

SIDEKICK



little ride lotta joy

REWRITING THE THIRD ACT

USER



COMMON
ISSUES

Name: Helen Martin

Age: 76

Occupation: Retired

Marital Status: Widowed

Resides: At home, but can no longer drive

Goal: To live independently for as long as possible

Frustrations: Feels like a burden to her family, has a hard time completing everyday tasks, feels like she is losing control because her independence is slowly slipping away from her.



ELEVATOR PITCH



3rd Necessity

Independence

Companionship



Seniors who no longer have the ability to drive

NEED A WAY TO

maintain relationships and independence

- i.e. complete necessary errands -

BECAUSE

they want to live at home as long as possible

NEED A WAY TO

make an income while only working the hours they want to work

BECAUSE

they want to have more freedom in their work life

Registered
Nurses who
don't want to
work long
shifts

FEASIBILITY



**USER PAYS
\$25/HR**

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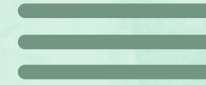
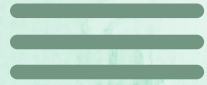


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**SIDEKICK RECEIVES
\$15-20/HR**

TWO WAY STREET



USERS



RN'S