

Hi, everyone. We are MM PARK.

(Introduce yourself)

We are Chinese international students studying at Sungkyunkwan University in Korea. Though we come from different cities in China, we share the same belief: we want to contribute to the issue of gender equality in China.

As women, we have been paying attention to the fifth Sustainable Development Goal (SDG) - gender equality. In China, we want to help women break the shackles of marriage, promote feminism, realize their own value, eliminate gender discrimination, have more diverse social roles recognized and increase women's social influence. Our goal is to gradually spread our influence to the countries, the continents, and finally, the world.

We believe that through our offline projects, the diverse views on marriage held by Chinese women can be accepted. By changing the traditional matchmaking model, easing intergenerational conflicts over marriage, and improving the standards for evaluating men and women's values in marriage, we believe we can solve China's gender inequality problem.

Target Problem

In parks across cities like Shanghai, Beijing, and Jinan in China, it's common to see parents exchanging their children's basic information or even posting it publicly in search of ideal marriage partners for their children. However, parents' hopeful visions often prove difficult to achieve. In the marriage market, women's conditions in age, height, economic level, work ability, education background, and other areas are often far superior to men's. This highly asymmetric matching process highlights extreme gender inequality in the parental matchmaking process. Therefore, social issues such as "gender inequality in the parental matchmaking process" have been identified.

Root Cause

In desk research, we found that 44% of young people consider the ideal age for marriage to be between 25 and 30 years old, while a staggering 80% of parents believe their children should get married between the ages of 25 and 30.

Through literature review, we learned that parents value the role of marriage more and believe that their children need someone to take care of them, while their children focus more on the love itself and don't care as much about the outcome of marriage.

Through interviews, we found that young people are not necessarily opposed to the idea of matchmaking, but rather the traditional and uncomfortable approach to matchmaking. 85% of young people stated that they would be willing to participate in a younger and more relaxed approach to matchmaking.

Based on the above research, we conducted a 5-Whys analysis to determine the root cause of the current problem.

Firstly, we define the problem as gender inequality in the parental matchmaking process because of different standards for the value of men and women in marriage. This is a result of different views on love and marriage. So that we draw a conclusion of intergeneration contradiction, which leads to the young generation's rejection of traditional matchmaking. And finally, we found the root cause is the strong purposefulness of traditional matchmaking.

Therefore, the root cause is that children have a strong resistance to the traditional purpose-oriented matchmaking model.

### Solution

After doing interview with 8 elderly people and 12 young people and found that more than 90% of them expressed distrust in completely online dating apps. According to statistics from authoritative Chinese media, young people are more willing to accept social forms of blind dating scenes. Therefore, based on our knowledge of social entrepreneurship, we provide a new way for young people through a combination of online and offline approaches, and enhance the dependence of the elderly on blind date activities.

To provide better solutions to social problems, we conducted a survey on existing online dating platforms and traditional matchmaking models and found that both have their own issues. Traditional arranged marriage exacerbates intergenerational conflicts in values regarding marriage, leading to the phenomenon of "Chinese-style forced marriage" and making it difficult to adapt to the changing lifestyles and ways of thinking of young people. On the other hand, online matchmaking platforms have security and privacy issues, such as marriage fraud, privacy breaches, and malicious harassment.

In designing a business model to solve this social problem, we adopt a vision-oriented approach to design with a firm goal in mind, but take a crisis-oriented approach to management to flexibly address various crises that may arise during project implementation.

In addressing this social problem, we take on the role of a social bricoleur. Since this problem first arose in the People's Park in Shanghai, working with local agents is an important part of our problem-solving approach.

Therefore, we have proposed the following solutions to the above problems:

Firstly, the online solutions:

App creation: By collecting genuine information through a membership registration system, we will create a community that suits young people's interests and needs based on our communication and feedback with local agents. The community will focus on young

people's interests and organize related activities. We will use the app to send information about offline activities, receive feedback from members and manage and optimize the matching data.

