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INNOVATING URBAN CO-LIVING: A STRATEGY TO ADDRESS HOUSING
AFFORDABILITY AND SOCIAL ISOLATION

Boommate as a customer-centric approach to tackle economic pressures in the urban housing
crisis

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Executive Summary

This thesis explores urban isolation and rising housing costs by examining the potential of co-living. "Boommate" is a digital platform designed to connect individuals and enable co-living through affordability, compatibility, and stability. Developed using Lean Startup and Design Thinking methodologies, the project emphasizes product design, verified profiles, and tools fostering trust and community. Early-stage validation demonstrated strong market interest, confirming its potential to solve real-world challenges. By combining research with entrepreneurial innovation, this thesis highlights co-living's potential to enhance quality of life and offers scalable solutions for underserved demographics, particularly Baby Boomers.

Keywords: Co-living; Housing Affordability; Community Building; Digital Platform Design; Shared Housing Dynamics; Urban Housing Challenges; Social Isolation; Mental Health; Innovative Co-Living Solutions; Compatibility in Shared Living; Digital Housing Platforms; Community-Building Tools; Sustainable Urban Living; User-Centric Housing Models.

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Table of Contents (Group)

- Restriction notice II
- Acknowledgements III
- Executive Summary IV
- Table of Contents (Group) 1
- Introduction (Group) 3
 - 1.1. Motivation (Group)..... 3
 - 1.2. Purpose and Significance of the Research (Group)..... 3
 - 1.3. Research Objectives (Group) 5
 - 1.4. Research Questions (Group) 7
 - 1.5. Structure of the Thesis (Group)..... 8
- 2. Problem Statement (Anton)..... 10
 - 2.1. Social Isolation and Its Mental Health Impact (Helena) 11
 - 2.2. Housing Challenges Across Demographics (Anton) 13
- 3. Opportunity Identification (Anton) 17
 - 3.1. Demographic Trends in the Housing Market (Anton) 18
 - 3.2. Opportunity Confirmation (Anton) 20
 - 3.3. Competitor Analysis (Anton) 23
- 4. Research Methodology (Helena)..... 27
 - 4.1. Research Design (Helena) 27
 - 4.2. Qualitative Data Collection (Helena) 28
 - 4.3. Quantitative Data Collection (Helena) 29
- 5. Insights and Problem Validation (Helena) 34
 - 5.1. Insights from Qualitative Interviews (Helena) 34
 - 5.2. Survey Insights and Quantitative Validation (Helena)..... 37
 - 5.3. Refining Assumptions (Helena) 39
- 6. Business Model Development (Group)..... 10
 - 6.1. Value Proposition (Group) 10
 - 6.1. Customer Segments (Group) 11
 - 6.2. Channels (Group) 13
 - 6.3. Revenue Streams (Group) 13
 - 6.3.1. Freemium Model (Group) 14
 - 6.3.2. Advertising Revenue (Group) 14
 - 6.3.3. Premium Features (Group) 15
 - 6.4. Cost Structure (Group) 16
 - 6.5. Key Activities (Group) 17

6.6. Key Resources (Group)	18
6.7. Key Partners (Group).....	19
7. Business Model Validation (Group)	20
8. Our Solution: Boommate (Lea).....	22
8.1. Solution Development (Lea)	23
8.2. Pretotype: Mapping the User Flow (Lea)	25
8.3. Prototype: Translating Concept to Functionality (Lea).....	26
8.3.1 Prototype Features and Security (Lea)	28
8.3.2. Concierge Testing: Validation through User Interaction (Lea)	31
8.4. Landing Page MVP: Validating Interest & Gathering Insights (Lea)	33
8.4.1 Interest Forms: Engaging Early Adopters (Lea)	34
9. Problem-Solution Fit (Lea)	36
9.1. Early Results and Critical Reflection (Lea)	37
10. Conclusion (Group).....	37
10.1. Key Findings and Insights (Group).....	38
10.2. Recommendations for Future Research and Product Development (Group).....	39
10.3. Limitations of the Research (Group).....	42
Bibliography.....	46
Appendices	52
Appendix A: Summary of Interview Findings on Reasons for Shared Housing	53
Appendix B: Survey Responses (Excerpt)	54
Appendix C: Personas	55
Appendix D: Expert Insights on Loneliness and Living Alone: Interview Responses	57
Appendix E: Interview Responses on the Effects of Living Alone on Social Well-Being and Connectivity	58
Appendix F: Interview Response Summary on Choices in Shared Living and Their Impact	59
Appendix G: Product Development – Prototype.....	60
Appendix H: Prototype Accessibility Testing.....	65
Appendix I: Landing Page.....	67
Appendix J: Data Visualization for Early Adopters (LP Sign Up Form)	68
Appendix K: Rent Prices Rising Faster than Average Income	69
Appendix L: Competitor Overview	70
Appendix M: Customer Profiles	71
Appendix N: Pretotype Userflow	72
Appendix O: Demographic Data on User Interaction with LPMVP	73
Appendix P: User Engagement on LPMVP (data retrieved 04.12.24)	74

Introduction (Group)

Co-living has emerged as a promising solution to address the intertwined challenges of housing affordability and social isolation. The development of Boommate's approach is motivated by personal experiences, further underscoring the concept's current impact and relevance.

1.1. Motivation (Group)

The inspiration for this innovative concept of co-living originates from personal experiences within the founding team. Both Lea's and Helena's mothers have been living in shared housing arrangements for years, driven by financial necessity and the need to lessen loneliness caused by life challenges. These co-living arrangements not only provide economic relief but also foster emotional support and social connection.

Relocating is often not a viable option for individuals due to elder rental agreements mostly offering significantly more favorable financial rates compared to today's inflated housing market, especially within bigger cities. Furthermore, the urban housing crisis makes finding affordable alternatives difficult, whereas staying in familiar neighborhoods allows co-living individuals the benefit of maintaining strong ties to their neighborhood and social networks.

Moreover, our mothers struggled to identify suitable co-living partners, as existing solutions fail to match residents with the right people according to their needs and preferences. This challenge underscores a significant gap in the current market offerings. These factors inspired us to delve into the concept of co-living, exploring its potential to address both the economic and social needs of middle-aged and older adults on a larger scale.

1.2. Purpose and Significance of the Research (Group)

Across Western countries and Japan, demographic shifts, including rapidly aging societies, have prompted governments to respond with various initiatives aimed at mitigating social

isolation and loneliness (Ending Loneliness Together 2020), (Santini, et al. 2022), (Suzuki, Dollery und Kortt 2020), (Li, et al. 2024). These measures underscore the pressing significance of community-driven solutions to counter these emerging challenges.

This entrepreneurial project explores how co-living platforms will address the dual challenges of financial instability and social isolation. Rising housing costs and life transitions, such as divorce, losing a partner, or children leaving home, often affect these challenges (Rosen, et al. 2022). The aim of this research is to investigate how shared living arrangements, facilitated by digital platforms, can offer secure, affordable, and socially engaging solutions.

This project aims to offer a data-driven platform that gathers insights into why individuals choose co-living arrangements and what their preferences are. Rather than directly measuring loneliness, the platform focuses on understanding user motivations and desired living conditions, paving the way for informed strategies that could address social isolation and affordability in the future. While shared living arrangements offer the potential for reducing housing costs and combating social isolation, they also present challenges such as privacy concerns, the complexity of community dynamics, and the management of shared resources (J. Holt-Lunstad, et al. 2015), (Lai und Rios 2017), (Green und McCarthy 2015). By examining both the benefits and drawbacks of co-living platforms, this study aims to uncover their effectiveness and sustainability as a housing solution.

This research extends beyond a conceptual examination of co-living by investigating the underlying motivations that prompt individuals to transition from isolated living arrangements into shared housing. Rather than merely addressing housing insecurity and social isolation, this project focuses on uncovering the factors—such as lifestyle preferences, cleanliness standards, and shared interests—that influence openness to co-living. Boommate, the entrepreneurial platform introduced here, serves as a concrete example of how digital tools and advanced

matching algorithms can go beyond existing platforms to more effectively align individuals with compatible co-living partners, ultimately contributing to more sustainable and community-oriented living environments.

1.3. Research Objectives (Group)

The goal of this project is to understand how co-living platforms, as communication and networking hubs, can tackle housing affordability and mental well-being challenges across diverse age groups. By facilitating connections among potential residents and providers, fostering community-building and tailored roommate matching, and offering supportive services and transparency through user reviews, these platforms have the potential to increase efficiency, enhance social interaction, and ultimately promote the broader acceptance of co-living as an attractive, sustainable alternative to traditional housing. The study focuses on assessing the viability of co-living as a sustainable housing solution, emphasizing its capacity to provide affordable options while fostering community engagement and emotional support. Although co-living platforms typically employ various monetization strategies—ranging from service fees, subscriptions, and property management fees to strategic partnerships and ancillary services—evaluating their financial models falls outside the primary scope of this research. Instead, this project deliberately centers on understanding user motivations, preferences, and the community dynamics that inform the co-living experience, leaving the examination of long-term revenue generation for future inquiries.

The primary focus of this entrepreneurial project is to explore the feasibility of co-living services in offering affordable and secure housing solutions to individuals across various age groups. Urban housing markets have seen significant increases in rental costs, making it increasingly difficult for individuals, especially in transitional life stages to maintain independent households (Choi, Burton und Reynolds 2024). By sharing housing costs such as

rent and utilities, co-living provides a practical financial alternative while preserving access to essential services (Pepper und Manji 2019).

Furthermore, this project focuses on understanding user acceptance of a co-living platform and the motivations—such as the desire to reduce loneliness—that drive individuals toward shared living arrangements, rather than directly measuring the platform’s impact on alleviating loneliness. Social isolation is a significant public health concern, often exacerbated during transitional life stages like becoming empty nesters or separation (Cacioppo und Hawkley 2009). By integrating intentional community-building features such as shared spaces and organized group activities, co-living solutions foster connections and mutual support among residents, while the availability of mental health resources and support systems further enhances their ability to address both emotional and practical needs, positioning co-living not just as a housing solution but as a means to improve overall quality of life (Mellner, et al. 2021). The long-term viability of co-living is assessed by exploring whether it can evolve from a short-term solution to a permanent, scalable housing model for older adults, with potential benefits extending beyond mental health to include increased physical activity and improved access to healthcare services (Zacharuk, et al. 2024).

The study also investigates technological and long-term implications of co-living for different demographics. Existing digital co-living services like “WG-Gesucht”, “In-Gemeinschaft.de”, “Bring Together” and “Immoscout24” often lack features tailored to address the challenges associated with living in a shared construct, particularly in ensuring compatibility and security (Xaver 2023), (Landeskriminalamt Niedersachsen 2020). This research explores how co-living solutions can integrate user-friendly designs, comprehensive background checks, and secure payment systems to build trust and accessibility.

By addressing these research objectives, this master thesis aims to evaluate the benefits and challenges of shared living arrangements and developing a solution that addresses both. This

research contributes valuable insights into how technology, community, and housing intersect to improve the lives of older adults while offering scalable solutions for future housing needs.

1.4. Research Questions (Group)

Based on the objectives related to the research stated above, the study centers on specific, actionable questions tied to the tested elements of co-living, particularly as implemented in the Boommate platform. It aims to evaluate the platform's measurable benefits and challenges, contributing actionable insights for policymakers and private sector stakeholders.

1. How does Boommate reduce loneliness and promote social connectivity among its target demographics?

This question investigates the platform's features, such as shared spaces, organized activities, and matching algorithms, and their measurable impact on reducing social isolation and improving users' mental well-being.

2. To what extent does Boommate provide financial relief for users by reducing housing-related expenses?

This question evaluates measurable economic outcomes, such as shared rental and utility costs, as well as users' perceptions of affordability.

3. Which platform features and communication channels are most effective in facilitating successful co-living arrangements?

This question examines the effectiveness of Boommate's tools, such as its matching algorithm, user interface, and communication features, in addressing user needs, fostering compatibility, and reducing conflicts.

4. What are the short-term impacts of Boommate on users' mental, emotional, and social well-being?

This question explores the immediate benefits of using the platform, including the

formation of social bonds, reduced feelings of isolation, and perceived improvements in quality of life.

By addressing these questions, the research aims to contribute to the growing body of literature on demographics, housing policy, and innovation. It provides insights into how innovative co-living solutions can bridge the gap between economic and emotional needs, offering scalable and sustainable solutions to the housing crisis. This research also emphasizes the broader societal implications of co-living, including its potential to reduce healthcare costs, strengthen communities, and reshape housing policy frameworks, while evaluating opportunities to overcome concerns associated with shared living arrangements, such as a potential lack of privacy and security.

1.5. Structure of the Thesis (Group)

This thesis is structured to systematically address the research questions and objectives while emphasizing the research methodology used to explore the Boommate platform. It integrates academic rigor with practical application, to provide actionable insights.

The introductory chapter establishes the study's foundation by contextualizing the dual challenges of housing affordability and social isolation, particularly among older adults. It outlines the problem statement, research objectives, and key research questions, while emphasizing the significance of co-living as a sustainable housing model. This chapter also highlights the personal experiences that inspired the development of Boommate as a potential solution for addressing co-living challenges, including affordability, social connectivity, and suitability of shared living arrangements.

The second chapter identifies core gaps in existing housing platform solutions and their implications for mental health and financial stability across different demographics. These

findings informed the hypotheses that guided the study, laying the groundwork for the methodological approach and the development of Boommate.

The third chapter positions the study within the broader housing market by analyzing trends, competitor landscapes, and secondary data. This chapter validates the entrepreneurial opportunity, providing a clear rationale for the development of Boommate and its alignment with the growing demand for innovative co-living solutions.

Chapter four details the research methodology, a critical component of the thesis. The study adopted a mixed-methods approach, integrating qualitative interviews and quantitative surveys to address the research questions. This chapter describes the iterative research design, data collection processes, and analytical frameworks employed. It emphasizes how the methodology aligned with the research objectives, ensuring that insights directly supported the development and validation of the Boommate platform.

The fifth chapter presents insights derived from primary research, contextualizing them within broader themes of housing insecurity and social isolation. These findings were instrumental in refining assumptions and validating hypotheses, ensuring the study remained grounded in real-world challenges.

The sixth chapter provides a detailed analysis of Boommate's business model using the Business Model Canvas framework. It examines the platform's value proposition, customer segments, and revenue streams while highlighting its unique features. This chapter also evaluates the platform's scalability and differentiation in the co-living market.

The final chapter shows presents a customer-centric approach to introducing Boommate as a relevant solution to the challenges of housing affordability and social isolation. It highlights areas for future research, such as longitudinal studies on co-living's long-term impact, and outlines next steps for advancing the platform's development.

2. Problem Statement (Anton)

The housing crisis presents significant challenges across all demographics, particularly for those navigating life transitions such as moving out of the family home, separation, widowhood, or changes in family structure (European Economic and Social Committee 2024).

Germany recorded a divorce rate of 1.7 divorces per 1,000 people in 2022, which is above the EU average (iwd 2023). Many people live alone or separated from their families. According to the Federal Statistical Office, around 20.3% of the population lived alone in 2023, which is significantly higher than the EU average of 16.1%. (Destatis 2024). In terms of family structure, in 2023, around 2.39 million mothers and 580,000 fathers were single parents (bpb 2021).

These transitions often create both financial and emotional pressure, making it increasingly difficult to maintain independent living arrangements (Rosen, et al. 2022). Rising housing costs, coupled with relatively stagnant wage growth, have exacerbated these challenges. For instance, in Germany, housing costs and inflation have steadily outpaced income growth over the past decade, leaving many individuals struggling to secure affordable and stable housing (Destatis 2024). The primary geographical focus of this thesis is on Germany. This is justified by several factors: all three authors originate from Germany, most participants in the empirical research are based in Germany, and the product or proposed solution will initially be tested within the German context. However, this does not preclude the possibility of adapting and extending the solutions to other countries in the future.

Urban hotspots in Europe face acute housing shortages, with demand far exceeding the availability of affordable rental properties, which further exacerbates the housing crisis across the continent (Soler 2024). This shortage has been influenced to further rise, by factors such as the financialization of housing, where residential properties are increasingly treated as investment assets, and the proliferation of short-term rentals, which reduce the stock of long-term housing options (FEANTSA and The Abbé Pierre Foundation 2024). Also, the imbalance

of demand and supply disproportionately affects those who do not qualify for social housing and yet face steep competition for affordable options, often geared towards younger, single professionals (Yanatma 2024). Many individuals are reluctant to relocate to more affordable areas, as this often requires cutting ties to established social networks, workplaces, or access to essential services. Relocating to new environments can often be close knitted to increasing mental health issues (McKay, Jennings und Stoker 2023).

In addition to the financial burdens that individuals face in relation to the housing crisis, social isolation is another critical issue tied to the housing crisis. Individuals living alone are at heightened risk of loneliness, which has been linked to adverse mental and physical health outcomes. Research shows that prolonged isolation can lead to depression, anxiety, cognitive decline, and even increased risks of chronic illnesses such as heart disease and hypertension (J. Holt-Lunstad, et al. 2015). The lack of affordable housing options that integrate, as well as prioritize social connection does not help to mitigate these challenges. The urgent need for innovative models that combine financial relief with opportunities for community and companionship becomes increasingly obvious.

3. Opportunity Identification (Anton)

Innovative solutions aim to fill in the existing gaps inside the housing market by addressing a pressing dual challenge: the financial strain of maintaining independent living arrangements and the emotional toll of social isolation. In an era marked by rising housing costs and urban housing shortages, many individuals are unable to sustain single-person households yet are reluctant to compromise on privacy and independence (Eurostat 2023). Shared living arrangements, which foster affordability and social connection, are emerging as a promising approach (Carrere, et al. 2020). By offering financial relief through shared expenses and promoting regular social interaction, co-living models present a potential solution to the

housing crisis, due to increased focus on factors, that conventional services do not offer yet (Green und McCarthy 2015). Shared living arrangements present the opportunity to reduce loneliness by encouraging meaningful connections among residents, thereby improving both emotional and physical well-being (Reyes, et al. 2022).

Co-living finds its roots in cooperative housing, which has existed for decades in Europe, especially in Scandinavian countries (Tummers 2016). “Baugruppen” (owner-led housing cooperatives) in Germany and co-housing communities in Denmark emphasize collaborative living where residents actively participate in the management and upkeep of their housing communities (Carrere, et al. 2020). These arrangements emphasize shared responsibilities, communal spaces, and decisions made by consensus among residents. Baugruppen models have been particularly successful in urban areas, where affordability and limited space make cooperative living an attractive option. Unlike modern co-living platforms, which tend to be more service-oriented and commercially run, cooperative housing focuses on self-governance and sustainability (Tummers 2016).

Co-Living platforms present a unique business opportunity by offering a platform for flexible, community-oriented shared living arrangements. This digital solution will connect like-minded individuals interested in sharing living spaces, balancing the need for personal space with opportunities for meaningful social interactions (Green und McCarthy 2015). Key features—such as secure user verification, tailored matching algorithms, and integrated community-building tools—may position a co-living solution to attract a growing market of middle-aged and older adults seeking affordable housing solutions that foster emotional and social well-being.

By addressing the pain points of loneliness and housing affordability, social co living platforms align with broader societal goals of sustainable urban living, reduced inequalities, and enhanced community health (Carrere, et al. 2020). This research also capitalizes on emerging

demographic trends and the increasing demand for innovative co-living solutions, developing a scalable business model that combines economic viability with measurable, sustainable social impact.

The potential solution to the urban housing crisis that may be found in co living models does not only fulfill unmet needs in the market but also creates opportunities to become a leader in impact entrepreneurship, redefining how housing solutions can enhance quality of life.

3.1. Demographic Trends in the Housing Market (Anton)

The demand for affordable and socially engaging housing solutions has been increasing across various age groups (Carrere, et al. 2020). Individuals often encounter unique challenges in maintaining independent living arrangements (Donovan, et al. 2017). Rising housing costs, particularly in urban areas, exacerbate these difficulties, making it harder for individuals to balance financial stability with the desire for community and companionship (OECD 2020).

