

Challenge name	Engagement for social impact
Challenge owner	VindiQu
	<input checked="" type="checkbox"/> Company <input type="checkbox"/> Research <input type="checkbox"/> Student team
	Kevin Jacobs
Email challenge owner	
Phone challenge owner	
Preferred way to contact	<input checked="" type="checkbox"/> email <input checked="" type="checkbox"/> Phone call <input checked="" type="checkbox"/> SMS / what's app <input type="checkbox"/> Other; ...
Brief summary	<p>Whoever states elderly people can't explore the world anymore is coconut-crazy. With VindiQu we take them digitally all over the world through livestreams with expert guides. We are looking forward to revolutionize the experience of our livestream tours. Without any loss of social impact, because that's our core mission. Creating new ways to stimulate the attendees and make them socially, physically and/or neurologically more engaged throughout their experience. Starting with an ideation phase towards designing and ultimately building a working prototype.</p>

### About the challenge owner

VindiQu is a social enterprise which aims to reconnect people with healthcare needs with society. With growing numbers of elderly and available care workers significantly reducing in time we are facing great challenges. VindiQu delivers interactive digital outings for people with care needs to make society accessible again. Through a livestream we connect and interact personally, with a group who are physically together, to create a experience like they are truly there. With a network of guides in the Benelux we offer various tours. Different location such as Sanctuary of Lourdes, art museum The Hague, old neighbourhood tours and many more locations to battle isolation. Our backbone is creating meaningful experiences for people who are left out in our society.

## Challenge description

VindiQu has personal interaction as a core mechanic during the livestreams. We aim to expand our knowledge and implementation of interventions which expand the experience for our attendees. The challenge is to suit the healthcare sector, nursing homes or home care specifically. Our goal is to improve our services with better outcomes on the social domain, therefore reducing healthcare costs.

Think for example about factors that can battle loneliness and the medical outcomes. Starting with an ideation phase we like to challenge the students to bring substantiated ideas to the table and working our way to developing a prototype. Prototype testing could be done every week during one of our digital outings. We encourage the team to try outside of the box thinking and think about the end-users and the setting it will be practically used in.

VindiQu has access to HBO and MBO students to carry out multiple operational missions during the ISBEP challenge for the students. Therefore, collecting datasets and improving their skills to working together on different layers. The different educational layers could simulate a real business challenge as they are preparing for:

During a MBO students challenge a delivery box containing different items for the elderly was being suggested and designed. Currently an Amsterdam student is working to create a scalable solution of this box in the upcoming three months as an assignment. This box will contain items for religion, reminiscence, culture/art based digital outings. A nursing home in Eindhoven tried different decorations to measure the outcomes in experiences. The room made an impact but it's an early test without significant datasets.



## Input and involvement of challenge owner

From VindiQu we have three dedicated people who are assisting during this ISBEP project. First off both founders will be available during the whole timeline to assist on any question and willing to provide information about our journey. Lastly a business mentor will be available who worked for different International organizations in senior roles.

During decision and/or key moments we will be physically present to guide direction. Outside that we are available (almost) any time for a quick digital meeting. The upside of working with a startup is easy personal accessibility and the taste of (social) entrepreneurship.

This challenge will help VindiQu improve our services and get a better understanding in cognitive stimulations.

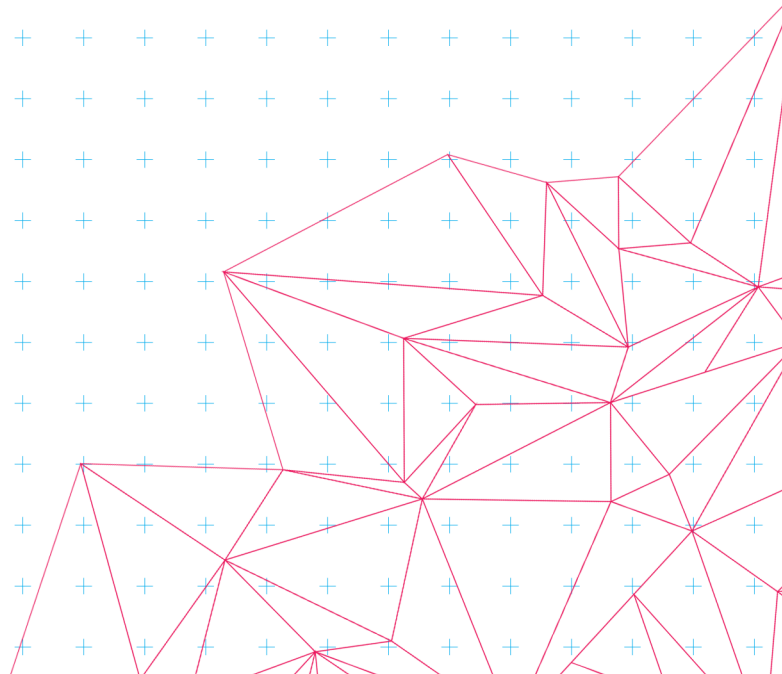
## Resources

Educational resources, in short industry know how and a great drive to create a better future.

Physical resources, every person must have the appropriate physical resources to survive. This includes a proper work space, working telephone line and/or working email.

Emotional resources, don't be afraid to make a mistake. Admit it, learn from it and get up and improve yourself. Be sure to work together and have a learning attitude.

Workplace; co-working space at Utrecht. VindiQu headquarter when we are not working remotely and passing through the Netherlands



## Roles of different disciplines (only for ISBEP)

Automotive Technology	
Biomedical Engineering	Biomedical datasets can be used to measure outcomes of different interventions during the livestreams. Think of heart rate, blood pressure, endorphins, neurological stimuli.
Architecture, Urbanism and Building Sciences	Which architecture or surroundings would be enhancing the experience for the attendees? The room we are in has impact on our feelings and experiences.
Computer Science and Engineering	Software should be an important key to enhance the experience. Changing an intervention via collecting datasets during the livestream. Especially in the sector healthcare privacy law is an important topic.
Data Science	
Electrical Engineering	Different hardware components could be thought out to enhance the experience for the attendees. From handheld quiz interaction buttons to more expert level bodysuit.
Industrial Design	
Medical Sciences and Technology	Biomedical datasets can be used to measure outcomes of different interventions during the livestreams. Think of heart rate, blood pressure, endorphins, neurological stimuli.
Psychology and Technology	Great fit to understand experience as a whole and substantiate different interventions or the lack of interventions.
Chemical Engineering and Chemistry	
Sustainable Innovation	Strategically working on societal impact project within the sector innovation needed to battle current and future challenges. Offer sustainable solutions within the healthcare sector.
Industrial Engineering	
Applied Physics	
Applied Mathematics	
Mechanical Engineering	Depending on the prototype a ME student could be working on designing and building the mechanical parts of it. The experience by additional mechanical products could increase. Thinking about including experiences to wheelchair bound, hearing- or sight impaired people.