



Together, We Make Single Parenting Easier

We offer a co-living supportive system, by matching the needs of single parents and students!

Easier



Therefore, we talked to real people

We interviewed a single dad and podcaster, Anthony, who shared that his biggest challenge is "doing everything alone without a support system" — a burden often accompanied by deep parental guilt.

We also spoke with Single Parent Rights, who highlighted the intense financial pressure of raising a child on one income in a society built around two.

4 Pain points we found

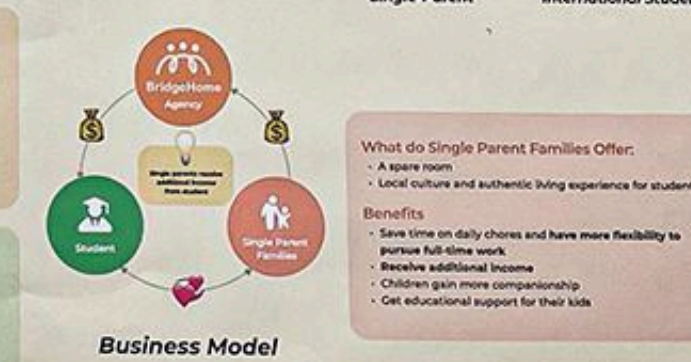
- 1. Shortage of Time**
Limited time and high demands make it hard to balance work, childcare, and wellbeing.
- 2. Financial Strain**
One income often isn't enough in a dual-income world, making basic needs hard to afford.
- 3. Childcare Support**
Limited time and income make reliable childcare hard to access.
- 4. Emotional Wellbeing**
Face stress, isolation, and burnout, with little time or support for mental health.

How might we support their daily life?

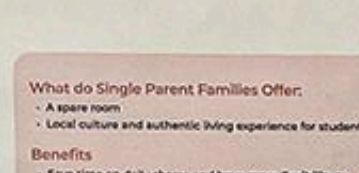
- How might we reduce time poverty and support daily life? How might we improve financial stability for single parents?
- What if... Brings single-parent families and someone can live under one roof together.
- Someone could help single parents with everyday tasks?

What do BridgeHome Offer:
• Matching system
• Service management (including landlord-tenant relationship maintenance, transactions, mediation, and communication support)
Benefits:
• Improve quality of life for single parents
• Help students adapt to life abroad
• Create positive social impact and promote a sustainable business model

What do Student Offer:
• Educational support, tutoring and accompanying children
• Help with daily chores school pick-up and grocery shopping
Benefits:
• Affordable rent
• Tutoring experience
• Language practice
• Practical life skills
• Job referral opportunities



Target User: Single-Parent



Who Can Help: International Students

What do Single Parent Families Offer:
• A spare room
• Local culture and authentic living experience for students
Benefits:
• Save time on daily chores and have more flexibility to pursue full-time work
• Receive additional income
• Children gain more companionship
• Get educational support for their kids

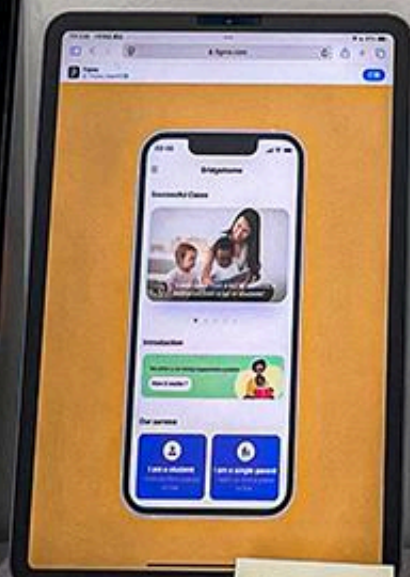
We make

Single Parenting

Easier



BridgeHome
We offer a co-living supportive system, by matching the needs of single parents and students!
Lihan Fang
Rou Jhen Wu
Yang Chuan Wang

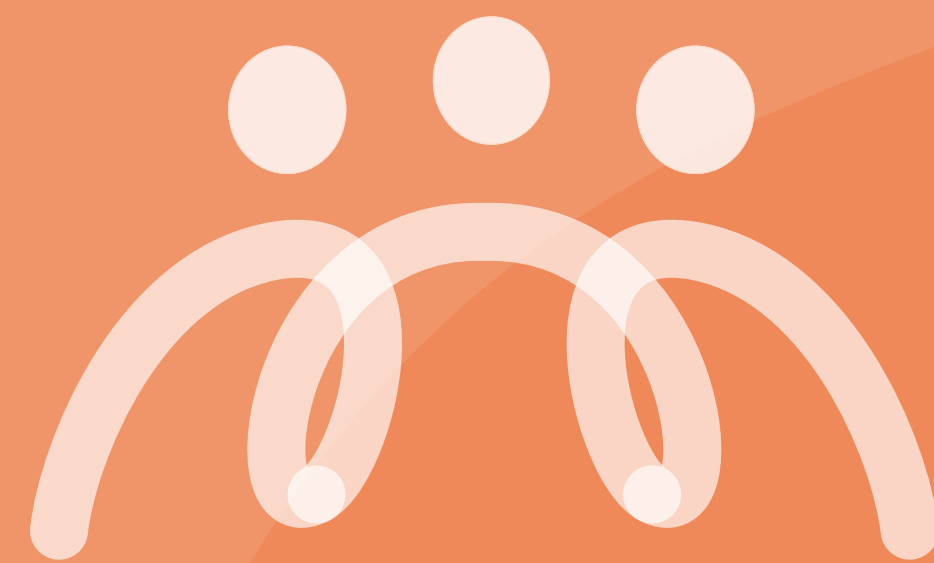


Try our App.





