

● Hi, We're 20-80 ●

A Social Initiative that solves elders' loneliness

[Join us!](#)

Our mission:

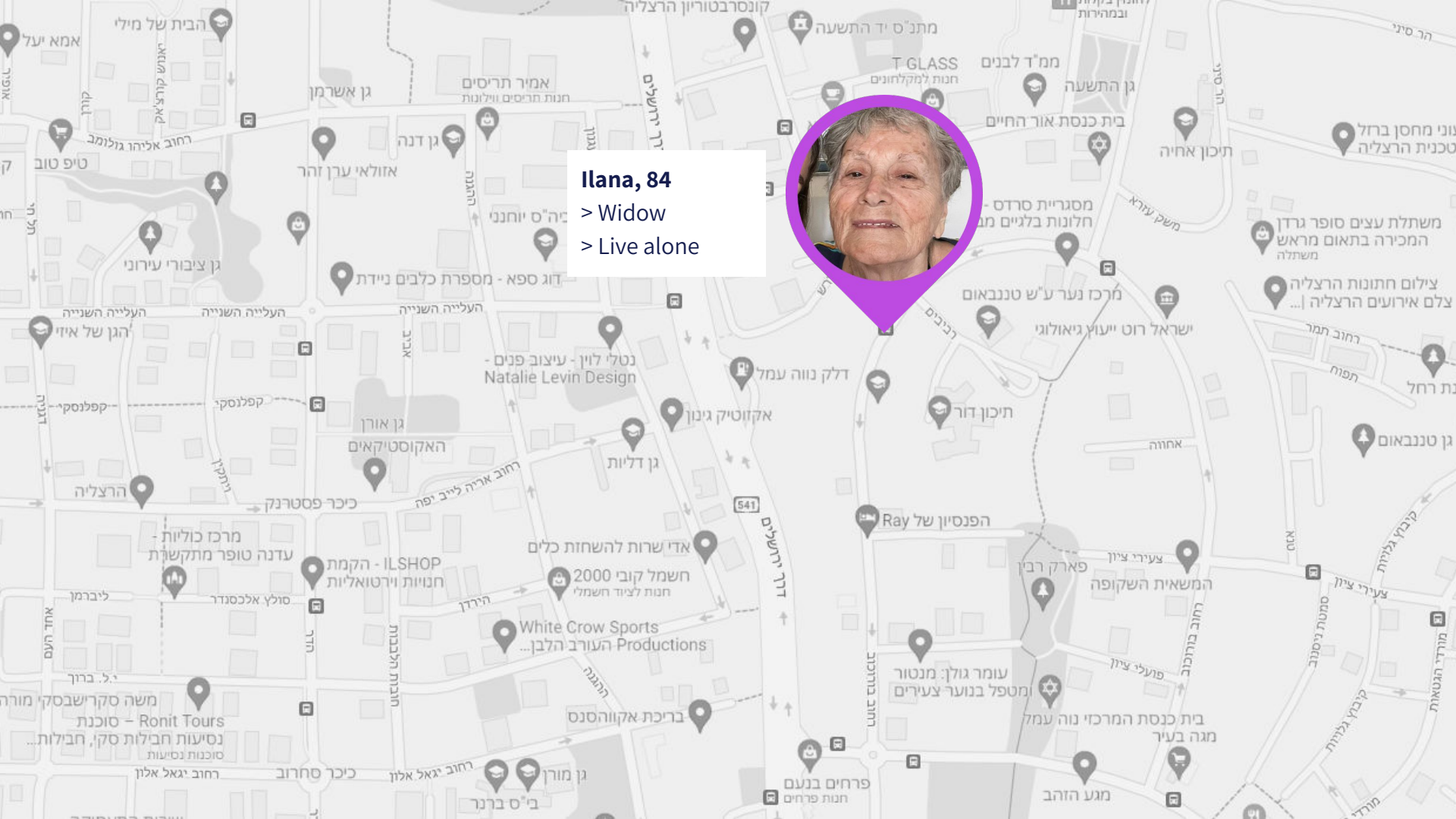
**Building bridges between young adults and elders in need,
within their local communities.**



