

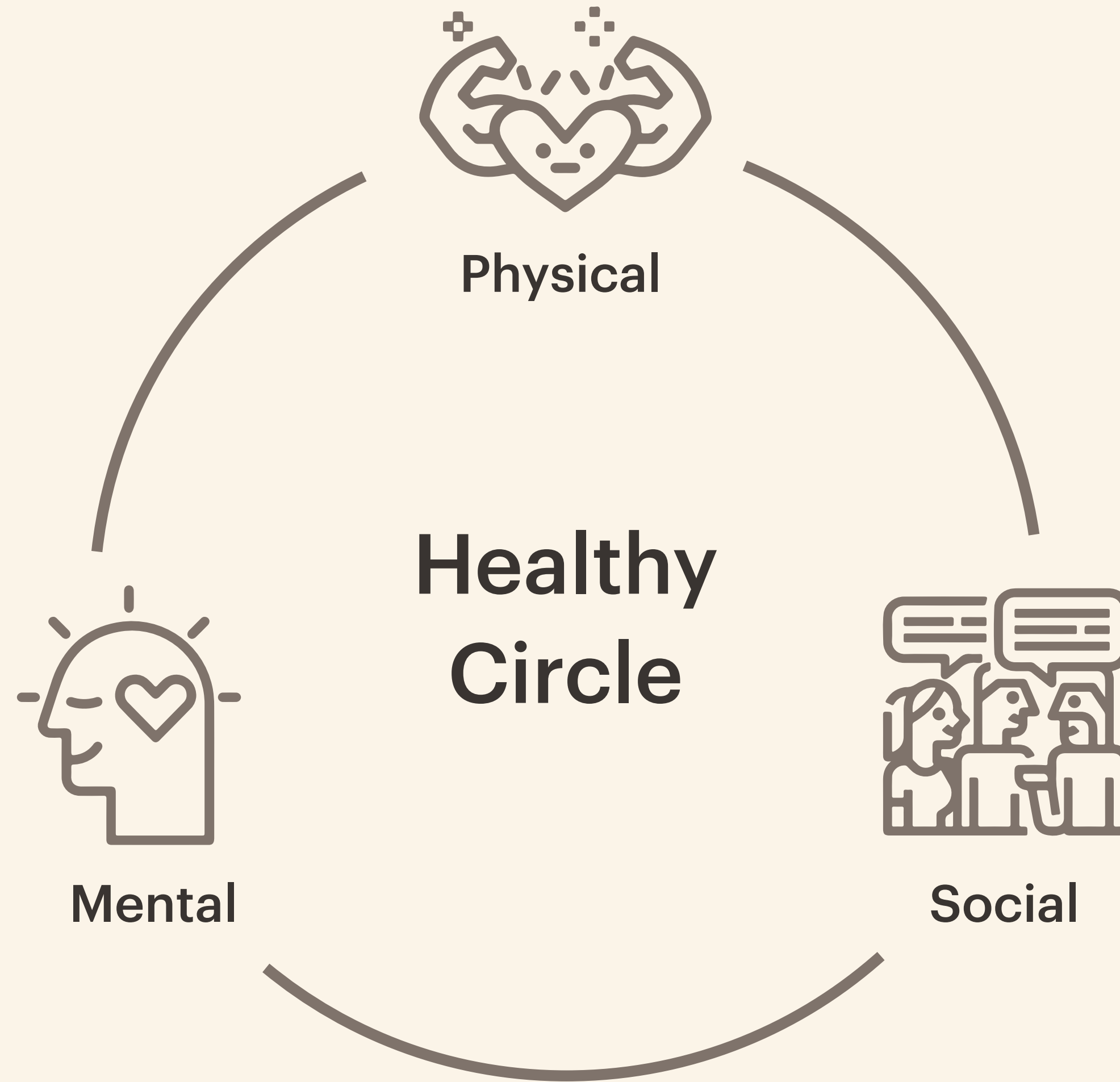
hosten 



Overall Scope

In the **post-pandemic era**, older adults are facing significant challenges in maintaining their **physical** and **mental health**.

Our Healthy Circle



Problem Statement

Loneliness and **social isolation** in older adults are serious public health risks affecting a significant number of people in the United States and affecting their **dietary intake**.

Our Mission

Our program Hosten facilitates a healthier lifestyle by providing a **nutritional-enriched farmers' market, lively co-cooking events, and a fun dining & socializing experience for older adults.** We aim to bring older adults and young generations together safely with food.

hosten:

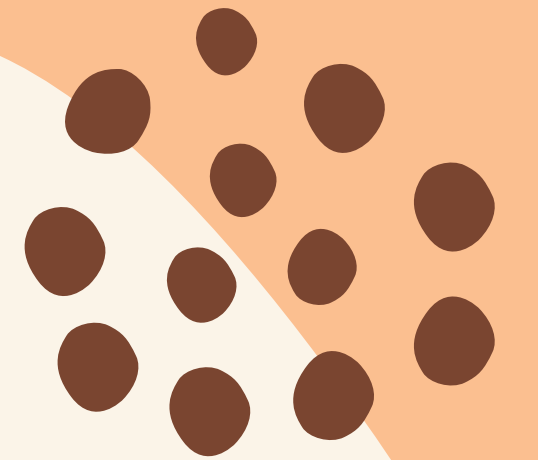
We are the host who invites our guests to:

Connect with new friends

Share cultural recipes

Cultivate a healthier lifestyle

By cooking with local harvest and dining together.



Audience



Older adults with chronic symptoms such as diabetes that need assistance on their diet

