

# From Playroom to Boardroom and Beyond: Porto Dome — Where Generations Thrive Together

## Born from Personal Experience, Driving a Revolution in Workplaces

Imagine visiting your father, who now lives with dementia. Amidst the weight of work, family, and caregiving responsibilities, something extraordinary happens. His face lights up as he sees a child nearby, a spark of connection brings a moment of pure joy.

This simple, fleeting connection inspired the idea for **Porto Dome**. We asked ourselves: **What if workplaces integrated care for employees' loved ones, just like they do with children?** What if careers and caregiving could coexist, harmoniously?

I'm Marisa Toldo, founder of Porto Dome, and we're turning this vision into a reality.

## The Caregiving Crisis: A Hidden Threat to Business

- **4.2 million people** in Germany need care today — **2.5 million** of them rely on family members, forcing many to reduce their work hours or leave the workforce altogether.
- **Nearly 49% of women** in Germany cut back on work in 2020 to balance caregiving, creating a significant talent drain.
- Businesses across Europe lose **€18.94 billion annually** due to absenteeism and reduced productivity from caregiving responsibilities.

As the population ages and the workforce shrinks, this crisis will only grow more severe — especially for companies that don't act now.

## Porto Dome's Solution: The Intergenerational Workplace Ecosystem

At **Porto Dome**, we integrate **childcare and eldercare** into the work environment, creating a space where **employees can thrive** at work while their loved ones receive care nearby. We create a workplace that **balances careers and caregiving**, unlocking productivity and peace of mind.

## What Makes Porto Dome Different?

- **Intergenerational Care in One Space:** We don't just provide childcare. We're pioneering a model that combines **eldercare and childcare**, fostering a **multi-generational environment** where everyone benefits.
- **Turnkey, Seamless Solutions:** From **location scouting** to **customized care spaces** and **day-to-day management**, Porto Dome handles it all. Whether in the city center or the suburbs, we offer end-to-end solutions that align with your company's culture and needs.

## Why Now? The Urgency of Investing in Talent, Productivity, and Innovation

Partnering with Porto Dome isn't just a **smart investment** — it's an **urgent necessity** for companies that want to stay competitive in the evolving workplace. By integrating care, your company will be at the forefront of a movement that's reshaping work-life integration.

- **Boost Productivity and Focus:** When employees know their loved ones are cared for nearby, they bring their full attention and creativity to work, improving productivity across the board.
- **Attract and Retain Top Talent:** Employees are no longer forced to choose between their careers and caregiving, reducing costly turnover and creating a **loyal, engaged workforce**.
- **Elevate Corporate Reputation:** By offering Porto Dome, your company becomes a leader in **corporate social responsibility**, enhancing your appeal to top talent and socially conscious consumers.
- **Immediate and Long-Term ROI:** Companies offering on-site care see a return of up to **125%**. This isn't just a human-centered benefit—it's a financially sound investment that pays off in **employee well-being** and **productivity**.

## Porto Dome's Integrated Model: How We Work with You

We design and implement customized, high-performance workspaces that seamlessly integrate caregiving into the workday:

- **Tailored Workspaces:** Porto Dome identifies ideal locations and designs collaborative, metamodern work environments that support focus and interaction.
- **On-Site Childcare:** Bright, engaging spaces where children learn, play, and grow under expert care—just steps from the office.
- **Eldercare Programs:** Day programs that support social interaction, cognitive enrichment, and meaningful engagement for seniors.
- **The Porto Dome Hub:** A shared community space that fosters intergenerational connections, enriching the lives of employees, children, and seniors alike.

## What's in It for Your Company?

By partnering with Porto Dome, your company is taking a **bold leadership role** in reshaping the future of work. As **remote work grows** and companies spread across **suburban hubs**, Porto Dome ensures the perfect balance of **care and productivity**, wherever your offices are located.

- **Lead the Charge in Innovation:** Be a **first-mover**, setting a new standard for employee care and corporate responsibility.
- **Boost Employee Engagement and Retention:** By reducing stress and integrating care into the workplace, your employees are more focused, loyal, and engaged.
- **Set a New Standard for Corporate Culture:** Be known as a company that doesn't just talk about well-being—but **lives it**.

## The Time to Act is Now: Join the Movement

**Porto Dome is calling on visionary companies** to join our pilot program. This is your chance to be at the forefront of a **movement** that's reshaping how companies think about work, family, and care. Don't wait until the competition catches up—be the **first** to lead this transformation.

## What We Need from You:

- **Pilot Partnerships:** Help us bring the intergenerational care model to life in your workplace.
- **Investment:** Fund the launch and development of Porto Dome in your organization.

- **Collaboration and Feedback:** Work with us to refine the program and scale it across industries.

## **Lead the Change and Thrive Together**

Imagine a world where employees no longer have to choose between career success and family caregiving. **Porto Dome offers the solution that integrates work and care seamlessly** — benefiting employees, companies, and society as a whole.

Let's make **intergenerational care** the new workplace standard.

**Contact us** today to explore how Porto Dome can help your company **lead this movement**.

**Together, let's pioneer the future of work.**