BeeBetter

Supporting survivors of injustice

Current solution can be limited and could be improved to fight injustice further

Passive limitations

Lack of Information

Strong Entry Barriers

Fear of reprisal

Pressures for status quo

Open Internet is insufficient

How can we overcome these obstacles to help people?

Our Approach

An app with three axes to empower members to act against discriminations

Learning

Courses for users to learn **concrete tools to stand up** against aggressions

Gamification

Leagues, scores, virtual, and physical rewards

Community

Themed communities with flexible anonymity

Our Vision

With our solution we can combat **Isolation and** Ignorance to enable people to find the help they require to overcome the discrimination they face.

BeeBetter

114
LB
Learning: Sexism
Hostile Sexism
Impact of Sexism
Institutional Sexism

114
LB
Community: Sexism at Work
Jane SMITH
How to help coworkers against sexist comments
27
pandabee
I just made my sexist co-worker apologize!!!!
6
Access to DOTS
Contact relevant Association

114

LB

Educating my coworker

Today, my coworker asked me a question that i didn't like and infering that my career choice was thanks to my dad. It reminded me of the lesson on affirming your accomplishments. Instead of being on the defensive, I used one of the propositions i read and reformulated the question. I think he undersood where his mistake was and ...

Sexism

Non-violent communication

Homophobia

Microagressions

Inclusive writings

Enroll in new topics!

xism

ostile Sexism

ism

114

LB

Aiming assertive

How to transform
"You hurt me"
into an assertive answer?

Select the best transform

"Change your behaviour please"

"I feel hurt"

"I don't like what you have done"

114

LB

You succeeded !

Next

114

+ 3

Next

114

LB

Learning: Sexism

Hostile Sexism

Impact of Sexism

Institutional Sexism

114
LB
Connections
Maya22303
Learning Progress
Sexism
Microagression
Homophobia
Racism
Achievements
Positiveness spreader
Discussion creator
Longest streak: 78 days
Send a gift
100
Offer a one-month subscription
1000
Carla Sydney
pandabee

14
LB
You gifted a sticker to Maya22303

Partnering with organization

Integrating support organization in BeeBetter

Integrate with support solutions Dot and Sophia:

- Leverage **existing support solution** inside the application

Support organization involvment

- Helping them to reach out to more individuals by **integrating them to our community**

We have contacted workers in a support organization empowering survivors of domestic abuse, and received positive feedbacks and proposition to get help for our idea

Revenue Streams – Initial Segments

Two pillars from engaged users

Freemium model

- **Entry access to all lessons** and one community
- **Premium grants access:** to personalization, more communities statistics, create new communities

Rewarding positivity

- **Send virtual or physical gift to reward people** for their self-improvement and their impact on others

Revenue Streams – Future Segments

B2B business model where companies offer our app as a service to employees.

Existing need

- Need for a **Culture Change**
- Support groups are forming within companies

Lucrative opportunity

- Existing market valued at $50 Billion

New Gamification Opportunities

- New valuable features for workplace.
- See who fosters a positive company culture.

Annex

Data Protection

Personal data must be stored securely to ensure users' security – Risk assessment

Ensure that all participants personal data is protected, that risks are continuously assessed and mitigated.

Purpose of processing	Provide personalized content to data subject, on the basis of a contract
Processing	Creating of data, storage of personal data, profiling for personalization purposes.
Personal data	email address, potentially name and last name, picture, testimonials, technical data such as IP adresses
Controller	Spring ACT
Processor	Azure (Microsoft Ltd)
Legal basis	Consent, performance of a contract under GDPR, obligation of information regarding automated decision-making under nFADP
Risks	For the individuals: since the testimonials may contain sensitive information, related to employment, personal situations, which may have effects in the physical world, risks regarding the physical and mental integrity of the individuals.
Measures, safeguards	• Flexibility in the amount of personal data shared through the platform: anonymization, pseudonymization, encryption. • Data is stored in Switzerland, Cloud service from Microsoft provides a high level of security, ensuring confidentiality, integrity and availability of the personal data. • Assessment on the basis of GDPR (strict framework with emphasis on the protection of data subjects).

Our Approach - Gamification

Engaging individuals to continuously learn and to be part of a community

Gamification mecanism engaging individuals to learn

- Users gain points when **completing lessons**. And **assisting others.** They also gain experience, based on the topic of the lesson
- **A appealing UX combined to positive incentives** keeps users engaged to support people in need

Gift for yourself, but also for the others

- Gifting system to for users to reward one-another with **virtual or physical** gifts. These can be showcased within the app

Our Approach – F…munity

Fostering individuals to create a safe… members against discrimination

1

- Enable people facing discrimination to **share their story** and to help each others, making them feel part of a **community**
- Individuals anonymous through a pseudonym, or become a **public Leading Voice** to inspire others
- Every user has **a read-only access** to communities, raising awareness towards the different topics

3

- Creation of **personalized** and **human-sized local communities**
- We hope these communities will organically grow into local **support groups**.
- Support associations and already existing tools such as **DOTS** will provide help to people that need it

Our Approach - Learning

Empowering individuals to act against social injustice

Helping individuals

- **Concrete methodologies** on how to act: speak-up, stand your ground
- Courses created in collaboration with **organizations fighting discrimination**

Accessible to Everyone

- **Courses available to everybody** no matter their subscriber status
- Observers are also encouraged to take free **courses on allyship**

Quality Experience

- Using **survey data and usage data** we can match users with the **courses that will provide the most impact to them**

Designed for: *Designed by:* *Date:* *Version:*

Business Model Canvas

Key Partners

- Feminist organizations: they can help their community through this application and provide feedbacks. Catalyst engaged users into the app, necessary first step to build a wider community
- Supportive organizations: they can reach people directly on the application using the community feature and provide further support for individuals in greater needs.

Key Activities

Helping people to feel empowered:

- Through learning
- Through community interactions

Key Resources

Value Propositions

- Empower people to stand up against discrimination
- Personalized learning experience to handle uneasy situation through the choice of different topics
- Keeping people attracted and help them learn through gamification in Duolingo inspired style
- Anonymous community system in which people share their experiences and personal advices.
- Read-Access to communities in which customers are interested in.
  Write-access is gained only after reaching certain level on related theorical exercises. This has filtering effect and discourages spammers & trolls from getting in as it requires few hours investment to do so.
- Free for everybody to join and start
- Link to help from supportive organizations

Customer Relationships

Channels

Main channel:

- Mobile app through Azur Cloud

Other means of communication and infrastructure:

- Emailing
- Website
- Potentially delivering service to send physical goodies

Customer Segments

- **People facing injustices** → niche market

Goal: empower app users to make them feel part of a community, be able to handle discrimination and to reply properly. Help them understand they are not alone. By having leading voices, they will be able to discuss with inspiring people facing the same discrimination as them
By being directly in contact with supportive organization, they will be able to get help if needed

- Additional **wider customer base** consisting of people willing to learn, help & develop social skills. → mass market

Goal: By being able to read the community discussion, they can empathize on the stories of people. By giving gifts and rewards to people facing social injustice, they can empower them and help them feel better.

- C**ompanies** willing to improve their social inclusion image and train their employees

Cost Structure

Revenue Streams