As societal norms and demographics shift, the interest in housing models that address both affordability and social interaction grows (Tummers 2016). For instance, an aging population, coupled with increasing numbers of single-person households, has driven the need for housing alternatives that foster community while alleviating financial strain (Reyes, et al. 2022). Projections suggest that the global population aged 65 and older will more than double in the coming decades, further pressuring housing markets to accommodate this growing segment (United Nations 2019). However, housing challenges extend beyond older adults; individuals across all age groups experience financial and emotional strain from rising costs and limited housing options (Hawkley und Cacioppo 2010).

Urban areas highlight these challenges. Housing prices in cities such as New York, London, and Berlin have risen dramatically over the past decade, outpacing income growth and creating a significant affordability gap (Destatis 2024). Additionally, urban housing shortages often

leave renters competing for a limited supply of affordable units, disproportionately impacting those seeking long-term stability and secure living arrangements. These economic pressures are compounded by rising costs in utilities, healthcare, and daily living, which further strain individuals on fixed or variable incomes (OECD 2020).

Social isolation adds another dimension to the characteristic of this problem. Housing models that emphasize shared living arrangements can mitigate the issue of mental health risks by fostering community and promoting regular social interaction (Green und McCarthy 2015). Co-living solutions, for example, enable individuals to share resources, reduce costs, and benefit from emotional support within a communal environment (Carrere, et al. 2020).

Technology has also contributed to the growing appeal of co-living by simplifying the process of finding compatible living arrangements (Zumbusch und Lidija Lalicic 2020). Platforms like “Silvernest” use advanced algorithms to match individuals based on preferences, habits, and financial needs, reducing the risks associated with shared housing (Timotheou, et al. 2022). This technological innovation has broadened the accessibility of co-living, making it a viable option for individuals seeking cost-effective, secure, and socially fulfilling housing solutions. As societal attitudes shift, shared living arrangements are becoming increasingly destigmatized. A Pew Research Center study found that nearly 40% of adults aged 45–65 would consider co-living if it reduced housing costs and addressed loneliness (Pew Research Center 2018). To mitigate these risks, interventions targeting social isolation have gained momentum. Programs such as structured community gatherings, peer-support networks, and telecommunication-based social groups have demonstrated significant benefits in reducing loneliness and improving mental health outcomes (Gardiner, Geldenhuys und Gott 2018).

These changing perceptions, combined with the rise of digital platforms and the increasing economic necessity of shared living, position co-living as a scalable and sustainable solution to modern housing challenges.

3.2. Opportunity Confirmation (Anton)

The growing interest in co-living as a solution to housing affordability and social isolation is supported by key economic and social trends. Rising rental costs, an aging population, and shifting family structures have created a need for innovative housing models that balance cost efficiency with emotional well-being (Eurostat 2023) (J. Holt-Lunstad, et al. 2015). Especially, when looking at the German housing market in detail, it becomes obvious, that the development of housing prices and housing related costs like energy, water and electricity, clearly outpaces the development of household income by far (Eurostat 2023). German households spend around 1025€ per month in 2022. This is a 48% raise in comparison to 2007, with an average monthly spending of 693€ (Destatis 2024).

Furthermore, technological advancements in roommate-matching algorithms and secure verification processes have made co-living arrangements more appealing and accessible (Zumbusch und Lidija Lalicic 2020). Modern co-living platforms employ AI-driven algorithms to match potential roommates based on detailed user data such as preferences, habits, and financial considerations. These algorithms ensure compatibility, minimize conflicts, and optimize the co-living experience, significantly enhancing user satisfaction, as previously discussed with the Silverstein example (Ren, et al. 2021). Beyond matching, blockchain technology is increasingly being adopted to streamline rental agreements. Blockchain ensures transparent, tamper-proof contracts, reducing disputes and fostering trust between tenants and landlords (Jreisat und Mili 2024). This advancement also enables automated payment systems and secure deposit management, which are especially appealing in co-living setups where multiple parties are involved. Additionally, the integration of Internet of Things (IoT) devices into housing solutions is transforming user experiences. Smart home technologies, such as app-controlled locks, energy-efficient thermostats, and shared appliance monitoring, are now

common features in co-living spaces. These innovations not only enhance convenience but also promote energy efficiency and sustainability, aligning with growing consumer demand for environmentally conscious living solutions (Miller 2015). Social co-living platforms present a promising business opportunity by offering solutions that foster shared living arrangements, cost efficiency, and community building.

To estimate the size of this opportunity, the assessment of the total addressable market, the serviceable available market, as well as the serviceable obtainable market delivers valuable insights.

With more than 77% of the population living in urban areas, the demand for affordable and flexible housing solutions is rising, while work models continue to evolve and remote- or project-based employment create more diverse needs inside the market (Destatis 2024). Also, according to Eurostat, approximately 20% of the German population live in shared housing arrangements, mostly in shared apartments, student housing, retirement retreats or co-living spaces (Eurostat 2023). The TAM encompasses the entire potential market for co-living in Germany. Deducting from the numbers for urbanization of German people, as well as the percentage of the population that already use alternative forms of living arrangements, the total addressable market for an innovative co living solution in Germany is approximately 13 million potential users.

The SAM narrows the TAM to urban residents that are more likely to adopt a digital co-living platform. This includes young adults aged between 20 and 39, who remain a core demographic for shared housing due to the rise in remote work. Since approximately 60% of the workforce in urban areas is projected to adopt remote or hybrid models, project based, and remote workers often demand flexible living arrangements (Zumbusch und Lidija Lalicic 2020).

Secondly, older individuals aged 55 and above, particularly those seeking affordable, community-oriented housing solutions need to be factored into the SAM. Co-living offers a

solution to social isolation among older individuals. According to (AARP 2023), 35% of people aged 50+ are open to shared housing if it meets affordability and community-building needs.

Lastly, Middle-aged professionals, from 40 years old, represent a group that is increasingly affected by remote work and project-based employment models, thus are increasingly interested in alternatives to the current offering in the housing market.

Approximately 50% of urban dwellers across all age groups are digitally active and open to using online platforms for housing (PWC 2023). Applying this percentage to the TAM results in a SAM of 6.5 million potential users.

The SOM identifies the portion of the SAM that an innovative platform can realistically capture in its early stages. Differentiation from existing platforms through unique features such as community-building and personality matching ensures a competitive edge and will be discussed later in this paper. Launching the platform in major German cities and targeting the correct customer will ensure to reach a big part of the urban population. To adjust for market entry challenges, such as competition and platform adoption rates, a conservative estimate assumes a 5% penetration rate, leading to a SOM of 325,000 users in the early years of the venture. Capturing 325,000 users in the initial phase of the co living venture will generate revenues through on site advertisement, premium features, as well as strategic partnerships and thus will be an interesting investment opportunity to impact focused venture capital companies, venture philanthropists or ordinary investors, seeking a more diverse and socially impactful portfolio. In summary, the research indicates a strong need, as well a substantial market opportunity for social co living platforms. Using latest technology to ensure user safeness and personalized matching, as well as focusing on early adopters in metropolitan regions will enhance initial market traction.

3.3. Competitor Analysis (Anton)

Shared solutions win market size in many segments. The global co-working market for instance, was valued at \$7 billion in 2022 and is expected to grow at a CAGR of 15% between 2023 and 2030 (Grand View Research 2023). In addition to the previously presented trends, this again emphasizes the importance of an establishment, of innovative answers to the evolving needs of individual across all generations.

The co-living market has experienced remarkable growth in recent years, driven by increasing demand for flexible, affordable, and community-oriented housing solutions (Eurostat 2023).

A variety of platforms have emerged to serve diverse demographics and preferences, creating a dynamic and competitive landscape. Within this environment, social co-living platforms have an opportunity to differentiate themselves by addressing the unmet needs of individuals who value affordability, convenience, and social connections. By offering tailored features and services, platforms position themselves as distinct alternatives to established competitors in the German market such as WG-Gesucht, In-Gemeinschaft, ImmoScout24, and Bring-Together. For the sake of clarity, this chapter will not focus on other, smaller players that are not yet established in the German market but focus on the main competition. Also, indirect competition, broader housing and roommate platforms like Airbnb or Craigslist will not be taking into consideration, since they overlap with the social co living market but not directly target it.¹

WG-Gesucht, one of Germany's most prominent shared housing platforms, primarily targets students and young professionals, that primarily seek for short-midterm renting options. Its widespread popularity stems from its simplicity and broad reach, making it a go-to choice for those seeking housing arrangements in a new environment, that they might only stay in for the duration of their studies, project-based work or the semester abroad. However, despite its extensive user base, WG-Gesucht falls short in addressing certain critical aspects of the co-

¹ (Appendix L)

living experience. The platform lacks advanced features such as verified profiles and lifestyle-based matching, which are crucial for ensuring compatibility and fostering trust among potential flatmates (Zumbusch und Lidija Lalicic 2020). Additionally, its focus on a younger demographic limits its appeal to individuals seeking long-term stability or community-oriented living arrangements, leaving a gap in the market for a more inclusive and holistic solution. Moreover, WG-Gesucht does not offer community promoting events or activities, that may be demanded by a broader group of potential customers.

In-Gemeinschaft on the other hand, serves a niche audience interested in intentional communities, often emphasizing shared values like sustainability, cooperation, and mutual support. This approach appeals to users who prioritize social connection and collective ideals. However, the platform's limited scalability and lack of technological sophistication present significant challenges. For example, it does not offer algorithm-driven matching, which could streamline the process of finding compatible living arrangements or reducing tensions amongst tenants (AARP 2023). In-Gemeinschaft also misses out on applying the latest technology in terms of blockchain and internet of things. As previously discussed, the usage of those technologies could leverage efficiency of processes, energy waste of housing units (and the associated lower costs for living) and increase trust into the platform (Miller 2015). Furthermore, its time-intensive search process can deter users who prioritize efficiency and flexibility in their housing search.

ImmoScout24, as Germany's largest real estate marketplace, offers an extensive range of housing options, including full-home rentals, private rooms, and shared housing. Its robust platform and additional services, such as financial advice, make it a trusted choice for a broad audience. However, ImmoScout24's primary focus on transactional real estate listings means it lacks the social and personalized elements essential for fostering successful co-living experiences. Without features designed to build community and compatibility among users, the

platform is less suited to the specific needs of co-living arrangements. Although the robustness of its platform makes Immoscout24 a top competitor, the lack of integration of advanced technology such as advanced matching, seriously challenges the competitiveness of the platform, facing new competitors using state of the art technology leveraging user experiences (Jreisat und Mili 2024).

Bring-Together takes an innovative approach by promoting intergenerational co-living. The platform connects older adults with younger individuals in arrangements that foster mutual support and social bonding. While its unique model addresses specific societal needs, its narrow focus limits its appeal to a broader audience. Moreover, insights generated by the interviews and surveys that have been conducted in the course of this academic work project demonstrate, that the needs of young and old people often diverge widely. Since research suggests, that individuals aged between 15-24 years, often have different lifestyles, hobbies and housing related priorities as people above the age of 40 have, an advanced matching algorithm may help to reduce potential personal differences between multigenerational tenants. Unfortunately, the platform's basic compatibility checks don't factor in important background information and personality questions and rather asks for superficial information. In the long run, that may lead to mismatched expectations between users of the platform. While its smaller user base constrains the availability of housing options, particularly in less populated regions, Bring-Together faces serious challenges in the upcoming years.

Given this competitive landscape, a successful social co-living platform must differentiate itself by combining the strengths of these existing solutions while addressing their limitations. Advanced matching algorithms can be employed to ensure compatibility based on lifestyle preferences, cleanliness, and social habits, setting a new standard for personalization in co-living. Verified profiles and robust safety features are essential to building trust and security, particularly for individuals seeking long-term and community-focused housing arrangements

(Zumbusch und Lidija Lalicic 2020). Also, the integration of other, state of the art technologies like the use of blockchain for then generation of contracts, as well as the ability to streamline processes in the apartment and on the platform, itself can enhance user trust (Jreisat und Mili 2024). Offering financial services like Immoscout24 will provide a competitive advantage. Going one step further, using smart home technologies to monitor and optimize energy and water consumption to lower the costs for the users of co living platforms, will accelerate the unique selling proposition of an alternative to the existing solutions in the housing market (Miller 2015). By prioritizing these features, such a platform can establish itself as a comprehensive, user-centered solution that meets the evolving demands of the co-living market, carving out a unique position within this growing sector. ²

Entering the German housing market as a social platform that is not established yet, companies must focus on correct usage of technology for scaling and trust purposes. Also, regulatory compliance with housing laws, such as the GDPR in Europe, and data protection needs to be a top priority, and may create additional hurdles, if not acted upon properly.

6. Business Model Development (Group)

Before delving into the specifics of the business model, it is essential to understand the broader context of the proposed solution. Boommate is a co-living platform specifically designed to address the housing and social challenges faced by individuals aged 40 and above.

The platform's core offering combines modern technology with user-centered design to create a sustainable, scalable, and impactful solution. Boommate integrates features such as personalized matching algorithms to pair users with compatible housemates, verified profiles for security, and community-building tools to foster meaningful connections. The platform also incorporates private spaces within communal settings, addressing users' dual needs for

² (Appendix L)

autonomy and social interaction. Additionally, Boommate leverages a freemium pricing model to ensure accessibility while offering premium features for users seeking enhanced experiences. By tailoring its services to the unique requirements of the 40+ demographic, Boommate bridges the gap left by traditional housing solutions, which often fail to meet the practical and emotional needs of this age group. With this foundation established, the chapter now outlines the business model underpinning Boommate's operations, focusing on how it achieves financial sustainability while delivering measurable social impact.

6.1. Value Proposition (Group)

Boommate offers a co-living platform designed to make urban living more feasible for individuals aged 40 and above by enabling users to share rental costs, utilities, and other expenses. The platform's personalized matching algorithm ensures that users are paired with compatible housemates, minimizing potential friction in shared living arrangements. This solution not only reduces financial burdens but also provides long-term co-living options, empowering older adults to remain in their preferred areas and neighborhoods.

A key aspect of Boommate's value proposition is its emphasis on addressing social isolation, a pressing challenge for this demographic. By integrating features such as advanced matching algorithms and tools to foster lifestyle compatibility, the platform promotes meaningful social connections while respecting users' need for privacy. Community-focused features allow users to engage in activities within their neighborhoods, helping them build relationships and access mutual support in a way that enhances emotional well-being.

Unlike traditional housing options, Boommate prioritizes long-term housing stability and offers a secure, user-centric experience. With verified profiles, safety features, and personalized tools, it caters to the unique needs of older adults, ensuring a reliable and community-oriented environment. This comprehensive solution empowers individuals to lead connected and

fulfilling lives, addressing both their practical and psychological needs in a scalable and sustainable manner.

6.2. Customer Segments (Group)

Boommate targets individuals aged 40 and above who face challenges related to housing affordability and social isolation. This diverse demographic encompasses empty nesters, divorcees, pre-retirees, and older professionals. By providing affordable, community-oriented co-living arrangements, Boommate meets the unique requirements of these underserved groups in the housing market.

The first customer segment includes Empty Nesters and Widower/s (40–60 years).³ Empty nesters, whose children have moved out, are often left with homes that are financially burdensome and emotionally tied to their past. Many seek to downsize but face barriers such as the emotional difficulty of leaving family homes or the lack of appealing, affordable options. Similarly, divorcees and widowers in this age group face sudden changes in their financial situation, making it challenging to maintain independent living. For both groups, co-living offers a middle ground: reduced living costs through shared expenses and access to companionship during pivotal life transitions helping these individuals find secure, supportive housing without sacrificing their independence.

The second segment, Pre-Retirees and Retirees (60+ years), includes individuals approaching or in retirement who face financial constraints due to reduced incomes. This group often struggles to sustain urban living, where proximity to healthcare, amenities, and social opportunities is critical (Glass 2020). Social isolation further compounds their challenges as work-based relationships diminish, and daily interactions decrease.

³ (Appendix C)

The third segment, Older Professionals (40–60 years), includes individuals still active in the workforce but under financial pressure due to rising living expenses, career transitions, or early preparations for retirement. Many seek housing in urban areas to maintain access to career opportunities and professional networks but struggle with high rents or mortgages. Boommate serves as a tool that facilitates the formation of meaningful social connections, enabling these professionals to share expenses, maintain residence in desirable urban areas, and ultimately support both their careers and social lives.

The platform's value proposition is uniquely tailored to these customer segments, addressing their practical and emotional challenges with secure, cost-effective, and community-driven co-living solutions. By prioritizing verified profiles and compatibility-driven algorithms, Boommate helps users find housing options that align with their financial, social, and emotional needs. While ensuring long-term stability poses a challenge beyond the initial move-in, the platform aims to foster more enduring co-living arrangements and a supportive community environment. This targeted approach positions the platform as a vital innovation in the housing market, creating meaningful solutions for an underserved demographic while fostering well-being and connection.

6.3. Channels (Group)

Boommate's channels are strategically designed to reach its target demographic, facilitating seamless access to its co-living platform and ensuring an engaging user experience. The primary channels include a dedicated online platform, mobile application, and partnerships with community organizations and housing agencies. The digital platform and app serve as the primary points of interaction, offering an intuitive user interface that supports personalized roommate matching, verified profiles, and secure communication features. These digital tools are complemented by outreach through partnerships with organizations such as local housing

cooperatives, retirement planning services, and mental health advocacy groups, which align with Boommate’s mission to address both housing affordability and social isolation. Additionally, targeted social media campaigns and digital advertisements focus on platforms frequently used by the 40+ demographic, including Facebook and LinkedIn, to increase awareness and engagement. By integrating these digital and physical outreach efforts, Boommate ensures that its value proposition is effectively communicated to potential users, while fostering trust and accessibility across diverse customer segments.

6.3. Revenue Streams (Group)

Boommate’s revenue streams are structured around a diversified model that combines a freemium approach, targeted advertising, and premium features to ensure accessibility for a broad user base while driving sustainable revenue. Each revenue component complements the others, creating a synergistic strategy that supports user growth, engagement, and monetization.

6.3.1. Freemium Model (Group)

The freemium approach serves as the foundation of Boommate’s revenue streams, offering essential features for free to attract and retain a large user base. Free services include detailed profile creation, access to the advanced matching algorithm, and basic identity verification via third-party ID checks. These features ensure that users can easily connect with compatible housemates based on factors such as budget, lifestyle preferences, and location. By eliminating financial barriers at the entry level, Boommate makes its platform accessible to a diverse audience, particularly older adults who may be hesitant to commit financially upfront.

To generate revenue, the platform incentivizes users to upgrade to a premium subscription, offering enhanced functionality while maintaining the usability of the free version. Premium features, including profile boosts, advanced security checks, and individualized customer

support, cater to users seeking greater convenience, visibility, and peace of mind. Research suggests a typical freemium conversion rate of 2-5%, which, when applied to a large user base, can contribute significantly to revenue while fostering user loyalty (Userpilot, 2023).

6.3.2. Advertising Revenue (Group)

Advertising constitutes a significant secondary revenue stream, leveraging Boommate's ability to segment its user base by demographics, location, and housing preferences. The platform's target audience—adults aged 40 and above—makes it attractive to advertisers in industries such as housing, insurance, financial services, and healthcare. Boommate integrates targeted ads seamlessly into the user experience, ensuring relevance while avoiding intrusive practices. For instance, users searching for specific housing options may see advertisements for related services such as moving companies or rental insurance.

Additionally, Boommate monetizes through sponsored listings, allowing housing providers to feature their properties prominently on the platform, and through partnerships with service providers, generating referral fees or commissions for services like furniture rentals or financial planning. This balanced advertising strategy maintains user trust by prioritizing ads that are directly beneficial to the platform's audience.

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Beyond these initial revenue streams, Boommate can explore a range of potential income opportunities through value-added services that extend beyond the initial move-in. For example, partnerships with moving companies could facilitate hassle-free relocations, while

architects and interior designers could provide customized solutions to optimize living spaces. Collaborations with financial institutions may offer flexible payment plans or financing models, while alliances with local healthcare providers, restaurants, and cultural venues can grant users exclusive benefits and discounts. By integrating these supplementary services, Boommate increases user engagement over the long term, encouraging return visits and enhancing overall platform loyalty, ultimately creating a more sustainable and profitable business model.

