



BeeBetter

The logo features a stylized bee icon on the left, composed of two overlapping loops. To its right is the text "BeeBetter" in a bold, sans-serif font. The entire logo is rendered in a bright yellow color. The background is white with large, abstract, overlapping shapes in various shades of yellow and orange, creating a vibrant, organic feel.

# 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

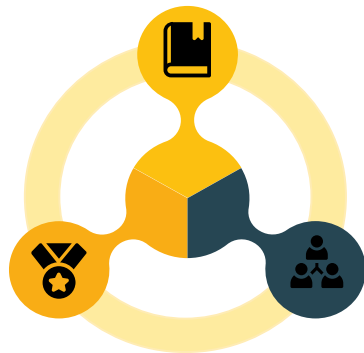
An app with three axes to empower members to act against discriminations

## Learning

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

## Gamification

Leagues, scores, virtual, and physical rewards



## Community

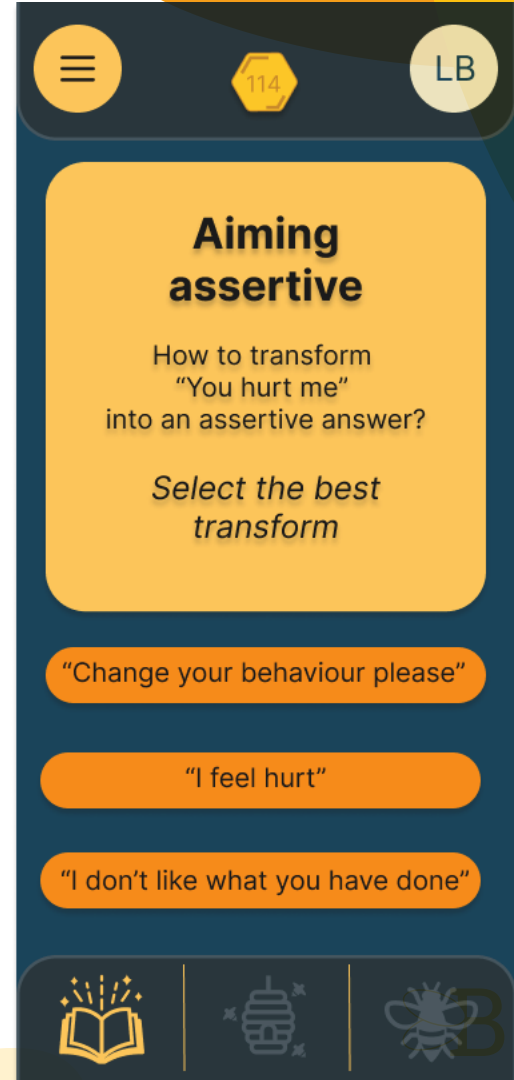
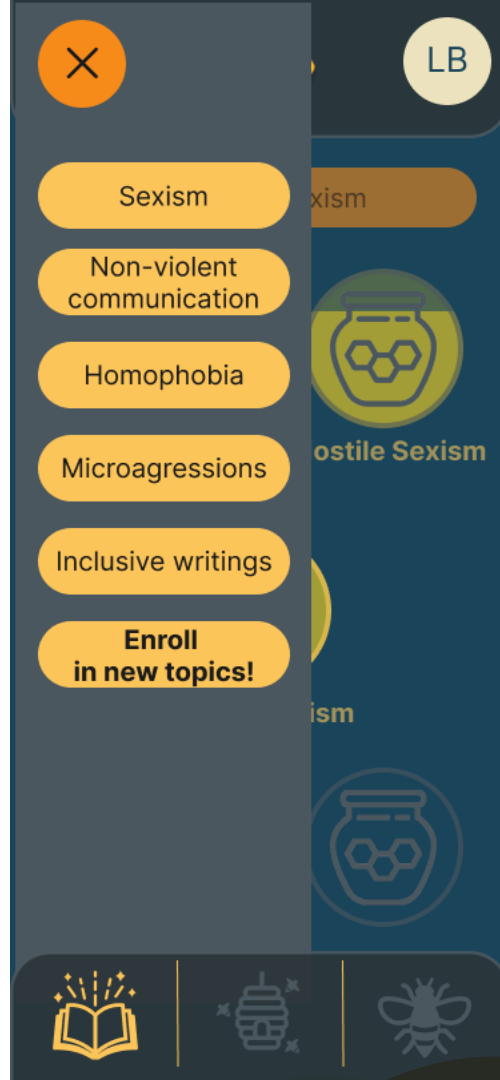
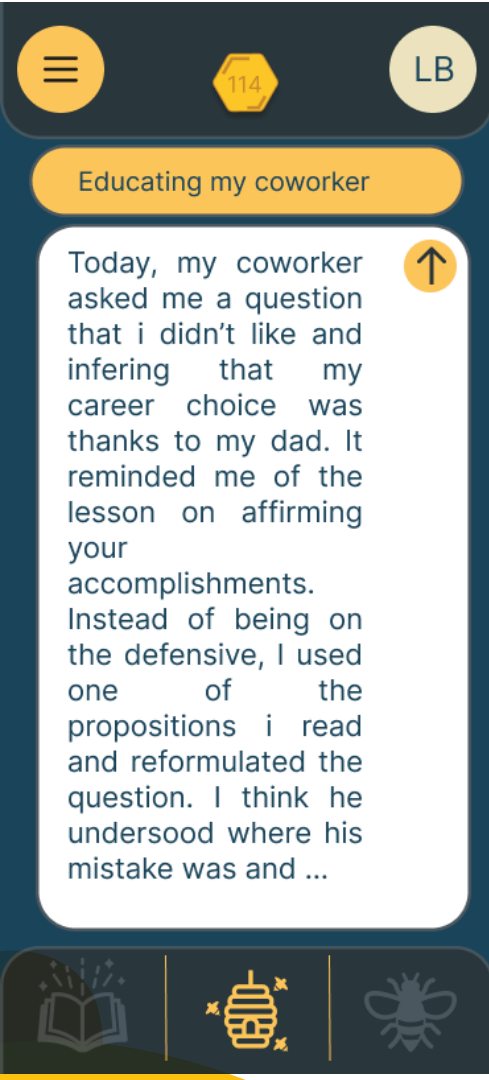
Themed communities with flexible anonymity

