

## INSIGHT

Older adults who regularly engage with younger people benefit from increased mental stimulation, emotional uplift, and a renewed sense of purpose.

Young adults are already comfortable with digital platforms and structured “challenges,” but rarely see intergenerational time framed as a high-impact brain-health action.

## SOLUTION

Synapse integrates with the existing Streaks ecosystem to turn intergenerational connection into a repeatable health habit. Streaks’ mobile infrastructure handles delivery, notifications, streak tracking, and completion logging, ensuring consistency.

Synapse uses cloud services for matching and content. Older adults are paired with young “brain buddies” based on interests, language, and accessibility needs, while “Brain Sessions” are integrated into Streaks as recurring tasks.

## HOW IT WORKS

Synapse uses Streaks’ existing habit engine via API to turn intergenerational connection into a repeatable health behaviour, not a one-off interaction. Families or community partners register an older adult via the Synapse web hub.

Synapse’s matching layer pairs each older adult with a “brain buddy” and pushes scheduled sessions into Streaks as shared tasks.

After each interaction, both participants mark the habit as complete Synapse and answer a short check-in.

## SUMMARY

Dementia is often seen as inevitable, yet evidence shows that regular, stimulating social connection can help delay cognitive decline.

Synapse, is a partnership between Streaks and Baycrest that utilizes existing digital infrastructure and pairs young adults with older adults for brain-boosting interactions and activities.



Connecting Generations. Strengthening Minds.

## CREATIVE INSIGHT

People know they “should” care about brain health but rarely know what to do. At the same time, many older adults face isolation, while younger people want flexible ways to give back. The missing link is reframing intergenerational time as a powerful, brain-health behavior.

Our insight: the most powerful brain exercise might be another person. Conversations, shared learning, and laughter demand memory, attention, and emotion in ways most apps cannot.

By framing time with a younger person as a legitimate tool to protect cognitive health, we tap into existing desires—older adults’ wish to stay sharp and connected, and students’ need for purpose and experience.

Synapse by Baycrest packages that into a simple, digital product shifting prevention from clinical advice to a rewarding relationship.

