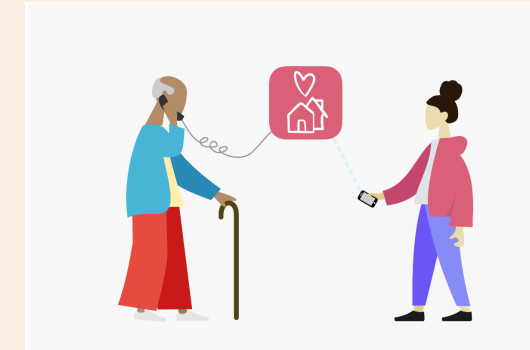**22.03.2020**
Machbarschaft was born

30.03.2020
German Federal Government prize

13.04.2020
Cooperations with similar projects and civil society groups

27.04.2020
Start of simulation and app testing

Pilot project in Passau (GER)

Official App Launch

Expand nationwide

Expand EU wide

24.04.2020
Starting Communication:
Social Media
Public Relation
Press

01.04.2020
Team expands in areas of tech, social media, marketing, business development and strategy

24.04.2020
Machbarschaft at EU hack

Early May 2020
Beta User Tests

23.03.2020
Intensive start of MVP Development

MACHBARSCHAFT

MACHBARSCHAFT – our team

Mentors	Marketing	Brand/ Product	Finance	Legal	Fundraising	Personal	PR/ Social Media	Process development/ Testing	Business Strategy	PMO	UI / UX Design	Android	iOS	Voice/ DB/ Backend	Website
Ioanna Elabd	Manuela Greipel	Jenny Lam	Manuela Greipel			Jenny Lam		Stella Weise		Alexander Hodes	Kerstin Hahl-bohm	Marc Sommer		Jannik Rulitschka	Alexander Hodes
Ritchie Anderson	Beate Tertilte	Andrea Fiege	Jens Wiechers			Louisa Bruck	Simone Dogu	Marc Sommer	Manuela Greipel	Jenny Lam	Luis Dille	Kilian Schneider	Linus Geffarth	Felix Beil	Lukas Heine
Manuela Greipel	Asha Olol			Klaus Klingner	Marc Sommer	Lukas Heine	Leona Mölgen	Patrick Schwan	Jens Wiechers	Marc Sommer		Julian Wieners	Dimitri Wolf	David Schmidt	Jonas Scheid
Jens Wiechers					Patrick Schwan	Marc Sommer	Dimitri Wolf	James Lewis	Jannik Rulitschka	Manuela Greipel		Felix Beil	Felix Schlegel	Benedikt Bleuel	
Lukas Heine					David Schmidt	Alexander Hodes	Lucija Gudlin	Lucija Gudlin	Alexander Hodes	Kilian Schneider		David Schmidt	Felix Schlegel		
							Lisa Davydenko				EXP Kerstin Hahlbohm	Jesse Palarus	Vishnu Ravi		
		EXP Tanja Esmoyl					EXP Tanja Laub				EXP Thorsten Janowski	Tan Dang			