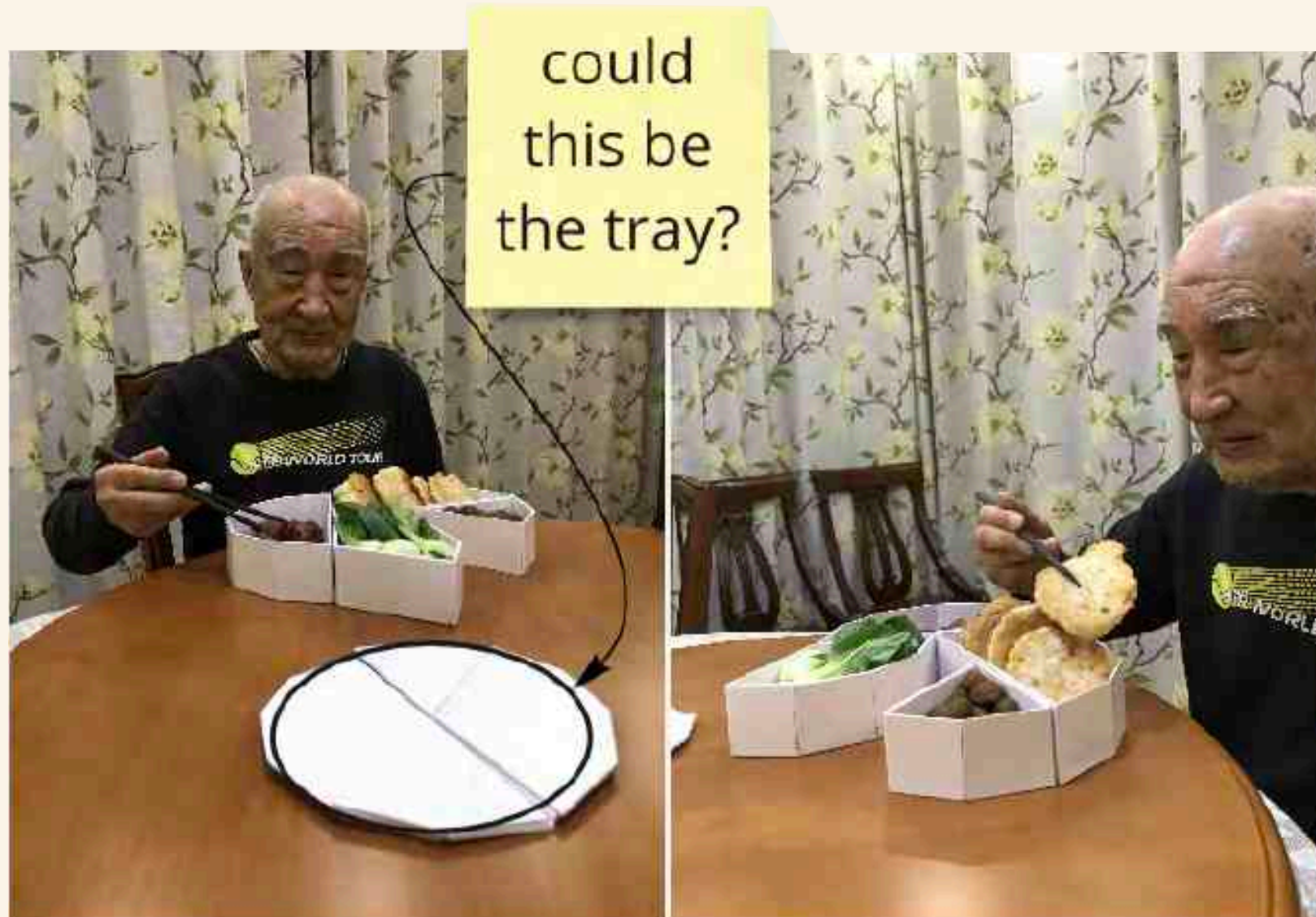
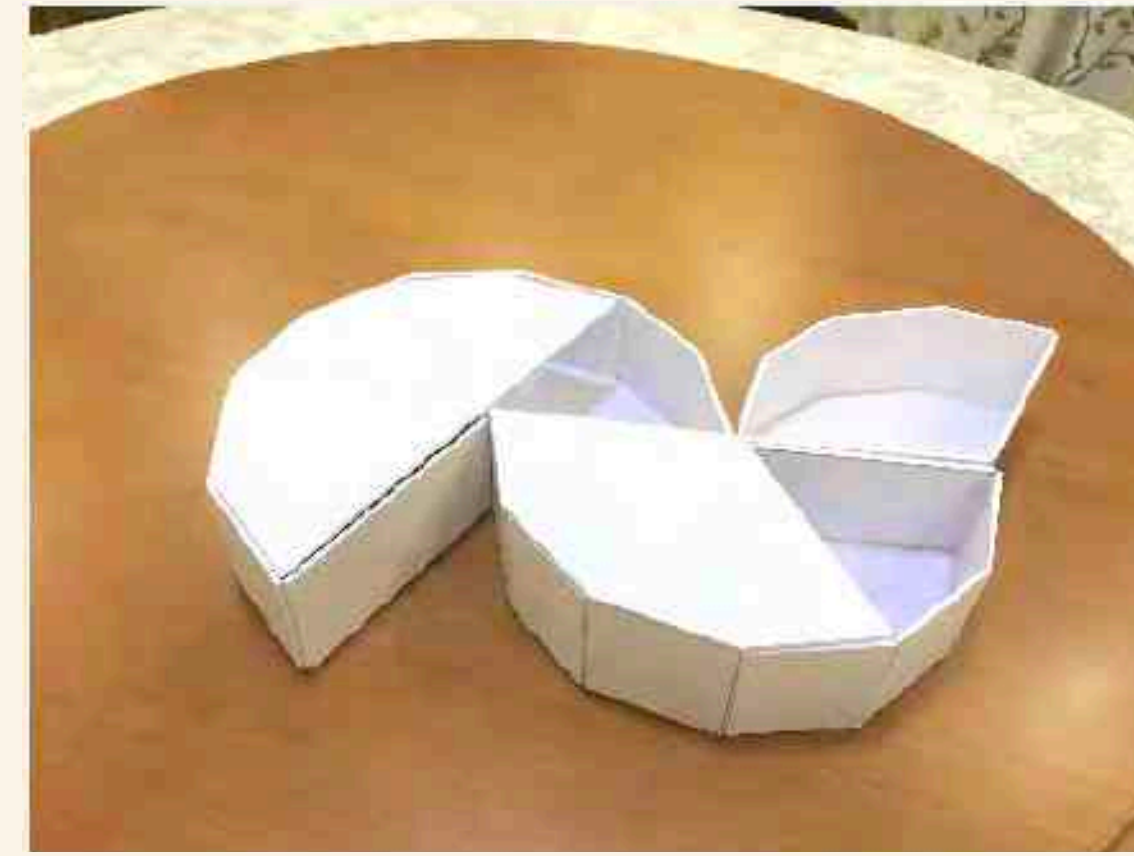
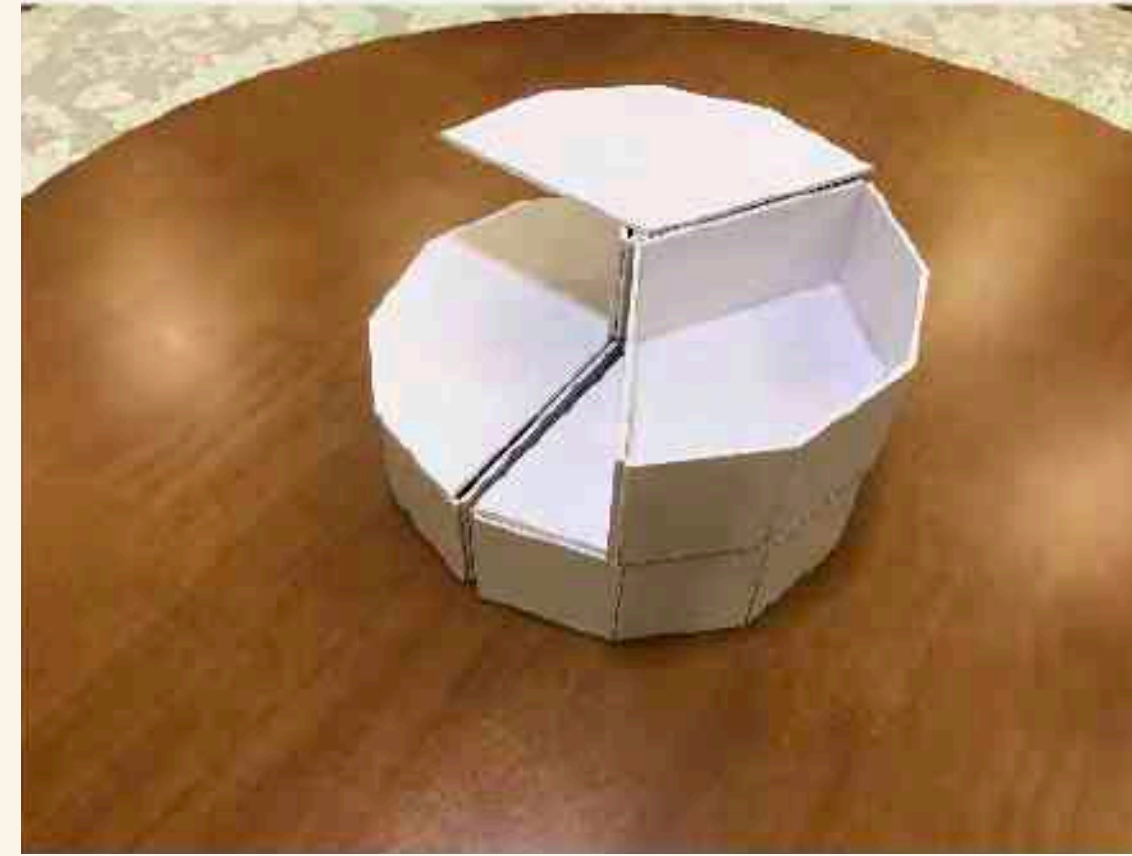
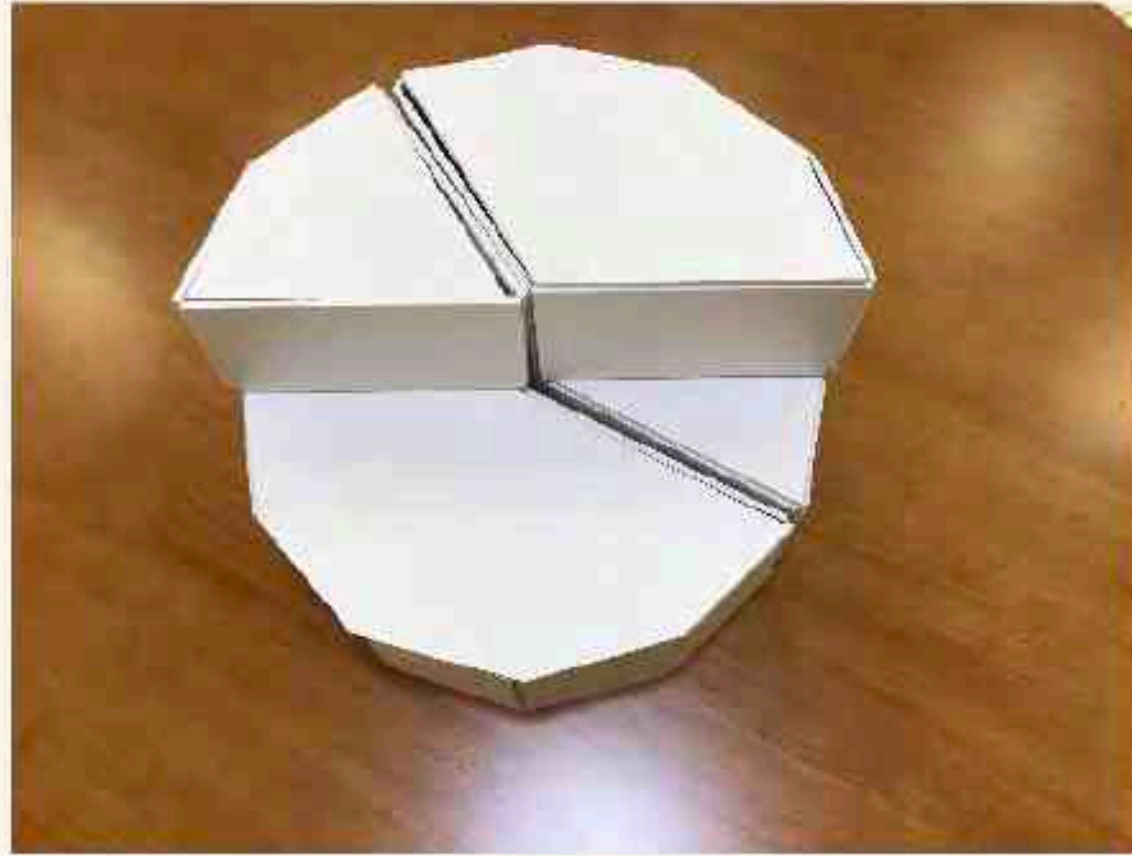


