

 **Challenge: Create a product or service that uses technology to foster genuine human connection and/or counter the growing loneliness in our digital society.**

 **Vision, mission & values**

 **Revenue model & cost structure**

 **Activities and services**

 **Impact**
on people and society

 Target groups

 Competitors

 Strategic Partnerships

 Ressources

Explanation of the Challenge Question

By "technology", we mean digital technology – such as apps, platforms, artificial intelligence or wearables. Your idea should either foster genuine human connection (e.g. between generations, in the neighbourhood or within communities) or help counter loneliness in our increasingly digital society – the "and/or" means that addressing one of the two is enough.