

RAINCHECK

EXECUTIVE SUMMARY

No More Rainchecks:

Let's build a healthier and more balanced lifestyle today, not tomorrow.

Concept Type: Subscription Box

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School: University of Connecticut



Descriptor: In a success oriented world that prioritizes the future and forgets the present, Raincheck offers you the chance to pursue your passions. Our service allows you to explore a new hobby each month without the hassle of gathering supplies or initial investment of time which comes with pursuing a new hobby. While helping you find another part of yourself, we also give you the space to interact with others who are on a journey of self-discovery, just like you.

Problem: As college students, we are busy pursuing academic success and career opportunities, which leaves us little time for pursuing other passion projects. Not only does this mean there are parts of ourselves we aren't discovering, but it means that students aren't developing the skills needed to have a proper work-life balance. As we further researched this need, we realized that it is tied to social isolation. This is often caused by excessive time spent on social media or lack of time management. Combined, these two issues impact both our lifestyles and overall wellness in detrimental ways.

Solution: Raincheck is a subscription box service that aims to reduce social isolation and improve mental health among college students by allowing them to explore a variety of passions and interests they may have. To provide a more fulfilling experience, we will also use our newsletter, a blog, YouTube, Discord, and Instagram. Through our bi-weekly newsletters, we will send out action items that subscribers can do throughout the month to develop healthier habits and practices. We will also break down any useful research and next steps if a subscriber wishes to pursue a particular hobby further. The newsletter will also highlight posts from our blog, written by subscribers about their journey and experience with developing their hobbies. Other subscribers can provide encouragement on these blog submissions, while gaining inspiration to pursue their own passions. We will use Youtube as an anonymous platform to host instructional sessions about hobbies we include in our Raincheck boxes. Our main social engagement platform will be Discord, where subscribers can communicate with others who share the same passions and interests as them. Lastly, Instagram will be our main platform to interact with our subscribers. Through polls, stories, and Q&A's, we will encourage feedback on how we can better accommodate their needs.

Unique Value Proposition: What sets us apart from our competitors is that we are focused on improving work-life balance and reducing social isolation. We conveniently package and deliver everything you need to begin a new hobby right to your doorstep, while providing various methods for subscribers to form meaningful connections and come together to create a Raincheck community. This is particularly unique, as other subscription services do not connect their subscribers through a shared platform. Additionally, we aim to help our subscribers develop better habits that improve their overall wellness in the long-term.