Ilana, 84

> Widow

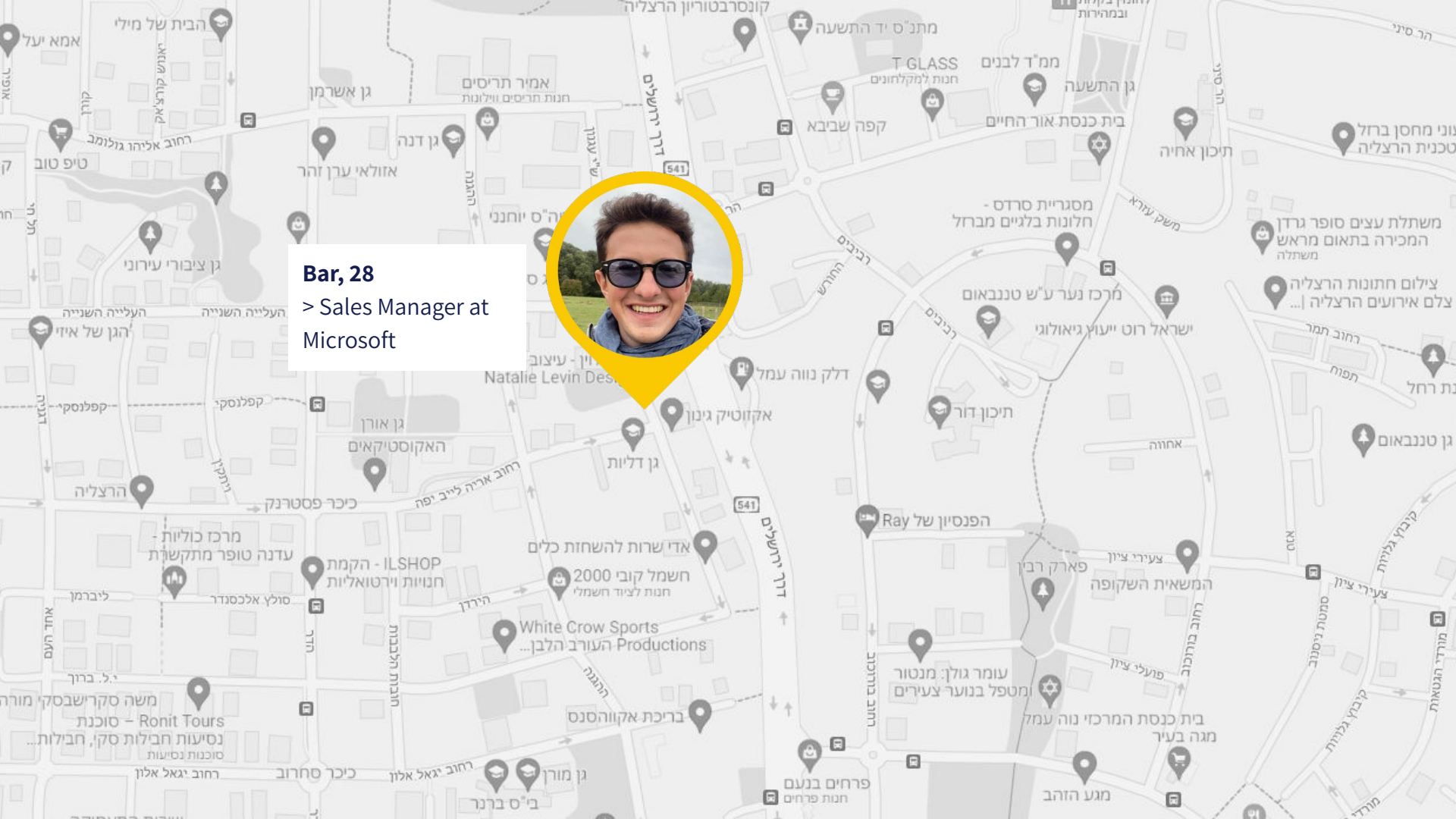
> Live alone





Bar, 28

> Sales Manager at
Microsoft



1.2 Million

