



OCI Lab
Open Collective
Intelligence Lab

Check Set Cards
Template

“Bringing ideas to life”



The Identity App

New Residents (students and junior employees) are finding difficulties to find tips and recommendations to facilitate their experience especially about minimizing Living costs, city accessibility and entertainment.

The Identity app is a platform assisting them to make their new journey easier and more interactive via proposing real recommendations and lifehacks from locals, deals from local businesses. With a gamified experience and matching user profile and preferences.

How to improve the young new resident's experience in a new city?



Learn more about this project on edgeryders.eu: shorturl.at/kxBQZ

The Identity App

Before OCI LAB and the interactivity of training and material on edgeryders, I had just an idea , not clear on how to make it, not very structured and clear especially in term of market need and value proposition.

Edgeryders gave as the opportunity to have step by step training to understand the market, prepare strong value proposition and move forward with the business, the sessions were very helpful and the trainers are very helpful and supportive.

The amazing part that we had to prepare and upload tasks From problem tree to lean canvas and more I can see my project growing and moving in the right direction.

Thank you Edgeryders for this dedicated and valuable program content and support

Marwa Ben Hassine, Marketing Specialist, Spain

Wael Majdoub, IT Specialist , Tunisia,

From an Idea to a structured and well developed business model

 **Identity.**



STAY IN TOUCH!

Facebook: [OCI Lab](#)
Email: open.cilab@gmail.com
ocilab@edgeryders.eu

Website: openvillage.edgeryders.eu

Address: 75 Rue Pierre Decoster, Brussels, Belgium 1190