Team member

Partners and relevant contacts outside Germany across Europe
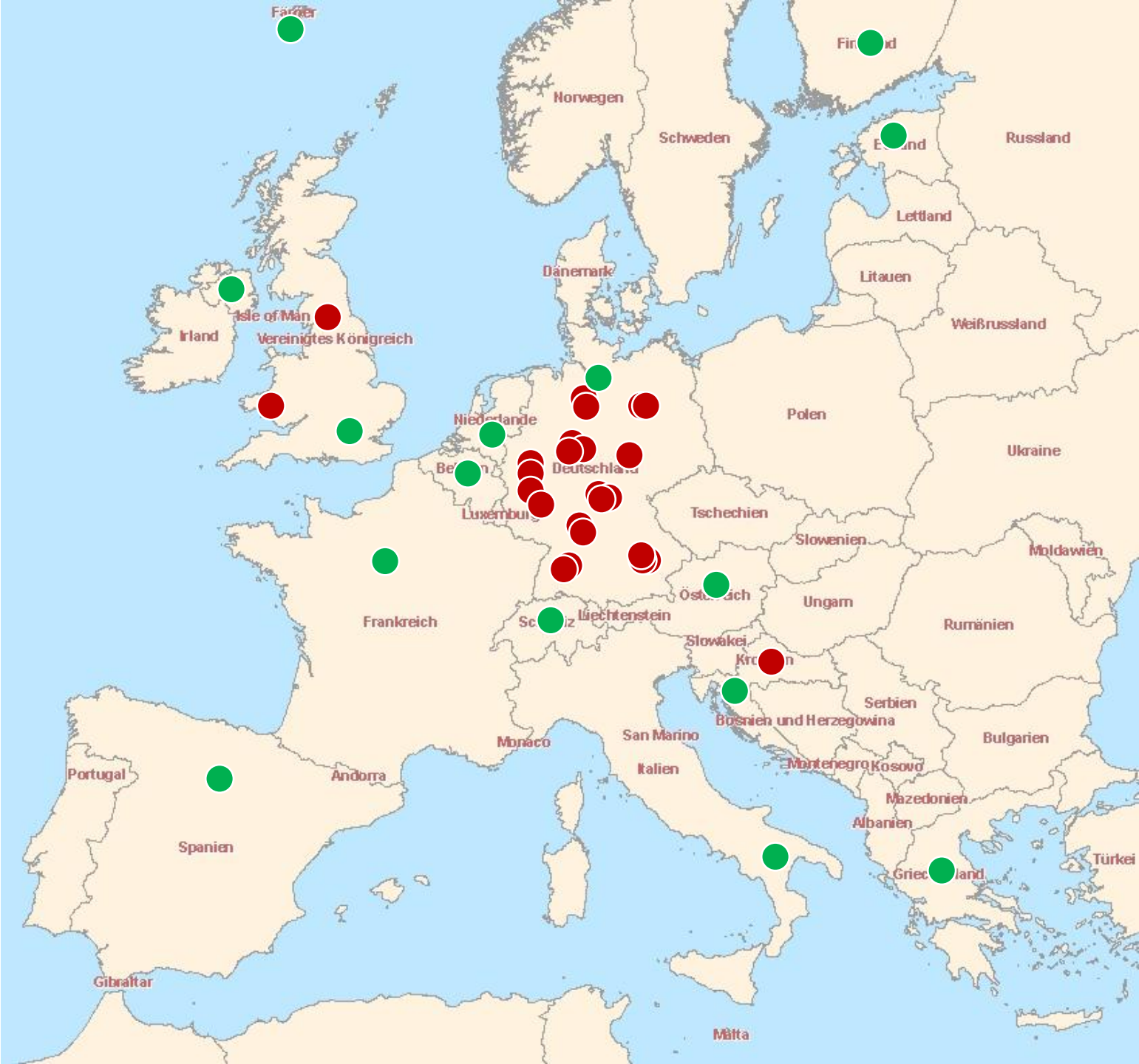
Relevant contacts outside Germany

UK	Team members EU hackathon
Netherlands	Colivery / Manuela Greipel
Croatia	Lucija Gudlin
Spain	Manuela Greipel
Greece	Ioanna Elabd
Spain Lanzarote	Manuela Greipel
Norwegen	Manuela Greipel
Schweiz	Manuela Greipel
Österreich	Manuela Greipel
Frankreich	Manuela Greipel
England	Manuela Greipel
Estland	Manuela Greipel
Kirgistan	Manuela Greipel
Italien	Manuela Greipel
Dänemark/Färöer	Manuela Greipel

Who is Ingobert?
Lonely widower
Lives alone, wife died 3y ago, one child lives abroad
Has a good pension
Struggles with housework due to arthritis
Forgetful
Often feels irritable
Very little social contact normally
Finds ways to solve problems
Has a computer but doesn't like it, uses to contact his daughter only