Older adults that are seeking a sense of purpose and fulfillment to thrive in their golden years

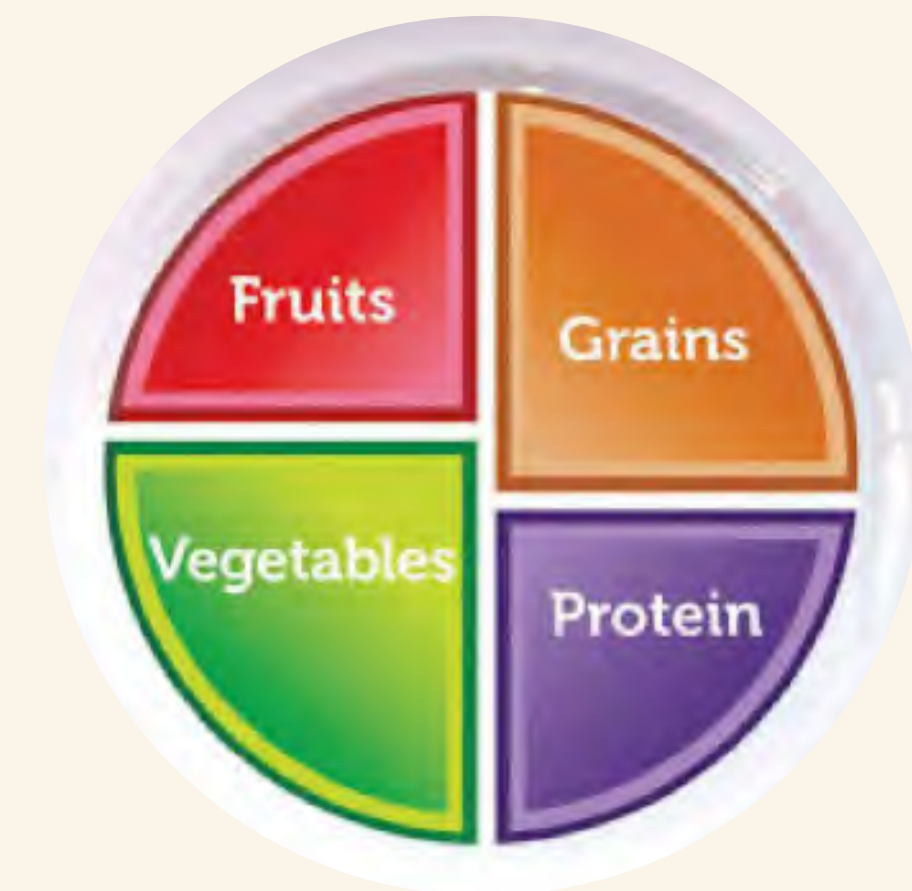


Older adults that are facing isolation and lacking social engagement due to the pandemic

