



LEGACYLINKS

CONNECTING RETIREES WITH PURPOSE



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PROBLEM

How might we address loneliness and aimlessness in recent retirees in Hamilton?

Many recent retirees (ages 55-65) struggle with social isolation and underutilized skills:

- 41% of Canadian seniors are at risk of social isolation ¹, increasing their risk of dementia by 50%, stroke by 32%, and heart disease by 29% ²
- Nearly one in four seniors live alone and report facing barriers to social participation, which correlates with increased feelings of loneliness ³
- Many retirees feel their professional skills are underutilized, while 20% report a lack of purpose after retirement ⁴
- The average combined OAS/CPP income is \$18,196 per year ⁵, with 1 in 5 Canadians having no retirement savings ⁶

41%

of Canadian seniors are at risk of **social isolation** ¹



image: Flaticon.com

SOLUTION

LegacyLinks: Where Wisdom Meets Wonder

After consultations with retirees and community members, we developed LegacyLinks, a platform that connects retirees with McMaster students and community members in need of mentorship or services.

The Platform:

- A user-friendly website/app that allows retirees to offer services such as tutoring, crafting, gardening, cooking, and handyman work
- Community members can browse profiles, compare options, and message retirees before booking services
- Services can be provided in person or virtually (Zoom, Skype)

Our Goals:

- Provide a structured way for retirees to share their expertise through workshops, mentorship, and skill-based services
- Reduce isolation by offering social engagement opportunities ⁷
- Encourage intergenerational connections and knowledge sharing
- Allow retirees to make supplementary income for their time

Financial Model

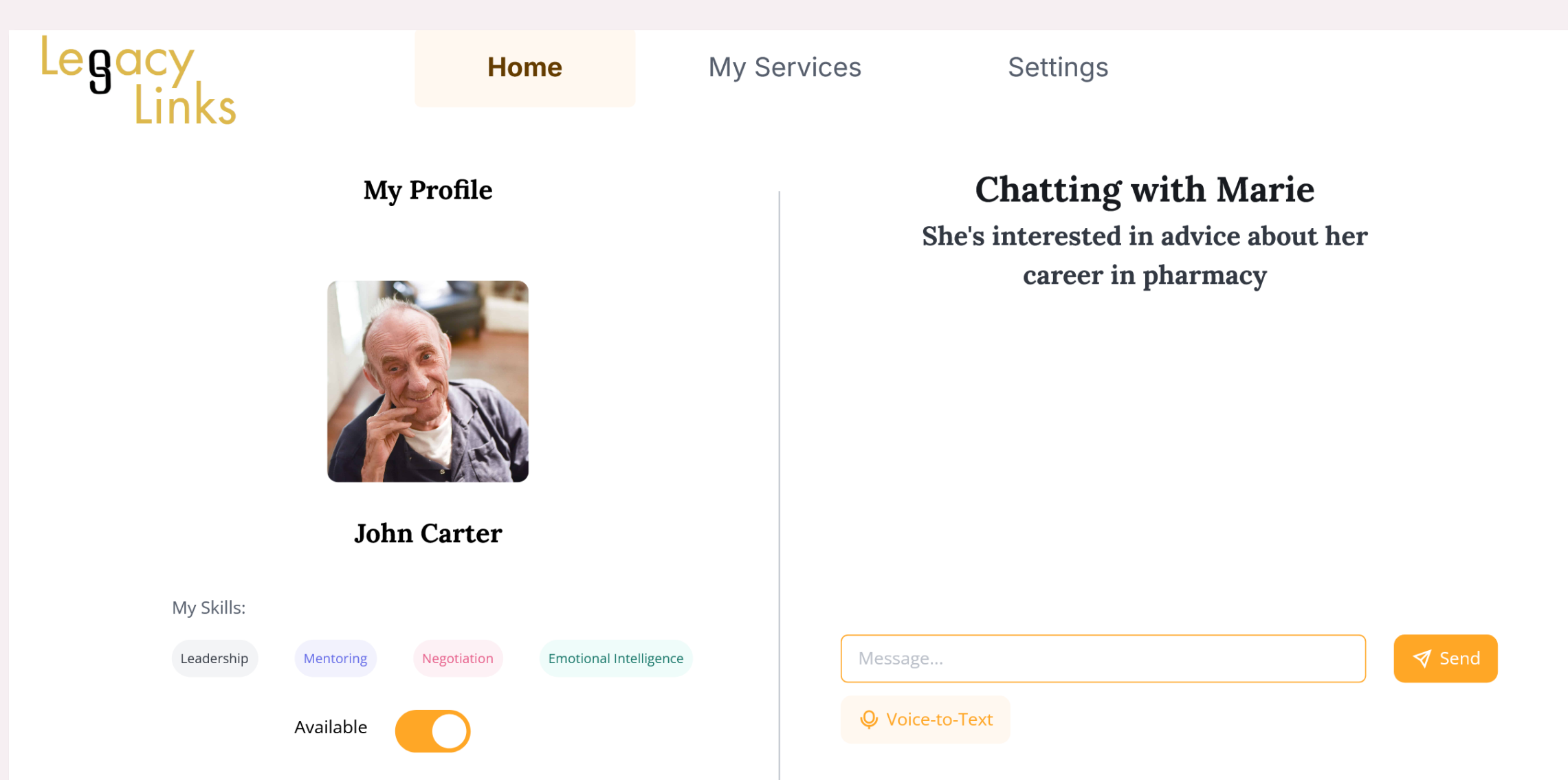
Retirees set their own rates; 15% platform cut, grants, and sponsorships to support operations