STAGES >>>>	Research & Planning	Make the Booking	Confirm Booking	Helper Arrives	Delivery is Made	Payment is Made	Transaction Complete
DOING	* Asking for recommendations * Making a shopping list	* Using the phone * Interacting with bot * Looking at shopping list * Provide personal details * Select category of goods required	* Answer phone * confirm the items that are required * Arrange delivery time	* waiting for the helper to arrive	* Opens door * Picks up groceries * Take groceries inside * put groceries in cupboards (later)	* Put cash in envelope, then gets change (sanitation?) or * get right details and complete cheque in envelope	* answers automated check-in/feedback call
THINKING	* Who can I trust to do this? * Who does this best/cheapest? * Will I get what I need, when I need it? * Will the service be difficult to use? * Will I be overcharged? * Will this affect my personal safety? * What personal information do I have to give? Will it be protected? * Who am I giving my address to?	* Can I do this? * Is this going to work * Who am I speaking to? * Am I being understood? * Did I give them all the information they need? * Do they have my phone number? * Why can't I speak to a real person? * What will I do if help doesn't arrive?	* Can i trust the helper? * is the helper reliable? * How can I validate that they are the helper assigned to me? * will they arrive at the agreed time? * Will they bring the agreed items * What do I have to do if this service doesn't work? * How do I feel about the person that made the call? * Will the person have change if I am paying cash? * Can I talk for longer to this person (have a chat)?	* How do I interact with the helper? * How do I receive the groceries? * Will I receive everything I ordered? * How do I make the payment? * Do I have the right amount of money? * Will I get Corona from the helper?	* How do I get groceries in? * How do I make sure they don't try and get in to my apartment? * Is everything here? (I can be forgetful) * Will I have right money/change as this may be first time hearing actual cost? * Did they get the brands I like, or something else that I won't like, but feel obliged to pay for?	* Is this a fair price? * Is this the price we agreed? * What will I do if helper doesn't have change?	* What did I like/dislike? * Who can I recommend this to? * What could I request next?
FEELING	* Uneasy * Cautious * Shame/ uncomfortable	* Glad that task is being done * Or is it? * Frustration at the bot	* some relief that items have been ordered * fear about personal safety * Doubts about money issues * Insecurity - what do I do if anything goes wrong * worried - I may have no money on the delivery date	* uncertainty * fear * anticipation	* depends a lot on quality of interaction * happy if done correctly * happy to chat to someone * happy to have groceries * stressed if something important is missing	* unsure * happy if done correctly * happy to chat to someone * worried about desanitising any change	* Relieved * Happy to have met someone new * Reassured * Some lingering feeling of shame for needing help
METRICS	* Media coverage * Referrals * Door-to-door leaflet coverage	* Time to complete booking * # incomplete bookings * Number of repeat customers * Referral? * # steps that need to be repeated as bot couldn't capture info	* Time to capture Ingobert's details, shopping list? * # requests answered * # requests answered in 24h * Time from request call to confirm call	* Helper arrived on time * Ingobert answered door	* any missing items * able to complete delivery safely (e.g. if hard to access apartment)	* both sides agree correct payment made, or * both sides agree happy with payment made	* Feedback rating
BLOCKERS TO SUCCESS	* Ingobert unaware of service * Competitors (Add to list of competitors) * Marketing content does not resonate with Ingobert (he isn't used to asking for help)	* Ingobert doesn't understand the bot * Bot doesn't understand Ingobert	* call not answered * Ingobert didn't understand questions * helper didn't know what to ask * helper couldn't help e.g. realised request was more urgent than they could fulfil * either side uncomfortable with collecting prescription drugs	* Ingobert didn't understand the transaction process * Ingobert no longer wants delivery (doesn't need items, doesn't have money, didn't like the helper)	* Groceries are heavy and Ingobert finds it hard to carry them * Disagreement over cost * Helper doesn't want to enter apartment building, but Ingobert doesn't want to leave apartment * Helper forgot to include something	* Lack of correct money * Helper doesn't want a cheque as banks shut	* Doesn't answer phone call * Doesn't understand Bot * Bot doesn't understand Ingobert
OPPORTUNITIES TO IMPROVE	could messaging be more about "connecting communities to help each other", more than "do you need help"?	* refine AI/script based on user testing with recording of calls, particular those that don't result in booking * central team phones Ingobert to check bot's recording of info	* Tell caller that payment details will be required during the call * Link to pharmacy, so Ingobert can use phone call to authorise pick up of drugs	* Encourage helper to phone Ingobert when they pick up items, and when they start journey to Ingobert	* Encourage helper to have quick chat with Ingobert to find out how he is doing, and see if any mutual interests	* Integrate payment by card over the phone	* X% of these calls done by a real person to get some more detailed feedback
EXPERIENCE (Customer Survey Results)							

STAGES >>>>

Who is James?
* Married, no children
* Full-time job working at the University
* Has a car
* On a local whatsapp group, but wants to help more
* Uses social media, etc. for work and fun
* Lives in a small city