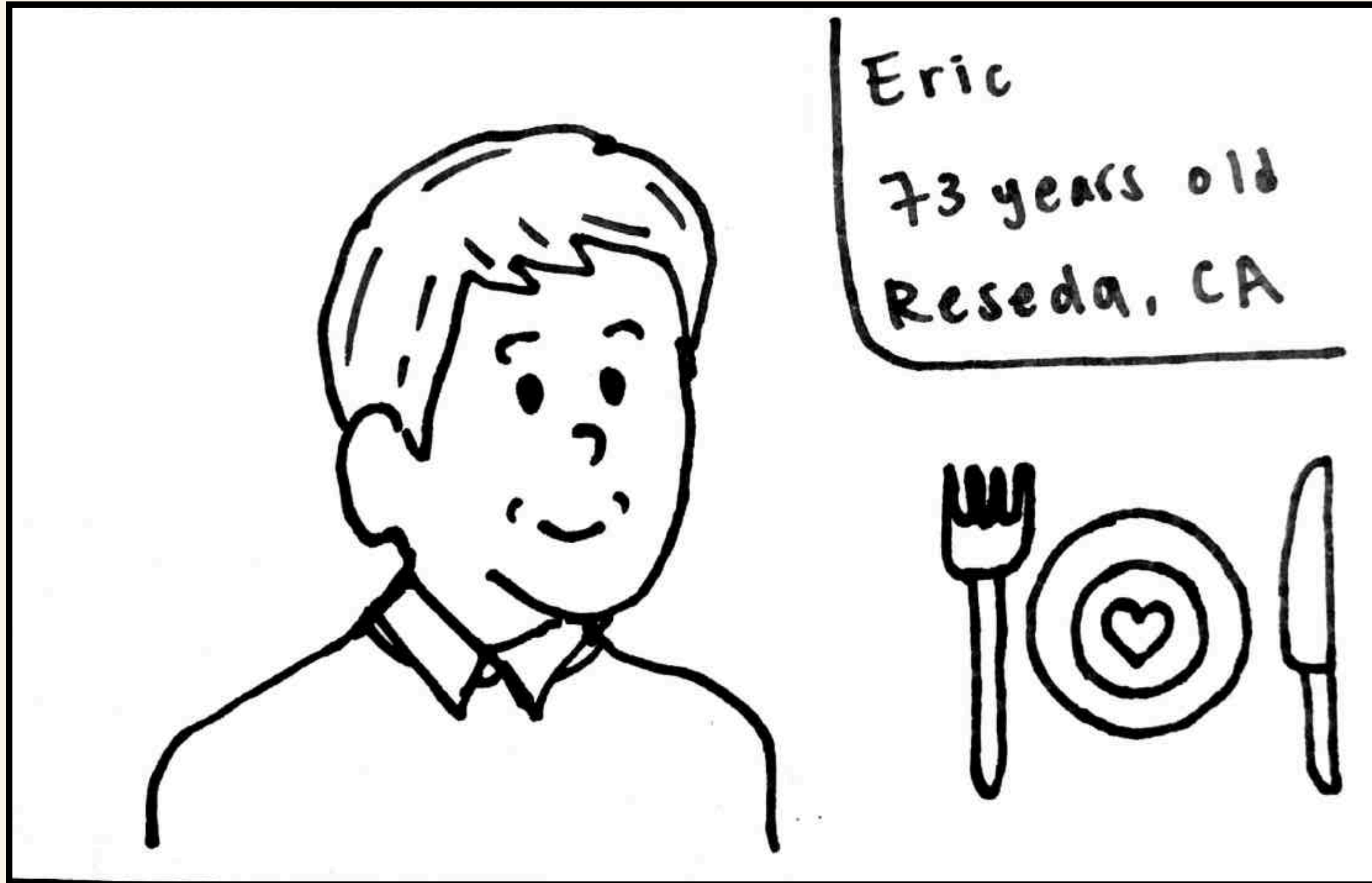
Bento Co-creation



Bento Co-creation

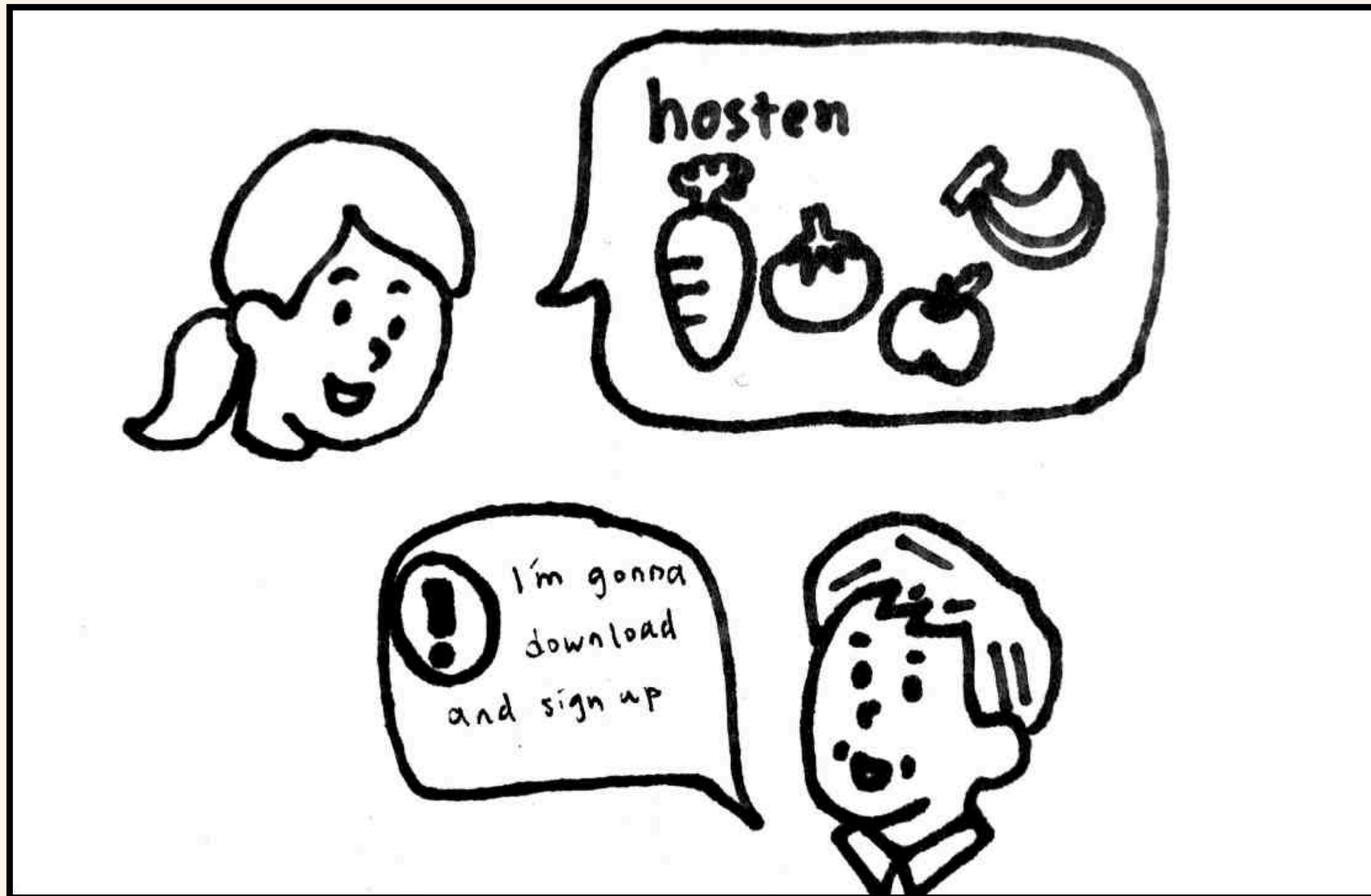


Meet Eric!—Scenario Story



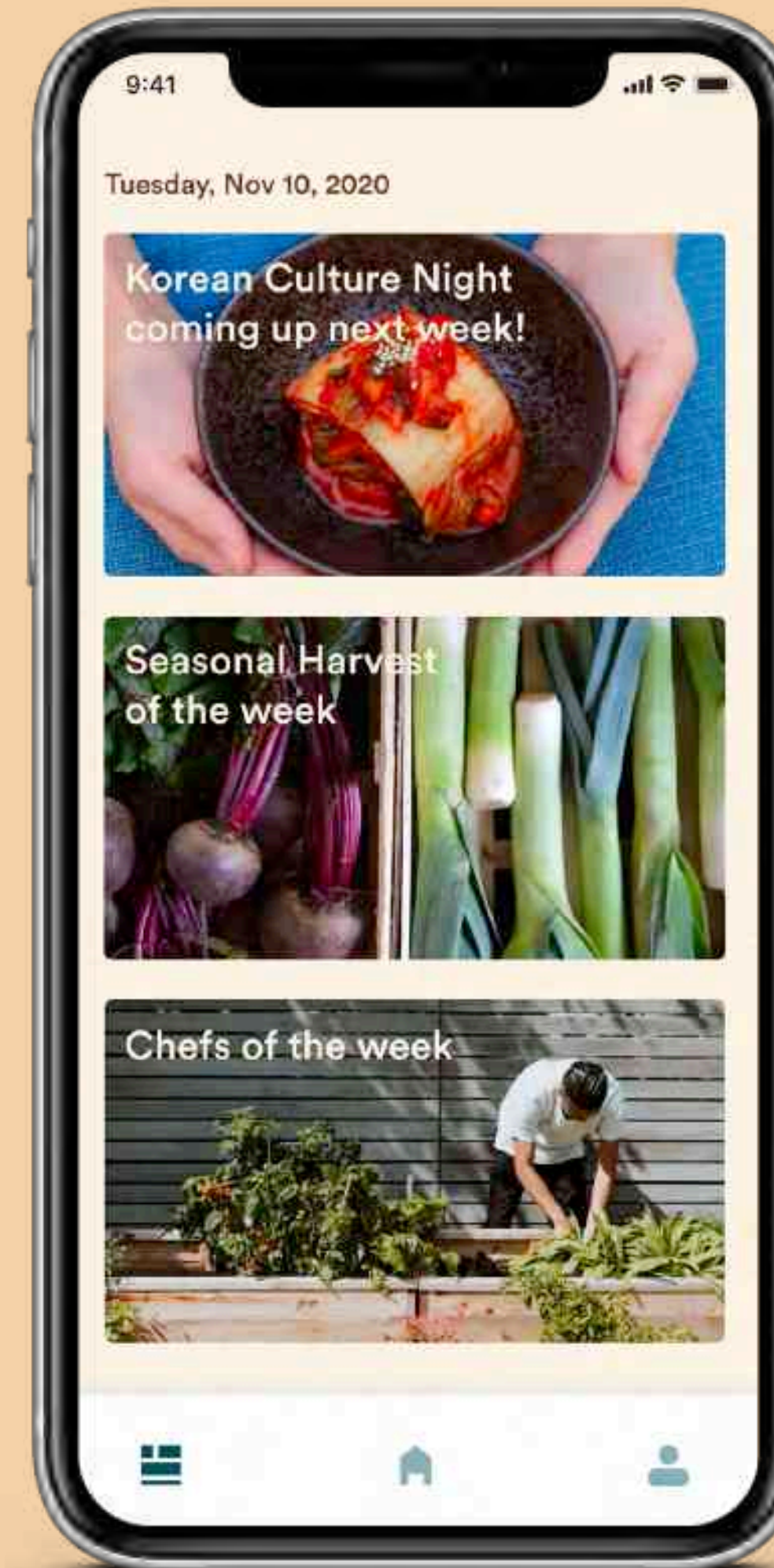
