

CoolHood

What problem are you trying to solve?

The majority of labour-intensive activities that residents make relate to activities that could be shared if there was a communication channel designed for this purpose. For example, an unused piece of land in the middle of the street could be turned into a garden/vegetable-producing patch and be taken care of by a group of individuals/families to enable the building of a sense of community among them.

So, CoolHood solves essentially two problems:

- Lack of interaction and communication between the residents of a neighborhood that triggers a feeling of not-belonging and a lack of community sense.
- The inefficiencies in resource use that arise from this communication and interaction issues.

How do you plan to solve the problem?

- By creating a digital platform / mobile app that connects residents of a neighborhood and creates a communication channel to build a community based on trust and the potential to share resources.
- Thus, we could create more attractive neighborhoods where people feel safer and connected to their immediate surroundings.
- Furthermore, they have the possibility to become more sustainable by decreasing the carbon footprint associated with these shared activities.

How do you plan to make this solution a reality? Do you have an action plan?

- First, building a mobile app to connect a pilot neighborhood and receive feedback. Users will be able to register and publish the activities that they would like others to join/need help with in order to see who else would be interested in it. Similarly, users will be able to publish the already owned products that they are open to sharing so that their neighbors avoid making additional purchases. Moreover, the users will be able to add the skills with which they feel comfortable to help others. The platform will also have suggestions on which kind of articles or activities are more prone to be lent, borrowed, or shared.
- Second, building a web app so that users can access on more devices and changes on the apps based on the feedback provided by the pilot users will be implemented. In this phase, a limited number of adjacent neighborhoods will be able to join and start the publishing of activities.
- Thirdly, we will seek the involvement of local governments to expand the usage of CoolHood and expand to other locations.

Link to the prototype/concept: <https://pr.to/qq9off/>

Why is your solution innovative?

There are relevant initiatives in the Netherlands and Hungary that we are aware of, however, they only focus on sharing products (e.g. a drill, cars, toolkit etc.) and not on the community building aspect, where people only get together for the sole purpose of getting together (e.g. grill in the yard). Also, these solutions are often profit oriented, allowing for advertising for certain businesses, which typically bigger companies can afford, blurring the main concept and idea behind the project as in providing equal opportunities and supporting each other instead of competing.

CoolHood is not only for sharing products or becoming more efficient. It is mainly about building a sense of community among its members through the sharing of activities and skills or products. The currently available solutions for the sharing economy are focused on larger scales (cities) so it might be more difficult for families and individuals to trust people who are farther from them, even if it is in the same city.

How scalable is your solution?

Very scalable. There is no restriction, this could be used in any neighborhood on the planet.

How does your solution make an impact?

Depends on how well-known this platform would be, how many people it could reach, how well it would be promoted. Potentially entire cities could participate (as a network of smaller scale, local hoods).

This connectivity could significantly reduce the feeling of not-belonging and increase trust and safety, which appears to be a major issue in many big cities, and particularly common in Scandinavia.

Is your solution built on prototype or is it a conceptual solution?

Conceptual

Link to your pitch video (on Youtube, Google Drive or Vimeo)

<https://drive.google.com/file/d/1is-WVf51AG2pmWxxx9ILLqxLDp-thgCD/view?usp=sharing>