



## EXECUTIVE SUMMARY

**Team Name:** ONE WORLD Beyond Pandemic

**Team Member Names:** A team that is diverse and inclusive, consists of Ritvika [REDACTED], Shreya [REDACTED], Tanya [REDACTED], Pavithra [REDACTED] and Melvine [REDACTED]

**Your Business Name and Location:** We are a team of 5 members from 4 countries which includes India, Kenya, USA, and the United Kingdom. All current members and those who join in the future will have rights to execute the system on a virtual collaborative model.

**Product Name (Mobile App):** Goal Shadowing

### **The Products / Services Offered:**

Our solution, "Goal Shadowing", is a technology driven unique process of pairing children with similar career-goals, wherein a student from the underserved community, with the help of a NGO or social workers, can goal shadow the tasks done by a child who is privileged to have parents who can lead, so that both children with SIMILAR GOALS can achieve their common career goals through task-mirroring.

### **Two aspects that are key to our success:**

1. The parents in underserved communities should be financially self reliant.
2. Ensure that children from underserved communities, who are part of the system, are provided necessary support. We do this by empowering NGOs and their social workers wherein the main role of social workers in these NGOs is to liaison between the two children who are Goal Shadowing, ensuring that children from underserved communities are provided equal opportunity.

## COMPANY DESCRIPTION

One World is the first-ever Technovation Girl team that is coming together across continents, to help solve a common problem. We foresee thousands of children dropping out of the education system because families need their children to also work so that they can have a meal. **What is our responsibility beyond pandemic? How can we be proactive? The solution is Goal Shadowing.**

The organization will be a social enterprise with the initial team members leading the execution in their respective countries. We plan to add one student ambassador from each country around the world and these student ambassadors will be in charge of executing the project in their respective countries.

**Mission:** Our mission is to help families come out of poverty through Goal Shadowing.

## Brief History of Our Mission

The journey of Goal Shadowing started while we visited some of the schools where children from underserved communities study. When we asked their goals and ambitions, we found that, they have limited exposure to opportunities. At the most they knew 4 career options like police, teacher, doctor. The question was "WHY THIS INEQUALITY?". When children from elite schools have so many options, what is lacking in the system that these children do not have access to? The answer was that their parents were not educated and they did not have the support system that other children had. Goal Shadowing was the solution to bridge this inequality gap.

The Pandemic that we are currently going through reiterates the inevitable importance of Goal Shadowing. For example, during the lockdown, we witnessed the hardships of the daily wage community. According to the International Research Journal of Social Sciences, recession followed by poverty is the root cause of increased school dropouts and widening of inequality. That is when we understood the importance of empowering daily wage workers and their families to be self reliant. Thus, our mission was born and thereon the five member team has been working from 4 countries as a One World team. We are keen to see Goal Shadowing implemented across the globe.

## ROLES OF THE TEAM

We worked on the Finance, Marketing & Business Plan

TANYA (INDIA)

I enjoyed doing the the UI and Design

We worked on the coding and development

RITVIKA (USA)

MELVINE (KENYA)

PAVITHRA (INDIA)

SHREYA (UK)

## WHAT WE SELL

Even though the service we deliver is through Goal Shadowing, the revenue stream or what we sell are byproducts of the Goal shadowing process and these are listed below:

1. Manpower Placement : Since we track students based on their goal, we are able to provide a simple search to identify talent through our system.
2. Annual subscription for D & I Funnel: Corporates are promoting diversity and inclusion but recruiters don't have a system to help them recruit from the underserved communities. We provide the world's first D and I funnel that connects the talents from underserved communities to corporates.
3. Online service delivery partners like colleges, universities, training and certification providers who can sell their services to those corporate volunteers who are goal shadowing.
4. Revenue from Ads displayed in our system.
5. Percentage of the profit made through Good Cause Shop: It is another API in our app which is basically an Amazon like website but for Self Help Groups and their products. The money will go for helping the family become self reliant and a small percentage of it will be used for maintaining the app.

## OUR FIRST YEAR GOAL

Within our first year, we plan to enable goal shadowing for 10,000 students from underserved communities. This means that we need to connect these 10,000 children from underserved communities to parents who are corporate volunteers by matching children with similar interest. This forms the basis of Goal Shadowing process.

## PRODUCT DESCRIPTION

Goal Shadowing is a technology driven unique process of pairing children with similar career goals, wherein a student from the underserved community, with the help of a NGO or social workers, can goal shadow the tasks done by a child who is privileged to have parents who can lead, so that both children with SIMILAR GOALS can achieve their common career goals through task mirroring. Goal Shadowing is the answer to the inequality post-lockdown.