6.3.3. Premium Features (Group)

Boommate's premium offerings provide users with advanced tools and services that enhance their experience. Profile boosts and increased visibility in search results help users stand out in competitive housing markets. Enhanced security options, such as background checks, provide an extra layer of trust and are particularly appealing to users prioritizing safety in shared living arrangements. Personalized customer support and access to exclusive community events further differentiate the premium tier, creating a tailored experience for users seeking a streamlined and secure co-living search.

The integration of premium features not only adds value for paying users but also reinforces the platform's commitment to fostering trust, community, and efficiency. By hosting events exclusively for premium members who have undergone rigorous security checks, Boommate ensures a safe and engaging environment for its users while generating additional revenue.

Together, these revenue streams—freemium services, targeted advertising, and premium features—position Boommate as a comprehensive and scalable solution for the 40+ demographic's housing challenges. By aligning its revenue model with the needs and behaviors of its target audience, Boommate effectively balances accessibility, user satisfaction, and financial sustainability, establishing itself as a competitive and innovative player in the co-living market.

6.4. Cost Structure (Group)

Boommate's cost structure is strategically designed to support the development, operation, and scaling of its web application while maintaining financial sustainability. The primary cost drivers include technology development, platform maintenance, marketing, user acquisition, and customer support.

The initial phase focuses heavily on technology-related expenses, such as software development, hosting, and integration of advanced features like the personalized matching algorithm and identity verification systems. These costs are pivotal to creating a robust and user-friendly platform that aligns with the expectations of the target demographic. Regular platform updates and maintenance will also require ongoing investments to ensure reliability and security, particularly for the data-sensitive nature of user profiles.

Marketing and user acquisition form another significant cost category, encompassing digital campaigns, partnerships, and targeted outreach to attract and retain users. Given the platform's freemium model, marketing efforts must both appeal to a broad user base and strategically encourage upgrades to premium plans, leveraging up-selling opportunities to enhance long-term revenue potential. Additionally, personalized customer support and community management will require dedicated resources to enhance user satisfaction and engagement, particularly for the older demographic that values reliability and trust.

By focusing resources on these key areas, Boommate aims to optimize operational efficiency and deliver a seamless experience to its users, ensuring the platform's long-term viability and growth within the co-living market.

6.5. Key Activities (Group)

Boommate's key activities are centered on the development, operation, and growth of its web-based co-living platform. The primary focus lies in designing and maintaining a robust and user-friendly web application that integrates essential features such as a personalized matching algorithm, identity verification, and secure communication channels. This requires ongoing software development, including updates to improve functionality, user experience, and data security.

To ensure the platform meets user expectations and maintains a competitive edge, continuous refinement of the matching algorithm is critical. This involves leveraging user feedback and behavioral data to enhance compatibility metrics and improve roommate pairings. Additionally, activities such as customer support, community engagement, and the organization of premium events for users are vital to fostering trust and ensuring user satisfaction, particularly within the target demographic.

Marketing and user acquisition campaigns are another core component of Boommate's activities. These efforts aim to attract a broad audience through digital outreach, partnerships, and targeted advertising while converting a portion of users to premium plans. Collaboration with service providers, such as moving companies or financial institutions, further supports platform growth by enhancing its value proposition and revenue streams.

Through these focused activities, Boommate establishes itself as a secure, user-centric platform, addressing the dual challenges of housing affordability and social isolation for its target audience.

6.6. Key Resources (Group)

Boommate's success hinges on several key resources that support its operations, revenue generation, and differentiation within the competitive co-living market. Foremost is the

platform's technological infrastructure, which underpins its functionality and user experience. Central to this is the matching algorithm, a critical asset that provides personalized roommate recommendations based on comprehensive compatibility metrics such as lifestyle, budget, and location preferences. Additionally, the platform's security infrastructure, which includes encrypted messaging, verified profiles, and optional background checks, is indispensable for fostering user trust and ensuring a safe environment, particularly for the 40+ demographic, which values safety and reliability in co-living arrangements. Equally important is the effective use of user data and insights. Boommate collects and analyzes data on user preferences, behaviors, and housing needs to enhance its matching capabilities, improve the user experience, and support targeted advertising. This resource is also essential for identifying trends and tailoring premium features to align with user demands, reinforcing the platform's value proposition. Strategic partnerships further enhance Boommate's resource pool, particularly in areas like advertising and premium service offerings. Collaborations with complementary service providers—such as insurance companies, moving services, and financial planners—expand the platform's ecosystem, creating value-added benefits for users while diversifying revenue streams. Together, these resources ensure that Boommate can deliver a seamless, secure, and impactful solution to the housing and social challenges faced by its target audience.

6.7. Key Partners (Group)

The success of Boommate as a co-living platform relies on strategic collaborations with key partners who enhance its value proposition, operational efficiency, and market reach. These partnerships extend beyond mere subcontracting arrangements, emphasizing mutual collaboration to co-create value and achieve shared goals.

Collaborations with technology providers are crucial for maintaining the platform's infrastructure. These partners support the ongoing development and optimization of

Boommate's matching algorithm, security features, and overall technological functionality. Such partnerships ensure that Boommate continues to deliver a seamless and secure user experience, vital for its credibility and growth.

In addition, Boommate fosters partnerships with complementary service providers, including insurance companies, moving services, and financial planners. These collaborations enable the platform to offer users a holistic ecosystem of value-added services that address practical aspects of shared living. These services align with users' needs, enhancing the overall utility and appeal of the platform.

Partnerships with housing networks, such as senior living communities and real estate agencies, are vital for ensuring a steady supply of co-living options tailored to the preferences of the 40+ demographic. These alliances enable Boommate to provide housing solutions that meet users' needs while fostering relationships with housing providers who align with the platform's mission.

To expand its reach, Boommate collaborates with advertising and marketing partners, including brands and influencers targeting the 40+ demographic. These partnerships are instrumental in creating relevant and engaging user experiences while generating mutual value for both Boommate and its advertising collaborators. Sectors such as healthcare, home improvement, and lifestyle services are particularly aligned with the platform's target audience.

Lastly, Boommate engages with regulatory bodies and third-party verification services to ensure compliance with housing laws and enhance user trust. These partnerships enable the implementation of secure identity and background checks, providing a foundation of safety and reliability for the platform's users.

These collaborations go beyond traditional subcontracting relationships, representing a network of strategic alliances that drive innovation, user satisfaction, and long-term success. By

leveraging these partnerships, Boommate strengthens its position as a secure, reliable, and community-focused co-living platform.

7. Business Model Validation (Group)

The validation of Boommate's business model is an important stage in confirming its alignment with market realities, customer needs, and economic viability. This chapter describes how the business model was evaluated for feasibility and scalability using a thorough approach of competitor analysis, market validation, and continual refining. Unlike previous sections, the emphasis here is on reviewing the overall architecture of the business model rather than testing platform features, ensuring that a strategic view is applied to its core elements.

The co-living market presents a dynamic and competitive landscape, necessitating a thorough understanding of existing players to carve a distinct niche. Platforms such as WG-Gesucht and ImmoScout24 dominate the shared housing sector but cater predominantly to younger audiences, offering basic functionality without emphasizing community-building or compatibility. These platforms, while popular, fail to address the nuanced needs of middle-aged and older adults who prioritize trust, privacy, and long-term stability. Additionally, platforms like Bring-Together, which promote intergenerational co-living, demonstrate innovative approaches yet lack scalability due to their narrow focus and limited features. These gaps in the competitive landscape have been instrumental in shaping Boommate's positioning as a platform that integrates advanced matching algorithms, verified profiles, and robust community tools. These insights informed the development of a differentiated value proposition that directly addresses the unmet needs of its target demographic.

The validation of market demand was grounded in extensive primary and secondary research. Surveys distributed among individuals aged 40 and above revealed a significant prevalence of loneliness and social isolation, with over two-thirds of respondents identifying these as critical

concerns. Furthermore, most participants expressed strong interest in co-living arrangements that could mitigate these challenges while offering financial relief. The findings underscored the importance of integrating features such as compatibility-driven matching, privacy safeguards, and opportunities for structured social engagement. Secondary research corroborated these findings, highlighting a growing demand for affordable housing solutions among aging populations in urban areas. Reports from industry sources further emphasized the potential of technology-enabled platforms to address these gaps, validating the opportunity for Boommate to meet this market demand effectively. Drawing from these insights, several refinements were made to the initial business model to ensure its alignment with customer needs and market realities.

The platform's value proposition was redefined to emphasize its unique ability to foster trust and compatibility through advanced algorithms and verified profiles. The inclusion of features that balance personal privacy with communal interaction became a core focus, addressing a recurring concern among potential users. In addition, the platform's revenue streams were diversified to support long-term scalability. A freemium model was adopted, allowing users to access essential features at no cost while offering premium subscriptions for advanced functionalities such as enhanced security controls and personalized recommendations. Partnerships with housing agencies and targeted advertising were also integrated as supplementary revenue sources, enhancing the platform's financial sustainability.

The iterative process of validating and refining the business model reflects the importance of empirical evidence in shaping Boommate's development. The emphasis on modularity and adaptability ensures that the platform can scale effectively across different urban markets, catering to varying cultural and demographic contexts. By leveraging user feedback and market data, Boommate maintains its focus on delivering a solution that addresses both the emotional and practical needs of its users while remaining economically viable.

The validation process demonstrates that Boommate's business model is not only viable but also uniquely positioned to address critical gaps in the co-living market. By aligning its offerings with market demand and leveraging insights from competitor analysis and primary research, the platform establishes itself as a scalable and impactful solution for fostering affordable, community-driven housing arrangements. This chapter sets the foundation for the subsequent design and validation of the minimum viable product, where the conceptual framework is translated into practical implementation.

10. Conclusion (Group)

This thesis critically examined the viability of co-living as a targeted solution to the dual challenges of housing affordability and social isolation among individuals aged 40 and above. While previous research and market trends emphasized the severity of these issues, this study moved beyond validation to explore the nuances of implementing a scalable and user-centric co-living platform, exemplified by Boommate. By adopting entrepreneurial methodologies, the research tested not only the concept's desirability but also its feasibility and practicality within a real-world context.

Rather than reiterating the findings, this conclusion reflects on their broader significance and limitations. It critically evaluates the entrepreneurial methodologies employed, such as Lean Startup and Design Thinking, highlighting both their strengths and constraints in addressing complex social and economic problems. Additionally, the chapter discusses the intersection of digital innovation with housing policy and mental health, questioning how a platform like Boommate can sustainably balance commercial viability with social impact.

Ultimately, the conclusion serves as a foundation for future research and development, offering insights into the potential of digital co-living solutions to address systemic challenges while identifying areas where further inquiry and refinement are necessary.

10.1. Key Findings and Insights (Group)

The findings of this research extend beyond the development of Boommate’s platform, contributing to broader conversations about co-living and its role in addressing housing and social challenges. First, this study highlights the growing importance of community-oriented housing solutions for an aging population. As global demographics shift toward older age groups, co-living offers a scalable and socially enriching alternative to traditional housing models. Policymakers and housing developers can draw on these insights to prioritize initiatives that integrate affordability, safety, and emotional well-being into housing strategies.

From an entrepreneurial perspective, this research underscores the value of evidence-based methodologies such as Lean Startup and Design Thinking in addressing complex societal problems. By demonstrating the utility of iterative testing and early adopter engagement, the study provides a replicable framework for ventures aiming to tackle multifaceted challenges in other sectors. For example, the methods employed in this research could inform the development of platforms addressing education, healthcare, or climate resilience.

Additionally, the research raises critical questions about the scalability of co-living platforms. While the immediate benefits of reducing loneliness and housing costs were evident, future efforts must explore whether these impacts can be sustained as platforms grow and diversify their user base. The integration of advanced technologies, such as machine learning for improved compatibility matching, also presents opportunities for future exploration.

By situating Boommate’s development within the broader context of housing policy, mental health, and digital innovation, this research highlights the transformative potential of co-living solutions. The findings provide a foundation for ongoing dialogue among academics, practitioners, and policymakers, ensuring that the lessons learned from this study continue to inform efforts to create safe, inclusive, and sustainable housing options.

10.2. Recommendations for Future Research and Product Development (Group)

Building on the findings from this study, several key recommendations are proposed to guide Boommate's future research and development efforts. These recommendations focus on addressing limitations, refining the platform's features, and scaling its impact while ensuring that the platform remains responsive to user needs and market dynamics. By combining actionable next steps with evidence-based strategies, Boommate can advance toward its goals of MVP development, achieving product-market fit, and long-term scalability.

The next phase of development must prioritize building and launching a fully functional Minimum Viable Product (MVP). This MVP will incorporate key features identified as critical during early user testing, such as verified profiles, community-building tools, and customizable roommate matching filters. Furthermore, the integration of blockchain technologies, for ensuring a standardized legal contract process, can enhance user trust. The members-only space, a blog, and a robust chat functionality to facilitate direct communication between users will form the backbone of the platform. Additionally, early efforts should be directed toward integrating events into the platform, starting with localized meetups in major cities. Leveraging the network of early adopters, Boommate can test these features in targeted markets while exploring the feasibility of expanding its offerings to other demographics or regions.

Achieving product-market fit requires a clear strategy for validating the MVP's adoption among a larger, more diverse audience. Metrics such as customer retention, engagement rates, and conversion to paid features will be critical in assessing the platform's success. Building trust through robust security features, such as Single-Sign-On and compliance with data protection regulations like GDPR, will be essential to fostering user confidence. Additionally, the platform must demonstrate the effectiveness of its adaptive perfect match algorithm by tracking user satisfaction and the success rate of co-living arrangements facilitated by the platform. The

willingness of early adopters to pay for premium features will serve as the ultimate litmus test for product-market fit, with targeted campaigns aimed at converting free users into paying customers.

To scale the platform effectively, securing funding will be a critical step. Boommate should explore a mix of seed investments, grants, and strategic partnerships to support its expansion. Potential investors may be venturing philanthropists, impact venture capital firms or impact angel investors. With a solid MVP, the team can approach potential partners with a clear roadmap that highlights the platform's validated value proposition and scalability potential. Expanding customer acquisition channels will also be crucial. In addition to leveraging existing networks and social media platforms, Boommate should invest in performance marketing strategies, including targeted ads and content marketing, to reach a broader audience. Referral programs, incentivizing satisfied users to recommend the platform to others, will also be a key driver of growth, particularly given the community-driven nature of the product.

Operational capabilities must evolve alongside customer acquisition efforts to ensure that the platform can scale sustainably. Investments in customer support infrastructure, moderation tools for community interactions, and backend technology to support increased user activity will be necessary. Future iterations of the platform should also explore the integration of machine learning to enhance the matching algorithm and provide personalized user experiences. By continuously iterating on the platform's features and functionalities, Boommate can maintain its competitive edge in the growing co-living market.

Further research is needed to explore the long-term viability and scalability of the co-living model. Engagement in empirical partnerships with mental health organizations and psychologists will be conducive. One area of focus should be the mental health outcomes of users over time, particularly whether the initial benefits observed in reducing loneliness are sustained as users adapt to co-living arrangements. Longitudinal studies tracking changes in

mental health, life satisfaction, and social dynamics of individuals will provide deeper insights into the platform's impact. Additionally, future studies should investigate the effectiveness of peer support networks and shared responsibilities in fostering successful co-living environments, as these elements are central to Boommate's value proposition.

Expanding the platform's geographic reach also presents an opportunity for future research. This study's focus on urban areas in Germany highlights the need to examine co-living dynamics in rural areas and other countries. In rural regions, where community ties are often stronger, the platform may need to emphasize different value propositions, such as financial benefits or convenience. Cross-cultural studies will be crucial for adapting Boommate's offerings to diverse markets, particularly in regions with distinct housing norms or affordability challenges.

Technological advancements and data privacy will remain critical areas for research and development. As the platform grows, integrating advanced features such as real-time communication tools, machine learning for personalized recommendations, and seamless payment systems will enhance the user experience. At the same time, ensuring compliance with privacy regulations and maintaining transparency in data handling will be paramount to building user trust. Research into innovative solutions for user verification, fraud prevention, and secure data storage will help Boommate stay ahead in an increasingly competitive market. User retention and engagement must also be a focal point for future research. While early efforts have provided valuable insights into onboarding and initial user preferences, understanding long-term engagement patterns will be critical for the platform's sustainability. Research into the effectiveness of premium features, event participation, and community-driven interactions will help refine the platform's offerings. Additionally, exploring the drivers of loyalty among different user segments will enable Boommate to tailor its strategies to meet the needs of diverse audiences.

By addressing these recommendations, Boommate can build on its early successes while remaining agile in adapting to new challenges and opportunities. The platform's focus on fostering safe, affordable, and socially enriching co-living arrangements positions it as a leader in the market, but continued research and development will be essential to realizing its full potential. Future efforts should prioritize a balance between scaling the platform and deepening its impact, ensuring that Boommate remains a trusted and valuable resource for individuals seeking meaningful shared living experiences.

10.3. Limitations of the Research (Group)

The research conducted for this study provides critical insights into the early-stage development and validation of Boommate's platform. However, several limitations must be acknowledged to provide a transparent understanding of the findings and their implications. These limitations, encompassing methodological, technical, and contextual constraints, influenced the research process and highlight areas for improvement in future studies.

Methodologically, the reliance on early adopters as the primary participants introduced potential selection bias. Early adopters, often characterized by their openness to innovation, may not fully represent the broader target audience of individuals aged 40 and above. This group's enthusiasm and comfort with new solutions might differ significantly from those who are less digitally inclined or more resistant to change. As a result, the findings may overstate the appeal and usability of the platform for the general population. Future research should aim to incorporate a more diverse participant pool, ensuring representation across various levels of technological adoption, socio-economic backgrounds, and geographic locations.

Another methodological limitation was the relatively small sample size during the validation phases, such as the surveys, interest forms, and concierge testing. While qualitative insights from this group provided valuable depth, the limited number of participants restricted the ability

to generalize findings or perform robust statistical analyses. Expanding the sample size in future studies will enhance the robustness and reliability of the conclusions, allowing for a more comprehensive understanding of user needs and platform performance. Quantitative approaches, combined with qualitative methods, could further strengthen the evidence base by identifying patterns and trends within larger datasets.

From a technical perspective, the use of no-code tools to develop the prototype and landing page constrained the ability to test the platform's functionality under real-world conditions. Core features, such as the verification process and matching algorithm, were manually simulated rather than fully automated. This limitation affected the accuracy of user feedback, as participants interacted with a process that might differ significantly from the eventual operational platform. Future development should prioritize creating a fully functional MVP to evaluate these features in a live environment, enabling assessments of scalability, security, and user experience. Technical improvements will be accelerated through the consultation by industry experts.

Contextual constraints also influenced the findings. The study primarily focused on urban areas in Germany, where the housing market dynamics and cultural attitudes toward co-living are distinct. This narrow geographic scope limits the applicability of the results to rural regions or international contexts. For instance, rural areas may have stronger pre-existing community ties, which could alter the perceived value of co-living solutions. Similarly, cultural norms in other countries may necessitate adaptations to the platform's design and features. Expanding the research to include diverse geographic regions and cultural contexts will provide a more nuanced understanding of the platform's potential and adaptability.

The limited timeframe for the research posed additional challenges. The iterative Build - Measure - Learn methodology requires repeated cycles to refine assumptions and gather feedback. However, the constrained timeline restricted the number of iterations and the depth

of insights that could be explored. Certain assumptions or user needs may have been overlooked due to these time constraints. Longitudinal studies, tracking users' experiences and outcomes over extended periods, would address this limitation by capturing the evolution of user satisfaction, retention, and the platform's impact on mental health and housing challenges.

Another significant limitation was the reliance on digital channels for user recruitment and data collection. While platforms like Facebook and nebenan.de effectively reached early adopters, they may have excluded individuals who are less active online or less familiar with digital platforms. This digital-centric approach may have skewed the participant pool, underrepresenting individuals who rely on offline methods for housing and community engagement. Future studies should consider integrating offline outreach strategies, such as partnerships with local organizations, community events, or printed materials, to ensure a more inclusive representation of the target demographic.

The lack of long-term data is another limitation that requires attention. While the study demonstrated immediate benefits, such as reduced loneliness and heightened interest in community living, the sustainability of these benefits remains untested. Co-living dynamics can evolve over time, with potential shifts in satisfaction levels, roommate relationships, and mental health outcomes. Longitudinal research would provide critical insights into whether these initial benefits persist and how the platform can support users in navigating the long-term challenges of shared living arrangements.