	Thinking of helping	Finds website	Registers an account	Gets a notification	Calls person	Picks up items	Arrives at person's house	Delivers items	Collects payment	Transaction complete	Recommends to others
DOING	* Looks at social media * Google search	* Navigating website	* Enter details	* Opens phone app * Looks at request * Accepts request * Gets details	* Get phone number from app and phone person * Register on app that I have called and can fulfil request	* Goes to shops * Buy items on list * Call person again as some items not available, check what else they want instead * Mark on app that I have all items	* Go to person's house * Try to let the person know I have arrived	* Take items to person	* Receive cash * Give any change or * Receive cheque or * Say "don't worry about the money" * Register payment on app	* Mark request as finished on app * Give feedback on app	* Share completed request on social media (anonymised for person I helped)
THINKING	* How do i find some to help? * What will they need? * Will I have to keep helping them or can I just do it once? * Will the service be difficult to use? * What personal information do I have to give? Will it be protected? * Will people keep phoning/disturbing me?	* Who runs this? * Are they making profit from this? * Do they know how to keep my data secure? * Can machbarschaft keep my data safe? * Do they have anyone in my area who needs help? * How quickly will I need to respond to a request? * Is it easy for me to help given work commitments?	* How soon will I get a request? * Will i get notified, or do I need to search? * Does anyone I respect recommend this?	* Can I fit this in to my schedule? * How far away is it? * Can I fulfil this request easily?	* How does the person seem? * Do we have common interests? * Do they want to chat for a long time? * Is the request clear? * How will the give me the money back?	* Have I got everything? * What do i do - the shop doesn't have their favourite brand * No idea what this will all cost	* how do i get their attention? * where do I park? * have i got the right address? * will they answer the door? * do I have to go into an apartment block (Corona)?	* What do I do if they are disabled? Do I need to go into their house (corona)? * Will they be happy with everything I bring? * How will we sort out the money?	* Is this the right amount? * Should I refuse payment? * How can I sterilise this? * Are they happy with the cost of the goods?	* How well did that go? * I wonder if the person is happy? * Should I call them and check?	* Will people think I am boasting? * Will people think this is silly? * Will others want to help? * What can I do to create more of a community?
FEELING	* Excited * Slightly nervous	* Excited to have found a possible solution * Unsure/suspicious	* excited to make progress * unsure how many requests I'll get	* Thoughtful (how can I fit this in?) * slightly overwhelmed * excited to be doing something to help	* Nice, glad to be helping someone	* Nervous until I have all items	* Excited to meet the person * Hopeful * apprehensive	* Happy to help someone * Unsure about payment	* Nervous	* Relieved * Happy	* Nervous * Keen
METRICS	* Social media reach * Google searches	* # unique visitors to website * % click through	* # registrations * Time to register an account * % who register on first visit to website	* % of requests accepted * % of requests accepted in X hours	* Time from notification to register the call	* % of requests that progress to this stage	* Helper arrived on time * Door answered	* % requests completed * time from getting notification to delivery	* both sides agree correct payment made, or * both sides agree happy with payment made	* % of notifications completed * Feedback score * Time from notification to completion	* # social media shares * % of requests that convert to social media share
BLOCKERS TO SUCCESS	* Competitors websites come up first * Bad reviews of machbarschaft	* Website is unclear * Looks too amateur * Not enough reassurance given	* Registration process unclear * Registration asks for too many details * Doesn't work in my area yet	* Request unclear * Delivery address unclear * Delivery address too far	* Person doesn't answer call * Have to call repeatedly * Request is unreasonable * Person seems unpleasant	* Need a prescription * Items not available	* No-one home * No-one answers the door * Cannot find the right address	* Person can't carry groceries * Can't get access to the building	* Person refuses to pay * Lack of correct money * Helper doesn't want a cheque as banks shut	* I forget to complete request on app	* Difficult to share * No integration to my social media
OPPORTUNITIES TO IMPROVE	* Appeals to ideals of building stronger community	* Get respected, well-known people to give testimonials on website	* Make sure process is as simple as possible	* Make request and delivery address very clear	* Automated phone call to person when helper tells app they have collected everything * Maybe don't expect me to register this stage on app?	* Remind me to make sure I get the directions right on the first call * Suggest I call person to double-check directions and that they will be waiting for me	* Suggest to me that I discuss any access issues on the first call, so i can make a plan	* Integrate payment by card over the phone	* Suggest to me next steps I could take	* Give suggested text and easy sharing
EXPERIENCE (Customer Survey Results)											

Business Plan (TBC)

MACHBARSCHAFT

1. Introduction MACHBARSCHAFT

MACHBARSCHAFT connects millions without Internet access or competence with people in their neighborhood who are willing to provide their help in a way that combines the analogue world with smart digital technology.

The world stays at home. - What sounds comfortable is a huge challenge for society.

Neighbourhood assistance is an important element for cohesion and the maintenance of a new everyday life in a state of emergency during Covid-19 crisis.

Many neighbourhood assistance services already organise themselves efficiently and effectively online. But especially those who are at risk and need help most urgently are not reached by this. Every 9th household in Europe does not have any Internet access and there are more, who are not capable to effectively navigate through the Internet, to download apps and seek support online. To get through the next few months, we need a strong and persistent solution that can reach older people without Internet access or expertise.