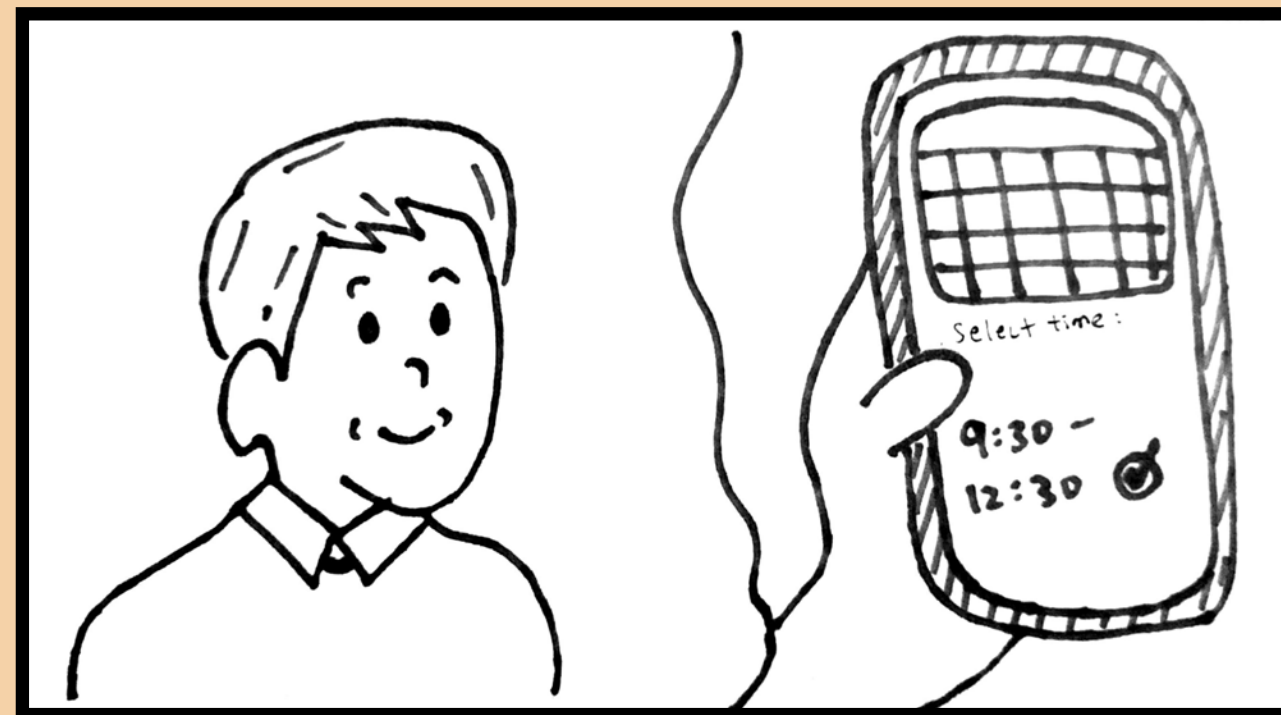
Eric always had a love for food culture but did not have a place to share his passion, especially at these times.

