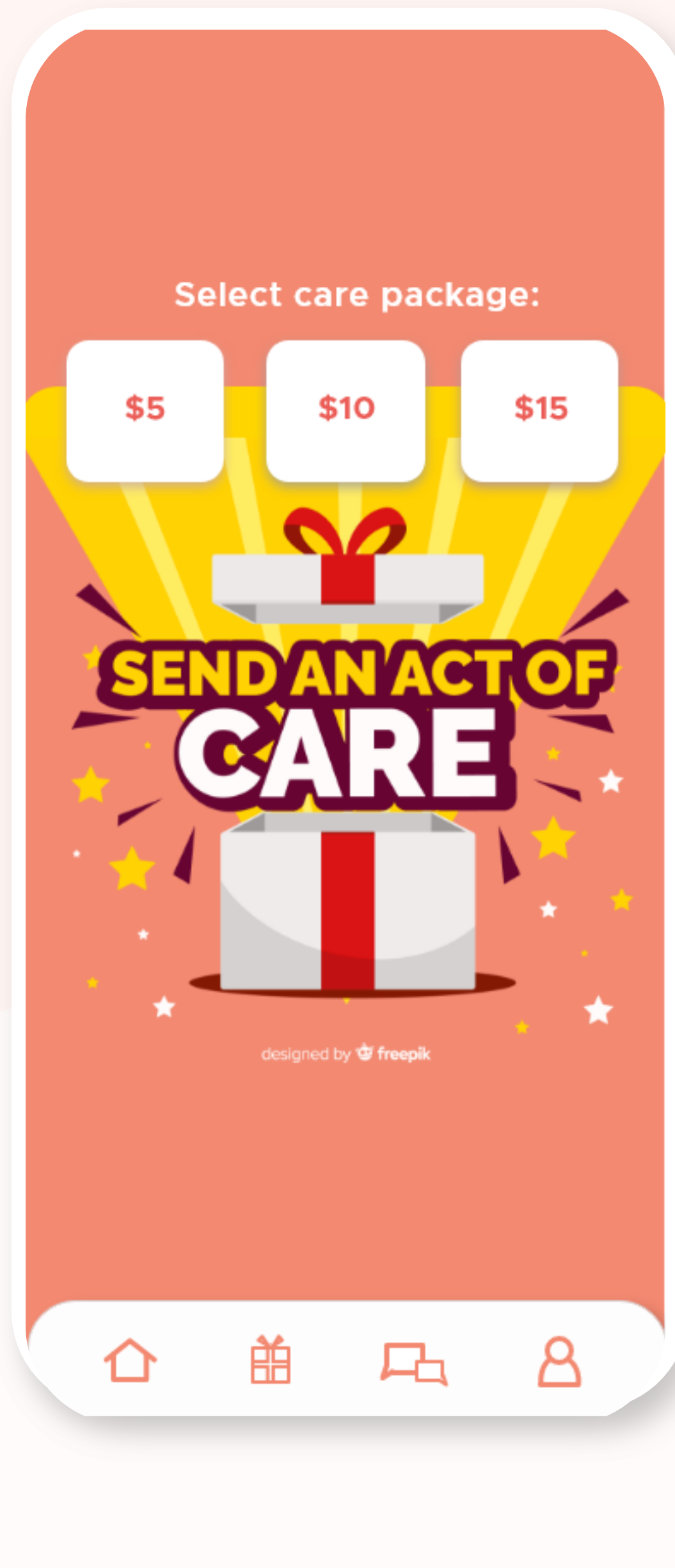


KoCO

A Community Food Welfare App.

A "pass-it-on" community initiative of personalised food delivery surprises and heartfelt messages to spark conversations, and offer genuine encouragement in times of uncertainty.