Royal College of Art



BridgeHome

Co-living Matching Service

Team 52

Rou Jhen Wu, Yang Chuan Wang, Lihan Fang

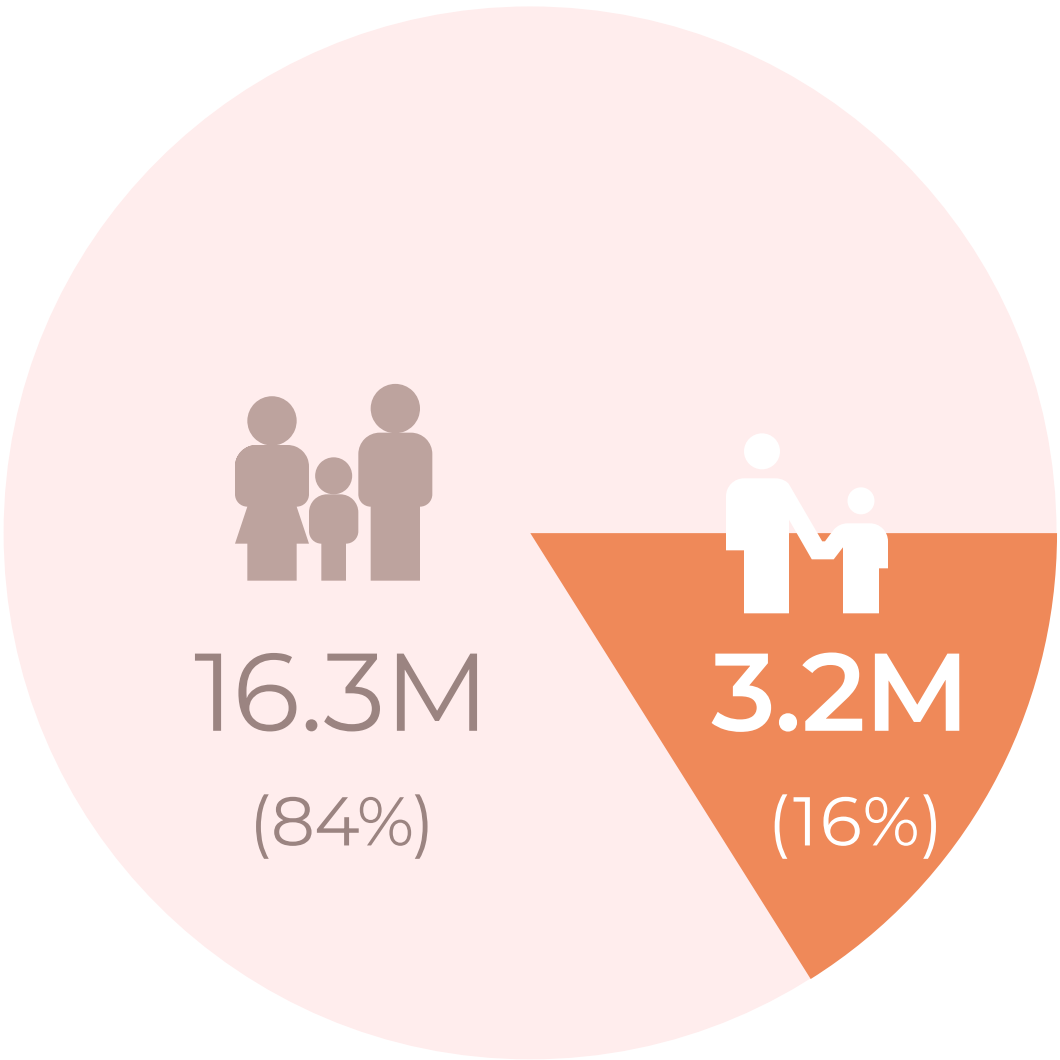
The Struggles Single Parents Face



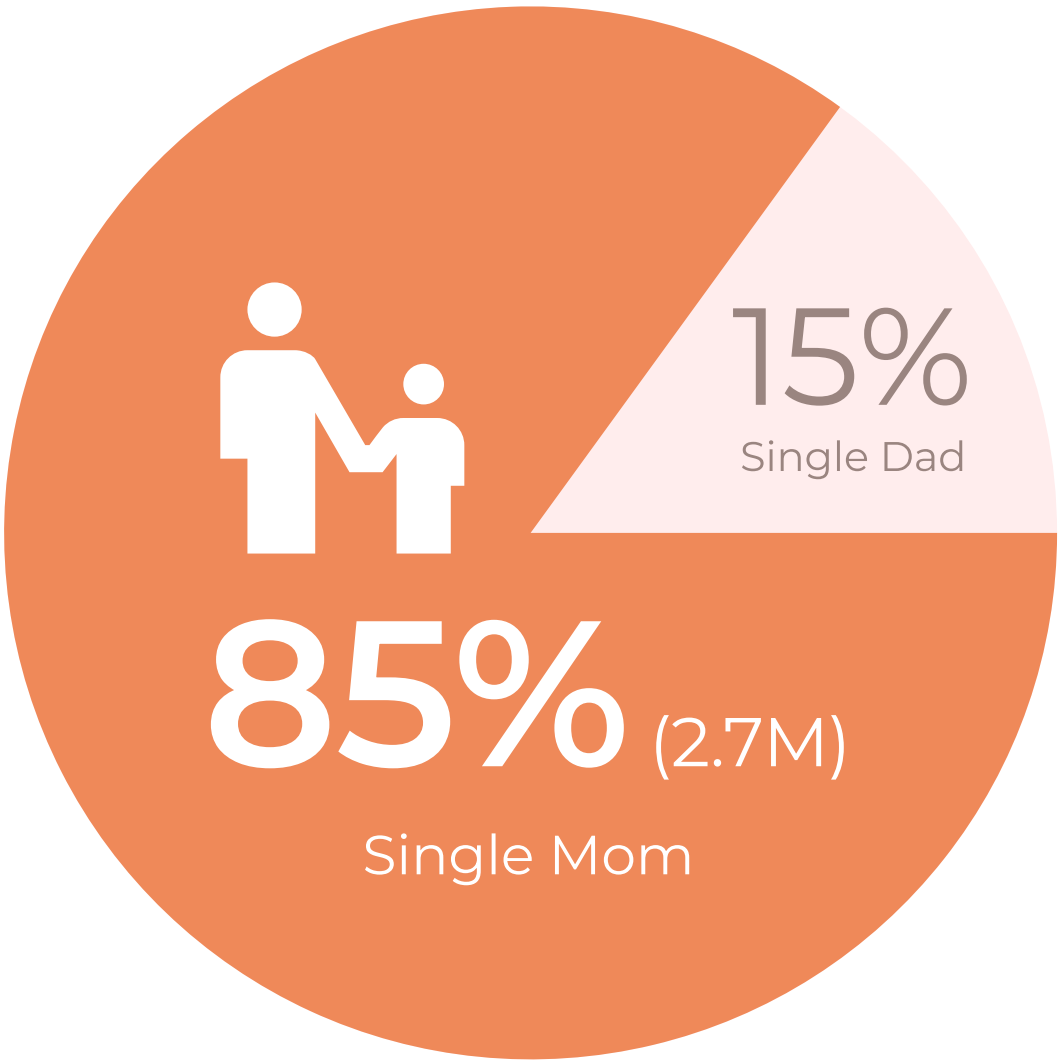
Statistics



Total Number of Families
In the UK



Lone Parent Demographic



Divorce Rate

42%

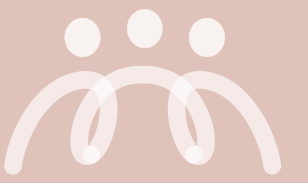
Live in poverty

44%

The Risk of Depression

33%

Existing Services for Single-Parent Households



Gingerbread

A UK charity supporting single parents with **advice, practical help,** and a strong community network.



Single Parent Right

UK campaign led by single parents, **fighting discrimination and seeking legal protection** under the Equality Act.



Family Lives

UK charity offering free, confidential parenting and family support through its helpline, **online advice, chat services, courses, and local outreach.**



SingleParents.org.uk

UK-based online resource offering **information, peer support, and signposting** for single parents.



NHS

The NHS offers single parents **tailored support,** including health visitor guidance, local parent groups, and access to Healthy Start vouchers.

Private Sector

Public Sector

What's missing?

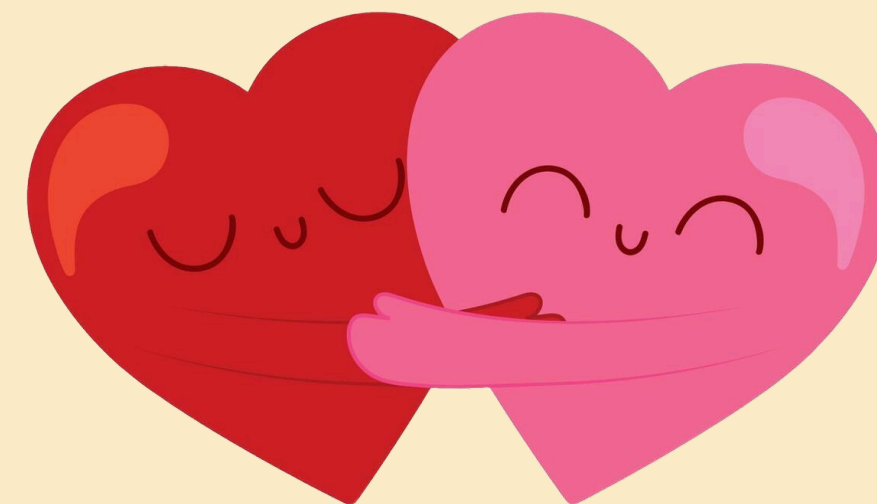


1. Childcare



The high cost and limited availability of childcare make it challenging for single parents to access suitable childcare.

2. Mental Health



Single parents struggle to find appropriate affordable mental health support.

3. Gender-specific challenges

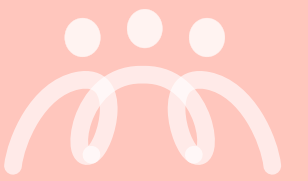


Single Dad

Single Mom

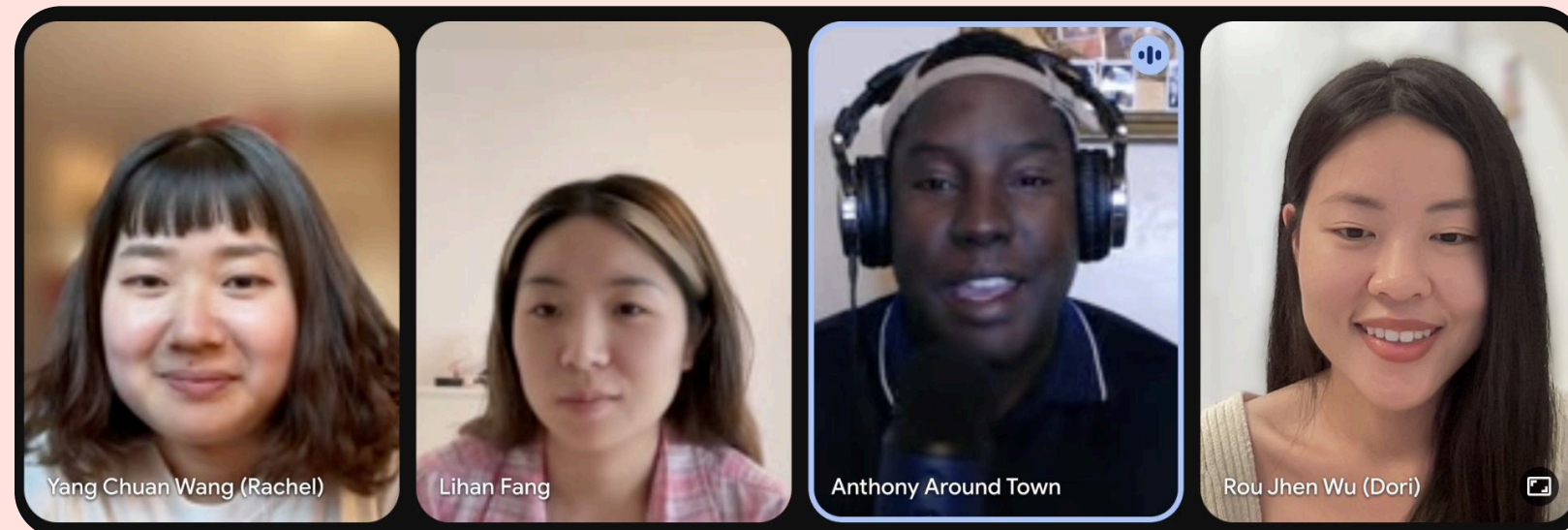
Single mothers earn 53% less than single fathers generally.