Additionally, the platform's monetization strategy, particularly its freemium model, remains untested in practice. While user feedback indicated a willingness to pay for premium features, this finding has yet to be validated through actual behavior on a live platform. The effectiveness of the proposed revenue model will need to be evaluated once the platform is operational, including assessments of conversion rates from free to paid users and the potential impact of

advertising on user experience. The introduction of promotional offers like free trials will generate further important insights.

Despite these limitations, they provide valuable opportunities for learning and improvement. Addressing methodological constraints, such as diversifying the sample and increasing its size, will yield more generalizable insights. Developing a fully functional MVP and conducting longitudinal studies will ensure that the platform's features are rigorously tested and refined. By addressing these challenges, future research can build on the foundation established in this study, ensuring that Boommate evolves into a scalable, user-centered solution that effectively addresses the housing and social needs of individuals aged 40 and above.

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Appendices

(Interview and survey decks and transcripts uploaded in separate file due to file volume.)

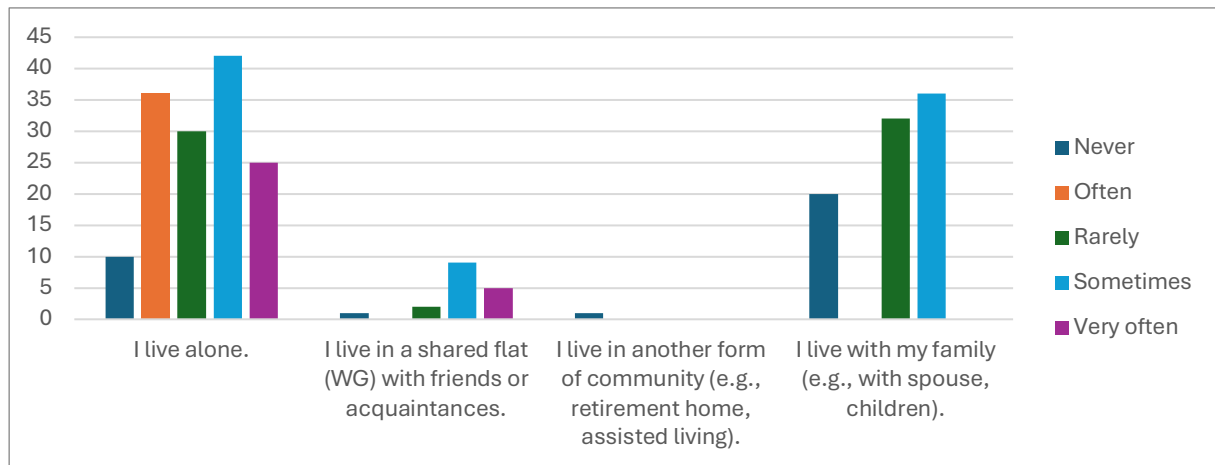
Appendix A: Summary of Interview Findings on Reasons for Shared Housing

Interview part 1 - Findings						
Interviewees	Background	Question 1	Question 2	Question 3	Misc.	
Birgit	<ul style="list-style-type: none"> Female Age: 52 Occupation: CEO of Tech Manufacturer Lives alone 	Lives alone because she values the freedom and independence.	She lives in a smaller apartment although living in a big one would be possible with a roommate. But own space and not having to take compromises is a higher priority.	Thinks that community building and shared living projects are attractive options, especially when they are smaller and tailored to the needs of older people. Such projects promote social interaction and provide an alternative to loneliness.	"my living place is my private arena."	<p>👍</p> <p>"I think housing should be more flexible to cater to the needs of people who want to live alone but also to address rising rent costs and the shortage of housing."</p>
Sandra	<ul style="list-style-type: none"> Female Age: 48 Occupation: Medical Assistant Lives alone 	Lives alone because children left the home and the partnership ended.	Found it very hard at first. The feeling of loneliness is still present sometimes. Establishing routines and organizing the day helps her to avoid that feeling.	Thinks living alone is not healthy in the long term but can be nice occasionally. She would like to live with a friend/partner.	"Constant solitude is not healthy for us"	<p>❓</p>
Kristin	<ul style="list-style-type: none"> Female Age: 63 Occupation: Doctor Lives alone 	Lives alone, but her son still visits a lot. She values the freedom and independence after a long day of work. As her job is very social, she does not feel the need to communicate at home.	She lives in a small apartment with the possibility of welcoming one further person. She enjoys her son visiting and supporting her with errands, and socializing, cooking etc.	Wants to live with someone as soon as she starts working less to still be able to be social. She would want to live with someone that has similar hobbies, and a view of life as her.	"I notice that I become more sad now when my son leaves again as it gets quiet in the apartment again and nobody helps me."	<p>👍</p>
Darya	<ul style="list-style-type: none"> Female Age: 60 Occupation: Osteopath Lives alone 	Lives alone due to marriage break-up and because kids moved out when they could afford it. Still in this situation because it doesn't "bother her"	A drastic change of lifestyle: change of shopping habits	Misses social activities like having dinner. However, likes the hygiene aspect and that less work is demanded.	Appreciates the cleanliness and reduced workload of living alone but misses the companionship during meals. She values the shared experiences over solitary ones.	<p>❓</p>
Ambika	<ul style="list-style-type: none"> Female Age: 60 Occupation: Fashion Stylist Lives alone 	Lives alone for practicality- and affordability reasons	Does not host parties, enjoys independence and privacy	Does not like compromises, so living alone matches requirements more than shared flats	Enjoys the independence and simplicity of her small, loft-like apartment. Values personal space highly and prefers not having to compromise her living style.	<p>👍</p>
Margarethe	90 Years old, grandmother, lives alone for +10 years	After her husband died she felt lonely quickly and moved from the village to the city, in order to be closer to family and not feel more supported and less alone. Also, living in a retirement home is not an alternative, because of many reasons.	Since she receives daily support by family and employees (lets cook and clean), she does not feel lonely. When she has some time for herself, she enjoys it.	She is very happy about the constant social interactions, but is aware that she is privileged to experience them. Living completely alone and unsupported she "would not be alive anymore".	Feels supported by frequent visits from family despite living alone, helping mitigate feelings of loneliness. Enjoys her independence but also relies on external help due to age.	<p>👍</p> <p>❤️</p>
Christel	86 years old, grandmother, lives alone for +10 years	Lives alone since her husband died. Lives close to family and does not want to live with other people - except for her cat and her friend/cleaning lady, who stay there one week/month.	It was hard at first, because all the routines she had, where connected to her husband. So, she created new routines and suddenly, she got used to it.	Without the knowledge that she is not alone, she would have thought about alternatives like retirement homes.	Without Agnes and the cat, I would feel way more lonely.	<p>❓</p>
Kristin	<ul style="list-style-type: none"> Female Age: 63 Occupation: Doctor Lives alone 	Lives alone, but her son still visits a lot. She values the freedom and independence after a long day of work. As her job is very social, she does not feel the need to communicate at home.	She lives in a small apartment with the possibility of welcoming one further person. She enjoys her son visiting and supporting her with errands, and socializing, cooking etc.	Wants to live with someone as soon as she starts working less to still be able to be social. She would want to live with someone that has similar hobbies, and a view of life as her.	"I notice that I become more sad now when my son leaves again as it gets quiet in the apartment again and nobody helps me."	<p>❤️</p> <p>👍</p>
Paul	<ul style="list-style-type: none"> Male Age: 22 Occupation: Business student 	Honestly, I already have a community with my friends from university, so that's not really a priority. I'm just looking for a place that's affordable and convenient	I don't think so. It would feel a bit strange - I'm looking for roommates who are around my age so we can relate to each other better	Mainly having my own space, like my own room, and getting along with my roommates. I don't need to be super close to them, but it should be a friendly atmosphere.	Prioritizes affordability and convenience in shared living. Values personal space and a good relationship with roommates but does not seek a deep communal connection.	<p>👍</p>
Philip	<ul style="list-style-type: none"> Male Age: 24 Occupation: Teacher 	Not that important. I've got my own social circles from work and friends. As long as my roommates are respectful, I don't need to be best friends with them	Probably not. I think our lifestyles would be too different. I'd feel more comfortable with people closer to my age who have similar schedules and interests	My top concern is that it's affordable and in a safe neighborhood. I want to make sure I have my own space and privacy as well	Sees shared living primarily as a financial necessity. Desires a respectful cohabitation environment without needing close friendships with roommates.	<p>👍</p>
Justus	<ul style="list-style-type: none"> Male Age: 23 Occupation: Law student 	It's not that important. I already meet people through university activities, so I don't really need to get that from where I live.	No, I think I'd prefer living with other students or people my age. It would just be easier to get along.	I'd want my own room for privacy and maybe roommates who are clean and respectful of common spaces	Focuses on the economic benefits of shared living, particularly as a university student. Prefers a functional and respectful living arrangement over building a community.	<p>👍</p>
Lutz	<ul style="list-style-type: none"> Male Age: 19 Occupation: Intern 	Not really. I'm friendly, but I don't need to be super close to my roommates. We can just coexist and be respectful of each other's space.	Probably not. I feel like we'd have different routines and priorities. I'd rather live with people who are in a similar stage of life as me.	A dealbreaker would be living with someone who is too messy or doesn't respect boundaries. Like a clean, quiet space.	Views shared living as a practical solution to financial constraints. Emphasizes the importance of cleanliness and respect for personal space in shared accommodations.	<p>👍</p>
Alexander	<ul style="list-style-type: none"> Male Age: 20 Occupation: Student, Cashier 	It would be cool to connect to someone having a similar lifestyle, so I enjoy time with my roommate, deep friendships can develop through that.	I'd rather not. I think there would be a big difference in our lifestyles and interests. I'd prefer living with other young people.	Affordability is number one, but I also want to live in a decent location that's not too far from work and school.	Appreciates the cost savings of shared living and enjoys having roommates with similar lifestyles. Values friendships that can arise from shared living situations but prioritizes affordability and location.	<p>👍</p>
Miquel	<ul style="list-style-type: none"> Male Age: 21 Occupation: Freelancer 	Not really. I'm pretty independent and don't need my roommates to be my friends. As long as we get along, that's enough.	I'd prefer to live with people my own age. I think it would be easier to get along with someone in a similar phase of life.	Affordability, definitely. And maybe having a space where I can work without too much noise.	Chooses shared living for economic reasons, maintaining independence within his living arrangements. Seeks an amicable relationship with roommates without the need for deep connections.	<p>👍</p>
Anna	<ul style="list-style-type: none"> Female Age: 18 Occupation: High school graduate 	I don't really need that. I've already got a good social network, so I'm mostly looking for a place where I can live comfortably and save money.	I'd probably prefer to live with someone closer to my own age. It just seems like we'd have more in common.	The most important thing is affordability, but I also want roommates who are easy to get along with and respect each other's space.	Emphasizes affordability in shared living, appreciating a roommates living environment where personal space is respected. Social needs are met outside the home, reducing dependency on roommates for social interaction.	<p>👍</p> <p>👍</p>
Mafalda	<ul style="list-style-type: none"> Female Age: 24 Occupation: Graphic designer 	It's not that important. I already have a lot of social opportunities through my classes and activities on campus.	Not really. I think it would feel awkward. I'd rather live with people who are in the same phase of life as me.	It should be affordable and clean. That's really all I need.	Focuses on the financial aspect of shared living due to college expenses. Prefers a clean and straightforward living situation, placing less emphasis on building relationships with roommates.	<p>👍</p>
Luisa	<ul style="list-style-type: none"> Female Age: 28 Occupation: Marketing professional 	At this point in my life not that important because I have other points of social interactions in my every-day life.	I'd prefer to live with people my age. It would just be easier to relate to each other and avoid lifestyle clashes.	My main concern is making sure the rent is affordable and that the people I live with are respectful.	Chose solo living over shared for better age compatibility and control over living conditions, focusing on affordability and respect.	<p>👍</p>
Ozdem	<ul style="list-style-type: none"> Male Age: 20 Occupation: Athlete, sport student 	Not really, already have communities of diverse friends in daily life	If it someone I know, or someone from my family I could imagine living with an older person for some time.	Honestly, I already have a community with my friends from university, so that's not really a priority. I'm just looking for a place that's affordable and convenient.	Prioritizes cost-effective living and convenience, open to living with familiar older individuals but values independence.	<p>❓</p>

Content - legend


- 👍 Shared living - Reasons connected to practicality and affordability
- ❤️ Shared living - Reasons connected to loneliness and desire for social environment
- 👍 Living alone - Reasons connected to feeling of freedom and independence
- ❓ Living alone - Because "trains how it is" and no intent to change situation, considered "ok"
- 👍 Living alone but wishing for benefits of a shared living situation

Appendix B: Survey Responses (Excerpt)



Visualization of data on survey participants between the age of 40 and 65, stating how often they felt lonely in the past 6 months (Never= zero times; Rarely=once in six months; Sometimes= every other month; Often=monthly; Very often=weekly)

Appendix C: Personas



○○○

DESCRIPTION

Mark recently separated from his partner, leaving him with a spacious but costly apartment that he can no longer afford alone. He wants to stay in his flat to maintain his familiar social surroundings and not uproot his life, but financial strain is a major concern.

PSYCHOLOGICAL PROFILE

- Emotionally vulnerable due to the separation; feels lonely despite staying in his familiar surroundings .
- Highly values his routine and social circleure how to balance privacy with potential roommates .

MARK

- Age: 47
- Occupation: Freelance graphic designer
- Location: Berlin, Germany

The Newly Separated

MOTIVATION


- To find a roommate to help with rent so that he can remain in his current neighborhood.
- To keep his daily routine and connections with friends, local cafes, and clients.
- A secondary motivation is the potential for social support and emotional balance after the separation.

CHALLENGES

- Difficulty finding a compatible roommate who fits his lifestyle and respects personal space.
- Emotional vulnerability after his separation, which makes it hard to trust others in a living situation.

GOALS

- To maintain his current standard of living by sharing housing costs.
- Stay emotionally grounded by keeping his routine and social ties intact.



○○○

DESCRIPTION

Emma's children recently moved out, leaving her with a large, quiet home, as she is a single mother. She feels a deep sense of loneliness and misses the energy her children once brought. Emma is financially stable but feels emotionally isolated.

PSYCHOLOGICAL PROFILE

- Misses the energy and companionship of family life; the transition to an empty nest has increased her sense of loneliness community and companionship but feels hesitant about losing her privacy .
- Emolience, but emotionally cautious due to the long period of living alone post-family.

EMMA

- Age: 55
- Occupation: Teacher
- Location: Hamburg, Germany

The Empty Nester

MOTIVATION

- To regain a sense of community and fill the emotional gap left by her children's departure.
- To share her space with a like-minded individual for companionship.
- To remain active by socializing, sharing meals, and engaging in joint activities.

CHALLENGES

- Fear of privacy invasion and concerns about finding the right match for co-living.
- Emotional hesitation about sharing personal space after years of living with family.

GOALS

- To create a new social circle and reduce feelings of loneliness through shared living.
- Maintain her independence while creating meaningful connections.



ANNA

- Age: 42
- Occupation: HR Manager
- Location: Small town, moving to Frankfurt

The City Seeker

DESCRIPTION



Anna has been offered a promotion in Frankfurt, but after researching the city's housing market, she realizes that finding a comfortable and affordable flat in a central location will be very difficult. She doesn't want to compromise on her living standards but also needs proximity to work and city life.

PSYCHOLOGICAL PROFILE

- Focused on career success but faces emotional loneliness after moving to a new city without a support network .
- Values independence and privacy but is open to co-living to reduce financial pressure .

MOTIVATION



- To find a centrally located flat that fits her lifestyle, balancing work and leisure, without stretching her budget too thin.
- To live in a modern, well-equipped space, meeting her expectations for comfort and privacy.
- Open to sharing to achieve her housing goals while maintaining a good standard of living.

CHALLENGES



- The high cost of city apartments that meet her expectations.
- The fear of losing privacy and independence in a shared living arrangement.

GOALS



- To secure affordable housing in a prime location while retaining access to city amenities.
- Achieve financial stability through co-living, so she can invest in other areas of her life, such as travel or personal hobbies.



LUCAS

- Age: 60
- Occupation: Semi-retired, working part-time as a consultant
- Location: Munich, Germany

The Community Seeker

DESCRIPTION



Lucas lives alone in a small apartment in the city. After several years of an active social life, he now feels isolated and is looking for meaningful human connections. While his job keeps him busy a few days a week, he spends most of his time alone.

PSYCHOLOGICAL PROFILE

- Values meaningful human connections but also desires personal space to retreat .
- Struggles with loneliness but fears feeling awkward about transitioning to shared living after years of living alone .

MOTIVATION



- To create or join a living situation that fosters community, sharing meals and activities.
- To combat feelings of loneliness by being surrounded by people who share similar values and interests.
- Engage in social experiences where he can participate in activities like gardening, movie nights, or communal dinners.

CHALLENGES



- Finding a living arrangement that balances community life with the ability to retreat and have personal time.
- Feeling awkward or uncertain about transitioning from living alone to a shared environment at his age.

GOALS



- To live in a supportive and socially rich environment where loneliness is alleviated through daily interactions.
- To find a balance between social activities and personal space.