Strategy & Growth

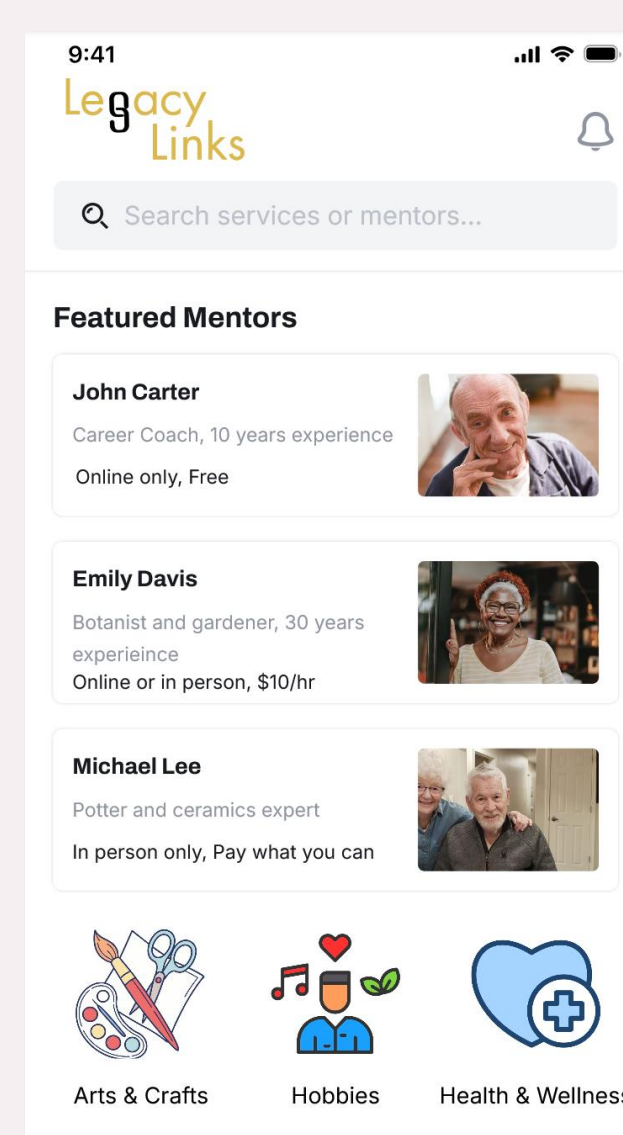
Partner with retirement groups, expand services, and develop a mobile app to scale impact

Security & Trust

User verification, background checks, secure payments, and a rating system ensure safety and quality



Website Mockup



Mobile app mockup

NEXT STEPS

- 1. Select a Retirement Community:** Identify a Hamilton-based retirement home and conduct a focus group to assess available skills.
- 2. Survey Students:** Gather input from McMaster/Mohawk students to determine demand, pricing willingness, and preferred services.
- 3. Single-Subject Pilot:** Pair one retiree with one student to refine session structure and user experience.
- 4. Community-Wide Pilot:** Expand to a full retirement community, offering multiple retirees' skills to McMaster students.
- 5. Monitor & Scale:** Track engagement, collect feedback, and develop an online platform to broaden reach and enhance service offerings.

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