User Interview



Anthony

A single dad & Podcaster

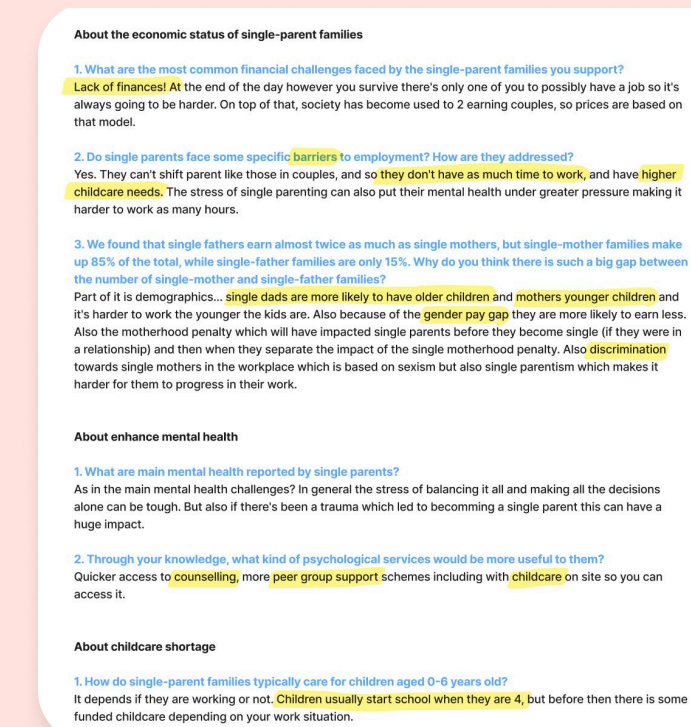


The biggest challenge he faces as a single dad is **“doing everything alone without a support system.”** He shared how exhausting it is to juggle school runs, work, groceries, and daily routines all by himself, especially without nearby family or flexible support. On top of that, **“parental guilt”** constantly weighs on him, making him feel like he’s not doing enough.



Single Parent Right

A UK Charity Taking on Discrimination



- **“One income isn’t enough in a two-income society. Lack of finances”**
- **“Hard to work due to time limits and childcare needs.”**

Persona



What is life like
after becoming a
single parent?



2



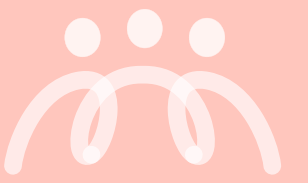
Anthony

- 👤 32
- 👨👧 A Single dad with 2 daughters (aged 8, 9)
- 💼 An Entrepreneur & Podcaster
- 🕒 Been a single parent for: 5 years

Dilemma

To achieve better work-life balance, **I need multiple jobs to manage the extra expenses.**

Sometimes feel self-blame and **guilt for not being there for their children.**



Jennifer

- 👤 28
- 👤👤 A Single mom with 3 daughter (aged 1, 3, 6)
- 💼 A part-time working woman
- 🕒 Been a single parent for: 2 years

Dilemma

I often struggle to balance work responsibilities, childcare, and personal wellbeing due to **limited time and financial strain**.

Co-parenting is hard, there is **no one to help me take care of the kids**, resulting in me needing to sacrifice my own career.



Key Pain Points



4. Emotional Wellbeing

Single parents often face stress, loneliness, and burnout, with limited time or resources to care for their mental health.

3. Childcare Support

Limited time and income make reliable childcare hard to access, deepening the challenges single parents face.

1. Shortage of Time

Single parents often struggle to balance work responsibilities, childcare, and personal wellbeing due to limited time and overwhelming demands.

2. Financial Strain

One income often falls short in a dual-income society, making it difficult to cover basic needs and daily expenses.

HMW Question



1. How might we reduce “Time Poverty” among single parents and support their daily lives (e.g. childcare)?
2. How might we help single parents increase their income and improve their household finances?



Case study

How can we solve their dilemma?

1



“Copy Myself”

“If I had like one superpower or something like that, it would be to like make multiple copies of me.”

Inspired by Anthony

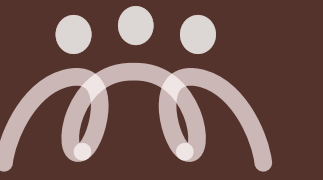


A Mutually Supportive Community

Intergenerational Co-living Successful Case

Intergenerational co-living in the **Netherlands** pairs young adults, like **students, with elderly residents** in shared housing. **In exchange for low or free rent**, the younger residents spend time with older ones, helping **reduce loneliness and promote mutual support**. This concept has also been widely adopted in countries like **Germany, France, Canada, and even Taiwan**.

2



What if

Brings single-parent families and _____?
to live under one roof together.



Single-Parent

Single-Parents' Needs:

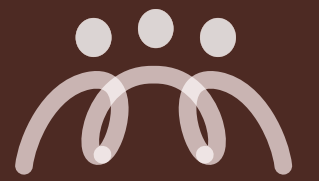
1. Relief from time poverty
2. Childcare and companionship support
3. Additional income

They Can Offer:

1. Spare room
2. Support for smoother integration into local life



Who Can Help: ????



They Can Offer:

1. Assist with daily responsibilities
2. Provide tutoring or pick-up support for kids
3. Contribute to household income

Their Needs:

1. A place to live
2. Language learning opportunities
3. Experience of authentic local life



Single-Parent

Single-Parents' Needs:

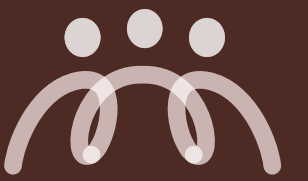
1. Relief from time poverty
2. Childcare and companionship support
3. Additional income

They Can Offer:

1. Affordable housing for students
2. Support for smoother integration into local life



Who Can Help: International Students



They Can Offer:

1. Assist with daily responsibilities
2. Provide tutoring or pick-up support for kids
3. Contribute to household income

Requirements:

1. An affordable place to live
2. Integration into an unfamiliar local environment
3. Exposure to authentic local language

Matched!



How do we verify co-living idea with real people?

Through user interview, questionnaire, we gain some value feedback from single-dad, students and student's parent.



Single Dad *Anthony*

“This is genius. It’s such a win-win. I definitely need this in my life.”

Anthony loved the idea and highlighted how small daily supports, like school pick-ups, groceries, and tutoring, can make a huge difference in a single parent’s life.



Student’s Parent *Mei Ling Chen*

“It will be so great if my daughter can support someone’s life.”

Mei Ling sees this as a meaningful opportunity for her daughter to settle in safely, connect with the community, and help others while studying in London.

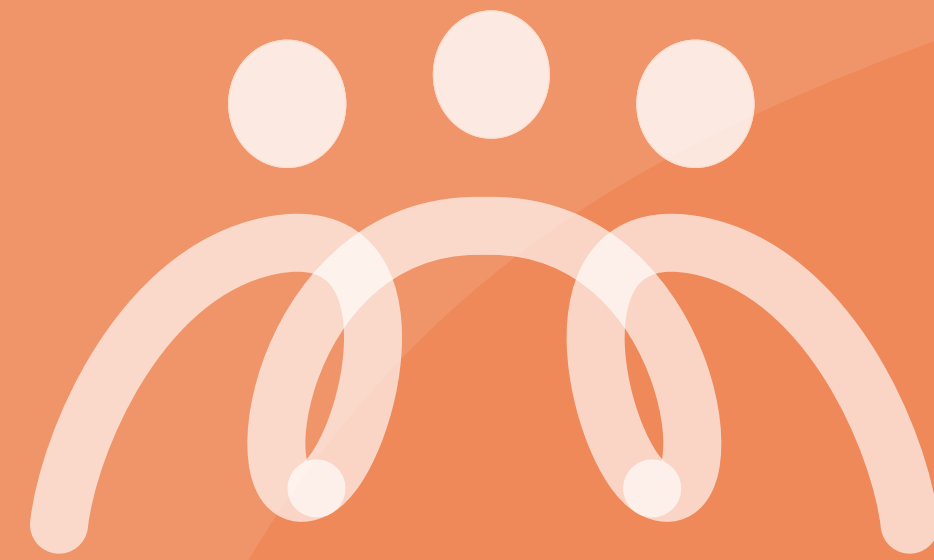
Talk with Stakeholders



Students & Questionnaire Survey

“85% of students expressed interest in the co-living model.”

Their main motivation is affordable housing, and they’re most willing to help with childcare, household tasks, and tutoring.