We want to achieve this by combining existing technologies (telephone) with new technologies (bot, AI, apps). We are developing a telephone service that older people and other risk groups can easily call to place their needs. A bot receives the telephone call and uses Artificial Intelligence to create a request, which we then feed into an app. In the app, there are volunteer neighbors who are motivated to help and accept the request. From shopping, to picking up medication or other things for daily life. This way, MACHBARSCHAFT adds to growing our society stronger together.

2. Strategy
a. Vision, Mission and Strategic Goals

The vision describes the high goal or the desirable state in the far future.

Vision	The supply of all people in need is secured.

The mission describes the purpose of MACHBARSCHAFT to realize the vision.

Mission	We connect needy people of the risk group without internet competence with digital-

	affine helpers from the neighbourhood in order to guarantee the supply of the needy.

Strategic goals are long-term goals that make it tangible whether we are fulfilling our mission.

Goal 1: **Offer Help**	People without Internet access or internet skills are comparatively often in the risk group for severe Covid-19 courses of the disease. The isolation ensures that they do not become infected. We would like to make it easier for them to access everyday necessities (shopping errands) by accepting their requests for help by telephone and referring them to motivated helpers using our Apps.
Goal 2: **Connect Neighbours over Generations**	Older people in particular are assigned to the risk group. We bring them together with young people with an affinity for the Internet. In most cases, the assistance will lead to personal contact between two people from a close geographical region (neighbourhood). In this way we want to strengthen contact and dialogue between the generations and make neighbours of different generations acquainted with each other.
Goal 3: **Qualification**	By creating a use case for artificial intelligence, we are offering our technical team members the opportunity to get to grips with this technology and expand their expertise. In this way, we want to positively influence Europe as a location for innovation.
Goal 4: **Sustainability of the Solution**	The eruption of Covid-19 called the initiative MACHBARSCHAFT to life. But we believe there are other uses for our service. We want MACHBARSCHAFT to be used for neighborhood assistance beyond the Covid-19 pandemic. According to the needs we want to expand the service.
Goal 5: **Transferability of the Solution**	We want to develop an innovative technology that can be used outside MACHBARSCHAFT and thus positively influence the lives of as many people as possible. We aim to develop our technical solution in such a way that we can make it available to other non-profit organisations in a meaningful way.

b. Monitoring the achievement of objectives

We use the following key figures/milestones to track the achievement of our goals.

Goal 1: **Offer Help**	- Number of successful matches (in a period) - Proportion of successful matches = Number of successful matches / Number of requests for help - Number of verified helpers

Goal 2: **Connect Neighbours over Generations**	- Proximity of residence
Goal 3: **Qualification**	- Number of technical team members working on our solution (per ye
Goal 4: **Sustainability of the Solution**	- Number of use cases for which MACHBARSCHAFT offers its servic
Goal 5: **Transferability of the Solution**	- Publication as open source for other non-profit organizations - Number of institutions / associations that use parts of our technical solution

c. Target Groups

Persona 1: The Person Seeking Help

Detailed description of persona 1 and his/her Customer Journey:
https://docs.google.com/spreadsheets/d/1a_QXSc0nRoszi7A499CxuFdS8677SRAM7wC0l_Btgo0/edit#gid=0

Persona 2: The Helper

https://docs.google.com/spreadsheets/d/1hfJ9G0xxHUUeXW9OO6INCO8IbBhztq6BcPtb0-b8s_Y/edit#gid=0

d. Roadmap

Roadmap: Complete Overview

Our roadmap breaks down the strategic goals into tactical milestones. It is divided into three phases: Launch, Scale, Expand.

Launch:
- Includes all necessary activities up to the market launch, where we make our solution accessible for the first time.

Scale:
- Scaling of the number of users: Establish a stable network of people seeking help and helpers to guarantee the area-wide use and fulfilment of requests for help.
- Enhance stability and performance of the technical solution, fixing of bugs.
- Publish the solution as a PaaS open source solution.

Expand:
- Extend functional scope: Expand additional needs / customer journeys in the form of features.
- Administration, sustainable continuation of the app
- Expansion strategy

The below table gives a comprehensive overview of the major tasks identified for each step. We are currently working on stage **Launch**. Our **status** is given in different colors.

