

ROCKETS FOR SUPERHEROES

Bringing „Senior Superheroes“ and
„Junior Superheroes“ together

A platform for entrepreneurs

Challenge #1 – Aging society

Lot of capabilities of older people unused

Seniors feel bored

Feeling of not being needed anymore makes them lethargic

They need a new meaning in their life...

Challenge #2 – Young entrepreneurs

Young people
start a business

Lack of
knowledge,
experience,
contacts, funds

Need of a
sparring
partner

Let's bring them together!

Idea meets
knowledge

Idea meets
network
& contacts

Idea meets
cash

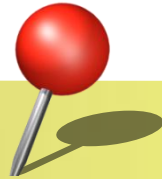
Idea brings
fun

Idea brings
meaning

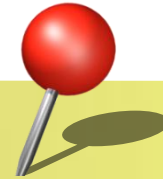
Rockets for Superheroes

...in an entrepreneur-start-up-platform

Rockets for Superheroes...



*...is a non profit
online platform
for exchanging
ideas, solving
challenges &
further developing
businesses*



*...is aimed to
combine the older
& the younger
generation in
order to work
together on new
businesses*

Opportunities for Seniors

Opportunities for Juniors

Customer journey „Senior Superhero“

1. „I wanna do something meaningful“ – „How can I use my capabilities?“
2. Hearing about „Rockets for superheroes“
3. Going to the website: www.rocketforsuperheroes.com
4. Decision to participate: online registration with capabilities and interest
5. Browsing through the challenges & „young superhero profiles“
6. Posting ideas to solve business challenges
7. Contacting young entrepreneurs
8. Meeting young entrepreneur in person
9. Having fun by solving challenges
10. Posting results in the website & rating of the business idea

Customer journey „Junior Superhero“

1. „I have a business idea and need support“
2. Going to the website
www.rocketsforsuperheroes.com
3. Registration of the business idea & indication of needs (capabilities required)
4. Browsing through „senior superhero“ database
5. Contacting „senior superhero“
6. Meeting „senior superhero“ in person
7. Developing new ideas/ solving challenges
8. Posting results on the website & rating of „senior superhero“

Snapshot of the landing page

Senior Superhero profile

