

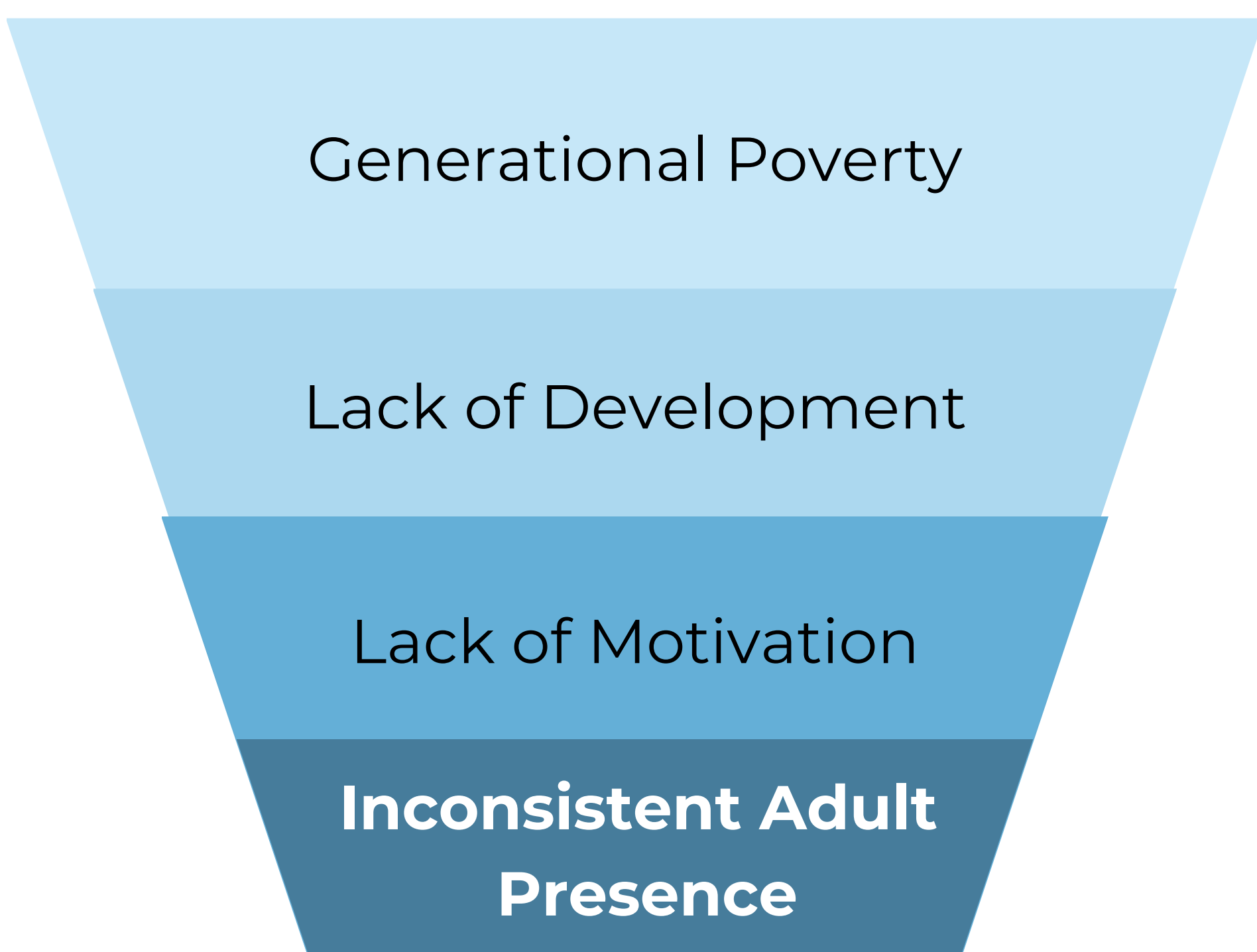
MOM LINK

Battling Generational Poverty with Intergenerational Support

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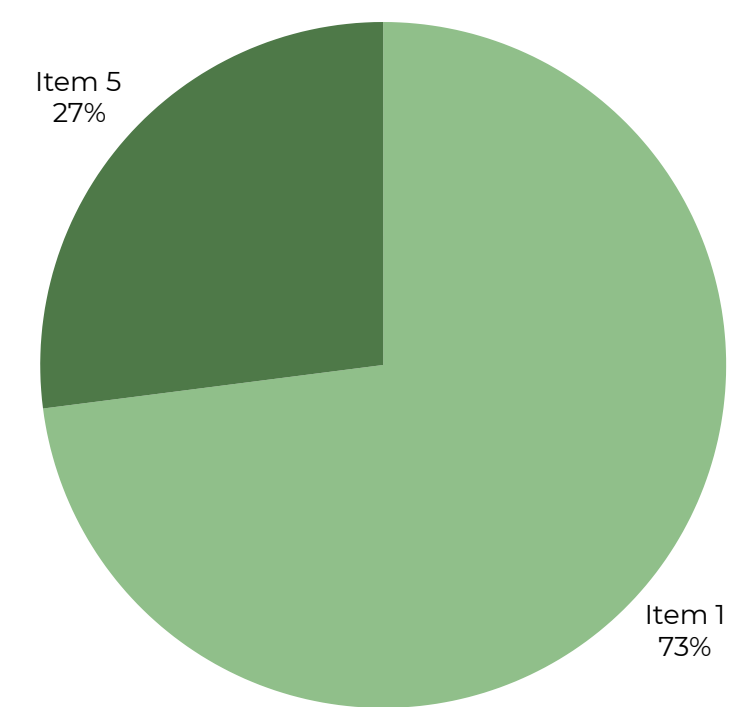