Appendix D: Expert Insights on Loneliness and Living Alone: Interview Responses

Interviews part 2 - Findings								
Interviewees	Background	Question 1	Question 2	Question 3	Question 4	Question 5	Misc. / Rating	
Lena Schneider	Psychological therapist	Loneliness is common among people living alone in large cities. It often leads to mental health issues like depression. People new to the city or lacking strong social ties may feel excluded and overwhelmed. Language barriers can make communication and integration more difficult, leading to further isolation.	A sense of not belonging and lack of social support fosters isolation. Past negative experiences, like exclusion or bullying, reinforce feelings of inadequacy. Language barriers further hinder forming new connections.	Establish regular social activities like sports, creative courses, or group walks. Routine activities with recurring contact help break the cycle of loneliness. For those with language barriers, integration courses or language-based gatherings are particularly useful.	Reactions to support vary, depending on individual situations. People with some social contacts tend to find it easier to develop new connections. Those with depressive symptoms or language barriers may struggle with motivation to seek help.	Loneliness affects both young and elderly people globally. Combating loneliness requires efforts not only on an individual level but also on a societal and political level. Addressing language barriers is crucial for helping people integrate and find support in new communities.	Loneliness increases when moving to new city / facing barriers (language, community) → sense of not belonging → isolation harder for people with more barriers	Help through: establish regular social activities, Loneliness affects young and old; not only individual approach, but also state level is required
		Loneliness manifests in various ways: some withdraw and suffer, leading to depression, while others stay busy but still feel lonely due to shallow connections. Living alone increases the risk of feeling lonely, especially without deep community ties or structure.	Childhood attachment experiences greatly affect one's ability to form bonds in adulthood. Insecure attachment makes it harder to connect with others. Living alone can be a stress factor, especially when issues arise and there's no one to turn to for help, leading to a sense of helplessness.	The key strategy is to open up and express one's needs, though this can be difficult. Asking for help and establishing active contact with others is effective but challenging due to fear of rejection. Those who manage to open up and seek help tend to have positive experiences.	Group activities like clubs, volunteering, or hobbies in a group setting are helpful. Barriers to participation often include financial constraints or lack of awareness of available options, particularly among older individuals. Personal recommendations and counselling can make it easier for people to find and access resources.	Loneliness is often rooted in deeper emotional needs for bonding and social closeness. Therapeutic help is essential for improving self-worth and encouraging individuals to seek out connections and break the cycle of loneliness.	Longterm effects of loneliness have diverse layers: living alone increases risk of depression if living alone is even harder when issues (inforsessen) arise One needs to open up and be active, overcome fear of rejection, group activities help ;	
Flurina Arndt	Psychological therapist	Loneliness in people living alone often develops as a spiral, starting with reduced daily contact and withdrawal from social contexts. This is common for those with previous depressive episodes or difficulty handling change. Over time, people living alone develop their own routines and find it harder to connect socially, making it difficult to adjust to others. Prolonged isolation leads to feeling overwhelmed by external stimuli.	Lack of participation in social activities, such as sports, can lead to isolation. The COVID pandemic exacerbated this, as many social opportunities disappeared.	Identify activities that bring joy and moments when one felt socially involved. Create a list of enjoyable activities and establish rituals for social contact. Engage in physical activity, ideally in a group setting, and set achievable goals with support from others. Developing social routines is crucial, especially when loneliness coincides with depressive feelings.	<ul style="list-style-type: none"> Motivation for change is important, especially when loneliness has already settled in. Simple, locally accessible resources are more likely to be accepted. Neighborhood organizations and local meetings for cultural exchange can help build casual connections. 	<ul style="list-style-type: none"> Loneliness is often rooted in deeper emotional needs for bonding and social closeness. It can lead to mental health issues and is frequently associated with shame. Loneliness often takes time to surface in therapy as it is intertwined with other mental health conditions. 	Loneliness is a spiral starting with less social contact due to living alone due to development of unhealthy routines, it gets even harder to break them and go out to get social, lack of participation thus leads to isolation	Solving: identify fun activities to do in a social context, you need own motivation for change, start with simple and available resources to decrease the burden of going out
		Loneliness is individual, depending on social integration. Some experience depression, others remain socially active. Remote workers or those with imbalanced work-social life show signs of loneliness by avoiding going home. A downward spiral begins: fewer contacts, more isolation, decreased motivation, and self-esteem, leading to work problems. Withdrawal happens due to perceived rejection.	Causes can be personal or environmental (e.g., friends moving away, being children). People who struggle to adapt to changes are more vulnerable to isolation. Those with low openness to new experiences, as measured by personality tests, are more susceptible.	Initiating contact is crucial (e.g., joining clubs, meeting neighbors). Being open, patient, and resilient to rejection is important. Strengthening existing social contacts and trying online platforms for connection. Seek help from crisis services when needed. Prevention of depression is key, as loneliness is a significant risk factor.	<ul style="list-style-type: none"> Reactions to support vary: some are receptive, others feel they've exhausted all options. Providing alternatives or suitable resources is important, especially when disabilities are involved. 	Shared living can provide support, even for those over 40 or professionally successful. Living with others offers both social interaction and personal retreat, which benefits well-being. Shared living is economically and ecologically sensible, and public awareness could help promote its benefits. Marketing shared living to affluent individuals could emphasize the financial and psychological benefits, such as saving money for well-being and vacations. Roommates can offer emotional support by noticing when someone is struggling, which can be comforting.	remote workers even higher risk to feel lonely downward spiral occurs causes both personal and environmental initiating contact is crucial shared living can support	
Brigitte Schäfer	Psychological therapist	Brigitte explains that loneliness often stems from experiencing loss, such as a breakup or children leaving home, which leads to emptiness and withdrawal. These individuals may display depressive behaviors, feel a conscious lack of connection, and harbor resentment. Childhood experiences of abandonment can also impact how adults experience loneliness, leading to pain and reflection on unmet needs.	Key triggers for loneliness include disappointment, grief, significant health diagnoses, and unmet expectations from family or friends. Such emotional challenges can cause individuals to feel that no one understands them, leading to withdrawal and feelings of isolation.	Brigitte suggests focusing on self-efficacy by considering what one expects from others and providing that for oneself. She recommends volunteering as a way to engage with others and shift the focus from personal needs to giving. This approach helps create a sense of purpose and connection.	Brigitte advises against medication, favoring behavioral and mindset changes instead. She encourages clients to explore creativity, reading, or new activities to discover comfort zones and reflect on when feelings of loneliness begin. Clients are often hesitant about change, but Brigitte emphasizes the importance of adjusting one's environment to improve well-being.	Brigitte highlights the societal shift from extended families to individualistic lifestyles. She advocates for housing systems that encourage communal activities and suggests a societal and political re-evaluation of intergenerational or community-based living arrangements to reduce loneliness.	loneliness connected to circumstances often many key triggers, comfort zone needs to be escaped and adjustments to environment are success factors housing systems can be a huge remedy for loneliness	

Appendix E: Interview Responses on the Effects of Living Alone on Social Well-Being and Connectivity

Interviews part 2 - Findings

Interviewees	Background	Question 1	Question 2	Question 3	Question 4	Question 5	Misc / Rating
Bright	<ul style="list-style-type: none"> Female Age: 52 Occupation: CEO of Tech Manufacturer Lives alone for 3 years 	<p>Wakes up early, starts the day with meditative writing and exercises. Works at a co-working space to be around others. Exercises and works from home afterward. Often meets friends for social activities in the evenings.</p>	<p>Visits the fitness club or co-working space when she needs company. No specific moments of isolation, actively reaches out to others if needed.</p>	<p>Visits parents or contacts friends/daughter when feeling lonely. Loneliness happens rarely, about once a week. Mostly feels lonely when wanting to go out but no one is available.</p>	<p>More proactive about going out, even without feeling like it. Engages in organizations, acts as a mentor in women's groups. Focuses on contributing to society beyond just spending time with friends.</p>	<p>Strongest need for connection arises when deeply affected by world events. Seeks meaningful conversations about current events. Notes that discussions are not as open as they were 20 years ago.</p>	<p>Active approach to finding social contacts and avoiding feeling of loneliness. Feels the most lonely when no one is available.</p>
Sandra	<ul style="list-style-type: none"> Female Age: 48 Occupation: Medical Assistant Lives alone for 4.5 years 	<p>Workdays: early workout, shower, then work (through people and personnel matters). After work: shopping, cooking, meeting friends, or attending cultural events (e.g., museums, theater). More comfortable doing activities alone, though eating out alone is still not a favorite.</p>	<p>Recently met someone new, spends time together when possible. Recently moved, received a lot of support from friends, felt connected. Emotional but exciting move after 20 years, didn't feel isolated.</p>	<p>Reaches out to others when feeling okay, but isolates when stressed or down. Pushing through loneliness requires effort, sometimes ends up binge-watching TV. Recognizes the need for occasional downtime to recharge in the last three months, felt lonely 3-4 times. Occasional but manageable.</p>	<p>Regular gym routine on Sundays if not working. Meets friends for activities like indie cinemas, exhibitions, coffee, and city trips. Stays in touch with children, sometimes visits her father.</p>	<p>Feels the strongest need for company after spending too much time alone. Seeks social interaction when isolation becomes frustrating. Prefers to experience emotionally moving activities alone but shares impressions afterward.</p>	<p>Enjoys doing activities together, does not like going to restaurant / cinema etc. alone BUT needs downtime for recharging social battery. Controversial because she needs company the most after too much time alone.</p>
Anna	<p>Living alone for 6 months</p>	<p>Anna spends most of her time alone, starting with breakfast, exercising, shopping, and sometimes going to the cinema or restaurants alone. However, she feels a sense of connection at work in the hospitality industry, where relationships with colleagues foster a "familiar" bond.</p>	<p>Anna feels connected at work due to her strong relationships with colleagues. She feels isolated rarely, but when she does, these phases last for a longer period. She uses this time for reflection and sometimes allows herself to experience loneliness.</p>	<p>When feeling lonely, Anna reaches out to friends who have experienced similar feelings, like the "Empty Nest Syndrome". While these episodes are rare, she deals with them by spending time with those who understand her experiences.</p>	<p>Since living alone, Anna has maintained regular meetings with friends, particularly those in a similar life stage. She doesn't actively seek out contact for the sake of it but responds to feelings of isolation by engaging with friends, especially when she misses physical intimacy or closeness.</p>	<p>I sometimes miss physical intimacy, not necessarily sexual. The need for closeness is stronger when I'm alone or don't have a partner. I try to spend more time with friends who feel similarly.</p>	<p>Likes work a lot because she feels the sense of connectivity, that she does not feel in most of her daily activities. Reaches out to people who shared same experiences when feeling especially lonely. For avoiding loneliness, actively reaches out to friends etc. regularly.</p>
Uta	<p>Female Age: not specified (indicated aging concerns) Occupation: not specified, works remotely, attends trade fairs Lives alone for 7 years</p>	<p>Typical day: Wakes up, gets ready alone, works from home with about half the time interacting with others. Visits the gym or meets friends for some interaction.</p>	<p>Generally feels connected when interacting at work-related events like trade fairs or social gatherings with people who share similar values. Contacts cousin or friends when feeling lonely, about once a month.</p>	<p>Feels connected during work events and social gatherings. Reaches out to family and friends when feeling lonely, usually after extended periods of isolation such as recovering from illness.</p>	<p>Enjoys going to campus for interaction and inspiration. Finds the aging process a strong motivator for seeking company and support to share thoughts and feelings.</p>	<p>Feels strongly about the importance and challenges of being alone, appreciates the autonomy but also notes the difficulties such as higher costs and handling all responsibilities alone.</p>	<p>Enjoys living alone, finding it ideal despite the challenges. Previously lived in a shared apartment which provided a familiar atmosphere post-divorce, but moved out for more privacy.</p>

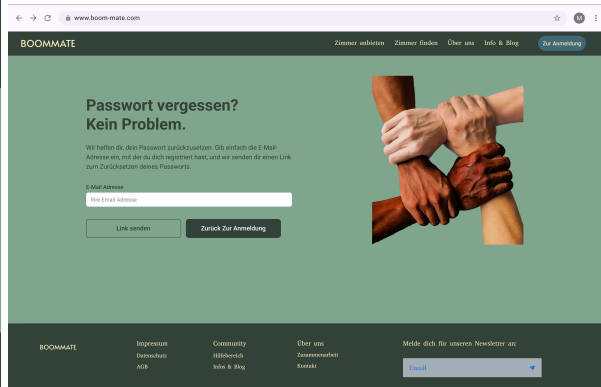
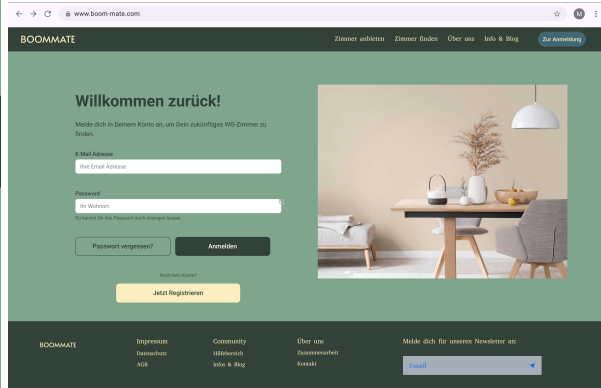
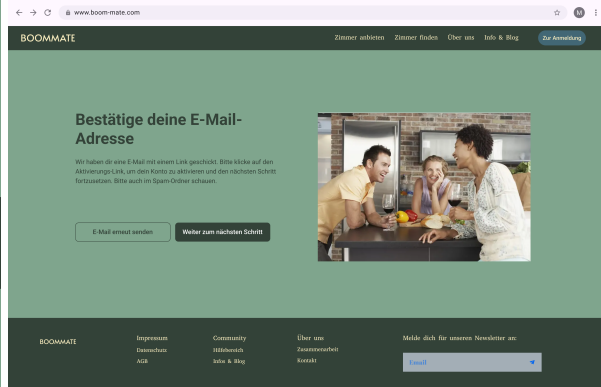
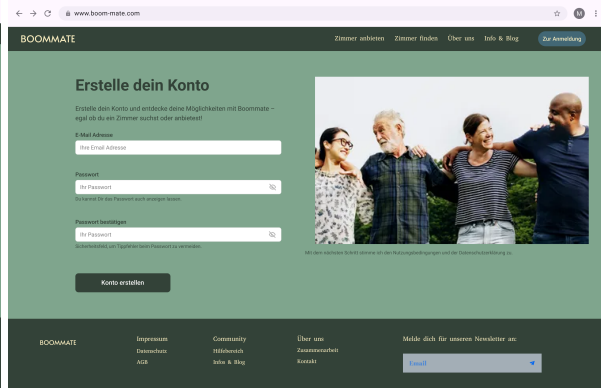
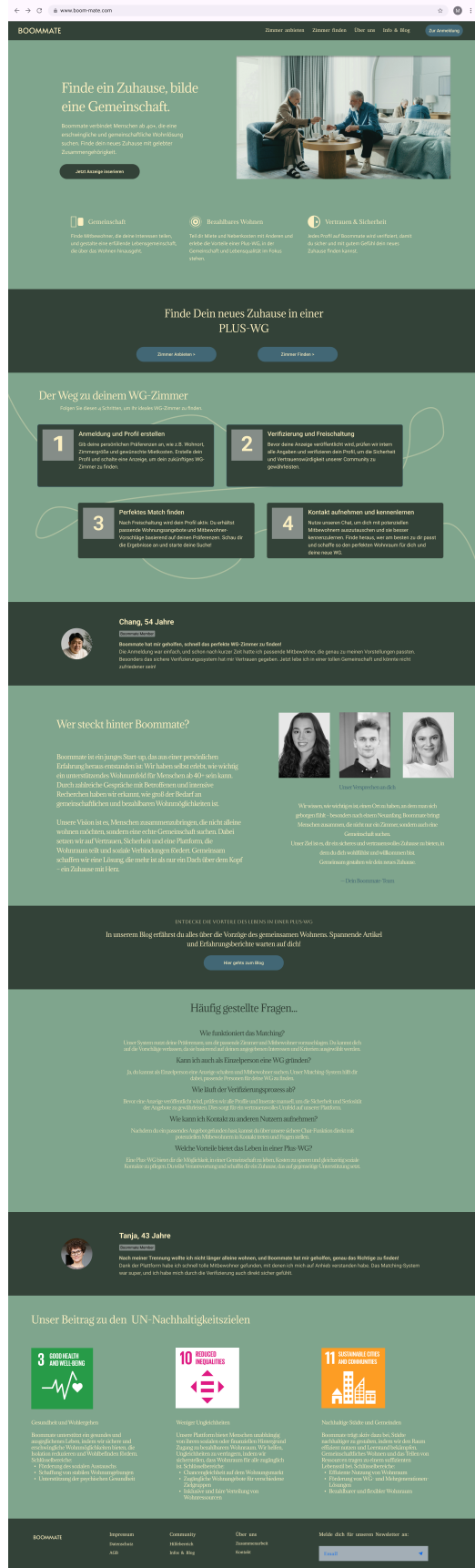
Appendix F: Interview Response Summary on Choices in Shared Living and Their Impact

Interviews part 2 - Findings

Interviewees	Background	Question 1	Question 2	Question 3	Question 4	Question 5	Misc. / Rating
Hija	<ul style="list-style-type: none"> Female Age: 49 Occupation: Yoga Teacher Shared living (Apartment) 	Lives in a shared apartment because she enjoys the company. Also, the apartment would be too expensive to compensate for alone	Has own rooms which give her privacy and space to express herself. Rules for living together are implemented regarding the priorities of the parties - as in a relationship.	Rules for living together are implemented regarding the priorities of the parties - as in a relationship.	Rules for living together are implemented regarding the priorities of the parties - as in a relationship.	Rules for living together are implemented regarding the priorities of the parties - as in a relationship.	Rules for living together are implemented regarding the priorities of the parties - as in a relationship.
Kornelia	<ul style="list-style-type: none"> Female Age: 64 Occupation: Pilates Teacher Shared living (Apartment) 	Lives with a roommate for maintaining a social environment. Before she lived with her family. Also, staying in the same part of the city was important to her. Moreover, financially it did not make sense to look for smaller 1-person apartments	Was not affected by getting a roommate. Only positive, if so, because she could stay in the place she wanted to, which would not be possible alone.	Was not affected by getting a roommate. Only positive, if so, because she could stay in the place she wanted to, which would not be possible alone.	Was not affected by getting a roommate. Only positive, if so, because she could stay in the place she wanted to, which would not be possible alone.	Was not affected by getting a roommate. Only positive, if so, because she could stay in the place she wanted to, which would not be possible alone.	Was not affected by getting a roommate. Only positive, if so, because she could stay in the place she wanted to, which would not be possible alone.
Anke	<ul style="list-style-type: none"> Female Age: 59 Occupation: Head of Public Affairs Shared living (Apartment) 	Lives in a shared apartment since the sudden death of her husband. The apartment is big enough and she does not want to live alone and feel lonely.	Her roommates have been of diverse age groups (students to working). She feels less lonely and likes the financial benefit. Luckily, the apartment still allows for privacy.	Appreciates the platforms helping her find suitable roommates, however does not feel secure when using them as she is not that tech frequent.	"I do not want to live alone anymore."	Values the sense of community shared living provides, especially after the loss of her husband. Enjoys the balance of having company while still maintaining some privacy.	Appreciates the financial benefits and social interactions of shared living. Feels the setup allows her to avoid the loneliness that might come from living alone, maintaining a connection to a broader community while respecting her need for private space.
Max	<ul style="list-style-type: none"> Male Age: Not specified Occupation: Not specified, works in Munich Lives in shared apartment 	Chose shared living due to high rents in Munich and enjoys the company.	Positive daily routine with shared meals and company at home; coordinates schedules for practical reasons like bathroom use.	Felt particularly connected during a dinner party with flatmates and friends, enjoying laughter and conversations.	Manages need for privacy by going to local cafes or for walks; appreciates the balance of social and personal space.	Plans to continue in shared living as it suits his lifestyle and budget currently.	Enjoys the financial and social benefits of shared living; open to changing living arrangements if circumstances change.
Julia	<ul style="list-style-type: none"> Female Age: Not specified, has adult children Occupation: Not specified Lives in shared flat in Berlin 	Moved to shared living to downsize and seek social interactions after her children went to university.	Enjoys meeting people from different backgrounds and sharing chores; feels refreshed by the community aspect.	Occasionally feels privacy is compromised but benefits from set house rules and mutual respect.	Shared a cultural night with flatmates, highlighting advantages of shared living through food, stories, and music.	Intends to continue in shared living, feels it keeps her young and socially connected.	Highly values the community and cultural exchange; committed to shared living as long as she can contribute.
Lukas	<ul style="list-style-type: none"> Male Age: Not specified Occupation: Not specified, works in Hamburg Moved from a smaller city, lives in shared apartment 	Motivated by financial reasons and social opportunities in a new city.	Positive impact on daily life, made great friends among flatmates who support each other.	Felt a strong sense of community when a flatmate supported him during a stressful work project.	Manages challenges around privacy and personal space through clear communication.	Plans to stay in shared housing due to the overall benefits and vibrant daily life.	Values the affordability and social connections; enjoys the vibrancy of shared living.

Appendix G: Product Development – Prototype

<https://www.figma.com/design/0lonOedMDMdvOgMrV8GwXJ/Boommate-Digi-Proto?node-id=0-1&node-type=canvas&t=hMAOWqDPKSbjvtXn-0>



BOOMMATE Zimmer anbieten Zimmer finden Über uns Info & Blog [Zur Anmeldung](#)

Info & Blog

Tausche ein in die Welt von Boommate – Hier findest Du Inspiration und hilfreiche Tipps rund ums Leben in einer Wohngemeinschaft. Erfahre mehr über die Vorteile des gemeinschaftlichen Wohnens, praktische Ratschläge zur WG-Suche oder Vermittlung und erlebe Dich persönlich unseren Mitgliedern. Egal, ob du dein Zimmer suchst oder selbst einen anbietest – unser Blog hat genau das richtige für dich bereit!

