

We Connect

“Because every generation has as much to learn
as to teach”



Luxembourg 2022
JA Startup Program

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Weconnect.lu



Seniors: Loneliness and Isolation

The older generations suffer most from isolation. Most of them have seen their children leave home, some have lost their spouse, are retired and have less social contact than when they were in the active life. This global problem can be very serious and could lead to health concerns such as depression, stress, cardiovascular disease, malnutrition or cognitive regression.



Problems

Students: Housing Crisis

The housing crisis in Luxembourg affects a great number of people, including students. The exorbitant prices, the scarcity or the lack of financial means makes it almost impossible for them to afford a place to live. Moreover, the University of Luxembourg, where more than half of the students are from abroad, doesn't have enough housing for these students.



P E R S O N A S



Marie-Josée, 64 years

- From Luxembourg
- Lives in a big house
- Worked as a German teacher
 - Retired for 3 years
- Separated and lives alone
- Her children have left home for their studies
- Likes to chat and is very sociable
- **Feels quite lonely these last months**



Michaela, 20 years

- From Germany
- **Psychology Student at the Uni.lu**
- Speaks German, English and French
- Enjoys singing and playing the guitar
 - Outgoing and sociable
- Enjoys spending time with the elderly
 - Has a limited budget per month
 - **Couldn't find a place to live in Luxembourg** and had to wait 4 months to get a student room from the university

From the survey we conducted



Target Market and Opportunity



- Almost 20% of the total population of Luxembourg is over 60 years old*
- According to a Luxembourgish study, 44.9% of retired people feel lonely*
 - The total addressable market for this category in Luxembourg is 177 501 people
- Half of the students at the University of Luxembourg are foreign students*
- In 2022, the University of Luxembourg counts 6 990 students*
- In 2021, more than 650 students were left waiting for housing*

- Of the 80 seniors we interviewed, 35% responded favorably to the idea of hosting a student in their home in exchange for rent
- Out of the 222 students interviewed for our survey, 75% told us they had had difficulties in finding a place to live
- Of the 222 students, 82% responded favorably to the idea of living with an older person

*Sources:

- <https://www.statista.com/statistics/584948/population-of-luxembourg-by-age/>
- <https://paperjam.lu/article/pres-60-luxembourgeois-ont-60->
- https://www.gero.lu/wp-content/uploads/2021/09/WEB_UNI-LUX_PanVAL-BroschuereA4-DE-Basis.pdf - University of Luxembourg

Solution

Trend/ Growing Market

Intergenerational
Coliving represents a
real niche in the
cohabitation market

Additional Revenue

Allows retirees to
earn an additional
monthly income

Assistance

Support in finding
housing for
students



offers a solution to the
aforementioned issues. It is a platform
that wants to act as an intermediary in
**intergenerational
cohabitation.**

We allow students to find reasonably
priced housing and we also offer seniors
a solution to break their isolation.
By offering students to stay with seniors,
WeConnect provides a win-win situation
for both parties. It fosters social
connections and a sense of community.



Economical solution

Accommodation at a
very attractive price
compared to the
real estate market

Social solution

By encouraging
intergenerational
cohabitation, we promote
the social inclusion of
generations and
counteract isolation

Ecological solution

Sharing a place to
live equals sharing
ressources

Market Approach & Strategy



For the students, we will mainly use social networks and leverage our partnerships with universities schools and institutions, such as the one we have set up with the **University of Luxembourg**.

The strategy of this collaboration is that new students automatically receive an email with the information and contact details of WeConnect.



[LU:NEX] International University of Health, Exercise & Sports
uni.lu
UNIVERSITÉ DU LUXEMBOURG
EHTL
École d'Éducation et de Travail de Luxembourg