OVERVIEW

Problem Statement

In times of crisis, community spirit is critical, and social isolation can be tough, with the tendency to feel isolated and distanced from the rest of the world. Today, many millennials have resorted to ordering food delivery for their friends and loved ones, and the simple surprise treat of food delivery welfare is a simple yet genuine way to show care and concern without physical contact. However, currently, we only reach out to people we know, and not everyone (especially the elderly and individual living alone, vulnerable groups) may be blessed with such acts of kindness. Beyond our social circle and loved ones, how can we extend this kampong spirit to the whole community in a new "pass-it-on" initiative?

Beyond charitable acts of monetary donations to vulnerable groups, how can we create a more inclusive community initiative, where everyone can participate, to garner stronger community networks?



INTRODUCING

KoCO

A national movement for individuals to show a simple act of care for community members.

building community networks

personalise

Gifts are personalised to recipient's wishlists, and hence special and unique to each individual, adding a sense of personal touch.

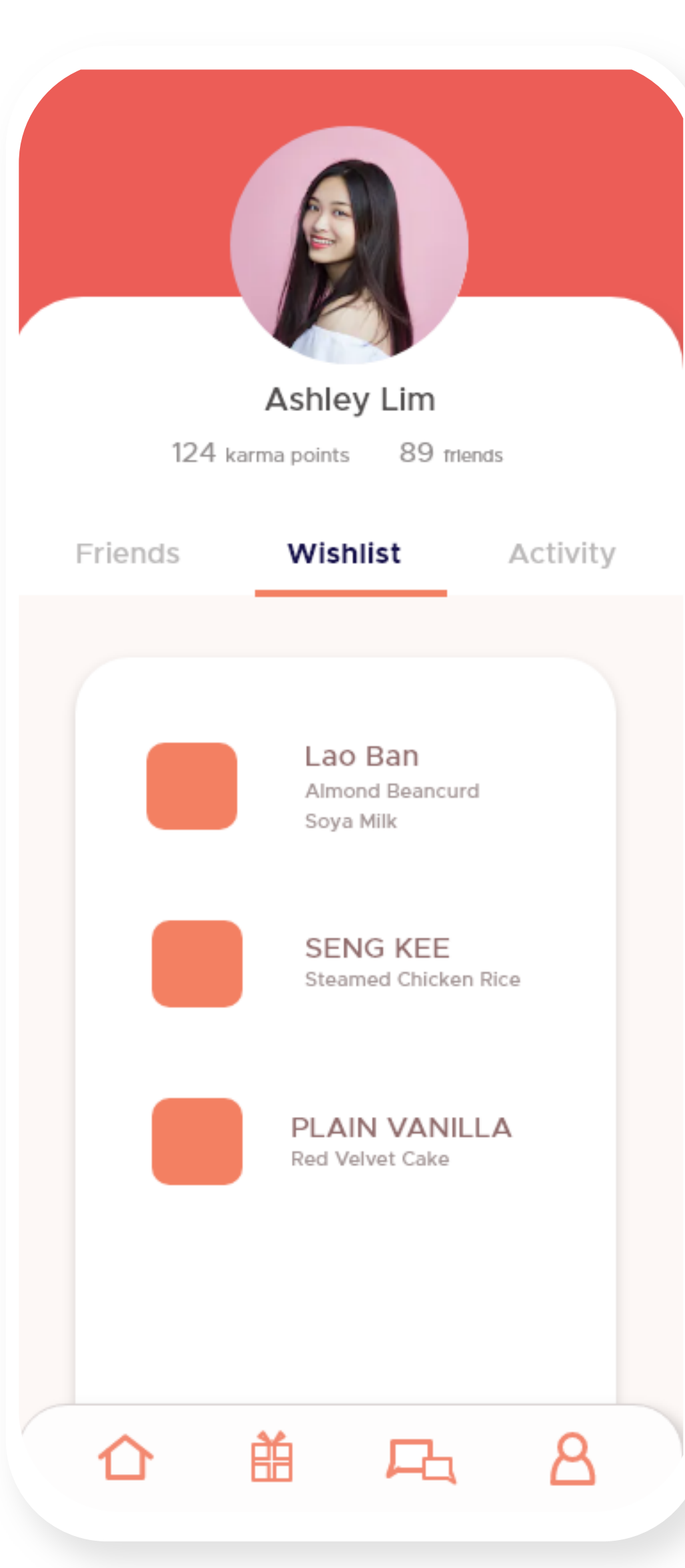
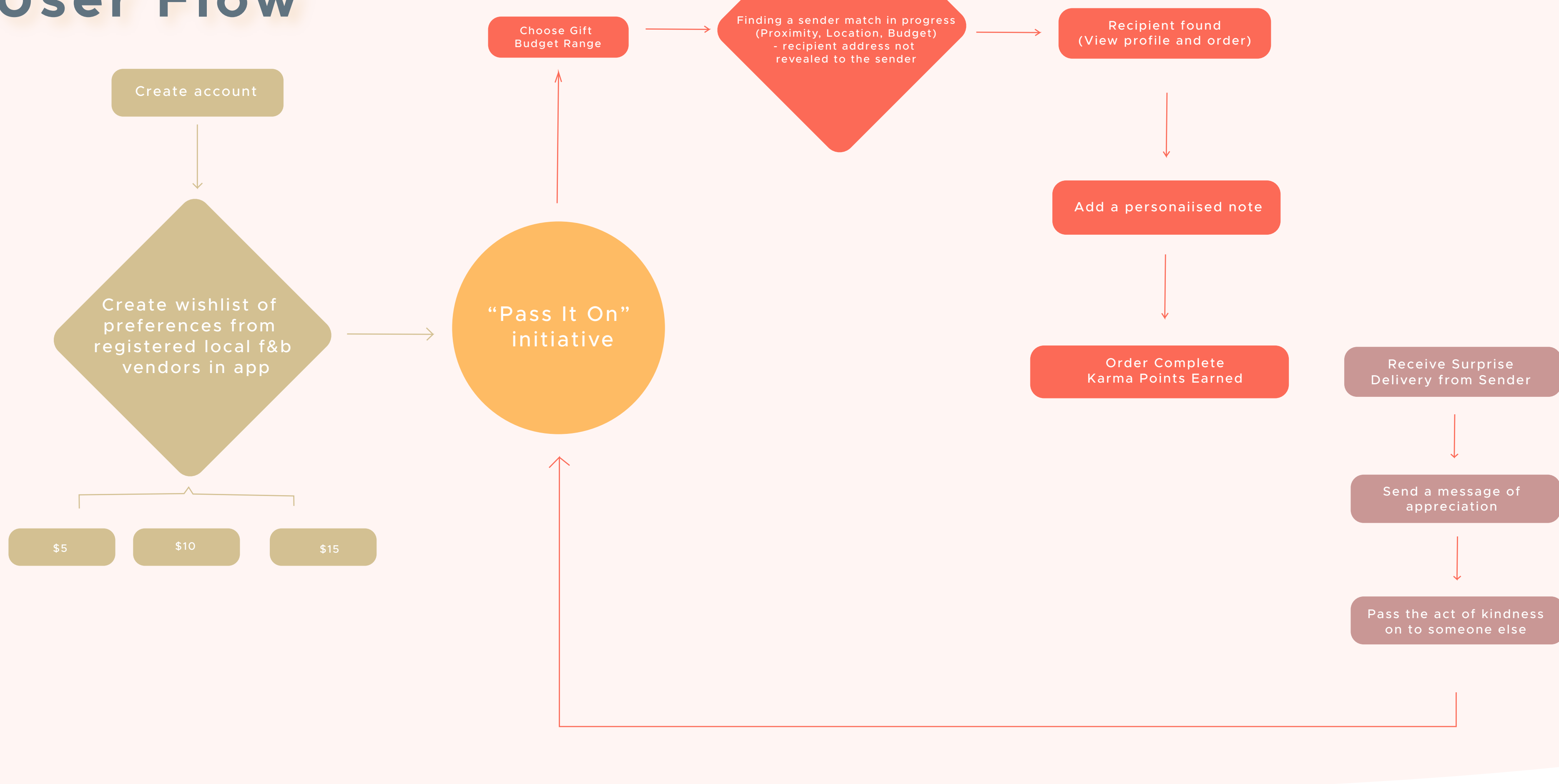
care