- Alleine Wohnen so schädlich wie täglicher Alkoholkonsum**
Die gesundheitlichen Auswirkungen des Alleinwohnens werden oft unterschätzt – doch Studien legen nahe, dass das Leben in Isolation ähnliche Gesundheitsrisiken birgt wie regelmäßiger Alkoholkonsum. Doch es gibt eine Alternative, die nicht nur das Wohlbefinden steigert, sondern auch Milliarden im Gesundheitssystem einsparen könnte. Willkommen beim Mehrgenerationenwohnen!
- Knapper Wohnraum und wirksame Gegenmittel**
In Zeiten steigender Mieten und knapper Ressourcen wird das Konzept der Wohnsuffizienz zunehmend interessant. Der Gedanke dahinter: Weniger Wohnfläche, mehr Lebensqualität. Wie kann das gelingen? In diesem Blogbeitrag beleuchten wir die Ursachen des übermäßigen Wohnraumbedarfs, die Auswirkungen auf Gesellschaft und Umwelt sowie kreative Ansätze, wie Wohnsuffizienz zu einer attraktiven Lösung werden kann.
- Alltag in einer 40-Plus WG**
Hinter dem Begriff 40-Plus verbirgt sich eine vielfältige Gemeinschaft. Wie sieht der Alltag in einer 40-Plus Wohnung aus? Erfahre mehr über die Herausforderungen, die Chancen und die besonderen Vorteile des Zusammenlebens in einer Wohngemeinschaft mit Senior:innen.
- Finanzielle Vorteile und Spartipps**
Wie die öffentlichen Hand versucht, die Kosten für die Aufhebung der Mietbindung in vielen Städten sind die Möglichkeiten für Kosteneinsparungen durch Wohnen in einer 40-Plus Wohnung. Besonders in größeren Wohnungen können die Einsparungen enorm sein. So die Mietkosten zwischen alten Mietverträgen und neuen Mietverträgen vergleichen und herausfinden, wie sich die Kosten für die Aufhebung der Mietbindung im Vergleich zu anderen Optionen verhalten. Über die gemeinsamen Vorteile des Zusammenlebens in einer Wohngemeinschaft.

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Alleine Wohnen so schädlich wie täglicher Konsum von Alkohol

Die gesundheitlichen Auswirkungen des Alleinwohnens werden oft unterschätzt – doch Studien legen nahe, dass das Leben in Isolation ähnliche Gesundheitsrisiken birgt wie regelmäßiger Alkoholkonsum. Doch es gibt eine Alternative, die nicht nur das Wohlbefinden steigert, sondern auch Milliarden im Gesundheitssystem einsparen könnte. Willkommen beim Mehrgenerationenwohnen!

Alleine wohnen: So unggesund wie der Konsum von sieben Gläsern Wein pro Woche?*

In einer zunehmend älter werdenden Gesellschaft rückt das Thema Mehrgenerationenwohnen immer mehr in den Fokus. Dieses gemeinschaftliche Wohnkonzept ist so alt wie die Menschheit selbst und bietet im Vergleich zum alleinigen Wohnen zahlreiche soziale, gesundheitliche und ökonomische Vorteile. So können negative Gesundheitsfolgen, die vergleichbar mit dem Konsum von sieben Gläsern Wein pro Woche sind, durch den täglichen Kontakt und Austausch in einem Mehrgenerationenwohnenhaushalt signifikant reduziert werden.

Positive Effekte auf die Gesundheit

Reduktion von Einsamkeit und ihren gesundheitlichen Folgen** So wie regelmäßiger Alkoholkonsum mit Gesundheitsrisiken wie Bluthochdruck und Herzkrankheiten verbunden ist, steigert auch Einsamkeit das Risiko für chronische Erkrankungen. Mehrgenerationenwohnen schafft soziale Verbindungen, die Einsamkeit effektiv bekämpfen und nachweislich das Risiko für Depression, Herz-Kreislauferkrankungen und sogar Schlaganfälle verringern können. Studien belegen, dass Menschen, die mit mehreren Generationen zusammenleben, eine signifikant höhere Lebensqualität haben und weniger unter altersbedingten Erkrankungen leiden.

Stärkung der psychischen Gesundheit durch soziale Unterstützung Der regelmäßige Kontakt mit anderen Generationen fördert die emotionale Stabilität und steigert das psychische Wohlbefinden. In einem Mehrgenerationenwohnenhaushalt entstehen durch gemeinsame Aktivitäten und den Austausch von Lebenserfahrungen tiefe, unterstützende Beziehungen. Diese sozialen Kontakte sind ebenso wichtig für die Gesundheit wie der Verzicht auf übermäßigen Alkoholkonsum.

Verringerung des Demenzrisikos durch kognitive Stimulation Die kognitive Gesundheit profitiert stark vom generationenübergreifenden Zusammenleben. Eine Studie zeigt, dass ältere Erwachsene in Mehrgenerationenwohnenhaushalten ein um 30% geringeres Demenzrisiko haben. Die Interaktion mit jüngeren Menschen fördert die geistige Aktivität und hält das Gehirn fit, wodurch eine ähnliche Schutzwirkung wie beim Verzicht auf regelmäßigen Alkoholkonsum erreicht werden kann.

Auswirkungen auf das Gesundheitssystem

Senkung der Gesundheitskosten: Die positiven Effekte auf die psychische und physische Gesundheit können die Ausgaben im Gesundheitswesen um bis zu 14% senken. Mit einem jährlichen Gesundheitsbudget von rund 500 Milliarden Euro in Deutschland könnten durch alternative Wohnsituationen Milliarden eingespart werden.

Entlastung der Pflegeversicherung: Mehrgenerationenwohnen kann den Bedarf an stationärer Pflege um Monate oder sogar Jahre verzögern. Wenn der Eintritt in die Pflege nur um ein Jahr hinausgezögert wird, könnten jährlich etwa 13 Milliarden Euro eingespart werden, was eine enorme Entlastung für die Pflegeversicherung darstellen würde.

Fazit

Mehrgenerationenwohnen bietet eine einfache, aber wirkungsvolle Lösung für gesundheitliche und gesellschaftliche Herausforderungen. Durch die Förderung dieses Wohnform können nicht nur die Lebensqualität verbessert, sondern auch Milliarden im Gesundheitssystem eingespart werden – eine lohnende Strategie für eine alternde Gesellschaft.

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Knapper Wohnraum und wirksame Gegenmittel

In Zeiten steigender Mieten und knapper Ressourcen wird das Konzept der Wohnsuffizienz zunehmend interessant. Der Gedanke dahinter: Weniger Wohnfläche beanspruchen und dadurch Kosten senken, Gemeinschaft stärken und nachhaltiger leben. In diesem Blogbeitrag beleuchten wir die Ursachen des übermäßigen Wohnraumbedarfs, die Auswirkungen auf Gesellschaft und Umwelt sowie kreative Ansätze, wie Wohnsuffizienz zu einer attraktiven Lösung werden kann.

Ursachen des hohen Wohnraumbedarfs

Über die letzten Jahrzehnte haben sich die Wohnstandards drastisch verändert. Mehr Menschen leben allein, und der Wohnflächenbedarf pro Person ist enorm gestiegen. Während früher oft mehrere Generationen unter einem Dach lebten, wohnen heute viele Menschen in Einzeleinheiten oder nutzen große Wohnflächen. Die Nachfrage nach Platz für individuelle Bedürfnisse führt dazu, dass wertvolle Ressourcen verbraucht werden, die die Umwelt belasten und zu steigenden Mietkosten beitragen.

Wachsende Ansprüche an Komfort und Ausstattung

Hochwertige Ausstattung und moderne Technologien sind zur Norm geworden, was den Wohnraumbedarf noch weiter steigert. Smarte Einrichtungen und größere Wohnflächen erhöhen jedoch nicht nur die Baukosten, sondern auch den ökologischen Fußabdruck. Je größer und technologischer ein Wohnraum ist, desto mehr Energie wird für den Bau, die Instandhaltung und das Heizen benötigt.

Auswirkungen auf Gesellschaft und Umwelt

Ein hoher Wohnraumbedarf wirkt sich direkt auf die Wohnkosten aus. Da für größere Wohnungen oft höhere Mieten gezahlt werden müssen, sinkt der finanzielle Spielraum vieler Haushalte für andere Lebensbereiche. Besonders Menschen mit niedrigem Einkommen, Studierende und Alleinerziehende sind betroffen, da sie sich kleine und zentral gelegene Wohnungen kaum leisten können. Wohnsuffizienz könnte hier eine Lösung bieten, indem sie hilft, Wohnkosten durch weniger Wohnfläche zu senken.

Umweltbelastung durch Ressourcenverbrauch

Der Bau und die Nutzung von Wohnraum haben erhebliche ökologische Auswirkungen. Der Bedarf an Ressourcen wie Wasser, Baumaterialien und Energie steigt kontinuierlich, während gleichzeitig wertvolle Grünflächen zubetoniert werden. Weniger Wohnfläche bedeutet weniger Baumaterial und niedrigere Energiekosten – das Wohnen wird umweltchonender und nachhaltiger.

Soziale Isolation durch große Wohnflächen

Mit mehr Wohnraum steigt oft die Tendenz zur sozialen Isolation. Studien zeigen, dass Menschen in kleineren Wohnungen oder gemeinschaftlichen Wohnprojekten mehr sozialen Austausch erleben, was sich positiv auf das Wohlbefinden und die mentale Gesundheit auswirkt. Wohnsuffizienz kann helfen, Wohnflächen zu teilen und so die soziale Integration zu fördern.

Ansätze für Wohnsuffizienz und alternative Wohnkonzepte

Kompakte Wohnräume, die intelligent genutzt werden, können denselben Komfort bieten wie große Wohnungen, jedoch auf deutlich kleinerer Fläche. Modulare Wohnungen bieten flexible Raumkonzepte und lassen sich den Lebensbedürfnissen der Bewohner anpassen. So wird weniger Wohnraum effizient genutzt, ohne auf Komfort zu verzichten.

Gemeinschaftsflächen statt individueller Räume

Wohnsuffizienz bedeutet auch, dass nicht jeder private Räume für alle Aktivitäten braucht. Gemeinschaftliche Wohnflächen wie Küchen, Arbeitszimmer oder Hobbyräume können von mehreren Bewohnern genutzt werden. Dies spart Platz und ermöglicht den sozialen Austausch, ohne dass jeder Haushalt einen eigenen großen Wohnraum benötigt.

Mehrgenerationenwohnen und gemeinschaftliche Wohnprojekte

Wohnprojekte, in denen mehrere Generationen zusammenleben, sind eine großartige Möglichkeit, Wohnraum effizienter zu nutzen und das Gemeinschaftsgefühl zu stärken. Durch geteilte Wohnflächen und gemeinsame Aktivitäten lassen sich die Kosten pro Person senken, und gleichzeitig profitiert die Gesellschaft durch den sozialen Austausch und die gegenseitige Unterstützung.

Tiny Houses und mobile Wohnheiten

Tiny Houses stehen für Minimalismus und Effizienz. Auf kleinem Raum bieten sie alle wichtigen Wohnfunktionen und sind gleichzeitig kostengünstig und nachhaltig. Mobile Wohnheiten ermöglichen flexible Lebenskonzepte, die unabhängig von einem festen Standort sind. Sie nutzen minimalen Wohnraum und passen gut in das Konzept der Wohnsuffizienz.

Fazit

Wohnsuffizienz stellt eine zukunftsorientierte Lösung dar, die sowohl wirtschaftliche als auch ökologische Vorteile bietet. Durch kleinere, effektiv genutzte Wohnflächen können Kosten gesenkt, Ressourcen geschont und gleichzeitig soziale Kontakte gefördert werden. Angesichts knapper Ressourcen und steigender Mieten ist Wohnsuffizienz eine innovative Möglichkeit, Lebensqualität und Nachhaltigkeit miteinander zu verbinden. Der gesellschaftliche und umweltpolitische Mehrwert ist beachtlich, und es braucht eine bewusste Entscheidung für diesen Lebensstil, um langfristig bezahlbaren Wohnraum und ein nachhaltiges Zusammenleben zu fördern.

Interesse an Wohnsuffizienz?

Erfahre mehr darüber, wie du Teil innovativer Wohnprojekte werden kannst und welche Vorteile die Wohnsuffizienz für dein Leben und die Umwelt bietet. Lass uns gemeinsam eine nachhaltigere Zukunft gestalten und den Wohnraum der nächsten Generation bewusst nutzen.

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Allgemeine Geschäftsbedingungen

- 1. Geltungsbereich**
 - 1.1 Diese Allgemeinen Geschäftsbedingungen (AGB) gelten für die Nutzung der Plattform boommate.com, betrieben von der Boommate GmbH, Muttermannstraße 10, 12345 Musterstadt (nachfolgend "Anbieter" genannt). Die Plattform vermittelt Wohnobjekte zur Miete oder zum Kauf.
 - 1.2 Zweck der Registrierung und Nutzung der Plattform ist die Nutzung dieser AGB in die jeweils gültigen Presing.
- 2. Vertragsgegenstand**
 - 2.1 Der Anbieter bietet eine Online-Plattform an, auf der Vermieter und Wohnungssuchende miteinander in Kontakt treten können. Der Anbieter selbst vermittelt keine Wohnungen und tritt nicht als Vermittler im rechtlichen Sinne auf.
 - 2.2 Die Nutzung der Plattform ist für Wohnungssuchende kostenlos. Vermieter können zusätzliche kostenpflichtige Services in Anspruch nehmen.
- 3. Registrierung und Nutzerkonto**
 - 3.1 Um die Plattform vollständig nutzen zu können, ist eine Registrierung erforderlich. Hierfür müssen die Nutzer korrekte und vollständige Daten eingeben.
 - 3.2 Jeder Nutzer ist verpflichtet, seine Zugangsdaten sicher aufzubewahren und nicht an Dritte weiterzugeben. Der Anbieter haftet nicht für Schäden, die aus dem Missbrauch der Zugangsdaten resultieren.
 - 3.3 Der Anbieter behält sich das Recht vor, Nutzerkonten zu sperren oder zu löschen, wenn gegen die AGB Verstöße vorliegen oder Missbrauch festgestellt wird.
- 4. Leistungsangabe**
 - 4.1 Der Anbieter stellt die technischen Voraussetzungen für die Kontaktaufnahme zwischen Vermietern und Mietinteressenten bereit. Der Anbieter übernimmt jedoch keine Garantie für die Verfügbarkeit, Richtigkeit oder Qualität der angebotenen Immobilien.
 - 4.2 Der Anbieter ist berechtigt, das Angebot jederzeit zu ändern, zu erweitern oder einzuschränken.
- 5. Pflichten der Nutzer**
 - 5.1 Die Nutzer verpflichten sich, die Plattform nur im Einklang mit diesen AGB und den geltenden Gesetzen zu nutzen.
 - 5.2 Es ist untersagt, falsche oder irreführende Angaben zu Immobilien oder persönlichen Daten zu machen. Insbesondere dürfen keine Betrügereien behauptet oder Inhalte, die gegen die Rechte Dritter verstoßen, veröffentlicht werden.
 - 5.3 Vermieter müssen sicherstellen, dass die eingestellten Informationen zu den Immobilien der Wahrheit entsprechen und aktuell sind.
- 6. Kosten und Zahlungsbedingungen**
 - 6.1 Für Wohnungssuchende ist die Nutzung der Plattform kostenlos.
 - 6.2 Für Vermieter können bestimmte Zusatzleistungen kostenpflichtig sein. Die Preise und Zahlungsbedingungen werden im Buchungssystem angegeben und sind bindend.
 - 6.3 Die Zahlung ist mit den angegebenen Zahlungsmethoden durchzuführen. Bei Zahlungsverzug behält sich der Anbieter das Recht vor, den Zugang zu den kostenpflichtigen Services zu sperren.
- 7. Vertragsaufhebel und Kündigung**
 - 7.1 Der Nutzungsvertrag wird auf unbestimmte Zeit geschlossen und kann von beiden Seiten jederzeit ohne Angabe von Gründen gekündigt werden.
 - 7.2 Die Kündigung des Nutzers erfolgt durch Löschung des Nutzerkontos auf der Plattform.
- 8. Haftung**
 - 8.1 Der Anbieter haftet nicht für die Richtigkeit, Vollständigkeit und Aktualität der durch Dritte eingestellten Inhalte und Immobilienangebote.
 - 8.2 Der Anbieter haftet nicht für Schäden, die durch die Nutzung der Plattform entstehen, es sei denn, diese beruhen auf Vorsatz oder grober Fahrlässigkeit.
 - 8.3 Für direkte oder indirekte Schäden, die durch die Nutzung oder die Nichtverfügbarkeit der Plattform entstehen, übernimmt der Anbieter keine Haftung.
- 9. Datenschutz**

Die Verarbeitung personenbezogener Daten erfolgt gemäß unserer Datenschutzerklärung. Die Nutzer werden über den Umfang und Zweck der Erhebung, Speicherung und Verarbeitung ihrer Daten informiert.
- 10. Änderungen der AGB**

Der Anbieter behält sich das Recht vor, diese AGB jederzeit zu ändern. Änderungen werden den Nutzern rechtzeitig mitgeteilt und gelten ab akzeptiert, wenn der Nutzer die Plattform nach Inkrafttreten der Änderungen weiter nutzt.
- 11. Schlussbestimmungen**
 - 11.1 Es gilt das Recht der Bundesrepublik Deutschland unter Ausschluss des UN-Kaufrechts.
 - 11.2 Sollte eine Bestimmung dieser AGB unwirksam sein oder werden, bleibt die Wirksamkeit der übrigen Bestimmungen unberührt. In der Stelle der unwirksamen Bestimmung tritt eine rechtlich zulässige Regelung, die dem wirtschaftlichen Zweck am nächsten kommt.

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Impressum

Angaben gemäß § 5 TMG

boommate.com
Boommate GmbH
Schneider Straße 44
12345, Berlin
Deutschland

Vertreten durch:
Geschäftsführer: Lea Hasek

Kontakt:
Telefon: +49 (0) 123 456 789
E-Mail: hello@boommate.com

Registrierung:
Eintragung im Handelsregister:
Registrierungsamt: Amtsgericht Berlin
Registernummer: HRB 12345

Umsatzsteuer-ID:
Umsatzsteuer-Identifikationsnummer gemäß § 27a Umsatzsteuergesetz: DE123456789

Aufsichtsbehörde:
Gewerbeaufsichtsamt nach § 34a GewO durch die Stadt Musterstadt, Abteilung für Wirtschaft und Gewerbe.

Berufshaftpflichtversicherung:
Versicherungsanstalt: Versicherungsanstalt AG
Adresse: Musterstraße 10, 12345 Musterstadt
Räumlicher Geltungsbereich: Europa

Verantwortlich für den Inhalt nach § 18 Abs. 2 MSUV:
Lea Hasek
Muttermannstraße 10
12345 Musterstadt

Hinweis auf EU-Streitbeilegung:
Die Europäische Kommission stellt eine Plattform zur Online-Streitbeilegung (OS) bereit: <https://ec.europa.eu/consumers/odr/>. Unsere E-Mail-Adresse finden Sie oben im Impressum.