BridgeHome

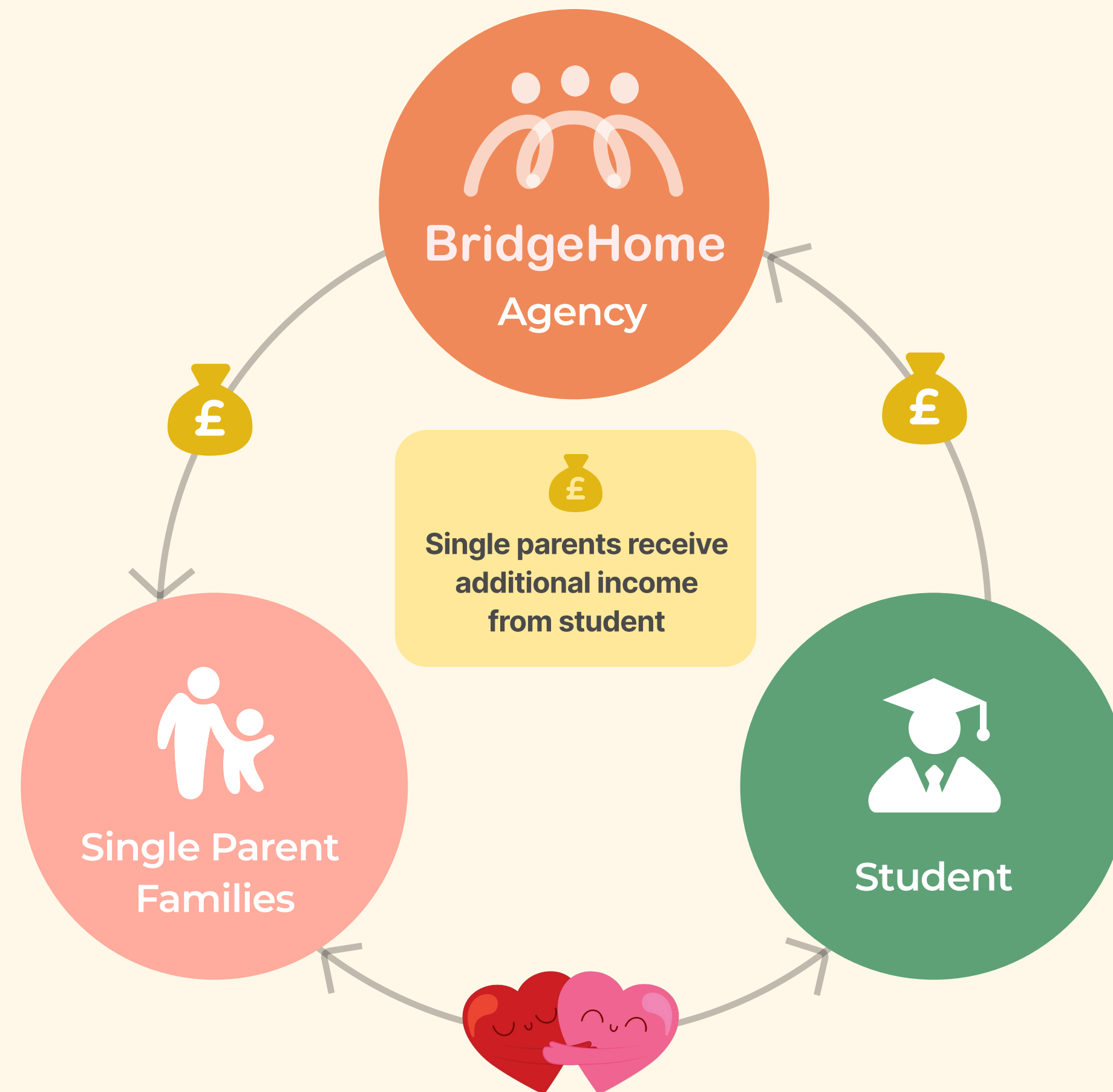
Co-living Matching Service

**We offer a co-living supportive system,
by matching the needs of single
parents and international students!**



BridgeHome

Business Model



What They Offer:

- A spare room
- Local culture and authentic living experience for students

Benefits

- Save time on daily chores and **have more flexibility to pursue full-time work**
- **Receive additional income**
- Children gain more companionship
- Get educational support for their kids

What They Offer:

- Matching system
- Service management (including landlord-tenant relationship maintenance, transactions, mediation, and communication support)

Impact

- Improve quality of life for single parents
- Help students adapt to life abroad
- Create positive social impact and promote a sustainable business model

What They Offer:

- **Educational support:** tutoring and accompanying children
- **Help with daily chores:** school pick-up and grocery shopping

Benefits

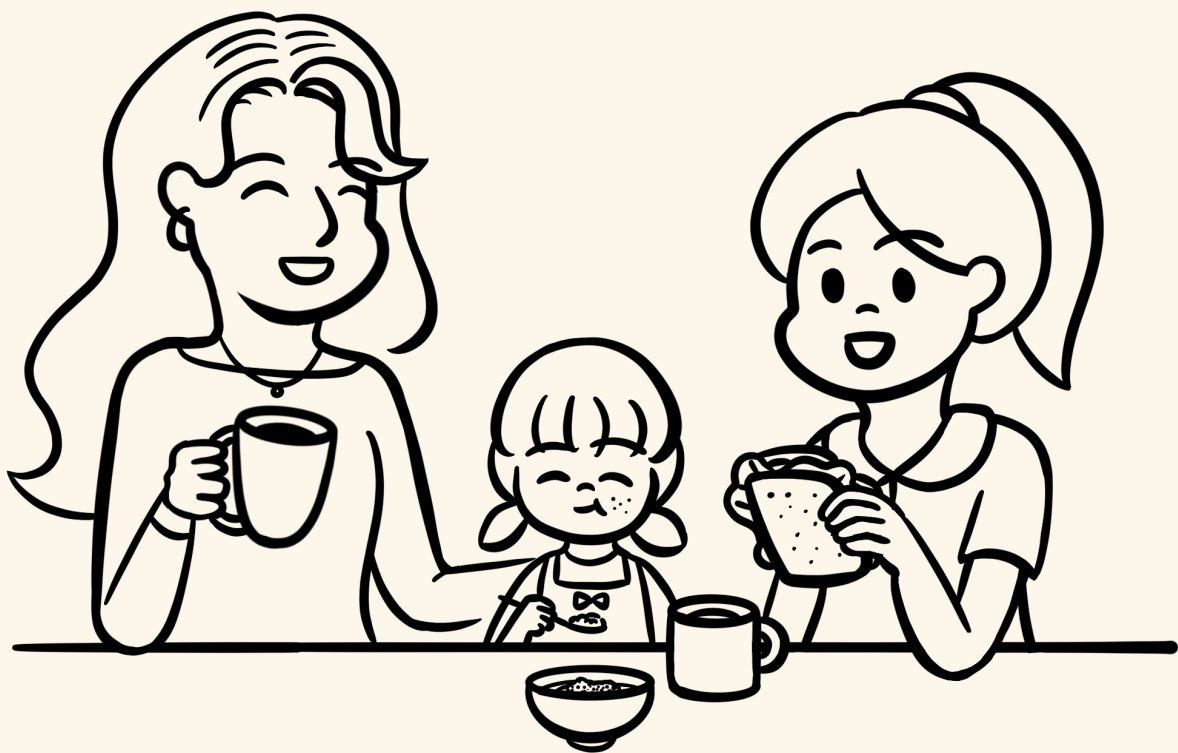
- **Affordable rent**
- Practical life skills
- Tutoring experience
- Job referral opportunities
- Language practice