## **This is how we plan to deliver our solution:**

- Firstly, we use Goal Shadowing to manage the process of pairing children with similar career goals. This will ensure that parents of children from underserved communities have goal shadowing support provided by those who are educated.
- Secondly, we are creating an alternative income generation channel through our integration with Good Cause Shop.

## **The Key Benefits:**

1. Currently, children from underserved communities know of only few career options like police, doctor, teacher etc. Goal Shadowing will open up a world of opportunities through peer to peer sharing of information.
  2. Children from underserved communities are mostly first generation school goers. Their parents do not have the knowledge required to guide them. Goal Shadowing for these children are done with the help of NGO social workers who play the key role of taking action on time.
  3. The parents do not have an alternate means of income and hence, force children to join them in daily wage work. Goal Shadowing, through its micro entrepreneurship program, helps generate additional income, thereby keeping children in the education system. The API integration with Good Cause Shop is aimed at promoting this initiative.
  4. There are many talented children among underserved communities, but their talent is never visible to the corporate world. Goal Shadowing, through its API integration with TALGRAM has addressed this problem. TALGRAM is the world's first talent showcase for underserved communities
  5. Corporates are keen on implementing Diversity and Inclusion initiatives. But, recruiters do not have a system that can help them identify talent from underserved communities. The most important feature of Goal shadowing process is the 'Diversity and Inclusion funnel' that corporate recruiters have access to. Because our system keeps track of career goals of children from under served community, we are able to provide access to the world's FIRST diversity and inclusion recruitment funnel, through a simple search, which lists the students who aspires to actualize that goal. The recruiter can also view their performance through our API integration with TALGRAM, which is a talent branding module.
- All the features work to ensure that the student remains in the education system, is guided by professionals and is given the same exposure as students from more privileged backgrounds. This in turn, helps a family come out of poverty, and that is how we plan to accomplish our mission.

## **Competitor Analysis:**

Our competitors are online and offline career counselors, but their focus is on the elite schools as most of them are paid consultants and the benefits provided by them including

- > Paid Career Orientation Programs > Conducting Psychometric Tests > Career Counseling
- > Assistance for admission > Resume services etc..

As you can see, the **services provided through Goal shadowing is different from what our competitors provide.**

## **Product Readiness:**

We are currently testing our system as a beta version and with the help from RR Donnelley's leadership team. With the help of other pro bono consultants, we plan to roll out the system in the next 4 months.

## **Product Release:**

Once the system passes the beta testing stage, we plan to deploy it to the users initially in countries where our team members are from. This will be done completely online as all key stake holders have access online through their respective logins.

## **MARKETING PLAN**

During the first year, we plan to empower 10000 students from underserved communities who will be provided goal shadowing by 10000 corporate volunteers.

## **This is how we plan to market and achieve our projection:**

Our strategy to market to the underserved communities is through NGO collaboration and our plan to reach out to parents or corporate volunteers who will participate in Goal Shadowing is through a social impact roll out empowered by participating corporates encompassing various industries and domains. To help the family become financially self reliant, women Self Help Group products will be sold to the same participating corporates and its volunteers, hence building in an alternative income generation system. This is also built into our marketing plan.

## **This is how we plan for the initial roll out:**

The backbone of this system is technology dependent and we plan to work with a team of pro bono consultants who believe in our cause to help setup IT infrastructure. The NGOs we plan to collaborate with already have corporate connections and since their primary objective is social impact projects like this, the funding for deploying Goal Shadowing will be arranged through their existing corporate CSR budgets. In addition, we will be tying up with banks which are interested in providing small business loans to women self help groups. This will help support the women empowerment group.

We plan to use mainstream media for promotion purposes which includes radio, television and print media. Another crucial medium of promoting the app will be through social media platforms such as: LinkedIn, Instagram and Twitter to target our corporate audience. Young people tend to spend a lot of time on social media and therefore it would be an effective way of reaching them. The app will be absolutely free for the users, but corporates pay for services as listed in our revenue model on page 5 of this document. The app will readily be available for users on Play Store.

## MARKETING ANALYSIS

### COMPETITORS

Goal Shadowing is all about bringing together children with identical goals and allowing them to emerge successful together. Our main competitors are offline and online career counselors.

### WHY USE TECHNOLOGY

The earlier model of NGOs working with the underserved communities failed to deliver the end result to enable families come out of poverty. The main reason being the manual processes followed by these NGOs and their inability to reach out and deploy meaningful solutions. Goal Shadowing on the other hand is technology driven. It brings together all the key stake holders like Corporates, NGOs, Volunteers and Social Workers on one platform and most importantly, the whole process is automated using technology which works seamlessly with API based external integrations that help achieve our mission of helping families come out of the poverty cycle.

