SIDEKICK

little ride lotta joy
REWORTING 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
Registered Nurses who don't want to work long shifts

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

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
FEASIBILITY

USER PAYS $25/HR

SIDEKICK RECEIVES $15-20/HR

SIDEKICK

5/hr
TWO WAY STREET

USERS

RN'S