Storyboard

A day of our service users

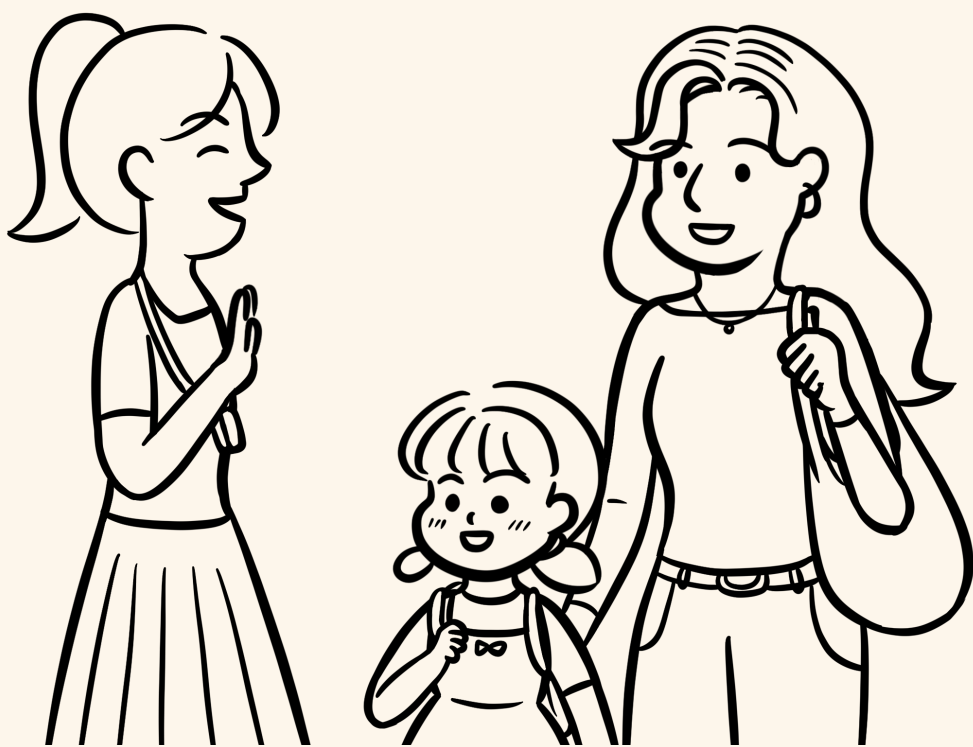


7:00



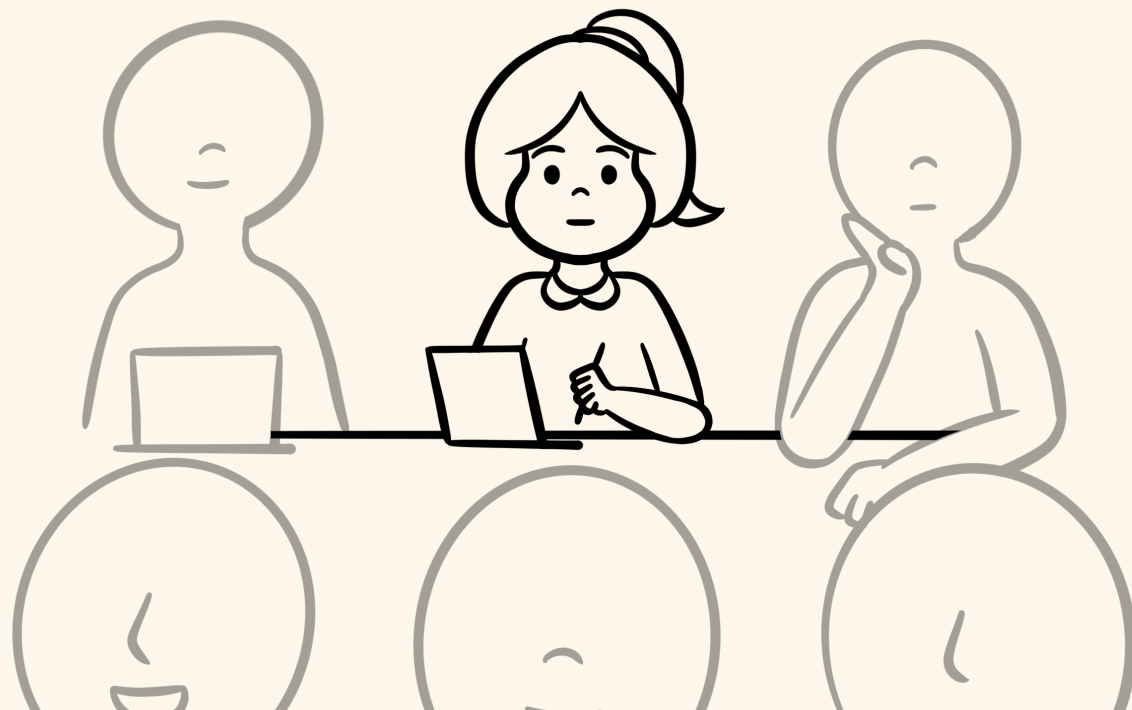
Having breakfast together

8:30



Parent go to work & take kid to school

9:00



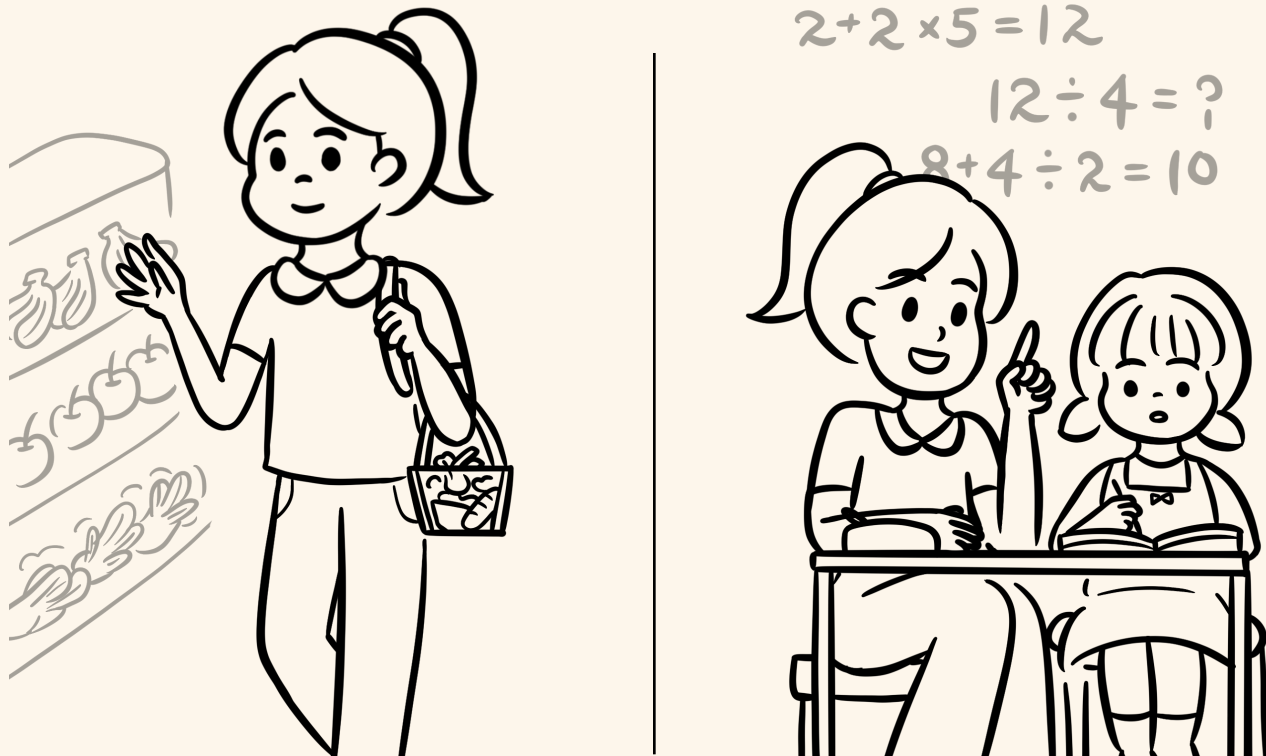
student have their class

16:00



student pick-up kid

18:00



student shops for groceries + tutor kid

20:00

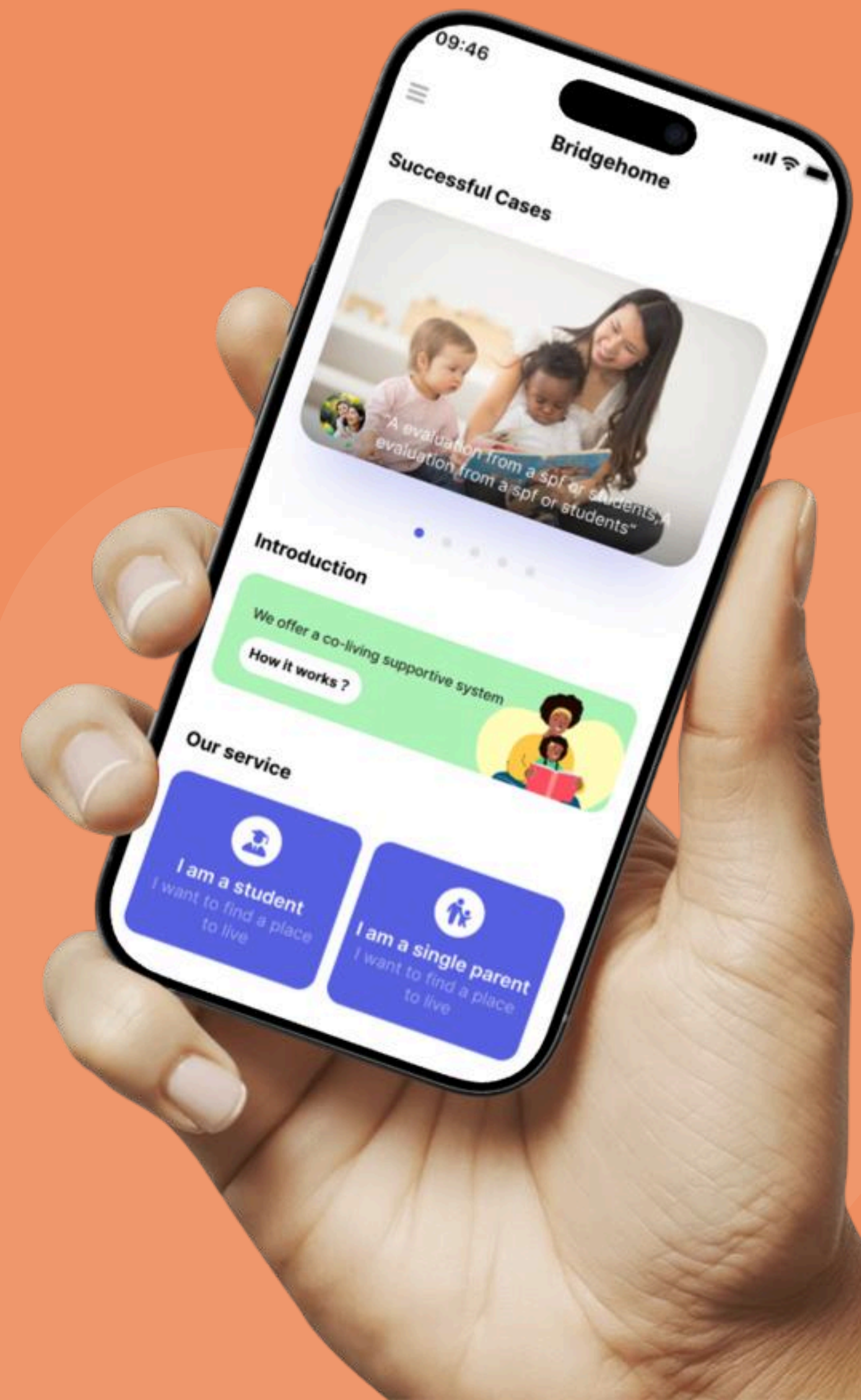


having dinner together



How it works?

Co-living Matching Service





How it works?

Before Matching

Step 1

Fill out the request form and submit the application

09:46

Fill in the form

Please fill in your **basic information** to help us find the suitable family for you.

