

# III O III III IC

## Incubation Program

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## Project: True Colours

### 2. Value proposition of the business idea

Inclusively designed products to help the communication between young people and the elderly. Meaningful birthday/christmas presents for our beloved grandparents.

### 3. Problem statement

In our rapidly changing and ageing society, there is a generation gap between grandparents and grandchildren. There are not enough products designed for the special needs of the elderly.

### 5. Competitor Analysis

There are great conversation-starter card games with good visuals in Hungary, However, none of them are inclusively designed and aimed to connect different generations.

### 7. Industry:

communication, board games

### 9. Target market

The board game market is booming globally since the Covid pandemic. Our customers are mainly looking for quality products for their elderly loved ones.

### 10. Milestones

- working prototype 2022 autumn
- pre-launch 2022 december

### 12. Biggest challenges

- general disinterest in the problems of the elderly
- growing material costs

### 4. Solution overview

We developed the Our Time card game to help the communication between different generations. Our design fits the special needs of the elderly. We also hold social sensitivity workshops to show a new perspective about their challenges.

### 6. Business model

We are selling our card game on a B2C and our workshop on a B2B basis. Our main aim is to have a great social impact, and to generate revenue from selling our games. We work in close collaboration with elderly associations.

### 8. Team description

A team of 8 students/alumni from MOME. A mixed group of graphic and media designers, managers, and pedagogy expert

### 11. Next steps

- content creation /short-form videos
- expanding to the V4 region with translation of the Our Time card game

### 13. Contact information:

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