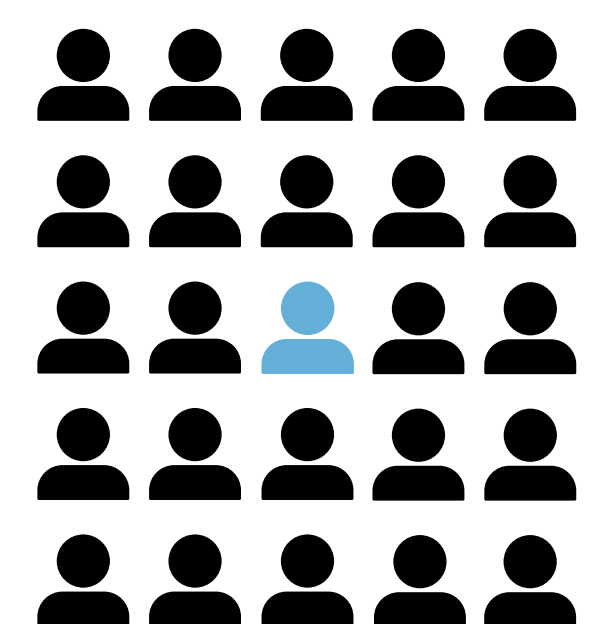


How might we fill the absence of a stable adult presence in the lives of low-income children with working single mothers?