Name

Enter your name

Sex

Male Female Other

Age

Enter your age

Study Program

Selection of your specialities

Course/Degree Duration

Next



Student

09:46

Fill in the form

Please fill in your **expectations** of the student.

Age range of students

Selection of preferred student age

Student Sex

Male Female both are welcome

Study Program

Selection of preferred student specialities

Requirements

Selecting what you need help with

Back Next



Single Parents

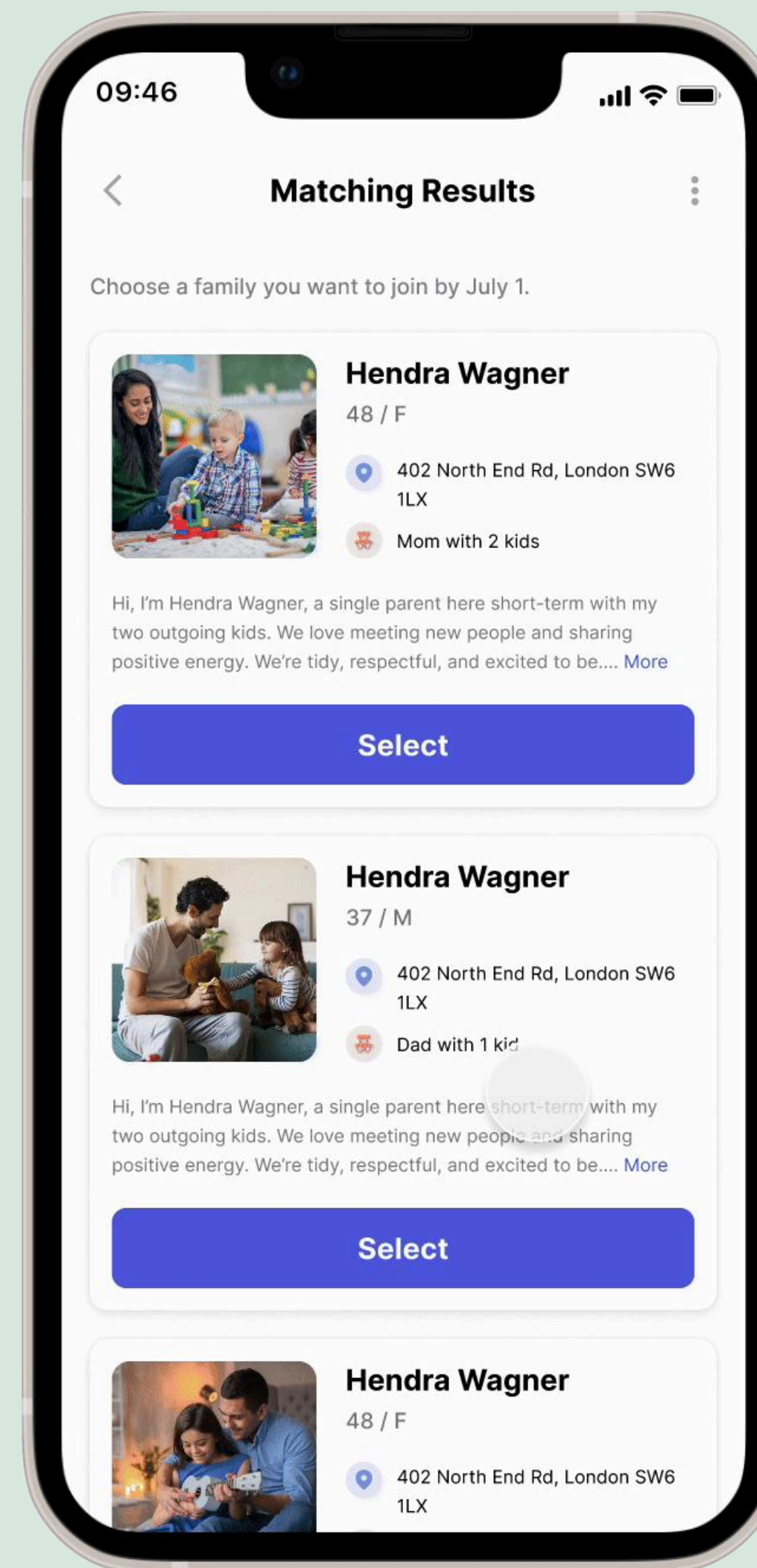


How it works?

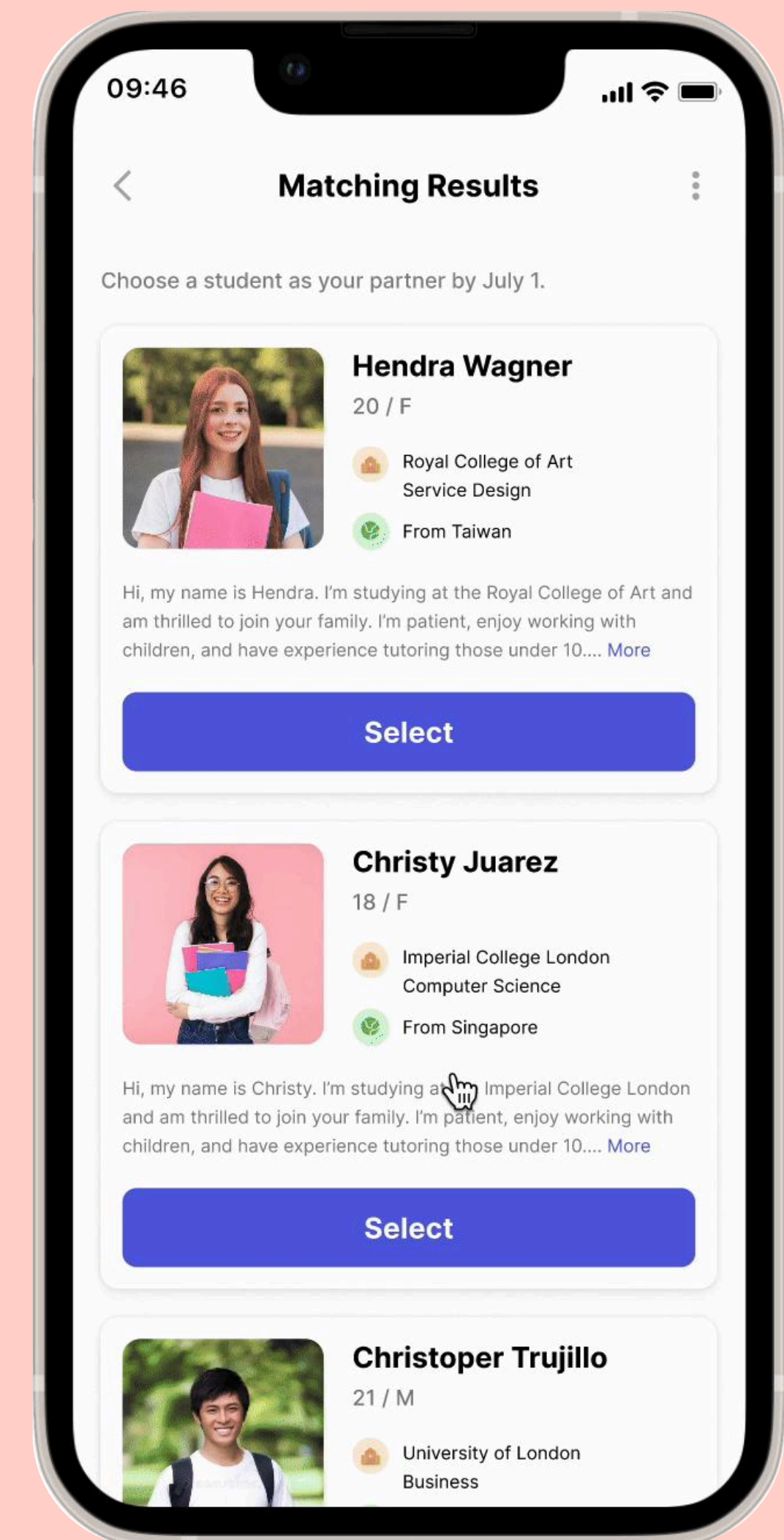
Matching

Step 2 - Show the matching result

1. Single parents need to select the students who are about to join your life
2. Students need to select the families which they want to join.