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Datenschutzvereinbarung

- 1. Name und Kontaktdaten des Verantwortlichen**
Verantwortlich für die Datenverarbeitung ist:
Boommate GmbH (Vertragsbeschäftigte)
Straße und Hausnummer:
PLZ/Ort:
Deutschland
E-Mail: hello@boommate.com
Telefon: [Ihre Telefonnummer]
- 2. Erhebung und Speicherung personenbezogener Daten sowie Art und Zweck von deren Verwendung**
 - a) Beim Besuch der Website
Beim Aufrufen unserer Website boommate.com werden durch den von Ihrem Endgerät verwendeten Browser automatisch Informationen an den Server unserer Website gesendet. Diese Informationen werden temporär in einem sogenannten Logfile gespeichert. Folgende Informationen werden ohne Ihr Zutun erfasst und bis zur automatisierten Löschung gespeichert:
- IP-Adresse des aufrufenden Rechners
- Datum und Uhrzeit des Zugriffs
- Name und URL der abgerufenen Datei
- Website, von der aus der Zugriff erfolgt (Referrer-URL)
- verwendeter Browser und ggf. das Betriebssystem Ihres Rechners sowie der Name Ihres Access-Providers
Diese Daten werden zu folgenden Zwecken verarbeitet:
- Gewährleistung eines reibungslosen Verbindungsaufbaus der Website
- Gewährleistung einer komfortablen Nutzung unserer Website
- Auswertung der Systemstatistik und -erhältlichkeit
- weitere administrative Zwecke
Die Rechtsgrundlage für die Datenverarbeitung ist Art. 6 Abs. 1 S. 1 lit. f DSGVO.
b) Bei Nutzung unseres Kontaktformulars
Bei Fragen bitten wir Ihnen die Möglichkeit, über ein Formular auf der Website Kontakt aufzunehmen. Dabei ist die Angabe einer gültigen E-Mail-Adresse erforderlich. Weitere Angaben sind freiwillig. Die Datenverarbeitung erfolgt nach Art. 6 Abs. 1 S. 1 lit. a DSGVO auf Grundlage Ihrer Einwilligung.
- 3. Weitergabe von Daten**
Wir geben Ihre Daten nur an Dritte weiter, wenn:
- Sie Ihre ausdrückliche Einwilligung erteilt haben (Art. 6 Abs. 1 S. 1 lit. a DSGVO)
- die Weitergabe zur Geltendmachung, Ausübung oder Verteidigung von Rechtsansprüchen erforderlich ist (Art. 6 Abs. 1 S. 1 lit. f DSGVO)
- eine gesetzliche Verpflichtung besteht (Art. 6 Abs. 1 S. 1 lit. c DSGVO)
- dies für die Abwicklung von Vertragsverhältnissen mit Ihnen erforderlich ist (Art. 6 Abs. 1 S. 1 lit. b DSGVO)
- 4. Cookies**
Wir setzen Cookies ein, um die Nutzung unserer Website zu erleichtern. Session-Cookies werden nach Verlassen der Seite gelöscht, während temporäre Cookies für eine bestimmte Zeit gespeichert bleiben. Die durch Cookies verarbeiteten Daten sind nach Art. 6 Abs. 1 S. 1 lit. f DSGVO geschützt. Die meisten Browser akzeptieren Cookies automatisch. Sie können Ihren Browser so konfigurieren, dass keine Cookies gespeichert werden oder dass ein Hinweis erscheint, bevor ein Cookie angelegt wird. Die vollständige Deaktivierung von Cookies kann jedoch zu Einschränkungen in der Nutzung führen.
- 5. Analyse-Tools**
Tracking-Maßnahmen erfolgen auf Grundlage von Art. 6 Abs. 1 S. 1 lit. f DSGVO zur Optimierung unserer Website und zur statistischen Auswertung.
- 6. Betroffenenrechte**
Sie haben das Recht auf:
- Auskunft (Art. 15 DSGVO)
- Berichtigung (Art. 16 DSGVO)
- Löschung (Art. 17 DSGVO)
- Einschränkung der Verarbeitung (Art. 18 DSGVO)
- Datenübertragbarkeit (Art. 20 DSGVO)
- Widerruf Ihrer Einwilligung (Art. 7 Abs. 3 DSGVO)
- Beschwerde bei einer Aufsichtsbehörde (Art. 77 DSGVO)
- 7. Widerspruchsrecht**
Sie können gemäß Art. 21 DSGVO Widerspruch gegen die Verarbeitung Ihrer Daten einlegen, insbesondere gegen Datenkündigung. Wenden Sie sich dazu bitte an: hello@boommate.com.
- 8. Datenschutz**
Wir verwenden das SSL-Verfahren zur Verschlüsselung und setzen organisatorische Maßnahmen ein, um Ihre Daten zu schützen.
Aktualität und Änderung dieser Datenschutzerklärung
Diese Datenschutzerklärung ist aktuell gültig (Stand: [aktueller Monat und Jahr]). Änderungen können erforderlich sein, um gesetzlichen Vorgaben zu entsprechen. Die aktuelle Datenschutzerklärung finden Sie auf unserer Website unter [Link zur Datenschutzerklärung].

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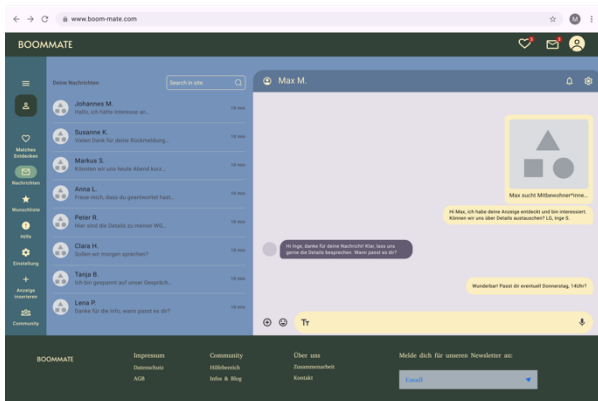
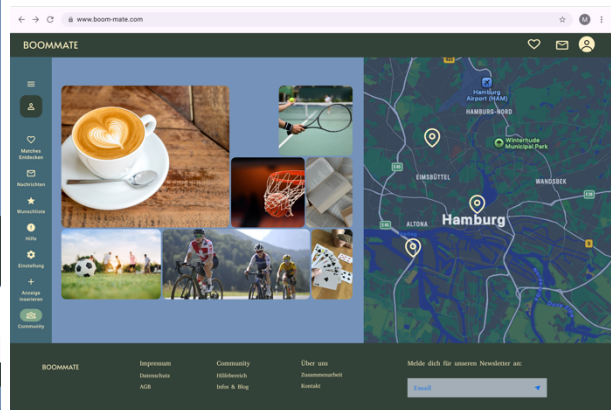
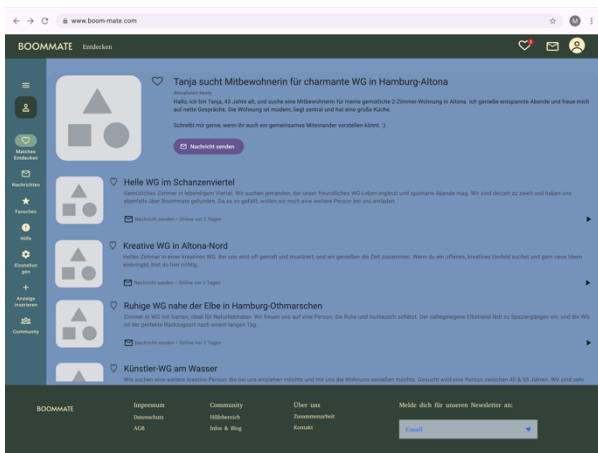
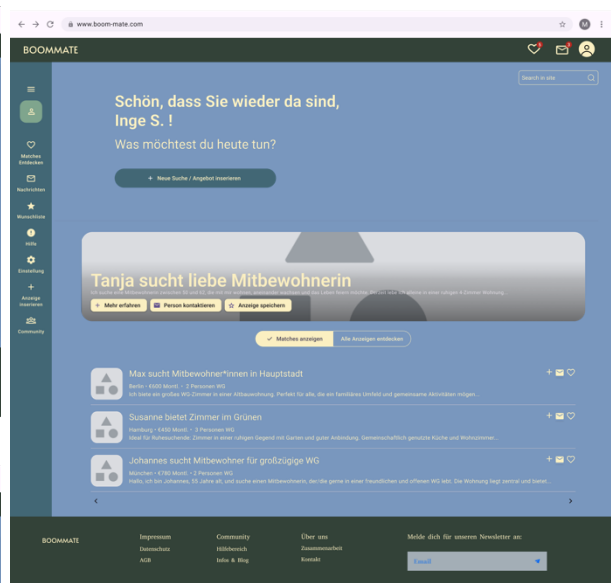
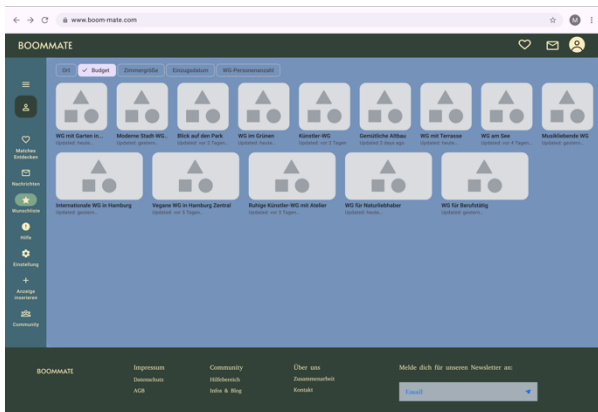
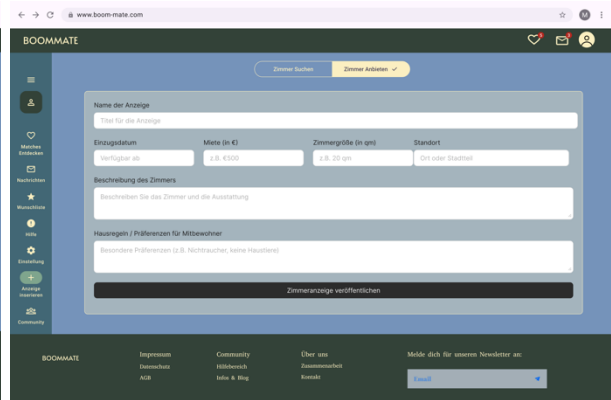
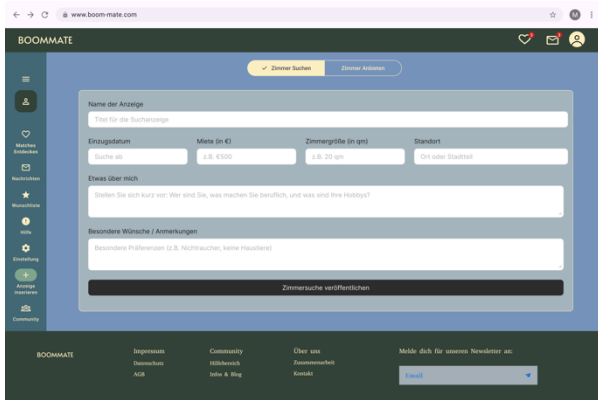
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E-Mail-Adresse

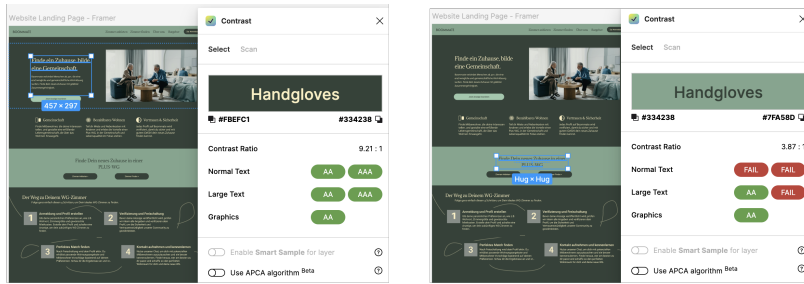
Betreff der Anfrage

Nachricht / Anfrage

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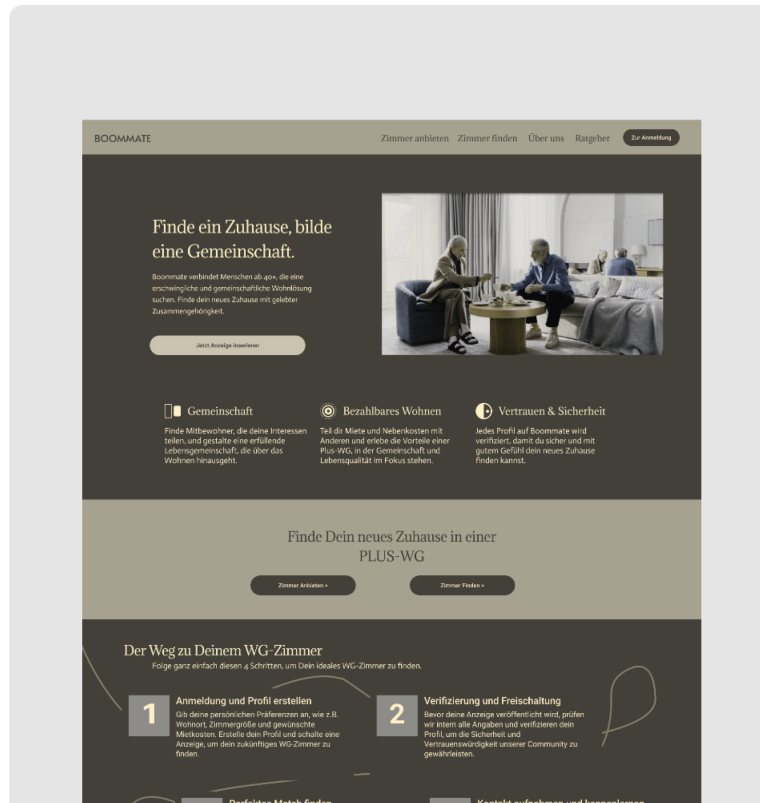
Appendix H: Prototype Accessibility Testing

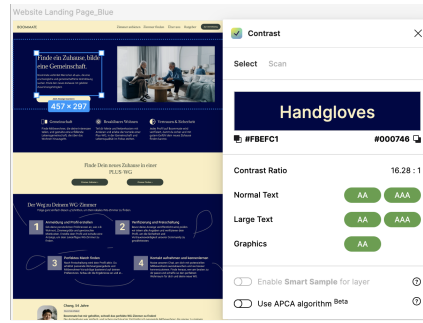
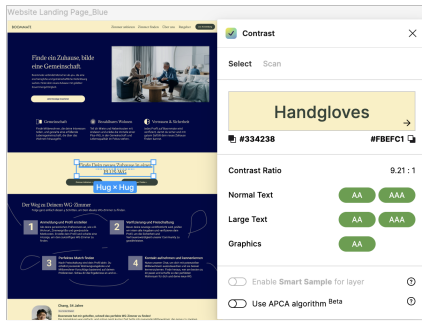


ColorBlind Simulator

Using this plugin you can preview how your design will be perceived by people with a particular color blind type.

- Normal**
-
- Protanomaly**
Partially makes Red look like Green
- Deuteranomaly**
Partially makes Green look like Red
- Protanopia** ✓
Complete Red-Green colorblindness
- Deuteranopia**
Complete Red-Green colorblindness
- Tritanomaly**
Blue-Green, Purple-Red & Yellow-Pink
- Tritanopia**
Tritanomaly + less bright colors
- Achromatopsia**
Full colorblindness



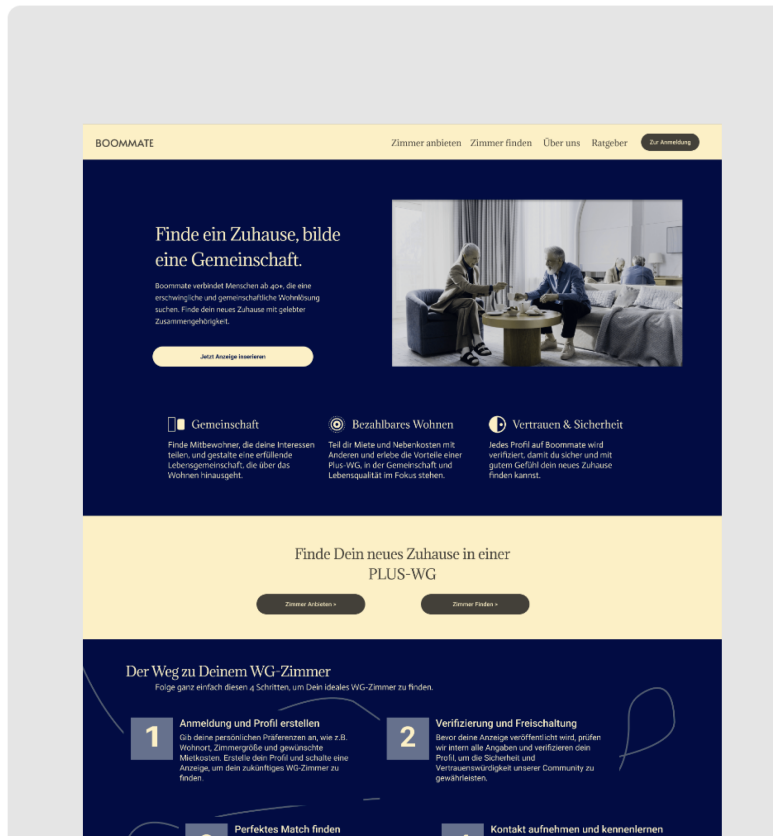


Color Blind

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Tritanomaly + less bright colors
- Achromatopsia**
Full colorblindness



Appendix I: Landing Page

Zur Anmeldung

Finde ein Zuhause, bilde eine Gemeinschaft.

Boommate verbindet Menschen ab 40+, die eine erschwingliche und gemeinschaftliche Wohnlösung suchen. Finde dein neues Zuhause mit gleicher Zusammengehörigkeit.

Zimmer anbieten

Zimmer finden

Gemeinschaft

Finde Mitbewohner, die deine Interessen teilen, und gestalte eine tolle neue Lebensgemeinschaft, die über das Wohnen hinausgeht.

Bezahlbares Wohnen

Teil der Miete und Nebenkosten mit anderen und erhalte die Vorteile einer Plus-WG, in der Gemeinschaft und die Lebensqualität im Fokus stehen.

Vertrauen & Sicherheit

Jedes Profil auf Boommate wird verifiziert, damit du sicher und mit gutem Gefühl dein neues Zuhause finden kannst.

Der Weg zu Deinem WG-Zimmer

Folge ganz einfach diesen 4 Schritten, um Dein ideales WG-Zimmer zu finden.

1

Anmeldung und Profil erstellen

Gib deine persönlichen Präferenzen an, wie z.B. Wohnort, Zimmergröße und gewünschte Mietkriterien. Erstelle dein Profil und schalte eine Anzeige, um dein zukünftiges WG-Zimmer zu finden.

2

Verifizierung und Freischaltung

Bevor deine Anzeige veröffentlicht wird, prüfen wir zuerst alle Angaben und verifizieren dein Profil, um die Sicherheit und Vertrauenswürdigkeit unserer Community zu gewährleisten.

3

Perfektes Match finden

Nach Freischaltung wird dein Profil aktiv. Du erhältst passende Wohnungsangebote und Mitbewohner-Vorschläge basierend auf deinen Präferenzen. Schau dir die Ergebnisse an und st.

4

Kontakt aufnehmen und kennenlernen

Nutzt unseren Chat, um dich mit passenden Mitbewohnern auszutauschen und die besten Kennenlern-Tipps zu erhalten. Wenn du bereit bist, kontaktiere die Person, die dir am besten zu dir passt und schaffe so den perfekten Wohnraum für dich und deine neue WG.

Chang, 54 Jahre

Boommate hat mir geholfen, schnell das perfekte WG-Zimmer zu finden. Die Anmeldung war einfach und schnell. Nach kurzer Zeit habe ich passende Mitbewohner, die genau zu meinen Vorstellungen passen. Besonders das sichere Verifizierungssystem hat mir Vertrauen gegeben. Jetzt habe ich in einer tollen Gemeinschaft und konnte nicht zufriedener sein!

Wer steckt hinter Boommate?

Unter Vorzeichen an Dich

Wir wissen, wie wichtig es ist, einen Ort zu haben, an dem man sich wohlfühlt. – besonders nach einem Umzug. Boommate bringt Menschen zusammen, die nicht nur ein Zimmer, sondern auch ein „Gemeinschaftsleben“ suchen. Unser Ziel ist es, ein warmes und vertrauensvolles Zuhause zu bieten, in dem du dich wohlfühlst und willkommen bist. Gemeinsam gestalten wir dein neues Zuhause. – Dein Boommate-Team

Entdecke die Vorteile einer PLUS-WG

Mit Boommate erfährst du alles über die Vorteile des gemeinsamen Wohnens. Spannende Artikel und Erfahrungsbilder warten auf dich!

Zur Anmeldung

Häufig gestellte Fragen...

Wie funktioniert das Matching?

Unser System nutzt deine Präferenzen und die von anderen Nutzern um ein passendes Zimmer und Mitbewohner vorzuschlagen. Du kannst dich auf die Vorschläge verlassen, da sie basierend auf deinen angegebenen Interessen und Kriterien ausgewählt werden.

Kann ich auch als Einzelperson eine WG gefunden?

Ja, du kannst als Einzelperson eine Anzeige erstellen und Mitbewohner suchen. Unser Matching-System hilft dir dabei, passende Partner für deine WG zu finden.

Wie läuft der Verifizierungsprozess ab?

Bevor eine Anzeige veröffentlicht wird, prüfen wir alle Profile und besetzen manuell, um die Sicherheit und Qualität der Community zu gewährleisten. Das sorgt für ein vertrauensvolles Umfeld auf unserer Plattform.

Wie kann ich Kontakt zu anderen Nutzern aufnehmen?

Nachdem du ein passendes Angebot gefunden hast, kannst du über unsere sichere Chat-Funktion direkt mit potenziellen Mitbewohnern Kontakt aufnehmen und Fragen stellen.

Welche Vorteile bietet das Leben in einer Plus-WG?