With a simple click and fuss-free effort, this initiative aims to create a community effort, and reach out to vulnerable groups and isolated individuals especially, offering a touch of warmth and sparking conversations and appreciation within strangers.

share

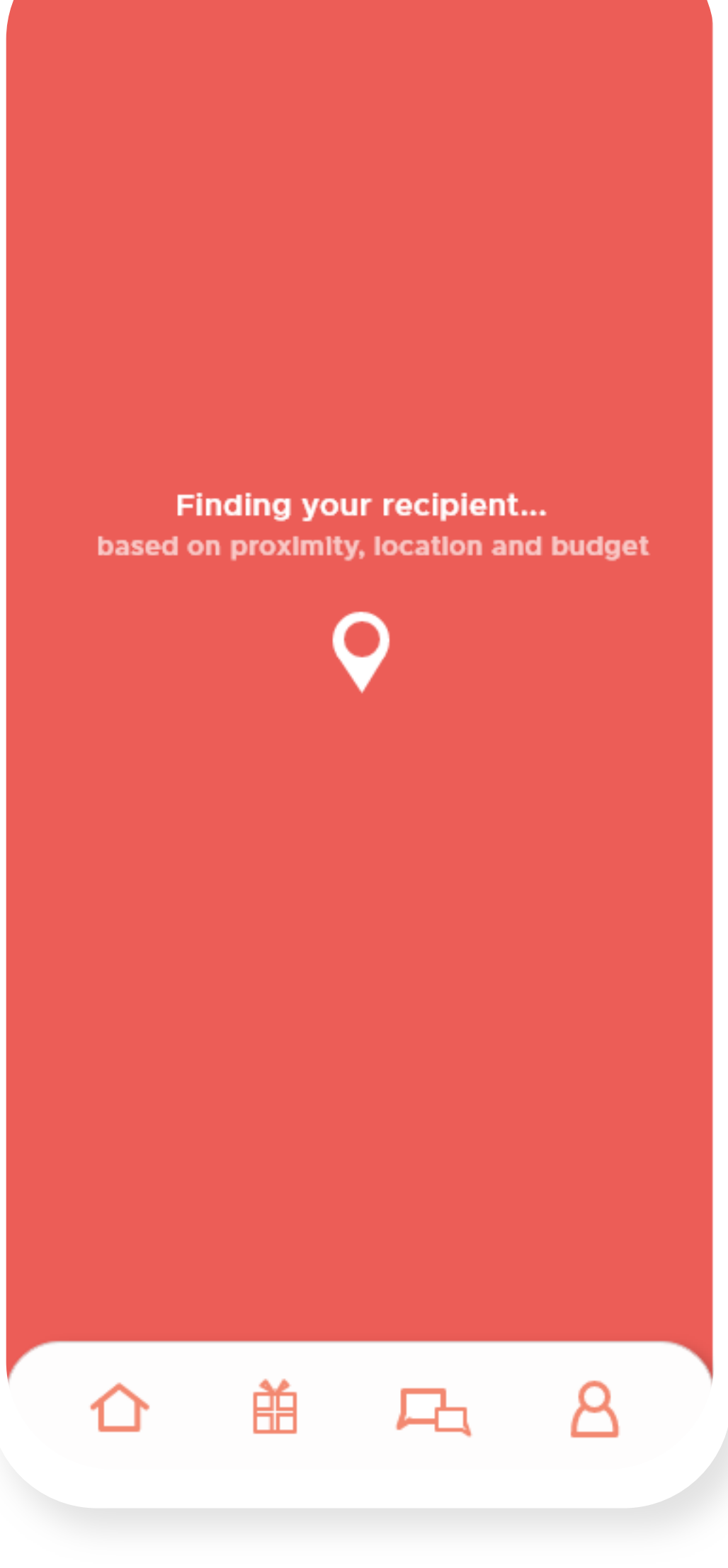
Beyond a social aspect, local businesses can collaborate in this initiative, where they will be listed in the vendors for delivery options, offering an additional sales channel for them, as well as #supportlocal, for a good cause.