Student



Single Parents

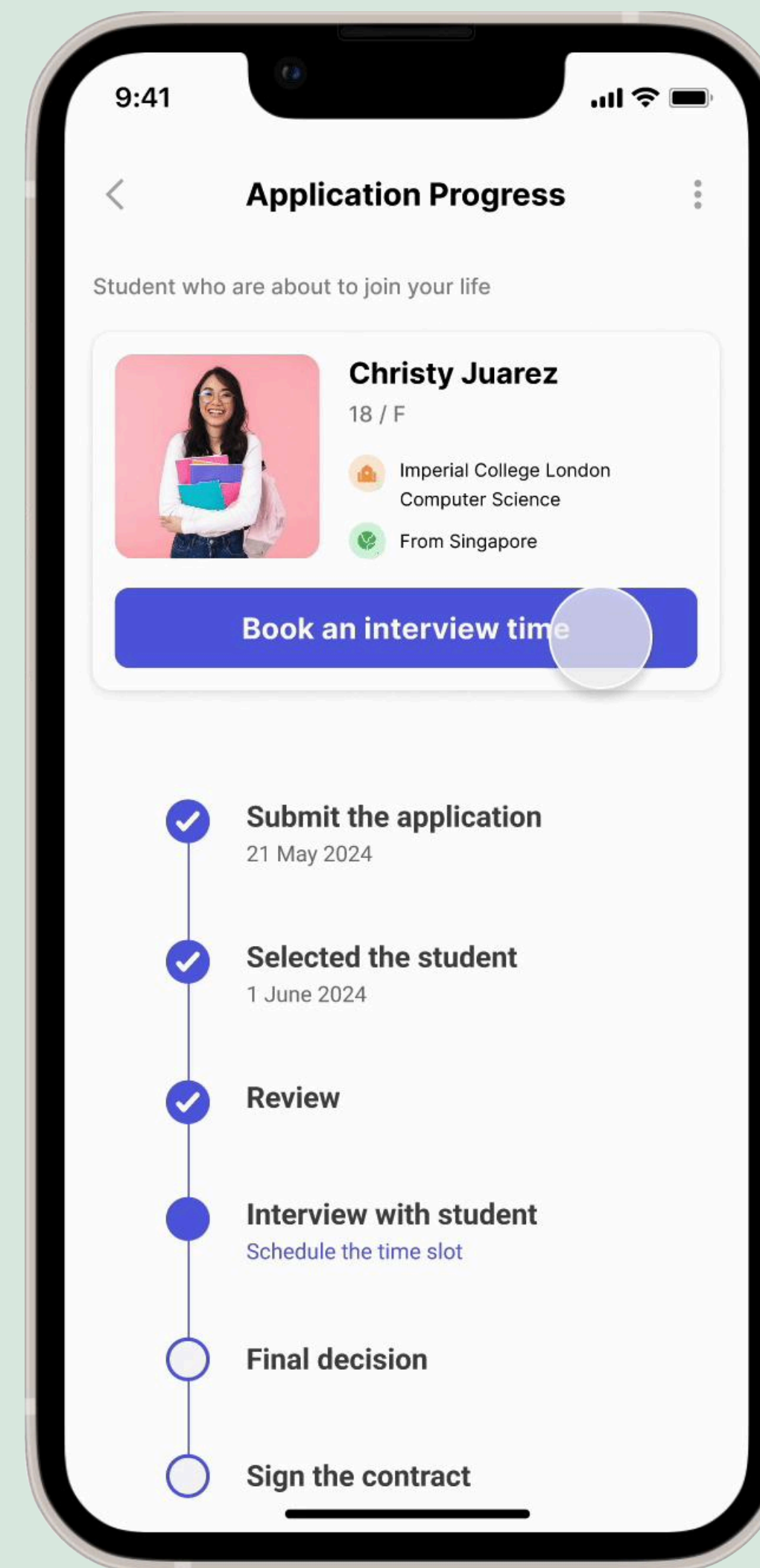


How it works?

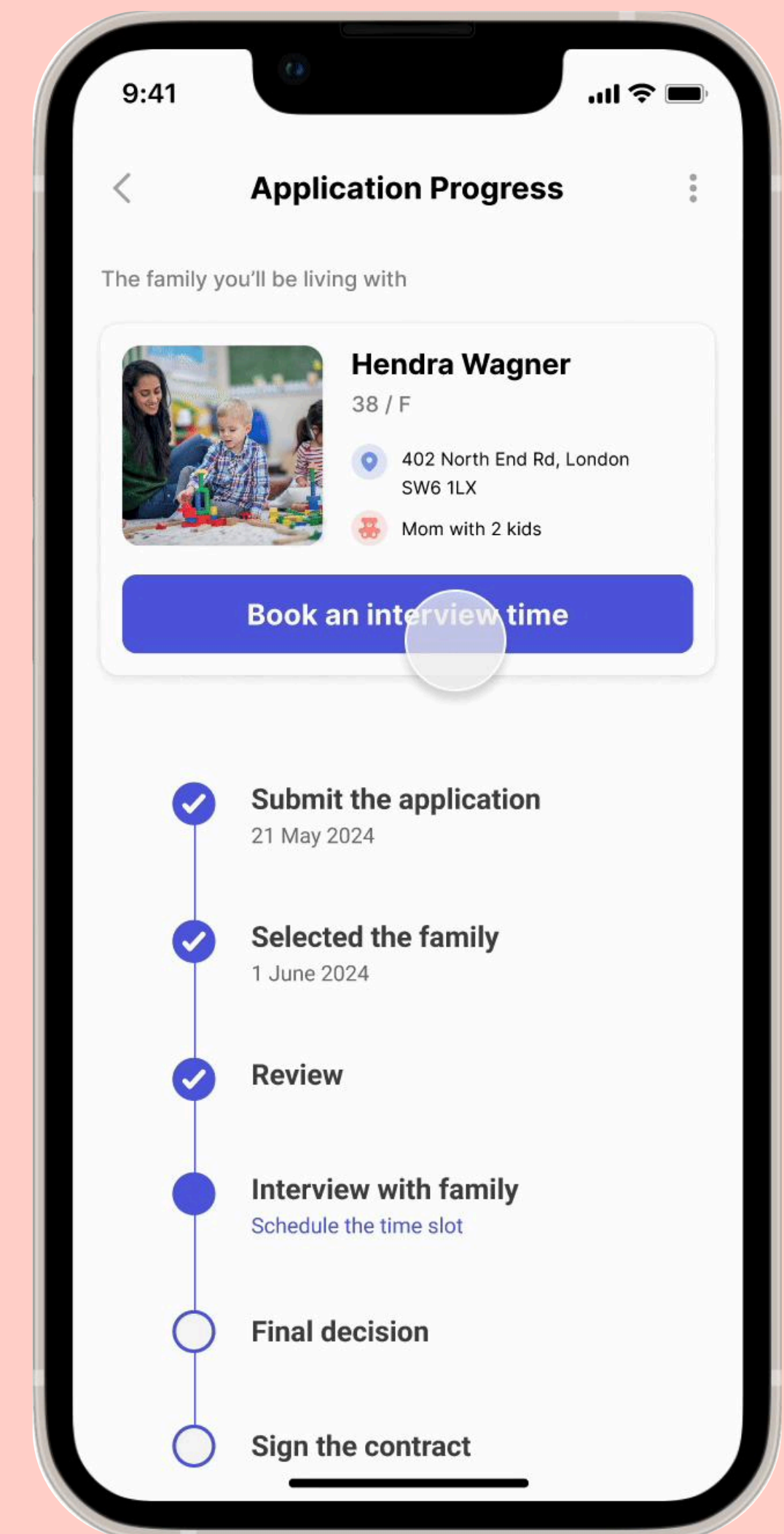
After Matching

Step 3 - Follow-up process

1. The agency will arrange an interview to assess their adaptability.
2. Make the final decision
3. Sign the co-living contract



 Student



 Single Parents

During the 3-month trial period



International Students

- Assist with daily responsibilities
- Provide tutoring or pick-up support for children
- Contribute to household income



Single parents

- Affordable housing for students
- Support for smoother integration into local life



BridgeHome Agency Staff Service

- Offer monthly check-in meetings to evaluate their adaptability
- Personalized 1:1 service to both sides.

Final decision

After the trial period

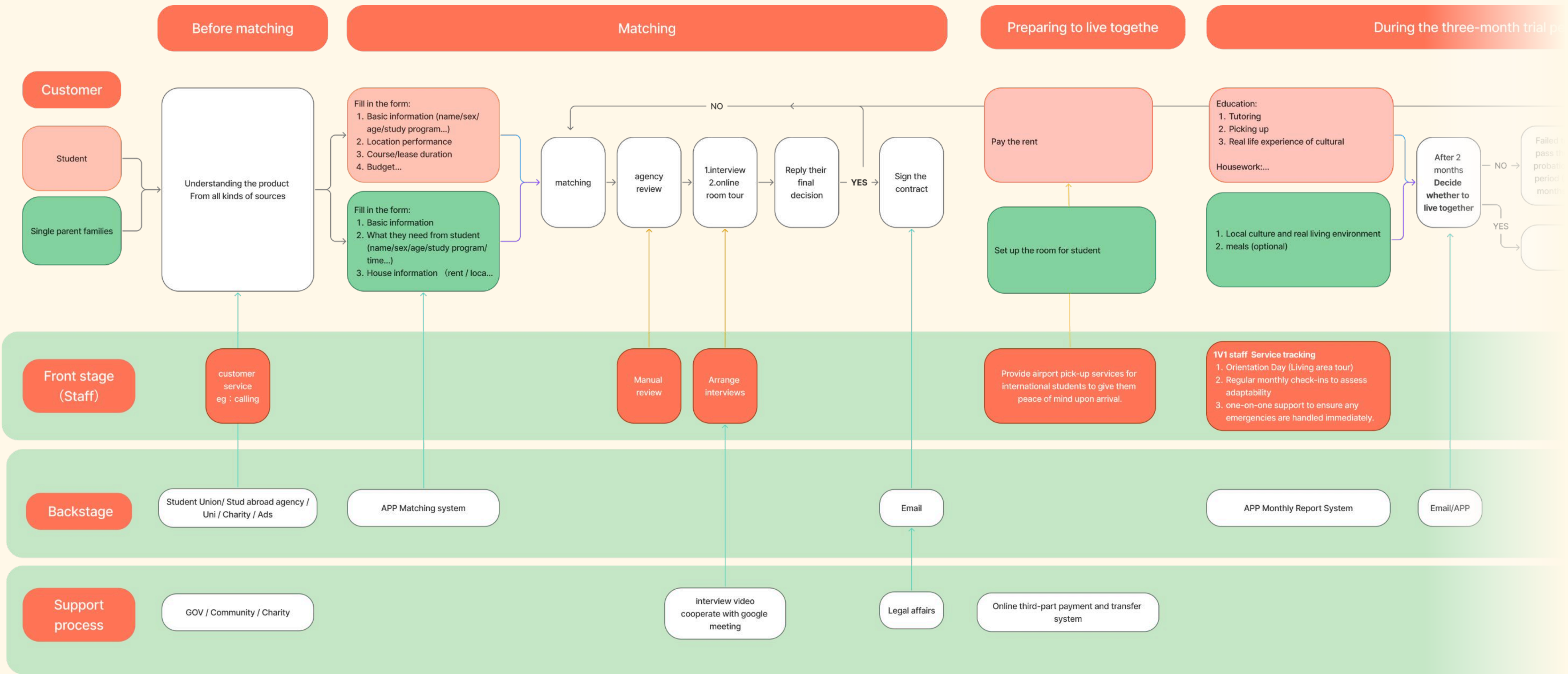
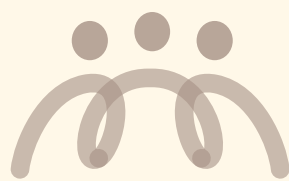