### TARGET USERS

Recruiters are our end users, but goal shadowing is the process that provides the visibility to recruiters of various corporates. Towards providing the visibility and to ensure children actualize their goals, our key target users who are part of the process are Corporates, NGOs, Volunteers and Social workers. The system of Goal Shadowing is common across all countries and hence our user demography is spread around the world.

## MARKETING PLAN



Our logo with the letters G and S are superimposed to highlight the correlation of Goal Shadowing. As part of our branding exercise, we have already set the ball rolling with promotion on LinkedIn. The following two posts were initiated as part of our branding plan.



### REACHING OUR TARGET AUDIENCE:

The key users to whom we need to reach out to implement are Corporate Volunteers. We plan to reach out to this group through our LinkedIn network which provides us access to corporates. The Diversity and Inclusion funnel that we provide is a game changer and most corporates we talked to have given a thumbs up as it helps in employee engagement in the social impact space. It also promotes their Diversity and Inclusion initiative which they receive through the D&I funnel. We are promoting the concept of "Every Employee Goal Shadows a Child" from the underserved communities and towards this, we are connecting with corporates around the world. Currently, our team members are promoting Goal Shadowing in their respective countries.

### OTHER MEANS OF REACHING OUR TARGET USERS:

We are looking at getting experts from different domains to review Goal Shadowing and give their video feedback which we will also promote and will be also shared on LinkedIn with the title "Corporate Voices on Goal Shadowing".

Here is one such input from Ms Petula [REDACTED], Director at Indo Australian Chamber of Commerce  
<https://youtu.be/ZZED9SowvDo>

We also have started receiving positive feedback from our NGO partners. One of such feedback is from an NGO. Elijah [REDACTED], Managing Trustee, The New LEED Trust, Chennai.  
<https://youtu.be/ZZED9SowvDo>

## FINANCIAL PLAN & PROJECTIONS

### REVENUE MODEL

**The revenue for funding Goal Shadowing will come from the following channels:**

1. Manpower Placement: Since we track students based on their goal, we are able to provide a simple search to identify talent through our system.
2. Annual Subscription for D and I Funnel: Corporates are promoting diversity and inclusion but recruiters don't have a system to help them recruit from the underserved communities. We provide the world's first D and I funnel that connects the underserved communities to corporates.
3. Online Service Delivery Partners like colleges, universities, training and certification providers who can sell their services to those corporate volunteers who are goal shadowing.
4. Ad revenue is planned on web pages, specifically for Corporate Volunteers who are helping in Goal Shadowing.
5. Percentage of the profit made through Good Cause Shop: It is another API in our app which is basically an Amazon but for Self Help Group. The money will go for helping the family become self reliant and a small percentage of it will be used for maintaining the app.
6. The deficit from revenue through the above channels will be managed through corporate CSR funds.

### PROJECTED OPERATING EXPENSES FOR FIRST YEAR

Web hosting: Basic Hosting facility costs around \$250.

Pro bono consultants have agreed to support us with the technology deliverables. In addition, we are in talks with an IT head of a technology company who was kind enough to provide us their technology team who are willing to work for the cause (their CSR support volunteering).

Support Team: We are working with NGO volunteers to help us

Marketing: First year, the team members will take up the additional role

Sales: First year, the team members will take up the additional role

### UTILIZATION OF FUNDS

We are expecting an initial funding from two corporates, namely RR Donnelly and Express Infrastructure. The amount available for each month is around \$1000, which is what we require every month to sustain to the stage wherein we can scale up. The main expense every month is on hosting and support. The rest of the tasks are done during the first year by our team members and the pro bono consultants and corporate employees who have agreed to work with us for the cause.

### PROJECTION FOR 3-5 YEARS

Goal Shadowing as a concept is not designed with a for profit objective and hence we do not charge any user for Goal Shadowing. We expect immediate revenue from ads, D and I funnel annual subscription. Helping families become financially self reliant, especially through self help groups and its integration with Good Cause Shop, generates income and this revenue along with other revenue streams explained above will be used to execute our plans.

In the first few years, we may not generate profits as the system needs some time to stabilize. But, from the third year onwards, we foresee revenue from all the revenue streams explained under Revenue Model. Since we have few corporates ready to support us, and since we are frugal in our approach, we will be able to sustain through the initial phase and plan to break even by the third year. Moreover, NGOs that we collaborate with also will pitch in to deploy solutions in locations that they implement Goal Shadowing and this will help us execute the project in NGO locations around the world.

### Team One World Presence:

INDIA, KENYA, UK, USA

### Team Members

Ritvika [REDACTED] (USA), Shreya [REDACTED] (UK), Melvine [REDACTED] (Kenya), Tanya [REDACTED] & Pavithra [REDACTED] (India)