

**THE BUDDY MAKER**  
TEAM GYÍKZÖLD

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## PROBLEM

Even though the youth of today has more connecting possibilities than ever, they are probably **the loneliest generation to date.**

In the era of overwhelming information, they have a hard time building new and lasting relationships, resulting in social isolation and mental health issues in the long run.



## INSIGHT

Friendships are born the easiest between people who are somewhat similar in their personalities.

As the **tastes and interests** of an individual are the direct results of their personality, they are a **good foundation** in the search of meaningful relationships.



## CONCEPT

Tech companies such as Google, Youtube, Spotify or Netflix spent the last decade perfecting their targeting algorithms in order to recommend - sometimes oddly - relevant content to us.

As the youth is especially active on these platforms, we could use these algorithms to help them build relationships with each other.

**Instead of recommending them content, we could recommend them potential friends based on their interests and hobbies.**



INTRODUCING

# THE BUDDY MAKER

The A.I. boosted friend-finder app

# HOW IT WORKS

**NETFLIX**



## GATHERING DATA

The app creates “digital fingerprints” of each users taste and interests, based on the algorithms of already used platforms.

**92%  
MATCH**



## MATCHING PEOPLE

It recommends users to each other if they show a high similarity. The system gets more precise the more time passes.

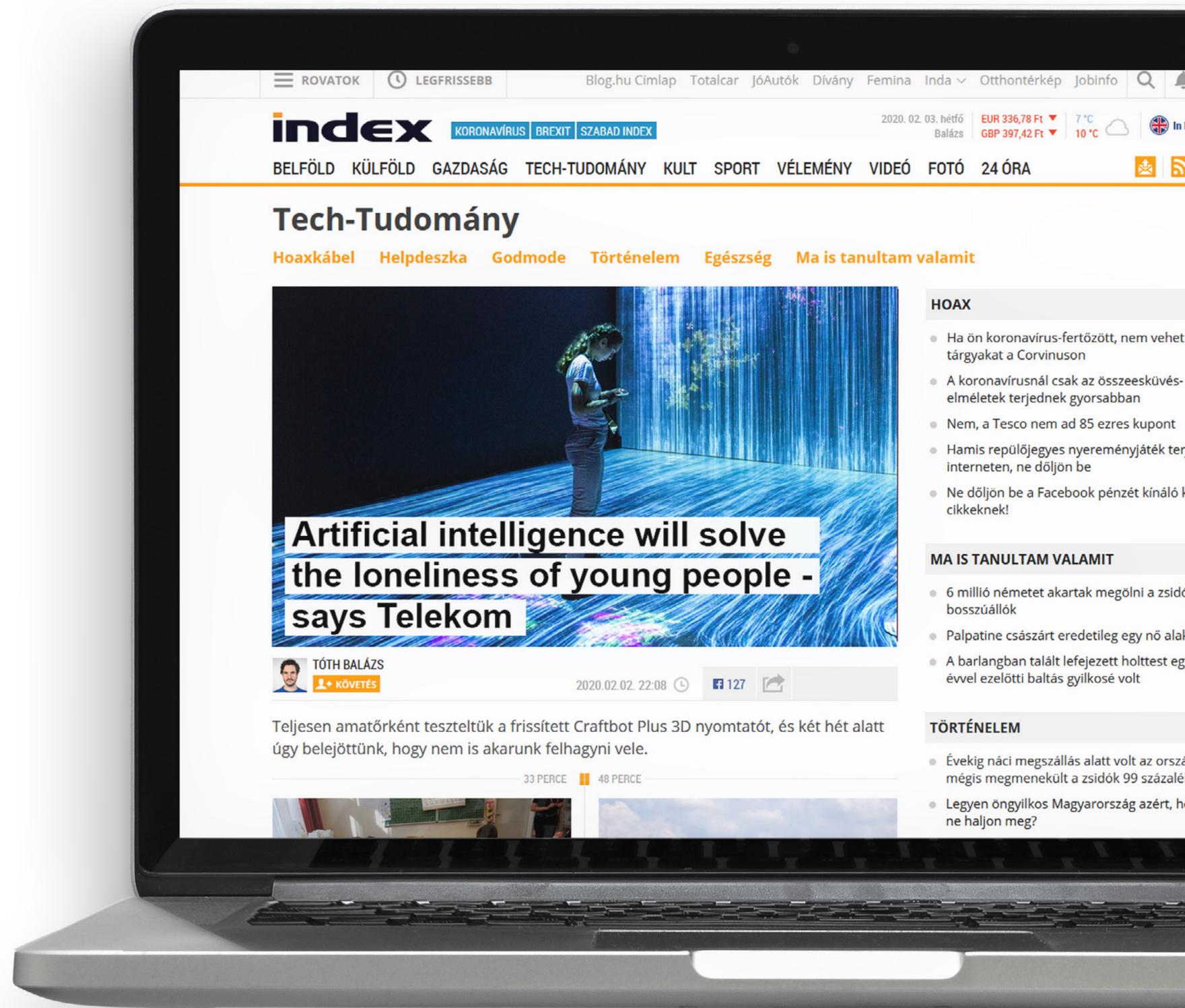


## MAKING FRIENDS

The users can start chatting with each other if they want, getting tips of what they have in common.

## PR

As Telekom would be a pioneer to fight the modern problem of youth loneliness with a modern solution, the project would definitely spark interest in the Hungarian, maybe even in the international media.



## THE LONG RUN

The more people use the app, the more precise the algorithms will get.

After a while, the system would automatically create small events for 10-15 like-minded individuals, giving them the opportunity to create micro-communities around their interests, let it be videogames, playing music, cosplaying or really any subculture imaginable.



**THANK YOU!**