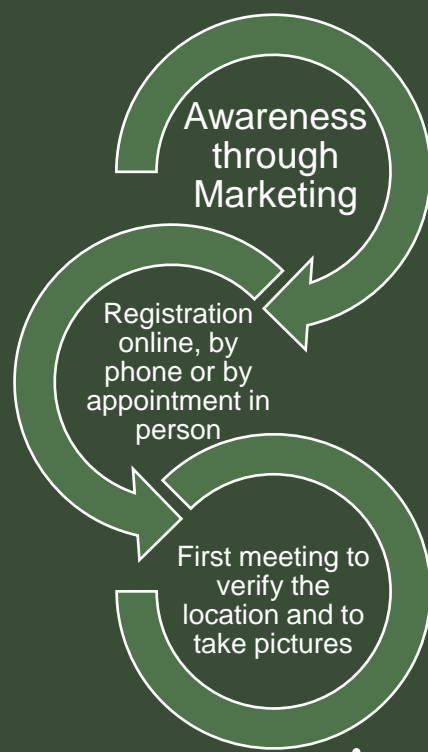
For seniors, a more direct and in-person approach is needed, such as through senior clubs, in shopping centers, or other social events. But we also plan to advertise in the press and on national radio stations and facebook. We also plan to make postal distribution of flyers in the communes.



GoldenMe
croix-rouge luxembourgeoise
Facebook logo



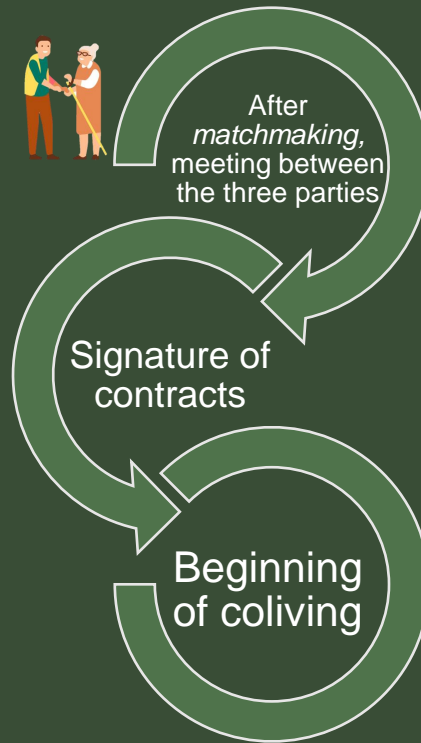
Seniors' Journey



Customer Journey



Students' Journey



Competition

Coliving is a worldwide growing trend, including in Luxembourg.

As real estate prices in Luxembourg are exorbitant, it is a housing solution that appeals to increasing numbers of people. Several companies offering coliving are developing in Luxembourg, but it remains a new niche.

Intergenerational cohabitation, as proposed by WeConnect, is currently not well established in Luxembourg. It is, however, a very promising and growing trend with a significant market demand.