green = done
yellow = in progress, soon expected done
red = outstanding

Launch	Scale	Expand

- **Build**:
  - Bot ✔
  - Android app ✔
  - iOS App ✔
  - Backend ✔
  - Telephone hotline ✔
- **Testing**:
  - Setting up of a test management process ✔
  - Team testing and defect resolution ✔
  - Crowd testing and defect resolution ✔
- **Liability/Data security**:
  - Clarification and compliance with basic data protection guidelines ✔
  - Establishment of a form of organisation (e.g. e.V. or gUG) ✔
- **Network**:
  - Expansion of the team and network with the necessary know-how ✔ (continuous task)
  - Identification of partnerships and synergies ✔
  - Cooperation with partners ✔
- **Marketing**:
	- Stabilization of the technical solution
	- Improvement of performance and user experience
	- Development of users of both target groups with targeted marketing within the pilot region
	- Gradual expansion into other geographical regions with the aim of achieving nationwide (Germany) and international (European) coverage
	- Successful completion of requests for assistance
	- Growing number of placements → Providing proof of concept (the solution is good and accepted)
	- Improvement of the website, possibly extension of the browser solution
	- Adapting the team to the challenges of the new phase, shifting resources
		- Regular operation: management of the existing solution
		- Nationwide coverage
		- Extension of the functionality
		- Enhancing the sustainability of the concept (post-Corona)
		- Adapting the team to the challenges of the new phase, shifting resources

- Description of Personas ✔
- Surveying the people in need to understand the target group and consider findings for technical solution ✔
- Development of a marketing strategy ✔
- Operative marketing: social media ✔ (continuous task)
- Operative marketing: offline ✔ (continuous task)
- **Costs/Funding:**
  - Determination of all expected costs ✔
  - Application for subsidies for cost recovery and further expansion in the scale and expand phases ✔ (continuous task)
- **Go to Market**:
  - Decision for a geographic pilot region for Go Live within Europe and detailed geographic expansion strategy ✔
  - Successful placement of Apps in the Appstore, Google Playstore ✔
  - Successful "Go Live": First downloads of the Apps; the help for first calls is covered ✔		

Roadmap: Go to Market

As a result of the different interviews we led with experts and groups, which offer a similar solution as MACHBARSCHAFT, we learned, that the target group of the needy is more difficult to reach and motivate for participation, than the target group of the helper.

In addition, there are many local groups out there offering a similar solution with a classical call service.

The first step for getting a foot into the market is therefore, to **digitize these existing local groups** with our solution. We will offer them to forward any calls on their phone number to our bot and thus increase efficiency and costs for them.

In the next step we will grow geographically from the local group into the wider geographical area. This will result in many spots on the map which will gradually grow together.

Please find a more detailed Go to Market strategy here:
https://docs.google.com/document/d/1WTbv_CqAuzrPs2iv76lE7QNKm7MfUNE9ON2R6n_n2fw/edit

Roadmap: Geographic Expansion

It is the ambition to make MACHBARSCHAFT available to target groups throughout Europe. Nevertheless, this must not be at the expense of those seeking help: The highest priority must be to match all requests for help with a helper so that no urgent request for help cannot be met.

This requires a geographic expansion strategy in three steps instead of making the solution available immediately in all regions. The geographic expansion will happen along the three phases described above: Launch, Scale, Expand.

Launch	Scale	Expand
- Digitization of a small number of existing non-profit groups with similar service offerings (buying food, running errands) organized with a telephone service	- Grow customer base from existing locations - Digitizing more existing groups - Starting to establish service in a small number of additional cities / towns with personal connections of the team	- Grow customer base from existing locations - Offer service in urban (dense city) areas with close proximity between the needy and helpers - Continuous growth into less urban areas

As a requirement for development, the user must be notified in the app and on the telephone hotline if he wants to use the service outside these regions. The functionality must be limited to the respective region.

In chapter "Networking and Partnerships", please find our international connections across Europe.

Roadmap: Zoom In Phase 1: Launch

A Gantt chart shows the most critical activities of the various departments on a time axis:
https://drive.google.com/open?id=15705OnFhWE3o7fs9HPwGZG7g_wN0zmgj

e. Proof of Concept

With the launch of the solution, the proof of concept for MACHBARSCHAFT will be brought. A few weeks after the launch of the app and telephone hotline it will become clear how well the concept is accepted. If the concept is not well accepted, it has to be analysed whether this can be achieved by adapting the model. If this does not seem achievable or if adjustments to the model do not prove successful either, it should be considered whether the MACHBARSCHAFT project should be scrapped in its existing form.

The team can then devote itself to topics that are more successfully accepted.

The following objectives should help to make the success of the launch measurable.