Learns about Hosten



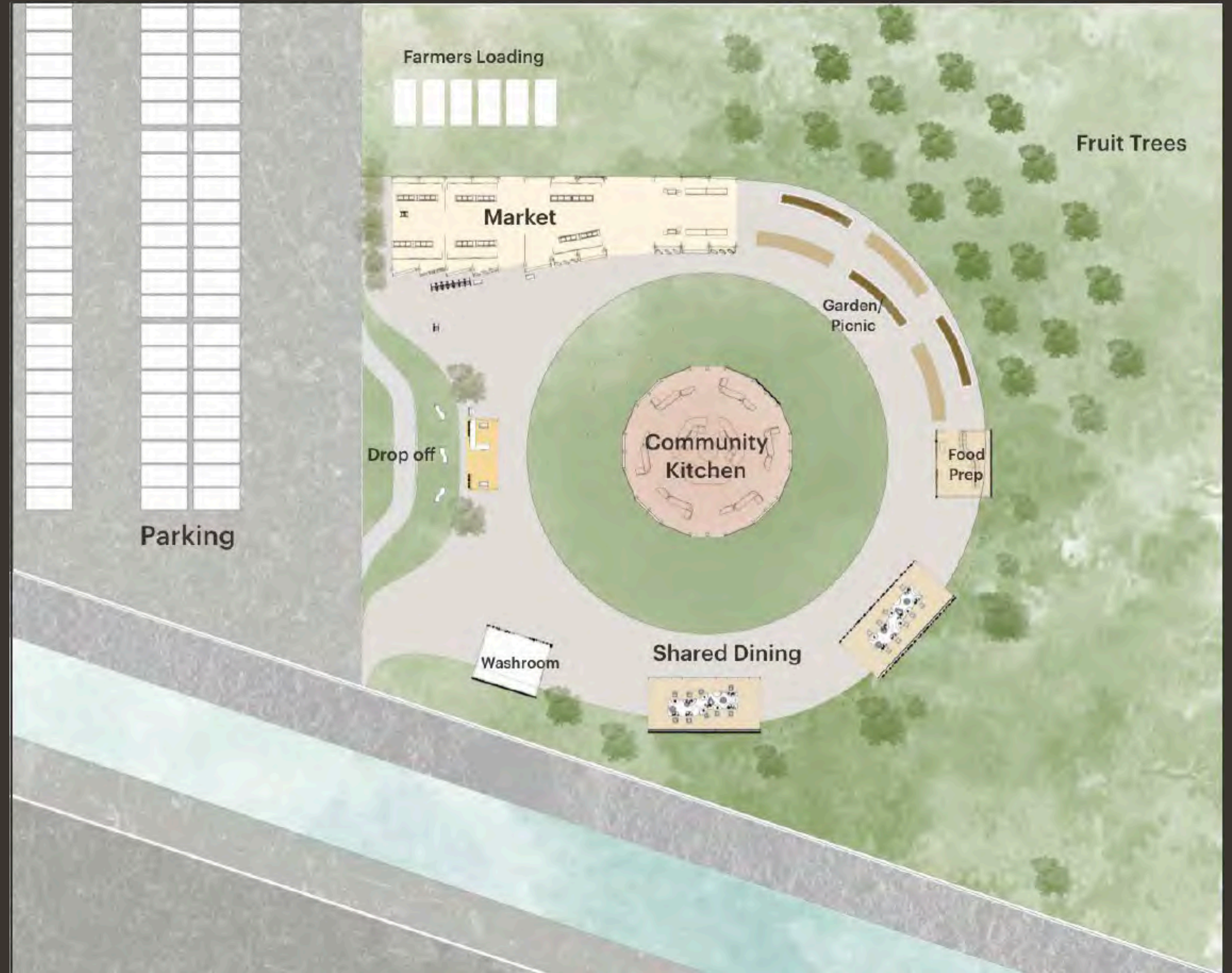
Eric learns about Hosten and how they partner with local farmers to provide older adults with fresh produce to cook and enjoy every week.

Upcoming Events



Plan

Sustainability
Accessibility
Connecting Generations





Check in at the Entrance

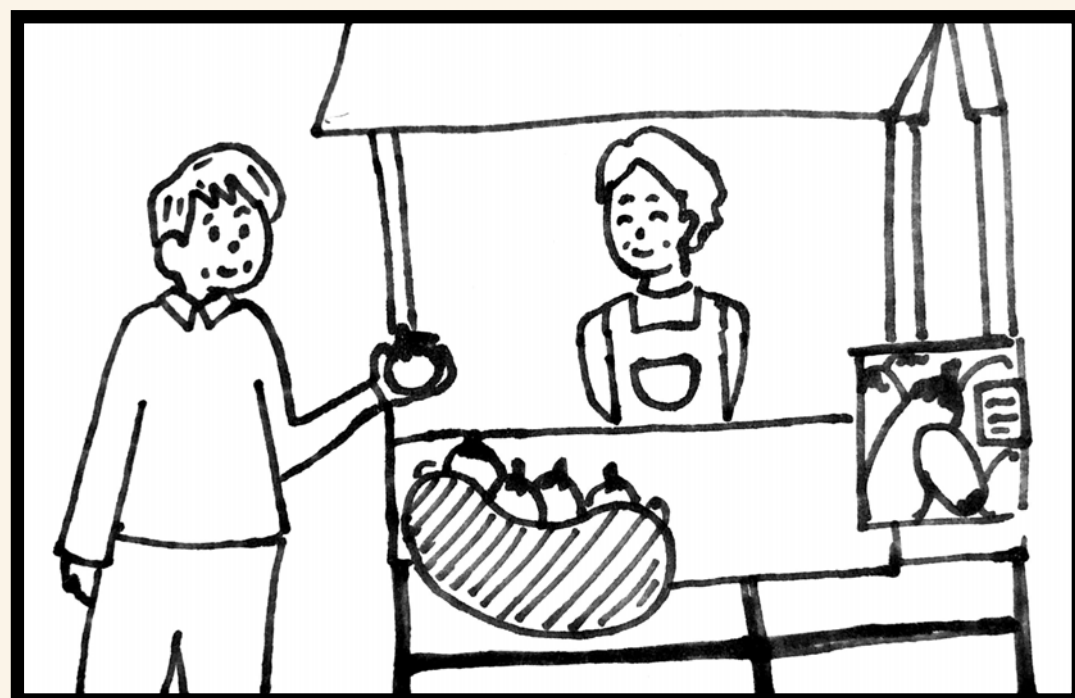
Eric arrives at the entrance of the Hosten market. He provides his QR code to sign in before he walks through the gate with safety measures.





