

YES HELLO, NO ROMO.

THOUGHTBOARD
VESPER HILL
[\[Animated Version \]](#)



ELEVATOR PITCH

Especially post-COVID, there are an increasing number of adults who struggle with loneliness and experience difficulty creating meaningful (to them) interpersonal relationships. This is even more often the case for adults who are on the ace / aro spectrums, neurodivergent, and / or limited in mobility as many existing opportunities to create meaningful interpersonal relationships do not take physical or neurological accessibility needs into account, involve navigating social cues & expectations that often go unspoken and unquestioned in interpersonal relationships.

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1



CONTEXT SETTING (AUDIENCE)

- Introverts
- Neurodivergent folx
- Aromantic and/or asexual folx
- Folx with limited mobility
- Travelers
- Young adults who feel isolated.
- Hobbies

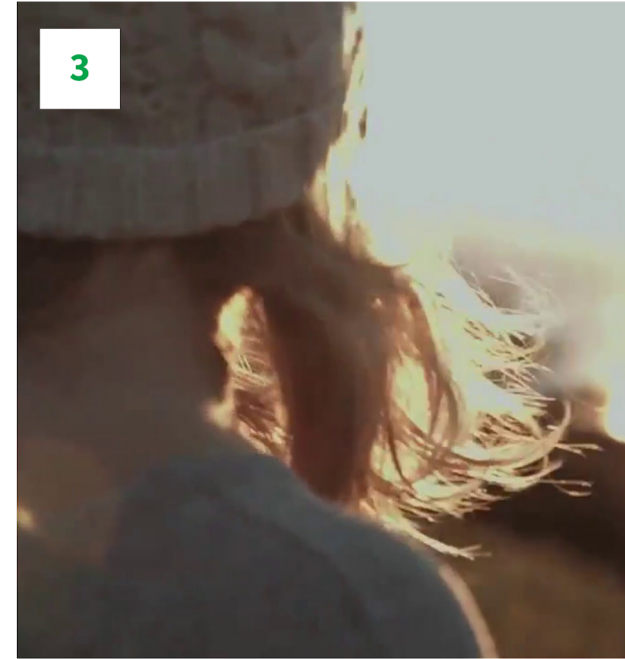
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PAST ATTEMPTS (PAIN POINTS)

- difficulty navigating unspoken social cues / scripts re: relationships in social situations that aren't even romantic-coded
 - ex. hobby-based meetups
- lonely but unable to attend social events due to mobility or mental issues, past trauma, etc

3



INNER DIALOGUE (NEEDS)

- ability to be met literally anywhere you are for shared activities
- socialize under the pretext of a shared hobby; zero assumption re: possibility of future interaction
- ability to be invited to socialize w/o proactively seeking out interaction for times of executive dysfunction

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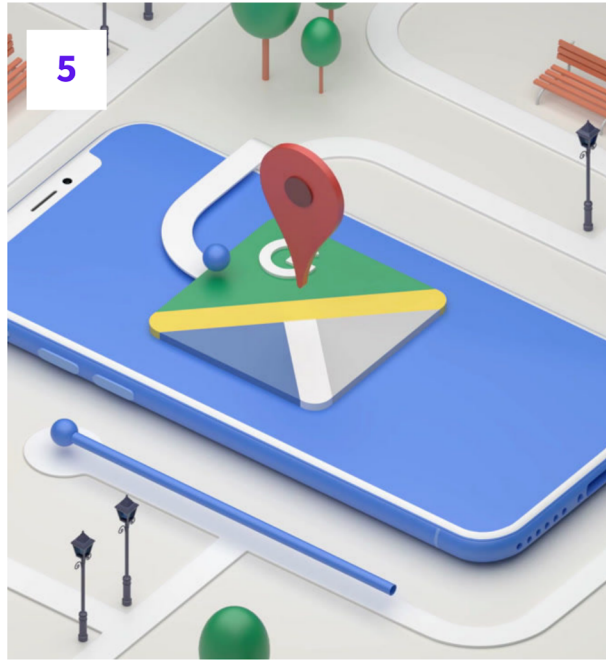
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OPPORTUNITIES (STAKEHOLDERS)

- Potential for wide appeal across a large segment of the population
- Wide appeal = potential for revenue
- Potential stakeholders:
 - online & offline hobby retailers
 - mental health, disability, & diversity organizations
 - market-adjacent apps / services

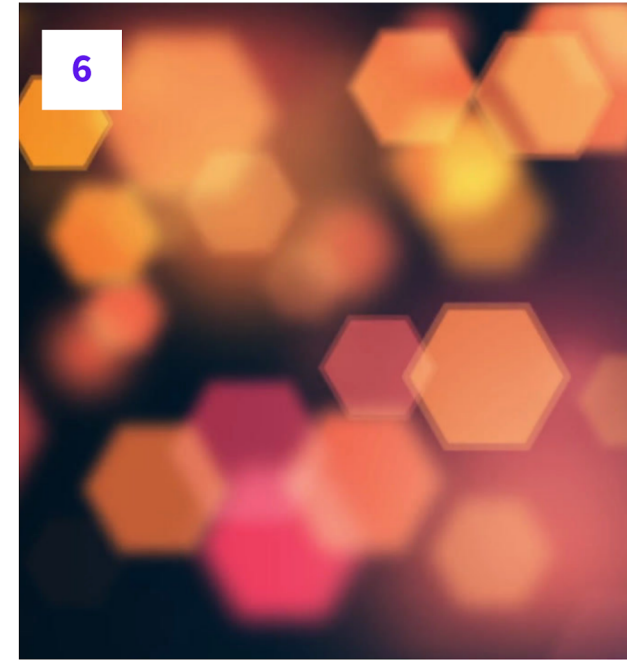
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FEATURES (ASSUMPTIONS)

- Real-time GPS-based: Users' approx location displayed on live map (inspo: WAZE)
- Invisibility mode: Be visible only on your terms
- User profiles with toggleable hobbies
- Compatibility filters

6



ASPIRATIONS (USER GOALS)

- Opportunity to make friends
- No obligation to make friends
- Gain inspiration from a peer
- Grow local community
- Expand skills
- Meet locals nearby