Mainstream online media platforms (in China): We will set up an official account and promote our activities through video uploads and other means to attract more people and increase brand influence.

Secondly, the offline solutions:

Event hosting:

For young people: We will organize social events based on their interests, such as (MBTI, camping, food-themed activities). Young people can choose their own activities according to their preferences and expand their social circles while enjoying the activities.

For agents: We will select willing and suitable matchmakers to collaborate with us and provide them with professional knowledge to facilitate communication with the members' parents and organize activities aimed at easing intergenerational conflicts. They will also understand the classification criteria of members from the perspective of the elderly (mainly based on personality and ideology) to increase the elderly's trust in us and attract more elderly matchmakers to join us. (We will conduct field tests in Shanghai at the end of May and continuously test the selection criteria's rationality through MVP).

For the elderly: We will provide training to enhance their understanding of young people's ideas and hold forums to share their selection criteria. We will also use role-play to enhance empathy between the two sides and reduce the phenomenon of parental matchmaking.

Our project's innovation is breaking the traditional matchmaking model, addressing the problems caused by online dating platforms, and utilizing a flexible operation model. There is currently no social enterprise in Shanghai dedicated to solving this problem, which demonstrates our novelty and important role in solving the problem.

Our offline activities may be imitated by other organizations, but since our activities are rooted in the process of resolving social conflicts and depend on the app and local agents, mere imitation of our offline activities will not have a significant impact on us.

Stakeholder

Our core issue is the gender inequality problem in the matchmaking market and intergenerational value differences.

Therefore, the main stakeholders are young innovative industry CEOs, traditional matchmaking markets, social media, and community social workers. The survey found that limited platform resources and traditional concepts have restricted stakeholders, so we have taken effective action targeting two groups: the elderly and the youth.

Young innovative industry CEOs will provide us with activity resources for our brand influence and brand beliefs, especially female-related CEO issues. We need them to provide attractive activity investments for us. We will also promote their brand beliefs to achieve a win-win situation. Their concerns may be that our project's original intention is inconsistent with the feedback from later development.

The matchmaking market, as seen in China's matchmaking corner, benefits from the elderly and to some extent competes with our target market. Through cooperation with us, the matchmaking market can provide us with resources for the elderly customer group and some experience sharing, and we can help them innovate their industry. Traditional matchmaking markets can achieve sustainable development through information and resource sharing.

The enterprise union chooses our activities and investments because we can provide a variety of corporate cultural life and increase employee happiness. However, due to our mismatch with the company's scale in the early stage, our inability to meet demand may cause the enterprise union not to choose us.

Through the operation of social media, we can transmit the values we want to convey through the growth of fans and the click-through rate of content. This can attract more MMPARK app users and people with the same beliefs as us to join us. Of course, we need social media to increase our exposure by increasing our traffic.

The elderly's later life has always been a problem that Chinese social workers have been observing continuously. The excessive concern of Chinese elderly people for their children's personal lives actually reflects the lack of entertainment in their later lives. We need social workers to provide a large community relationship network, and social workers will become a bridge of trust between us and the elderly. Through cooperation with social workers, we can enrich the later life of the elderly, weaken their sense of loneliness, and expand their social network. However, due to the many intermediary fraud cases in the matchmaking market, social workers may not be able to establish trust with us quickly, so we must take action to build trust with social workers.

## Future

Through investigation and interviews, we found that parents are not as stubborn as we imagined, and children have some misunderstandings about their parents to some extent. They each think about the problem from their own standpoint and do not truly understand each other's ideas. Intergenerational conflict seems not insurmountable.

Without scientific investigation and interviews, we subjectively believed that everything was the parents' problem. But after interviews and data analysis, we found that this was not the case. In the process of continuously improving and starting over the project, we deeply realized that solving social problems cannot only look at the surface but also discover the root cause of the problem to come up with effective solutions.

In the future, we will also use field verification and MVP, and rely on data statistics for scientific verification, to continuously improve and perfect the plan. We hope to provide our help in the process of solving gender inequality problems and easing intergenerational differences.