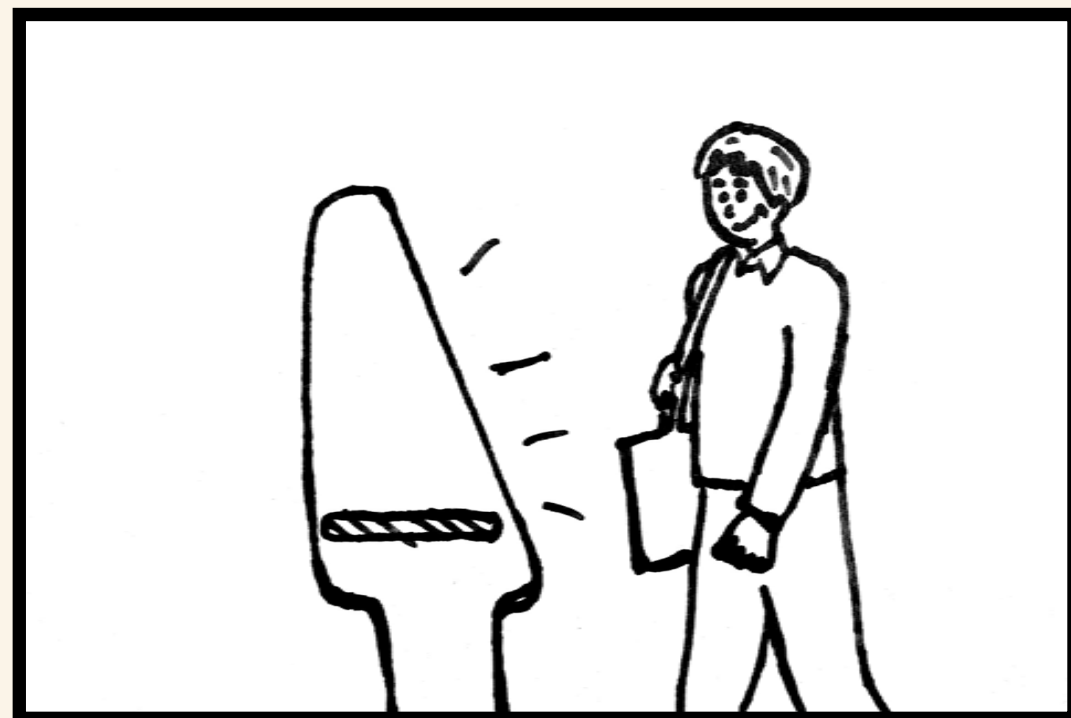
Inside the Farmers' Market

Eric stops by farmer Alan's stand. There are some fresh hand-picked tomatoes that Eric has to get before they are all gone.



Checking Out

After getting all he needs, Eric has his basket scanned and pays with our app.







In the Community Kitchen



Everyone at their cooking station learns about cultural recipes with nutritional recommendations through this activity.

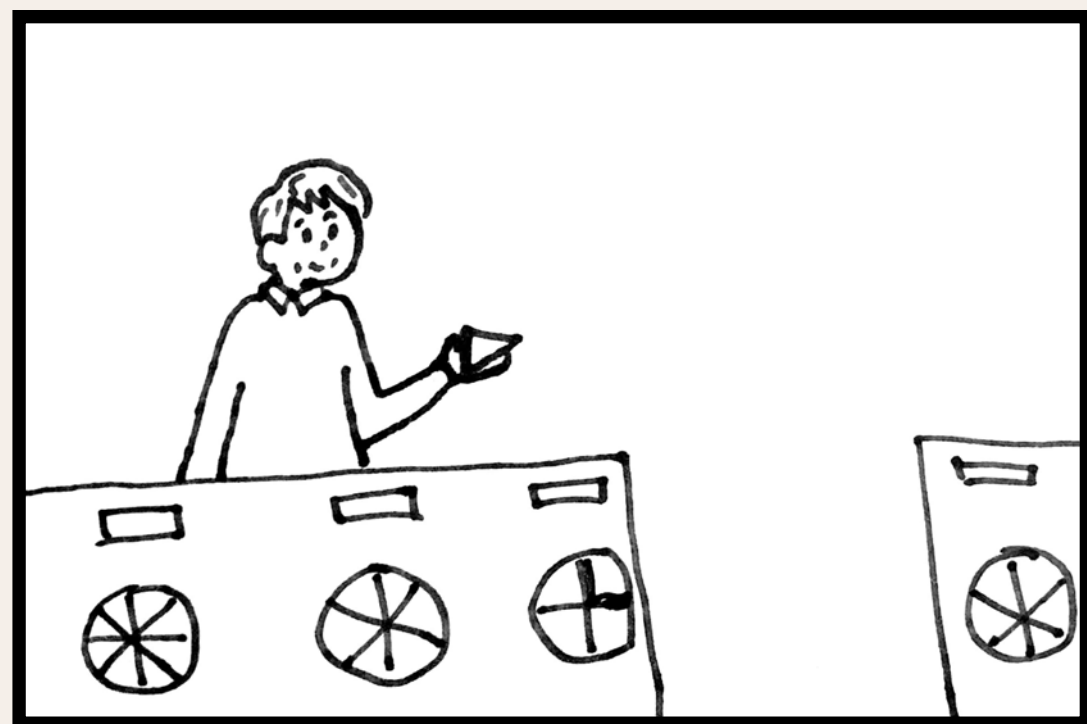
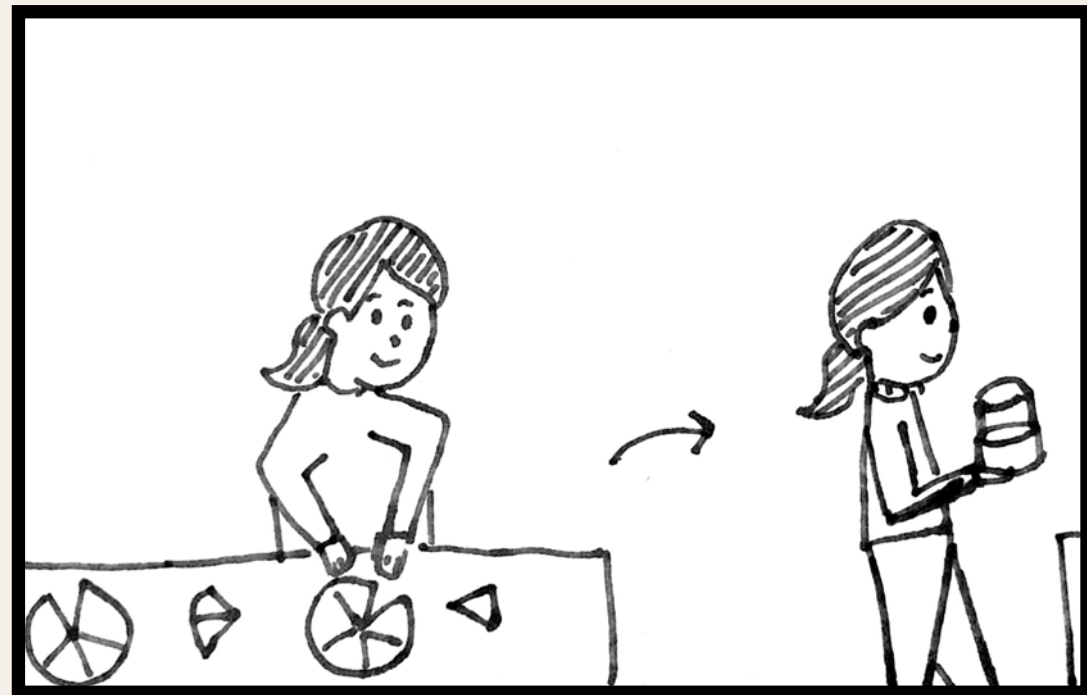