User Flow



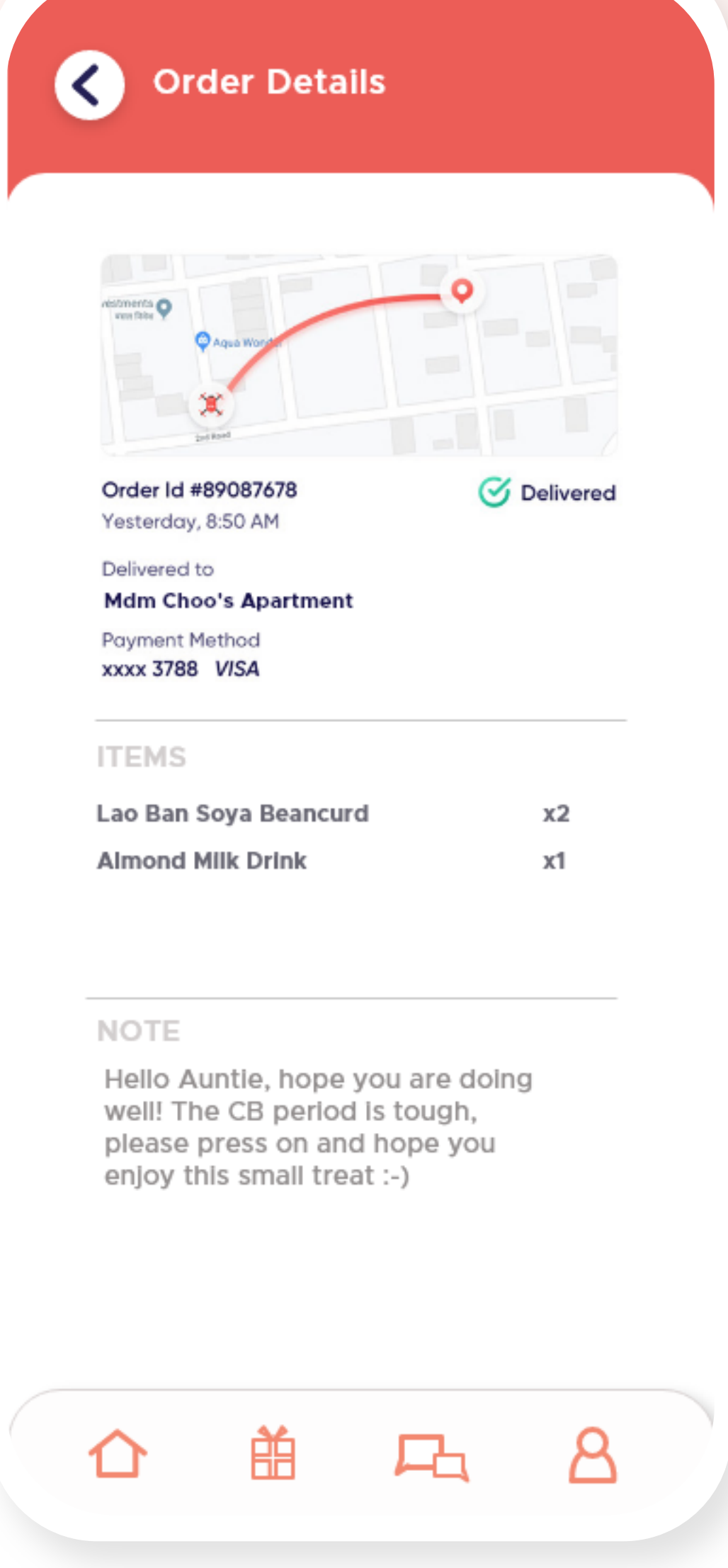
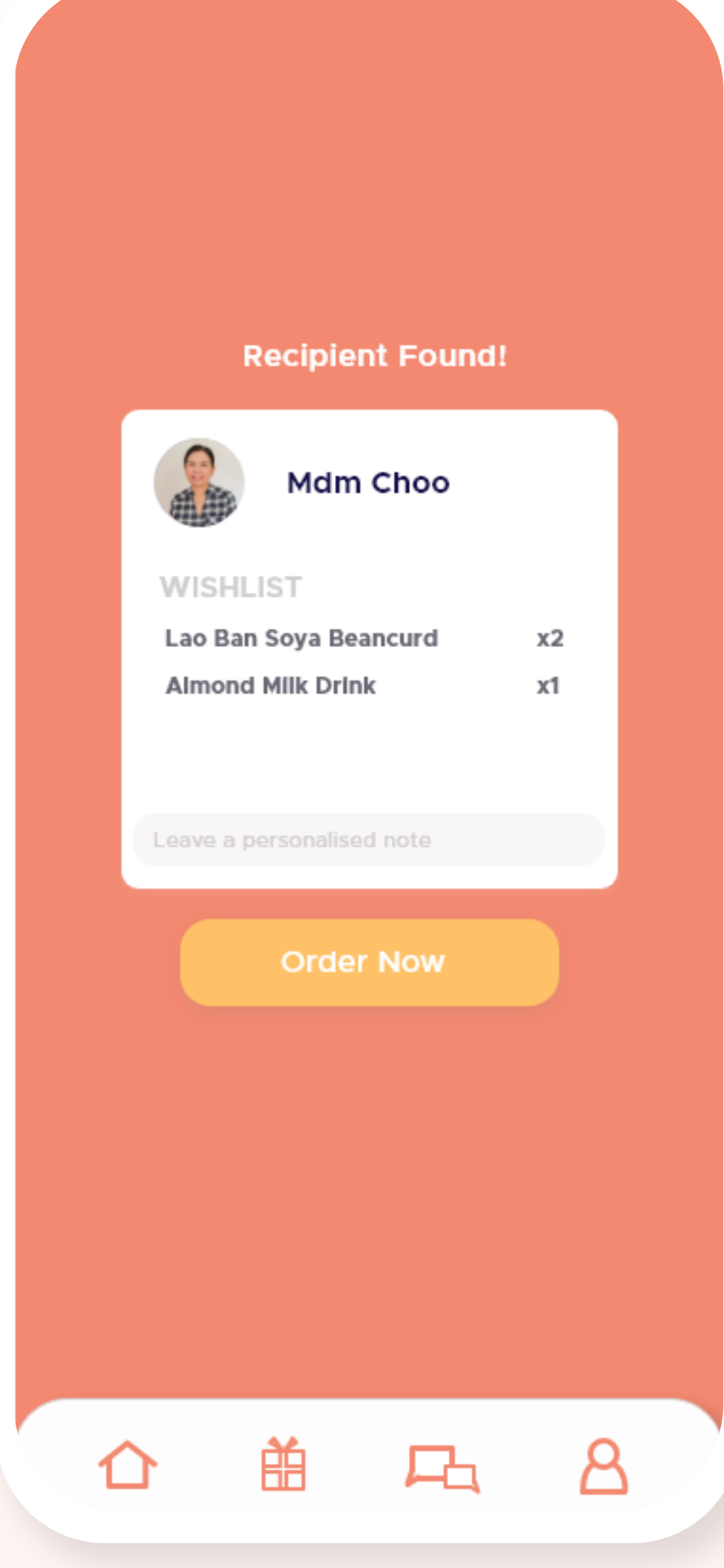
1. Fill in personal preferences

2. "Pass-it-on" initiative choose a budget for the care package



3. App system algorithm finds a recipient based on proximity, price point and location

4. Location details of recipient are protected for privacy, view order, add a personalised note and submit



4. Keep track of order details and be informed when your order has reached your recipient.

Earn karma points and receive a note of appreciation from the recipient

5. For the recipient, choose to stay in contact with the sender with the chat function, and "pass on" this initiative to someone else

