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**Purpose of this document:**

The document describes the product in terms of use, design, contains the project description, expected components, and preparatory work.

Phases of characterization of the project:

**Name of the project + general details:**

**Informative venture name:** Volunteen

General details about what the product actually does for the benefit of the customer/user:

The product will apply to children and teenagers aged 12-15, each will have a username and password. They will be tasked with tasks through the app, such as getting to certain places and performing predetermined positive actions. They will receive points for these tasks, with additional points for completing them on time. Examples of tasks include filling cartons for families in need, visiting patients in hospitals, cleaning cemeteries and more. A child who reaches a certain threshold of positive actions can receive benefits or a small cash prize or a discount coupon for businesses in Jaffa that cooperate with us (yes, we already have relationships with several businesses in Jaffa, and they support this initiative).

**In this way, the children will gain:**

1. **Protection from a negative environment:** the application offers children a healthy and useful alternative to spend their time, away from the negative effects and risks that exist in their environment.
2. **Values education:** the users learn about the importance of giving to others, independence, responsibility and perseverance, through tasks that promote positive action and a good social impact.
3. **Rewards and empowerment:** The children receive rewards for good actions, which not only strengthens their motivation to perform the tasks but also teaches them about the importance of work and personal well-being through personal effort.
4. **Connection to the community and collaborations:** the application enables a connection between the children and businesses and institutions in Jaffa, thus also contributing to the local community and strengthening social and economic awareness.
5. **Development of personal and social skills:** the platform encourages children to develop important skills such as planning and time management, teamwork, and the ability to deal with tasks and challenges.
6. **Changing social perception:** by creating a positive wave of actions and good influence, the project aims to change the existing perception of Jaffa as a city of crime in a more positive direction, thereby improving the quality of life and security of its residents.

The goals of the project and what makes the project special:

What makes the project special?

The project is special and stands out for several key reasons:

1. **Social and technological innovation:** A combination of advanced technology through an application with social and educational goals is an innovative approach to solving social problems and educating values.
2. **Focusing on young people and teenagers:** the project specifically targets the young audience, who are the future of society, and gives them the tools to be active partners in social change from a young age.
3. **Community and economic integration:** the project not only deals with the development of the individual but also connects him to the wider community through collaborations with local businesses, which creates a positive circle of mutual support.
4. **Involvement and immediate reward:** the children receive rewards and immediate recognition for good actions, which strengthens the motivation and persistence to continue acting positively.
5. **Development of skills for life:** the project teaches important skills such as independence, responsibility, and teamwork, which are critical skills for success in personal and professional life.
6. **Community initiative and local approach with global potential:** while the project starts from Jaffa, it carries with it the potential for global expansion, which shows the ability to change societies in other places.
7. **Promoting a positive image of Jaffa:** The project works to change the negative perception of Jaffa and seeks to emphasize the positive sides and the inherent beauty of it and its residents.

The purpose of the project is not only to improve the existing situation but also to create a new generation of leaders and citizens who are involved and socially aware, who represent optimism and positive change.

● What is the main problem that the project solves:

1. Change of the image of the city of Jaffa which is known as a city full of crime.
2. Taking care of teenagers and effectively filling their leisure time.
3. Encouraging entrepreneurship and volunteerism and independence and responsibility among youth.

● Once it is ready, what effect is it going to have on the users:

Once the project is ready and running, it is expected to produce many positive effects on its users, that is, on the children and youth in Jaffa, and even beyond that. Some of these important effects include:

1. **Strengthening self-confidence:** through obtaining rewards and recognition for positive actions, the children will feel valued and important, which will lead to the strengthening of their self-confidence.
2. **Development of essential skills:** The project will provide children with an opportunity to develop skills such as time management, teamwork, and effective communication, which are necessary for success in life.
3. **Empowerment and financial independence:** by receiving rewards and benefits, the children will learn about the importance of financial independence and personal initiative.
4. **Increasing awareness and social involvement:** the children will rise to become active and involved citizens in the community, while they understand and internalize the importance of contributing to others.
5. **Improving self-concept and mental resilience:** participating in the project will help children face challenges and difficulties in life, which will build their mental resilience.
6. **Promoting positive habits and a healthy lifestyle:** through participating in social activities and contributing to the community, the children will develop positive habits that will have a positive effect on a healthy lifestyle.
7. **Sense of belonging and community:** the project will strengthen the sense of belonging to the community and identification with positive values, while improving the self-image and social image of the children.
8. **Positive impact on the environment and the community:** The positive activity of the children in the community will create a wave of positive social change, which can have a positive impact on the wider environment.

Overall, the project seeks to lead to a positive and significant change in the lives of the users and the entire community, while developing a new generation of involved, responsible and socially aware citizens.

● What improvement is going to be caused as a result of using the product:

The use of the product is expected to bring about a number of significant improvements at different levels - personal, community and even economic. Here is a breakdown of some of the major improvements:

**1. Personal and educational improvement:**

• Development of personal skills: users will develop essential skills such as time management, planning, and teamwork.

• Strengthening self-confidence: rewards and recognition for positive actions will strengthen the children's self-confidence.

• Education for values: the product will promote social values such as responsibility, giving, and mutual respect.

**2. Community improvement:**

• Strengthening the community: by positive actions, the children will contribute to their community, which will increase the feeling of belonging and identification with the community.

• Improving the image: the program will lead to a positive perceptual change towards Jaffa, and will present it as a place of social initiative and positive change.