Enjoy the co-living experience while building a supportive family together

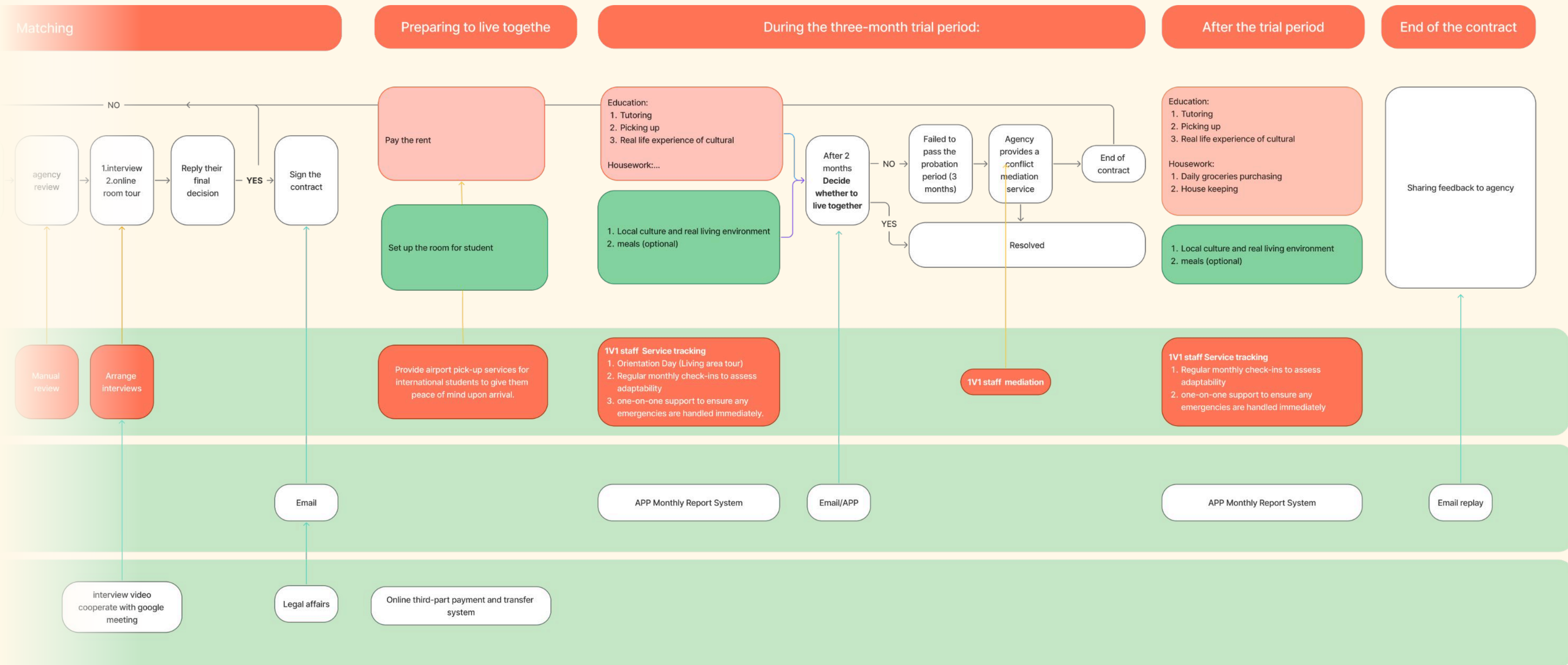
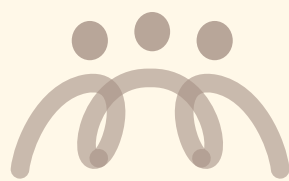


1:1 service to respond to any emergencies

Service Blueprint



Service Blueprint



Our Stakeholder



- ***Public Sectors***

1. City Council
2. NHS

- ***Private Sectors***

1. Charity
2. Study Abroad Agency
3. Real Estate Agency

- ***School***

1. Universities
2. Student Union

External

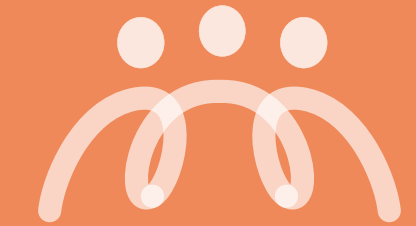
- ***Product Development***

1. Product Manager
2. Developer
3. Designer
4. Business Operation
5. Legal affairs
6. Other staff

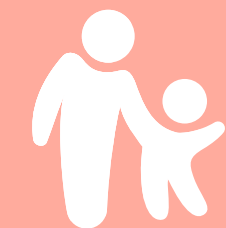
- ***3rd Party Provider***

1. Payment System
2. Bank

Internal



BridgeHome
Agency



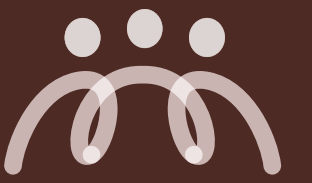
Single Parent
Families



Student

Core

Future Roadmap & Goals



Pilot & Launch

- Launch MVP platform
- Gather early feedback to refine the matching experience
- Secure first partnership and start initial exposure to study abroad agencies

Growth & Validation

- Expand our matching system
- Begin collecting and analyze user data to continuously iterate and optimize our service experience

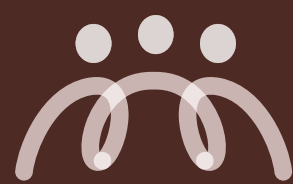
Scale & Impact

- Create a positive impact on social wellbeing
- Scale nationally and drive policy impact through data and partnerships

1 Y

3 Y

The Impact of BridgeHome



Create a win-win for single parents and students.

Help single parents generate income, save time, ease childcare pressure, and solve loneliness; while providing students with affordable rent and smooth integration abroad.

1



Innovative & Sustainable Business Model

Create a sustainable and profitable business model that generates positive social impact.

2



Model for Social Wellbeing Innovation

Inspires new ways of co-living that solve multiple challenges at once.

3



Policy Influence

Driving public sector and private sector to consider more practical assistance policies

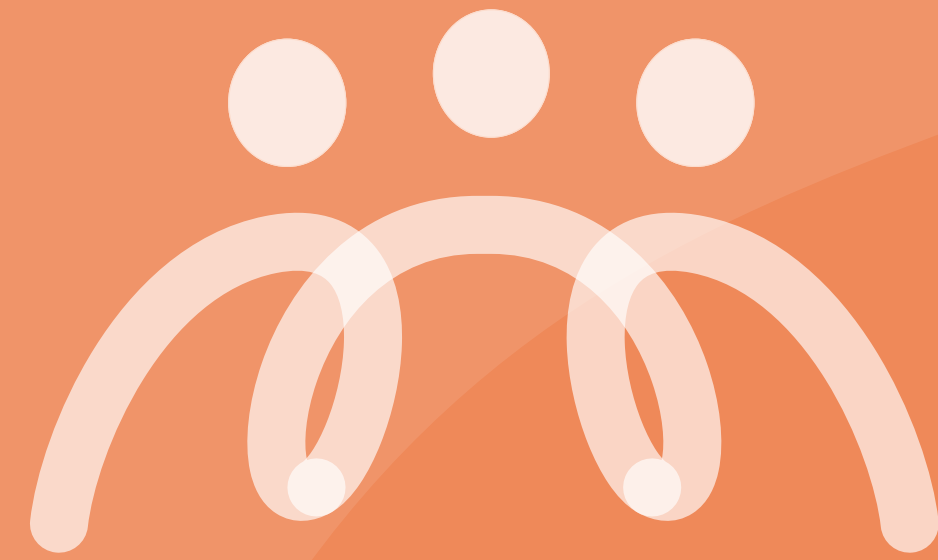
4

Anthony's thoughts on BridgeHome!





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Thanks

Q&A

Team 52

Rou Jhen Wu, Yang Chuan Wang, Lihan Fang