Key Figure	Target Value	When to Measure	Achieved?
No. of Downloads of Android / iOS App	50 000	after 60 days	
No. of Verified App Users	3 000	after 60 days	
No. of Successful Matches	300	after 60 days	
Proportion of Successful Referrals	95%	after 60 days	

f. Risks and Measures

Identified Risk	Measures
Legal risks of operating internationally: - Varying legal requirements - Data security - Hacks - Contracts	
Technical defects	

Lack of financial subsidies or unexpected costs	
Zusätzliche Katastropen (Erdbeben Kroatien während Corona)	
Skalierungsrisiken	
Spontaneous departure of important team colleagues	
Exploitation of the non-profit status	

g. Market Players

Analysis of other market players - competitors and ecosystem:
https://docs.google.com/spreadsheets/d/1oqMEdYAWF07yUGVfIloRSX28ZNT_KauIaCud2EWNI5E/edit#gid=0

3. Budget planning

a. Costs

Personal Costs (approx.):

8 persons (Tech) à 13h/week for 6 months 167,2 T € = 2496 h = 416 h/month
+ 4 persons (nonTech) à 8h/week for 6 months = 57,6 T € = 768 h = 128 h/month
marketing/pr, fundraising, networking, management
about 75 €/hour gross

b. Funding

MACHBARSCHAFT is in the process of establishing a registered association as a corporate form. As planned, this is represented by a close board of directors and supplemented by an extended board of directors as a decision-making level. Further members should be entitled to vote. A chairman of the board is being considered and a management board is planned. For the call for subsidies, an additional Gbr with shareholders and a management is planned to be founded next week.

4. Marketing, PR, Public Relations, Branding

a. Marketing Strategy

Target Group 1: NGOs, Civil Societies, Existing Initiatives

Target Group 2: The Person Seeking Help

Idea collection **marketing activities** for the care recipients:
https://docs.google.com/document/d/1HwDB0YfrhTyEdCOuB48sZaQhm8wAIDm7qEXudvY2GWA/edit

We conducted a **survey** among the first target group in order to gain a better understanding of their needs and to gather some feedback to our solution:
https://docs.google.com/spreadsheets/d/1NCzzy21IjOakPlb6EN-zB2UEiADFsJ1KKHSuPyw_Kxc/edit#gid=0

Target Group 3: The Helper

This target group will be mostly tackled with social media marketing. They are the digital-affine group.

Detailed **social media** marketing plan:
https://docs.google.com/spreadsheets/d/1BztOmSImLELMnyeGEHr6VqeY1Fn9_Cp_5PaFaTyNwGA/edit?usp=drive_webuid=102639375327615511523

a. Marketing Strategy

MACHBARSCHAFT uses a combination of B2B and B2C approach. B2B is particularly important to reach the final target groups with the aid of already existing and care providing community services, civil society organizations, NGO´s etc.

B2C	care recipient	volunteers
	- main characteristic: does not use internet	- main characteristic: wants to support vulnerable group and frequently uses internet

	where do they get information from?	- elderly	- people not belonging to risk group, most probably between 14-50 y.o.
		- poor	- using the internet
		- internet illiterate	- using social media
		- language barrier	- having a variety of professions
		- frequent contact with children/ grand-children	- pupils, students, professionals
how do we reach them?	probable common grounds: - social welfare offices - community services - doctors offices - hospitals - pharmacies - churches, communities - bakeries - supermarkets - TV, radio, local newspaper, magazines,		probable common grounds: - social media (each platform is different for each age group)
B2B	**NGOs**	- NGOs, citizens society groups/ initiatives that already established contact with care recipients and/ or helpers	
	health care	- doctors offices, hospitals, etc. - nursing care/ physiotherapist outpatient	
	public authorities	- local authorities	
		- national authorities - spreading information	
	industrial partners	- telephone services - e.g. callingpotential care recipients	

b. PR and Public Relations

List of press interviews:
https://docs.google.com/spreadsheets/d/1rbSGKXNTeqaYK-oDRN5tFVOztsm6n4iTkbTLP8KFVbA/edit#gid=0

List of press articles about MACHBARSCHAFT:
https://docs.google.com/document/d/13Ef_gcwTm9Op-ZNWHJD5PWTdd9-Cmx4fflyhp56LN5s/edit

Press one pager:
https://drive.google.com/drive/folders/1XIYyPIKtLjdhRzL6j80ycGVZSX9B5tnq

c. Branding

Folder with logo and other branding material:
https://drive.google.com/drive/folders/1ZdWn02X43xyLMLKJjH0x3N_KJnbMKMz_

5. Team and Personnel Planning

a. Current Team Structure

This document shows the current team structure and is always kept up to date:
https://drive.google.com/open?id=1-Iyeo49TLZ_ynkxTLJvm54BOXi7iP9-v

Team structure as of 26th April 2020:

b. Personnel Demand

Additional demand of personnel is planned here:
https://drive.google.com/open?id=1C-fjcyOU9Om2p26Nj0WqhkReXs0mh9z4YJyWyVl6hdQ