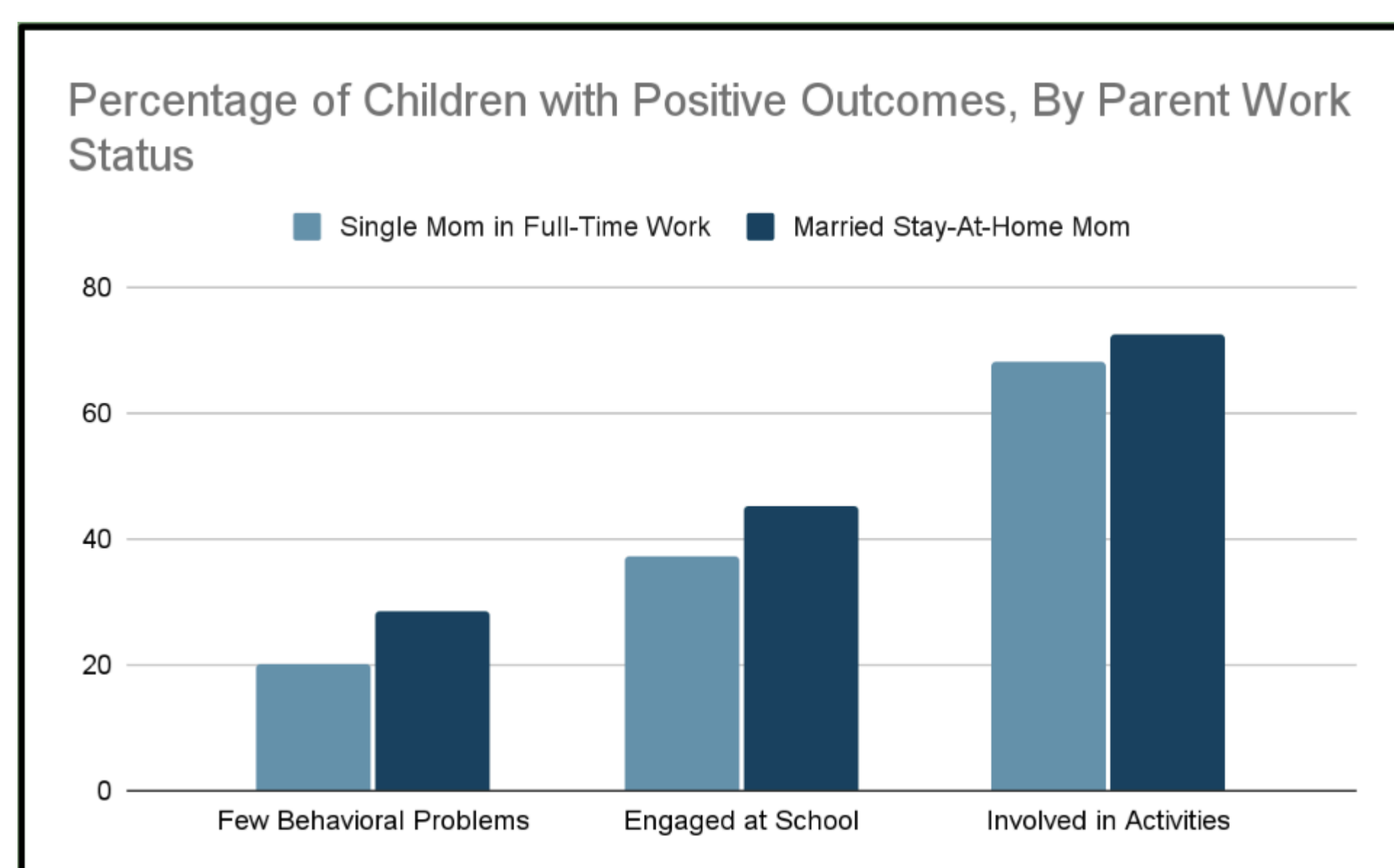
Problem Space

- **96%** of children in poverty in Atlanta will never get out of it
- **27%** of Atlanta's children face poverty
- Correlation between **parental support** and **development**, which breaks the cycle of poverty



SOLUTION:

- Mom Link provides a customizable matching process for a complex range of situations
- Harnesses the compatible needs of empty-nesting mothers and low-income single mothers in full-time work
- Builds trust by partnering with organizations



Research

- Interviewed **real mothers**
- Insights:
 - Early Adopters
 - Safety Measures
 - Friendly UI
 - Defined Expectations

Logistics

- **Free** for users
- Our cost: **\$124**
- **\$400** contribution from GC
- **Partnerships** with family-oriented corporations

Unique Value

- **Individualized**
- **Free**
- Alternatives are expensive and impersonal
- **Mutually beneficial relationships**