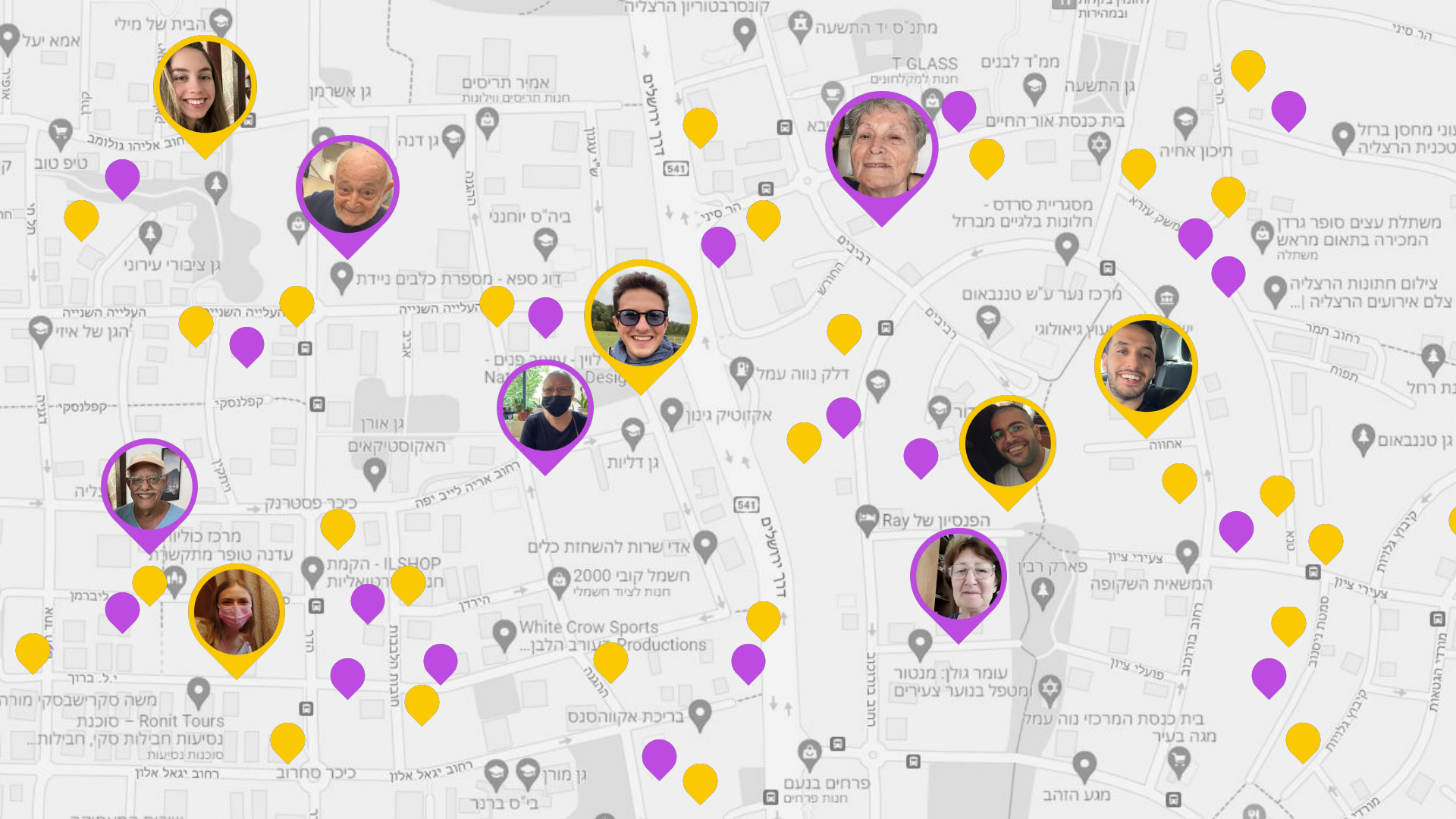
Elders in Israel.
2.4 million by 2040.

360k

Are at a high risk of social-isolation
& report loneliness.

