



Stanford eCorner

Delivering Shared Experiences

Armen Berjikly, *Experience Project*

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Video URL: <http://ecorner.stanford.edu/videos/1884/Delivering-Shared-Experiences>

Armen Berjikly, Founder and CEO of Experience Project, shares the basic concept behind the company: a portal for people to share experiences with others in a similar situation. He illustrates by giving an example of a young mother diagnosed with breast cancer. He notes that his portal offered her an opportunity to talk to people who had similar experiences and thereby making her journey less painful.



Transcript

So, just in the last two weeks a great woman joined this site. She was a young mother. Her husband is in the military, in Iraq. So he's deployed and she was diagnosed with breast cancer and she was undergoing chemotherapy. So this is a woman who felt very isolated. She has series of things going on here life. They were all experiences that have basically led her to do. You know in her social circle she's blessed to have people around her: Her friends and family. They care. They give her what I would say generic compassion: "I hope you know we'd be there for you and help you through this." But really what she needed to do is talk to people that were in her exact shoes.

She came on this site and she signed up. She shared a few of these experiences and that's really the architecture of this site. And within hours she had people around her that weren't just military wives, weren't just cancer patients, weren't just mothers but all of that combination. She met up with them essentially on the site and was able to know: One, she's not alone. And two, to draw strength and support from people that have the most credible, possible interactions with her because they've been there and done that. So that's what we do in a very generic way.