6. Networking and Partnerships

a. Partnerships

Overview of partnerships/cooperation with other initiatives:
https://drive.google.com/open?id=1pAxv9RTFo_UKQL1ovQFhPsb9THDiOrwe

b. Network as Basis for International Expansion

Overview of team members' locations and contacts in other countries:
https://docs.google.com/presentation/d/1gYyatY2yIJPC2qjQ-4t3lhu_83TF55Ss/edit#slide=id.p1

Current overview of relevant team connections outside Germany in Europe, which can be useful for the international expansion of MACHBARSCHAFT:

Go2Market Strategy of MACHBARSCHAFT (TBC)

Contents

1. Business Case
2. Market Strategy
3. Marketing Strategy
4. Onboarding Support
5. Success Metrics
6. Ongoing budget and resources needed

1. Business Case

- why launching now?
- what do we hope to gain?
- specific, concise, honest

During the COVID-19 crisis, over 8 million people over 60 years of age in Germany are completely excluded from all digital neighbourhood assistance due to lack of internet access. MACHBARSCHAFT aims to provide an innovative solution to solve this issue.

Those who are not digital are cut off. There are 8 million people over the age of 60 living in Germany who do not have access to the Internet or do not have Internet skills. This endangers their provision, especially in times of the COVID 19 crisis, as this age group belongs to the main risk group. Currently, neighbourhood assistance is essential for the survival of society. However, the organisation of neighbourhood assistance is mostly digital, from which many millions of older people are completely excluded. This results in a threatening gap in care, which urgently needs to be closed. We will continue to pursue this mission beyond the pandemic in the long term.

2. Market Strategy

- **Value Prop**: w*hat makes us different from competition?*
    - purely non-profit, to empower community
- **positioning**:
- **messaging**: *3 pain points we solve for users*
- **sales & supporting materials**: *what ressources, tools do we need to sell the product*
- **Customer Journey**: *how many steps? start: when/ how do they hear about us? end: how do we collect feedback from them to optimize our product*
    - customer journey of care recipient
    - customer journey of helper: to be done

- customer journey of NGOs/ civil organizations etc.: to be done
- **Personas**: *WHO uses our product? max. 3*
    - *what are their specific characteristics & behaviours?*
- **Use cases:** h*ow will those people use the product? how can you help them imagine a life that is better because they are a customer of yours?*

3. Marketing Strategy

target groups divided into segments to find out, how to reach them

B2C		**care recipient** - main characteristic: does not use internet	**volunteers** - main characteristic: wants to support vulnerable group and frequently uses internet
	where do they get information from?	- elderly	- people not belonging to risk group, most probably between 14-50 y.o.
		- poor	- using the internet
		- internet illiterate	- using social media
		- language barrier	- having a variety of professions
		- frequent contact with children/ grand-children	- pupils, students, professionals
how do we reach them?		probable common grounds: - social welfare offices - community services - doctors offices - hospitals - pharmacies - churches, communities - bakeries - supermarkets - TV, radio, local newspaper, magazines,	probable common grounds: - social media (each platform is different for each age group)
B2B	**NGOs**	- NGOs, citizens society groups/ initiatives that already established contact with care recipients and/ or helpers	
	health care	- doctors offices, hospitals, etc. - nursing care/ physiotherapist outpatient	
	public autho rities	- local authorities	
		- national authorities	

		- spreading information	
	industrial partners	- telephone services - e.g. callingpotential care recipients	

4. Onboarding Support

Toosl:
- how will clients know how to use us?
- care recipients:
    - explanation on flyers, TV etc.
    - re-explanation on our hotline
- helpers:
    - explanation on Social Media/ flyers
    - App: introduction

Retention strategy:
- how will we keep our clients?
- how do we measure this? (e.g. number of requests, app downloads, requests completed, any upgrades?)

6. Ongoing budget and resources needed

- accelerate the process of completing the technical features
- expand marketing → international Marketing Strategy
- Optimize Monitoring/Testing
- Set up international project management
- Country marketing strategy
- Multilingual product development
- Resource buffer for peak loads
- free budget for material resources and running costs
- Personnel costs
- Scaling within Germany
- Scaling EU-wide:
    - Networking in economy, institutions and politics
    - Partnership with authorities and institutions
    - Cooperations
    - Resources
    - Organisational Structures
    - Technical adaptation in the partner countries
    - additional monitoring/testing optimized for the respective country
    - Legal advice per country

- ○ Resources on site + sponsors with direct contacts
- Process Acceleration
- Increasing resources