180k

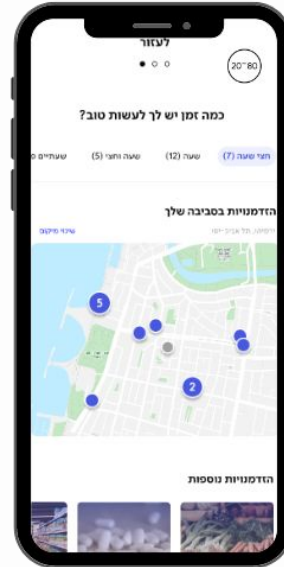
Don't feel they can rely on their
local communities when in need.





Bar's Barriers:

- > Lack of awareness
- > Fear of commitment
- > Distance



Our Elders:

Age: 63-69 (22%), 70-79 (35%), **80+ (43%).**

Gender: **Women (75%),** Men (25%).

60% live alone.

Support networks: 27% none at all | 49% slightly.

Loneliness: 63% report feeling lonely.

Status: 18% singles | 23% married | 56% widowers/divorced.

Children: **20% childless** | 16% - 1 | 26% - 2 | 38% - 3+



Our Young Adults:

Age: 18-30 (28%), **31-45 (48%)**, 45+ (24%).

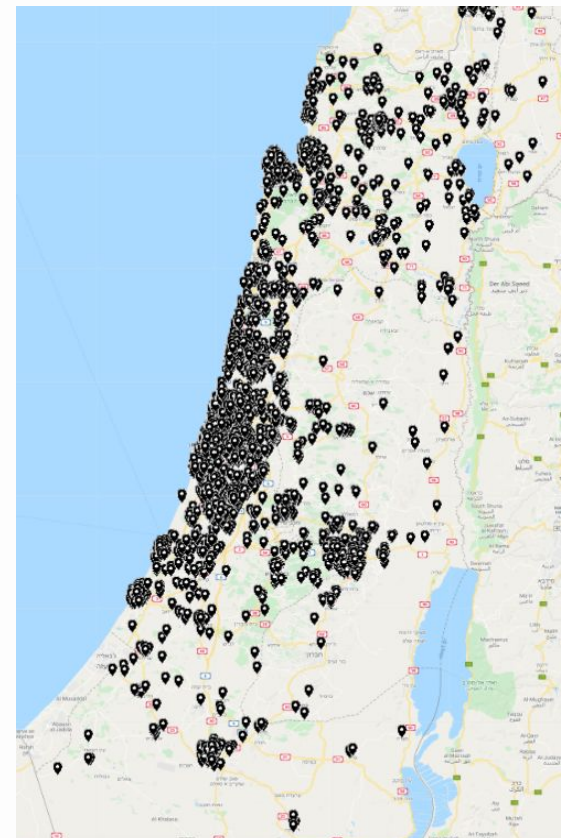
Gender: **Women (60%)**, Men (40%).

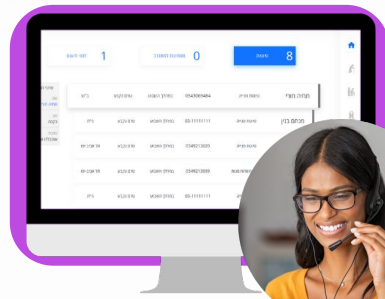
70% live in their neighborhood for **over 4 years**.

71% work full-time.

Number of volunteering per year: 1-3 (55%), **4-10 (40%)**, **10+ (5%)**.