Today's Culinary Activity



Eric meets today's featuring chef Prisha along with other participants to start with today's cooking activity.

Food Serving Section



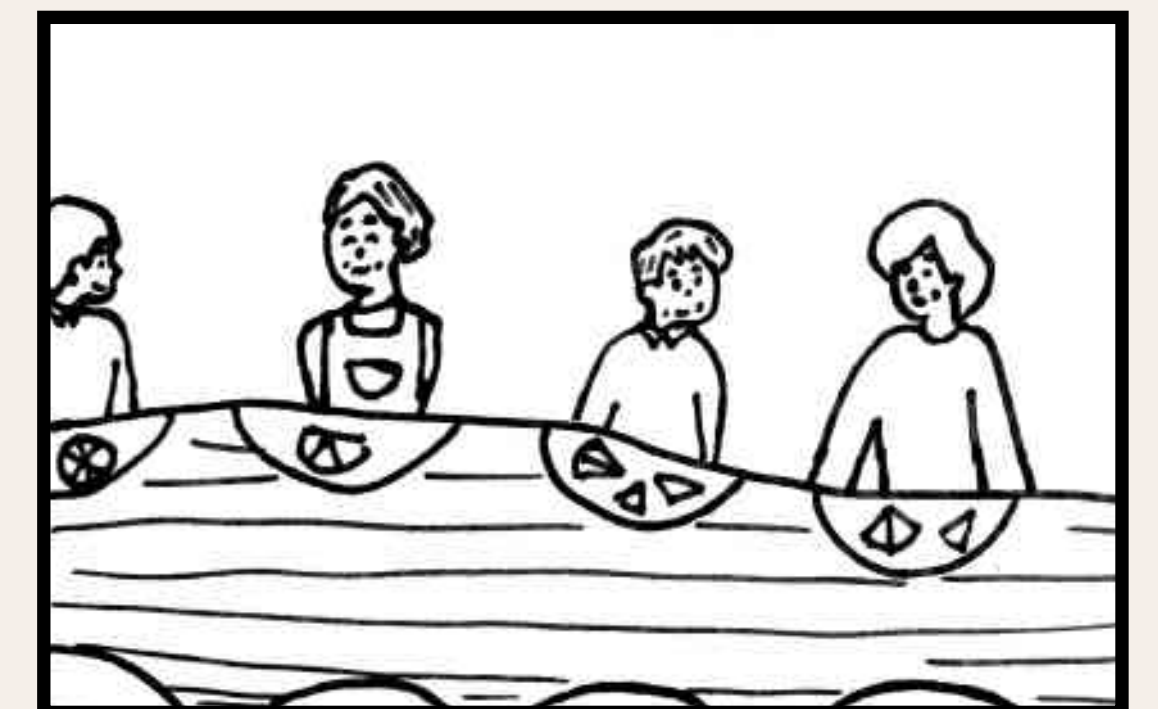


Wheelchair Accessibility
Safe Social Distance

Dining Time!



Everyone who cooked presents what they have today.



Recipe Cards





Clients/Partners



OneGeneration



Insurance Company

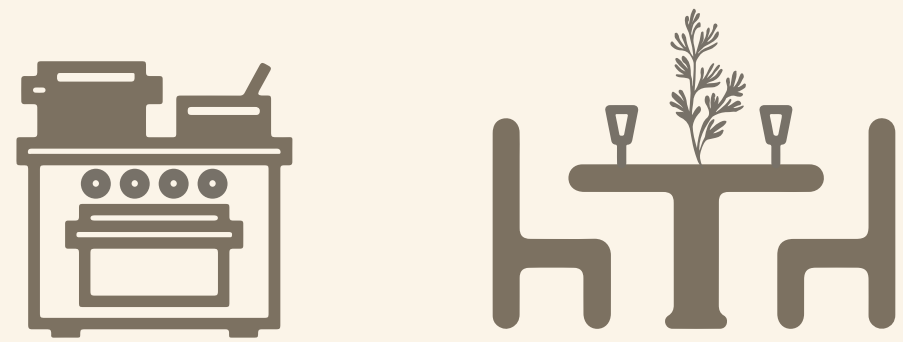


Nutrition Center



Local Farm

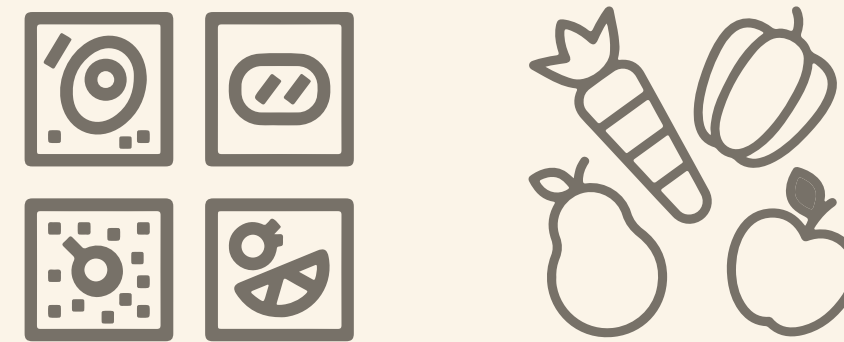
Revenue Stream



Service Selling

Phase 1 Pandemic
Meal Plan Subscription
Virtual Potluck

Phase 2 Post Pandemic
Meal Plan Subscription
Co-cooking Event
Shared Dining Event



Product Selling

Phase 1 Pandemic
Bento Box

Phase 2 Post Pandemic
Bento Box
Grocery such as Local
Produce, meat, dairy, etc.



Ads

Partners
ONEgeneration
Nutritional Centers
Restaurants & Farms

3rd parties
Senior Care Centers
Insurance Agencies
Medicare(Silver Sneaker)

Summary

Hosten gathers older adults and young generations with a cooking & dining experience. Our system facilitates a healthier lifestyle by providing a **senior-friendly farmers' market, healthy co-cooking events, and dining & socializing experience** in one package accompany by nature.