Eine Plus-WG bietet dir die Möglichkeit, in einer Gemeinschaft zu wohnen, Kosten zu sparen und gleichzeitig soziale Kontakte zu knüpfen. Du wirst Verantwortung und Struktur in ein Zuhause, das auf gegenseitige Unterstützung setzt.

Tanja, 43 Jahre

Nach meiner Trennung wollte ich nicht länger alleine wohnen, und Boommate hat mir geholfen, genau das Richtige zu finden. Dank der Plattform habe ich schnell tolle Mitbewohner gefunden, mit denen ich mich auf Anhieb verstanden habe. Das Matching-System war super, und ich habe mich durch die Verifizierung auch direkt sicher gefühlt.

Unser Beitrag zu den UN-Nachhaltigkeitszielen

3

GOOD HEALTH AND WELL-BEINGE

Gesundheit & Wohlbefinden

Boommate verbindet die gesunde und aktive Lebensweise mit einer erschwinglichen Wohnlösung, die das Wohlbefinden und die Lebensqualität fördert.

- Erhöht die soziale Interaktion
- Schafft ein unterstützendes Wohnumfeld
- Erhöht die Lebensqualität
- Unterstützt die psychische Gesundheit

10

AFFORDABLE HOUSING

Weniger Ungleichheiten

Boommate hilft dabei, die Wohnkosten zu senken und eine erschwingliche Wohnlösung zu schaffen, die den finanziellen Belastungen der Nutzer entgegenwirkt.

- Senkung der Miete- und Nebenkosten
- Unterstützung bei der Finanzierung von Wohnraum
- Erhöht die finanzielle Flexibilität

11

SUSTAINABLE CITIES AND COMMUNITIES

Nachhaltige Städte & Gemeinden

Boommate trägt dazu bei, die Lebensqualität in Städten zu verbessern und die soziale Kohäsion zu stärken. Durch die Verbindung von Menschen mit ähnlichen Interessen und Werten wird ein unterstützendes Umfeld geschaffen.

- Förderung von WG- und Gemeinschaftsprojekten
- Erhöhung der sozialen Interaktion
- Unterstützung bei der Finanzierung von Wohnraum
- Erhöht die finanzielle Flexibilität

Zur Anmeldung

Zur Anmeldung

Allgemeine Geschäftsbedingungen

1. **Übersicht**
- 1.1 Diese Allgemeinen Geschäftsbedingungen (AGB) gelten für die Nutzung der Plattformen sowie, behält sich die Boommate GmbH, Boommate GmbH, 10245 Berlin, Deutschland, "Boommate" genannt. Die Plattform verbindet Menschen ab 40+, die eine erschwingliche und gemeinschaftliche Wohnlösung suchen und sich als Benutzer in unserem System auf.
- 1.2 Durch die Registrierung und Nutzung der Plattformen akzeptieren die Nutzer diese AGB in der jeweils gültigen Fassung.
2. **Nutzung**
- 2.1 Der Anbieter stellt eine Online-Plattform an, auf der Vermieter und Wohnungssuchende miteinander in Kontakt treten können. Der Anbieter selbst garantiert keine Wohnplätze und ist nicht als Vermittler zu verstehen. Stattdessen:
- 2.2 Die Nutzung der Plattform ist für Wohnungssuchende kostenlos. Vermieter können zusätzliche kostenpflichtige Services in Anspruch nehmen.
3. **Registrierung und Identifizierung**
- 3.1 Die Plattform verbindet Nutzer in einem, in der Registrierung erforderlich. Nutzer müssen die Miete bezahlen und verifizierbar sein.
- 3.2 Jeder Nutzer ist verpflichtet, seine Zugangsdaten sicher aufzubewahren und nicht an Dritte weiterzugeben. Der Anbieter haftet nicht für Schäden, die aus dem Missbrauch von Zugangsdaten resultieren.
- 3.3 Der Anbieter behält sich das Recht vor, Maßnahmen zu ergreifen oder zu treffen, wenn gegen die AGB verstoßen wird oder Missbrauch festgestellt wird.
4. **Leistungsangabe**
- 4.1 Die Anbieter stellt die technischen Voraussetzungen für die Kontaktaufnahme zwischen Vermietern und Wohnungssuchenden bereit. Der Anbieter garantiert keine Services für die Registrierung, Identifizierung oder Qualität der angebotenen Immobilien.
- 4.2 Der Anbieter ist berechtigt, den Angeboten jederzeit zu ändern, zu erweitern oder einzustellen.
5. **Werbung auf der Plattform**
- 5.1 Die Nutzer sind für die Werbung auf der Plattform für die Erstellung von Anzeigen und das gezielte Marketing zu zahlen.
- 5.2 Die Werbung ist ausschließlich durch die Plattformen zu veröffentlichen und ausschließlich über die Plattformen zu betreiben. Werbende dürfen keine Regeln erlassen, die gegen die Rechte Dritter verstoßen, verstoßen werden.
- 5.3 Werbende sind verpflichtet, über die angebotenen Informationen die vollständige Wahrheit anzugeben und aktuell zu halten.
6. **Kosten und Zahlungsbedingungen**
- 6.1 Die Nutzung der Plattformen ist kostenlos.
- 6.2 Die Nutzer können bestimmte Zusatzleistungen gegen eine Gebühr, wie die Suche und Zahlungsfunktionen, in Anspruch nehmen.
- 6.3 Die Zahlung ist nur an den angegebenen Zahlungsdienstleister durchzuführen. Bei Zahlungserfolg behält sich der Anbieter das Recht vor, den Zugang zu den Plattformen zu sperren.
7. **Vertragsabschluss und Kündigung**
- 7.1 Die Nutzung der Plattformen ist ein Vertrag zwischen dem Nutzer und dem Anbieter, der durch die Nutzung der Plattformen zustande kommt.
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8. **Haftung**
- 8.1 Die Anbieter haftet nicht für die Inhalte, Informationen und Aussagen der durch Dritte angebotenen und veröffentlichten Informationen.
- 8.2 Die Anbieter haftet nicht für Schäden, die durch die Nutzung der Plattformen entstehen, wenn diese durch den Anbieter oder den Nutzer verursacht werden.
- 8.3 Die Anbieter haftet nicht für Schäden, die durch die Nutzung oder die Nichtnutzung der Plattformen entstehen, unabhängig der Anbieter seine Haftung.
9. **Datenschutz**

Die Nutzungsbedingungen sind ein integraler Bestandteil der Datenschutzerklärung. Die Nutzer werden über den Umfang und Zweck der Erfassung, Speicherung und Verarbeitung ihrer Daten informiert.

- 10. **Beendigung der AGB**

Der Anbieter behält sich das Recht vor, diese AGB jederzeit zu ändern. Änderungen werden den Nutzern rechtzeitig bekannt gegeben und akzeptiert, wenn der Nutzer die Plattform nach Aktualisierung der Bedingungen weiter nutzt.

- 11. **Schlussbestimmungen**
- 11.1 Die AGB gelten für die Boommate GmbH, Deutschland, 10245 Berlin, Deutschland.
- 11.2 Die AGB gelten für die Boommate GmbH, Deutschland, 10245 Berlin, Deutschland.
- 11.3 Die AGB gelten für die Boommate GmbH, Deutschland, 10245 Berlin, Deutschland.

BOOMMATE

Impressum

Über Uns

Kontakt

Möchte dich für unsere Newsletter anmelden?

Zur Anmeldung

Impressum

Angaben gemäß § 1 TMG

Boommate GmbH
 Boommate GmbH
 10245 Berlin
 Deutschland

Verantwortlich für den Inhalt nach § 18 Abs. 1 TMG

Boommate GmbH
 Geschäftsführer: Lea Haack, Anton Schick, Helene Hübner

Kontakt

Telefon: +49 (0) 30 232 42 789
 E-Mail: hello@boommate.com

Registrierung

Handelsregister: Amtsgericht Berlin-Charlottenburg
 Registernummer: HRB 17247
 Umsatzsteuer-ID: DE255123456

Haftung für Inhalte

Die Inhalte der Plattformen sind die Verantwortung der jeweiligen Nutzer und Anbieter.

Haftung für Links

Boommate GmbH ist für die Inhalte der von uns verlinkten Webseiten nicht verantwortlich.

Urheberrecht

Alle Rechte vorbehalten. Nachdruck, Vervielfältigung und Verbreitung, auch auszugsweise, ist ohne schriftliche Genehmigung von Boommate GmbH.

Druckversion

Die Druckversion dieser AGB ist unter [https://www.boommate.com/agb](#) verfügbar.

Werbung

Die Werbung auf der Plattform ist ein Vertrag zwischen dem Nutzer und dem Anbieter, der durch die Nutzung der Plattformen zustande kommt.

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Zur Anmeldung

Datenschutzerklärung

1. Name und Kontaktdaten des Verantwortlichen

Boommate GmbH
 Boommate GmbH
 10245 Berlin
 Deutschland
 Geschäftsführer: Lea Haack, Anton Schick, Helene Hübner
 Kontakt: +49 (0) 30 232 42 789
 E-Mail: hello@boommate.com

2. Erfassung und Speicherung personenbezogener Daten sowie Art und Zweck von deren Verwendung

Die Erfassung und Speicherung personenbezogener Daten erfolgt durch die Plattformen zur Bereitstellung von Services und zur Verbesserung der Nutzererfahrung. Die Daten werden für die folgenden Zwecke verwendet:

- Identifizierung und Authentifizierung der Nutzer
- Verwaltung der Plattformen und der Inhalte
- Personalisierung der Inhalte
- Analyse der Nutzung der Plattformen
- Verbesserung der Plattformen
- Marketing und Werbung
- Erfüllung gesetzlicher Pflichten

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- Analyse der Nutzung der Plattformen
- Verbesserung der Plattformen
- Marketing und Werbung
- Erfüllung gesetzlicher Pflichten

3. Empfänger der Daten

Die Daten werden an die folgenden Empfänger weitergegeben:

- Dienstleister für die Hosting- und Cloud-Dienste
- Dienstleister für die Analyse der Nutzung der Plattformen
- Dienstleister für die Marketing- und Werbefunktionen
- Dienstleister für die Erfüllung gesetzlicher Pflichten

4. Rechte der Nutzer

Die Nutzer haben das Recht, die Verarbeitung ihrer Daten zu überprüfen, zu korrigieren, zu löschen oder zu sperren zu lassen. Die Nutzer können auch die Verarbeitung ihrer Daten einschränken oder die Verarbeitung ihrer Daten ganz einstellen.

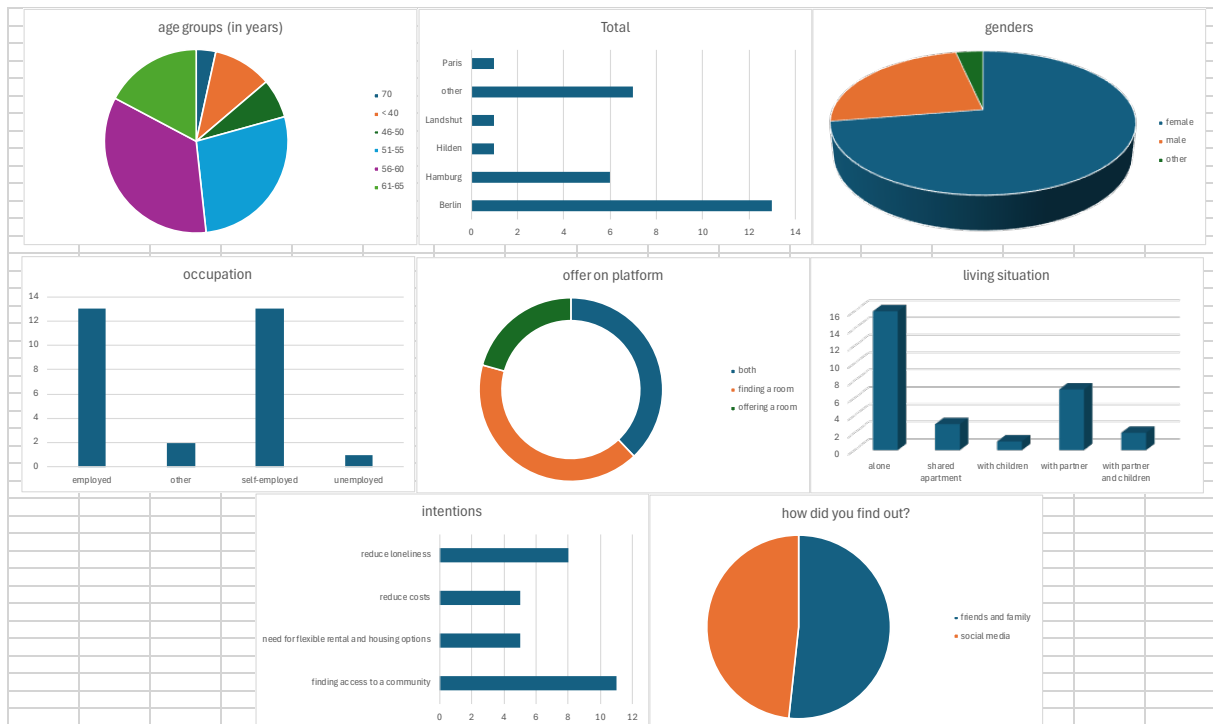
5. Kontakt zum Verantwortlichen

Die Nutzer können sich jederzeit an den Verantwortlichen wenden, um weitere Informationen zu erhalten oder ihre Rechte auszuüben. Die Kontaktdaten sind oben angegeben.

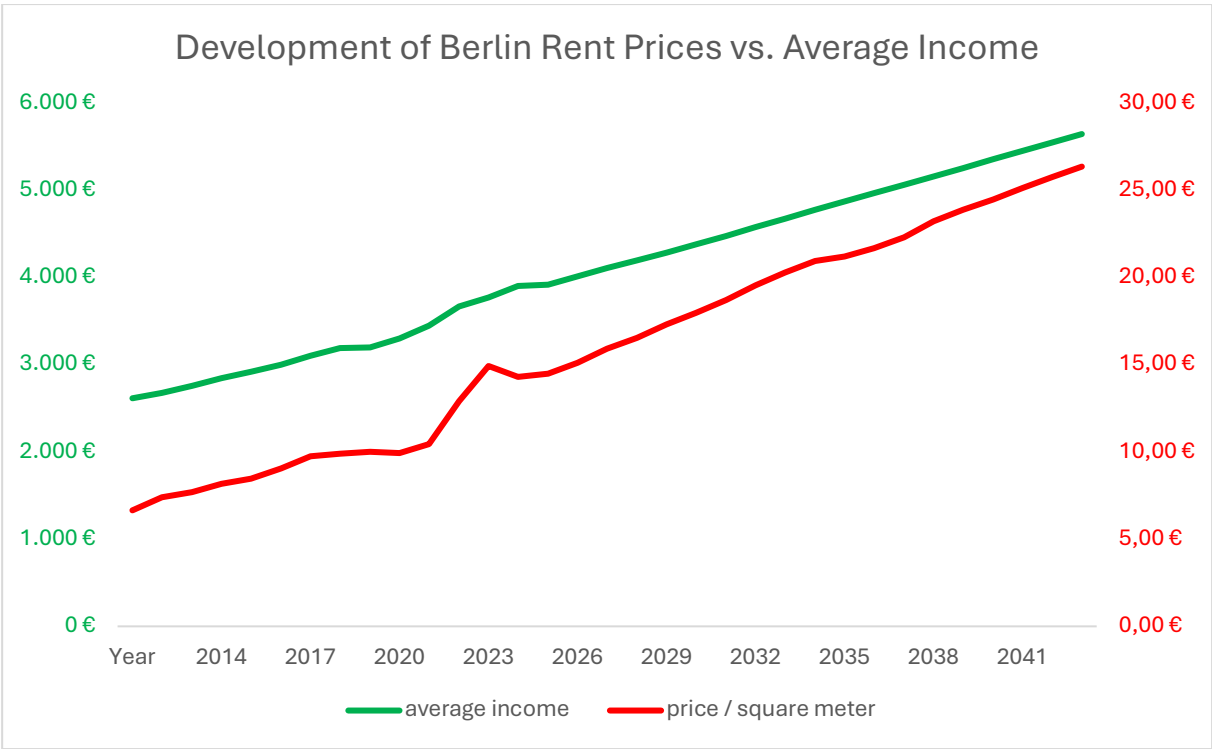
Zur Anmeldung

65

Appendix J: Data Visualization for Early Adopters (LP Sign Up Form)



Appendix K: Rent Prices Rising Faster than Average Income



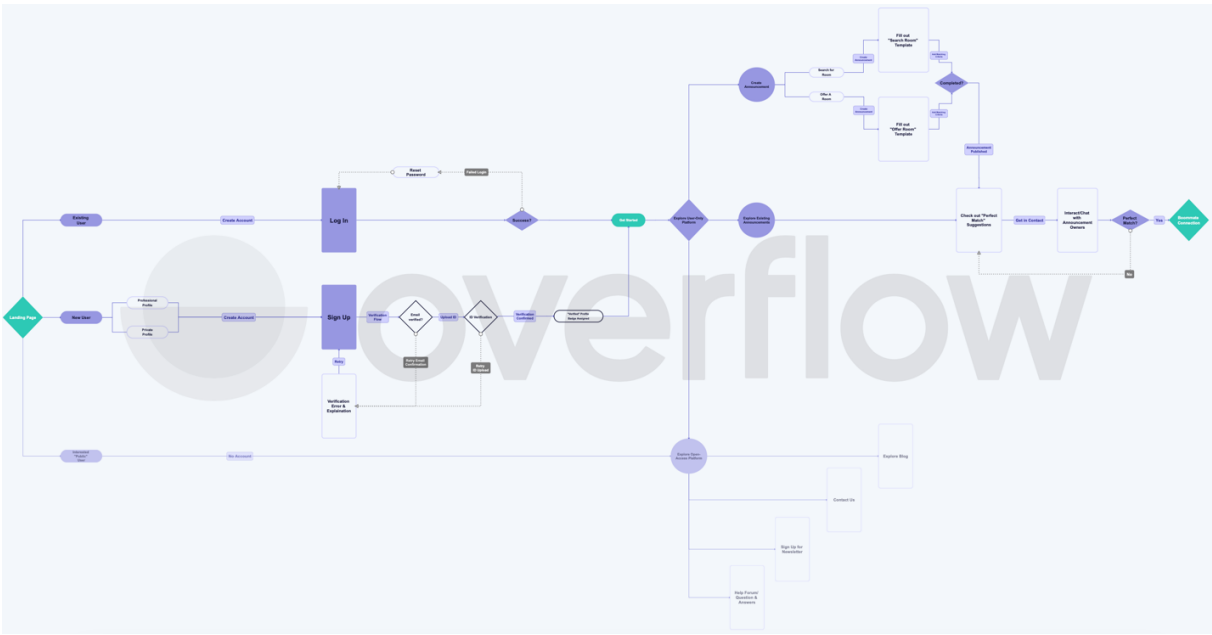
Appendix L: Competitor Overview

Criteria / Platform	Algorithm-Based Matching	Community Focus	Safety Features	Target Group	Orientation (Long-Term/Short-Term)
WG-Gesucht	Limited: No advanced matching algorithms	Minimal: No events or activities for community	Basic: No verified profiles or background checks	Primarily students and young professionals (short-term)	Short-term
In-Gemeinschaft	None: No algorithm-driven matching	High: Focus on shared values and social ideals	Minimal: Lacks advanced safety features	Users interested in intentional communities	Long-term
ImmoScout24	Limited: Primarily transactional listings	Minimal: Focus on property transactions, not social aspects	Moderate: Established platform with basic safety features	Broad audience, primarily renters and landlords	Both short-term and long-term
Bring-Together	Limited: Basic compatibility checks	Moderate: Promotes intergenerational connections	Basic: Superficial safety features	Older adults and younger individuals for intergenerational co-living	Long-term
Boommate	Advanced: Lifestyle-based, AI-driven algorithms	High: Community events, smart tools, and shared spaces	High: Verified profiles, blockchain contracts	Users interested in intentional communities	Long-term

Appendix M: Customer Profiles



Appendix N: Pretotype Userflow



Appendix O: Demographic Data on User Interaction with LPMVP



Appendix P: User Engagement on LPMVP (data retrieved 04.12.24)

