

WELCOME!

Huge need and supply

Background

Solution

Product

People

Timeline

Result

190,000 refugees in Sweden in 2015

Lack of social contact at refugee centers

People want to help – but **don't know how to**

WELCOME!

Many different touch points for refugees

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Receives at train platform

- Police

Receives at train station

-Refugees welcome

First nights at "transit"

- Stadsmissionen, municipality



Seek asylum

- Migrationsverket

Acommodation

- Refugee centers

Activities

- Red cross, NGOs

SFI

- Municipalities

Contact with many organizations, but low contact with locals

WELCOME!

Connecting refugees with locals

Background

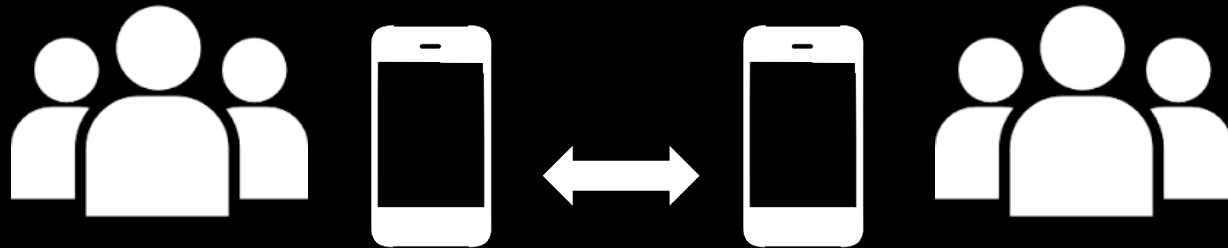
Solution

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Create a **digital meeting point** between refugees and locals where demand for help and supply for help can be matched

- ✓ For new come refugees waiting for asylum
- ✓ For adults, majority of them are men
- ✓ Attract local men to help

WELCOME!

Product to increase social interactions

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Information



Questions and needs



Activities



Chat

WELCOME!

Partners with tech, media and NGOs

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Sponsors

From telcos, brand agencies & media



Team

from three tech companies



Partnership

with RedCross, JustArrived and municipalities

WELCOME!

Working agile to launch MVP end of November

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Major deadlines

5 october

Project
launched



20 november

Landing page
launched



27 november

Final launch



Team
created

User testing
and iterative
product
development

Pilot in one
municipality

Promote in
media

Evaluate
& tweak

Major work flows

WELCOME!

Goal is to have major reach and impact

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4 million locals reached with message

100,000 locals signing up to help the first week

20,000 refugees connected with locals and helped

Expand to Europe if Sweden proves successful

→ **Long-term impact:** Enormous