COCOONUT

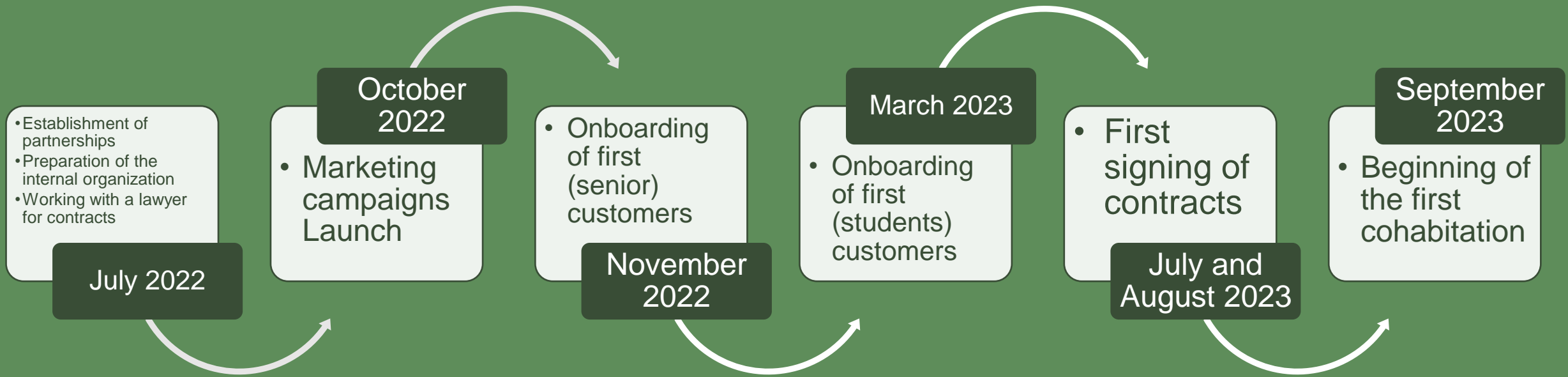


LUXFriends
The Friendly Houseshare

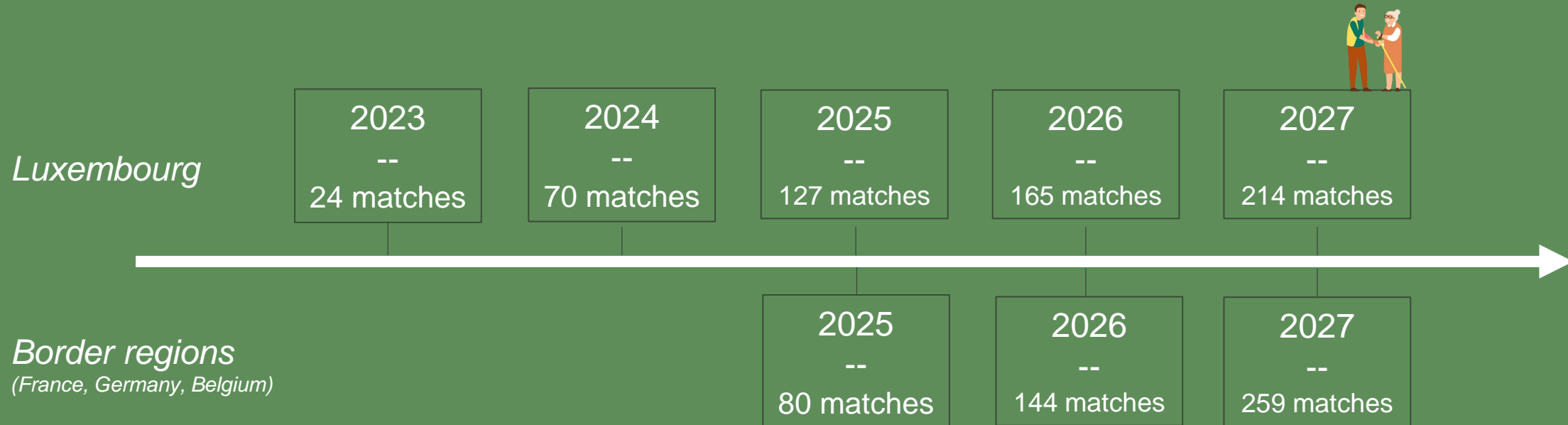


VAUBAN&FORT 2015
Quality Coliving Luxembourg





GOALS AND OBJECTIVES



BUSINESS MODEL



- Upon signing the tripartite agreement, the student pays WeConnect the **price equivalent to one month's rent**
- WeConnect takes **20% of the rent** paid by the student to the senior each month

Pay 1 time the price of 1 rent

STUDENTS

pay monthly rent

SENIORS

Financial Projections



	2022	2023	2024	2025	2026	2027
Turnover	0 €	24.800,00 €	58.720,00 €	153.784,00 €	228.427,20 €	347.175,36 €
Expenses	-16.945,00 €	-8.050,00 €	-99.845,48 €	-103.882,39 €	-214.417,92 €	-220.390,98 €
Reported Result	0,00 €	-16.945,00 €	-195,00€	- 41.320,48€	8.581,13€	22.590,41€
Result	-16.945,00 €	-195,00€	- 41.320,48€	8.581,13€	22.590,41€	149.374,79€

- 2022: To introduce ourselves to the market we expect an investment of 30.000€
- 2024: Remuneration of the associates and first employee
- 2025: Breakeven
- 2026: Hiring of the second employee



Clémentine Offner
– Psychology Student –
Marketing and customer services



Ivo Silva
– Economics Student –
Partnerships and external relations

We are the team CLEVO:

- C** - charismatic
- L** - lifeful
- E** - empathetic
- V** - very ambitious
- O** - original

WeConnect is not only an actor in intergenerational coliving, but it is also an **intergenerational team...**



In the future of WeConnect, Christian Gutenkauf, active in the real estate business, will become our business partner.

(internal organization and accounting)

We Connect



Weconnect.lu

Commercial: <https://youtu.be/pAi4P7BSH5M>