• The development of community involvement: users will learn about the importance of community involvement and contribution to others.

**3. Economic improvement:**

• Encouraging financial independence: the system of rewards and benefits will teach the children about financial independence and investing in their future.

• Support for local businesses: collaborations with businesses in Jaffa will increase economic support for the community and strengthen the local economy.

**4. Improved emotional and social:**

• Emotional support: the positive activity and the feeling of being part of something bigger provide important emotional support for children.

• Development of mental resilience: dealing with challenges and tasks through the product strengthens the children's mental resilience.

Overall, the product is expected to yield significant improvements in the lives of users and the wider community, while creating a new generation of engaged, responsible, and socially aware citizens.

● Following the project, what is the main change that will happen in the market or industry to which my project is aimed:

Following your venture, the main change that will happen in the market or industry is the creation of an innovative approach and a new socio-business model, which combines technology, values education, and positive community impact. Changes can be expected in several areas:

**1. Innovation in the social technology industry:**

Increasing awareness and investing in social solutions: The project can motivate the industry to look for innovative ways to solve social problems through technology, which will encourage more companies and entrepreneurs to invest in developing products with social goals.

**2. Change in the field of education and community activity:**

Implementation of new approaches to education: the project offers a model that combines education for values through practical activities and games, which can influence the way of thinking and approach in the field of education and community activity.

**3. Impact on local businesses and the local economy:**

Strengthening cooperation between businesses and the community: the project can be an example for other businesses to look for ways to contribute and have a positive impact on the community, which can strengthen the local economy and deepen the relationship between businesses and residents.

**4. Change in the market's perception towards social initiatives:**

Adding value to social initiatives: the success of the venture can demonstrate the business and social potential of similar initiatives, which will encourage the market to value more initiatives with a social vision.

**5. Creating a model for global expansion:**

Proof of sustainability of a model can be taken globally: if the project is successful in Jaffa, it can be used as a model for expansion to other cities and countries, which will influence the global industry to seek social solutions through technology.

Overall, the project is expected to lead to a perceptual and business change in the market, through an emphasis on social innovation and positive community impact, while creating a synergy between technology, education, and community development.

Stakeholders in the industry - collaborations or companies that can like the project:

Creating a list of possible collaborations with different people in the industry:

- Market research and understanding which target audience my product addresses

- Identifying companies or organizations with similar key values or a similar technological need

- User groups or communities in which the target audience to which the project is directed is located

**1. Technology and application development companies:**

Cooperation with technology companies that specialize in the development of social or educational applications, which can support the technical development of the project.

**2. Civil society and youth organizations:**

Cooperation with organizations that work with children and youth in Jaffa and similar areas, that promote values education, contribution to the community and personal development.

**3. Local businesses and multinational companies:**

Local businesses in Jaffa that can offer rewards and benefits to users. Multinational companies with social responsibility programs that can support financially or with other resources.

**4. Educational and research institutions:**

Collaboration with schools, colleges and universities for research and evaluating the impact of the project on the children and the community. Also, the development of study programs integrates the project.

**5. Social media and communication platforms:**

Cooperation with social media platforms to promote the project and increase awareness of the positive activity that the children perform. Communication and media channels can present success stories and give exposure to the project.

Professional and technological highlights

The project will serve as a platform for learning, professionalization and gaining experience and throughout the development we would like to use the platform we are building to the best of our ability in order to reach the highest level required in the market.

Defining the technologies that will be used in the project:

Infrastructure in Kand in Python + Django,

AWS cloud technologies

Key points and milestones during the development of the project

Key features to perform:

**1. Registration and login:** implementing a safe registration and login system for users, including authentication and information security.

**2. Task system:** creating a basic module for task management, where users can receive, perform and register positive tasks in the community.

**3. Rewards and points:** Development of a system of points and rewards, where users receive recognition for completing tasks successfully.

**4. Management dashboard:** creating a control panel (dashboard) for managing and supervising the activity in the application, including basic data analysis.

**5. Demonstration of rewards:** development of a module to demonstrate receiving rewards, such as coupons or benefits from local businesses, through the application.

**6. Support and training:** creating a basic support system and user training, to ensure a smooth user experience.

**7. Data analysis and reports:** development of a simple data analysis tool for collecting information and creating reports on user activity and the impact of the project.

Guiding questions to make sure that the phase definition is accurate:

● What is the smallest "closing the circle" required in order to solve the main problem that the project solves:

The smallest "closing the circle" required in this venture includes the creation of a short and efficient process that allows users to identify a positive task in the community, carry it out, and receive a reward for their action. The process includes several key steps:

**1. Identifying a task:** a user enters the system and chooses a positive task to perform, which is offered according to geographic location, personal priorities, or interests.

**2. Performing the task:** the user actually performs the task, using the instructions and support provided by the system, to ensure the correctness and quality of the execution.

**3. Verification and reporting:** after completing the task, the user reports it through the application, by scanning a barcode.

**4. Receiving a reward:** the system verifies the report and gives the user a reward, in the form of points, which will later be converted into benefits from local businesses, or any other form of recognition.

The goal of this "closing the circle" is to create a process of inspiring and activating users to take an active part in improving the community, while receiving a significant reward that encourages them to continue to perform additional tasks. This process demonstrates the ability of the project to solve the central problem of people's lack of involvement and active contribution to their community, thus positively affecting the community and the wider environment.