduce loneliness** by improving community ties. HoneyLink aims to **help students reconnect one hive at a time.**

5. THE AUDIENCE

Made for college students and young adults craving genuine connection. They're tech-savvy, socially curious, and ready to **turn scrolling into shared experiences.**

