Problem H.

**Problem:** Plan to create a women only community where women help each other in various problems and activities.

* How to create this community
  + - This community will exist and operate in hybrid mode.
    - It can begin with small groups of ladies at different locations and slowly expand further.
    - We can also launch the app through one of the influential women in the country.
    - Locally known influential women can be approached for initial funding and support.
* Activities to keep it engaged
  + - Talk by one of the influential women once a month. This could be streamed on the app for people who could not attend in-person.
    - Keep weekly classes, again both online and offline, to teach the women about anything they are interested to learn.
    - Conduct workshops on a regular basis in various places and hold a yard sale later to showcase and sell the items created by the women during the workshop and boost their morale.
    - Conduct group counselling sessions and also make arrangements for one-on-one counselling if needed.
    - Conduct regular outings where something productive is being done, like a plantation drive.
    - Celebrate achievement of women of the community, no matter how small. Essentially create a safe space for women where they can share everything, their joys and sorrows.
    - With sponsors, we can also have regular check-up camps for the underprivileged women.
* Help that can be interchanged in the community among the users
  + - Exchange of skills that different women might possess to help each other learn and grow. E.g., stitching, baking, singing, etc.
    - Sharing of contacts within the community to build a safer space and to provide better services for each other.
    - One-day workshops by everyone to help with their confidence and open the community to new things.
    - Group counselling sessions have proved to be very helpful in overcoming addiction and healing trauma.
* Marketing
  + - We can make people aware of this by word-of-mouth.
    - Initially conduct a few free workshops to attract people towards the community and then get them to sign up.
    - Ads in YouTube videos, on Facebook and other platforms that are actively engaged by the general population, especially the women.
    - We can also target girls’ educational institutions and promote it there.
* Strategy
  + - The competitors are community apps like Sheroes and GirlCrew.
    - They are mostly an online presence and we would stand out by our offline work and reaching out to women in all spheres of the society, starting at the grass-root level.
* Growth Hack
  + - We could reach out to women influencers over the social media platform
    - We can have a huge countdown for the launch of this community.
    - Having an event like an award ceremony where we celebrate the achievements of women, at the end of which we will launch the app at the event.
    - This will ensure a huge success overnight as the community would have its initial birth at such a massive and impactful event.