Community Involvement (before 20-80) > 12.5%





> Our volunteers register the elder's request details

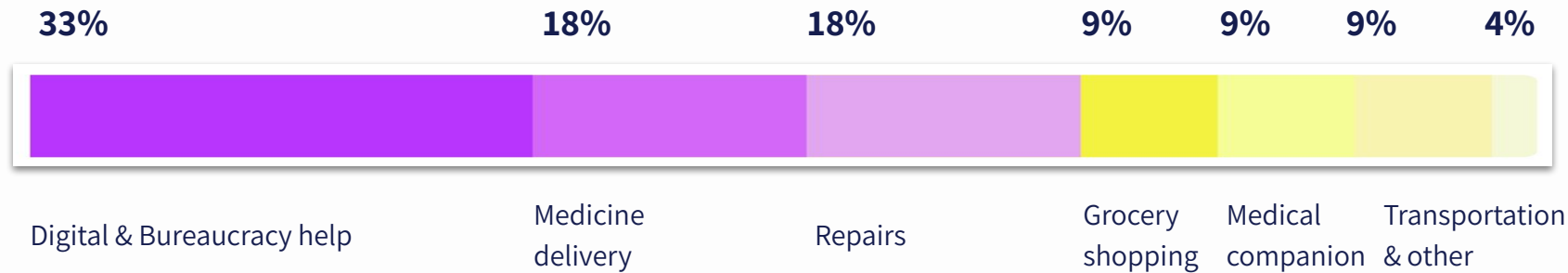
> The system broadcasts the request to relevant nearby ad-hoc potential helpers

The elder calls our
Call center to request
help

A Youngster who is
available and desires to
help takes the request

The magic
happens :)

Our help





Each Connection = **Decreasing Elders loneliness**
Increasing Young Adults involvement

Our data

63%

**Of elders report
a decrease in loneliness,
following 20-80.**

76%

**Of young adults report
being more involved in
their community,
following 20-80.**

Go to Market

Elders:

Municipalities

Health/Medical services

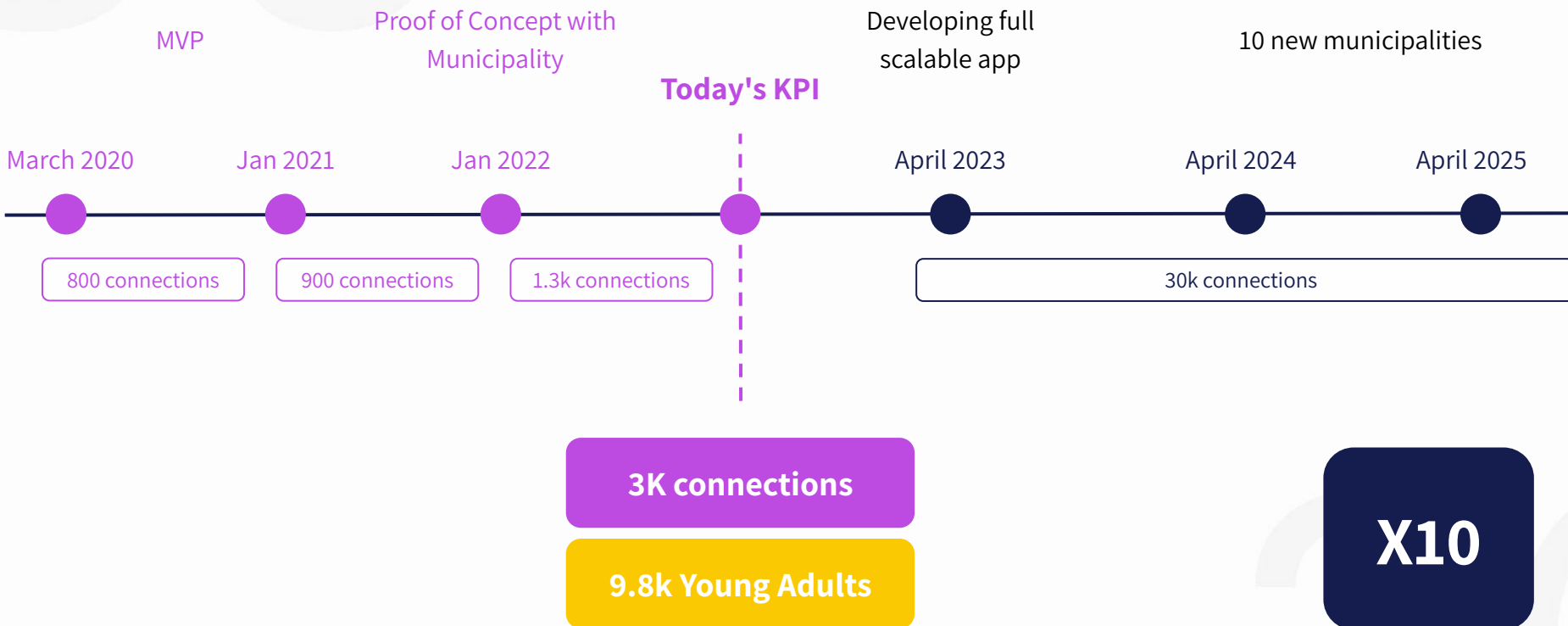
Parallel Services

Young Adults:

Hi-Tech & Corporates

Academies

Social media



2023 Budget: 450,000\$

Product: 150,000\$

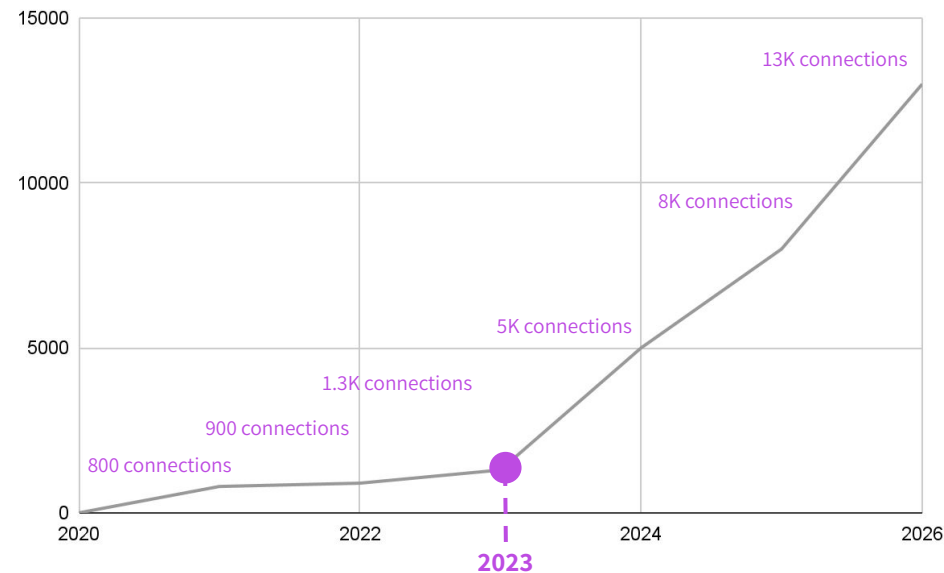
Operations: 210,000\$

Marketing: 50,000\$

Administration: 40,000\$

Missing: 100,000\$

Connections growth:



Funding Strategy:

Year:	Budget:	Philanthropy:		Municipalities:		Growth:
2021	150K	150K	100%	0	0%	MVP
2022	280K	260K	93%	20K	7%	POC with 1 municipality
2023	450K	400K	89%	50K	11%	Developing full scalable app +1 Municipalities 2 municipalities in total
2024	500K	300K	60%	200K	40%	+3 Municipalities 5 municipalities in total
2025	600K	270K	45%	330K	55%	+5 Municipalities 10 municipalities in total

Top Partners



The team:

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Yuli Harel
CEO



Rona Peled Kenig
Product Manager



Nil Bublil
Community Manager
Herzliya



Herut Mengistu
Operations Manager



Veronica Aminov
Volunteer Champion

Board Members:

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Lianne Pollak-David

VP Strategy & Biz Dev
Venn city



Barak Drechsler

Senior Software Engineer
TWANG



Moran Zipper

CEO
Zikaron Ba'salon



Eran Reshef

CEO
Rayzone Group



Nir Issachar

Social entrepreneur



Ben Shnaper

Product Designer
Microsoft

Product advisory board:

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Yarden Bura
Product Manager
Visa



Yuli Dubrovski
Product Manager
Google Cloud



Shira Askal
Product Designer
Lawyal



Yael Rivkind
VP Strategy
TWANG



Odelia Avinoam
Storyteller

Our Vision:

**20-80 is an intergenerational bridge,
That empowers Israel's social fabric through
local connections.**



TODA :)

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