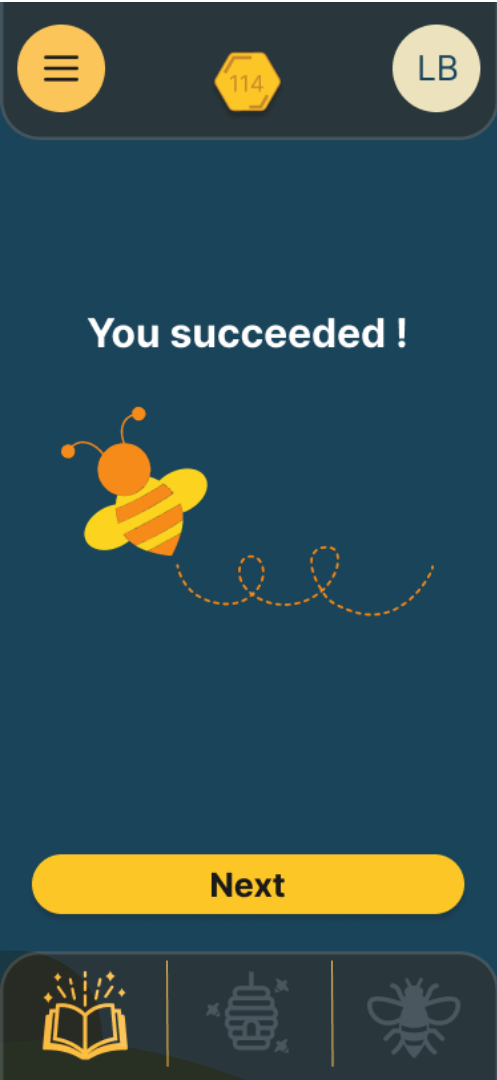
## Our Vision

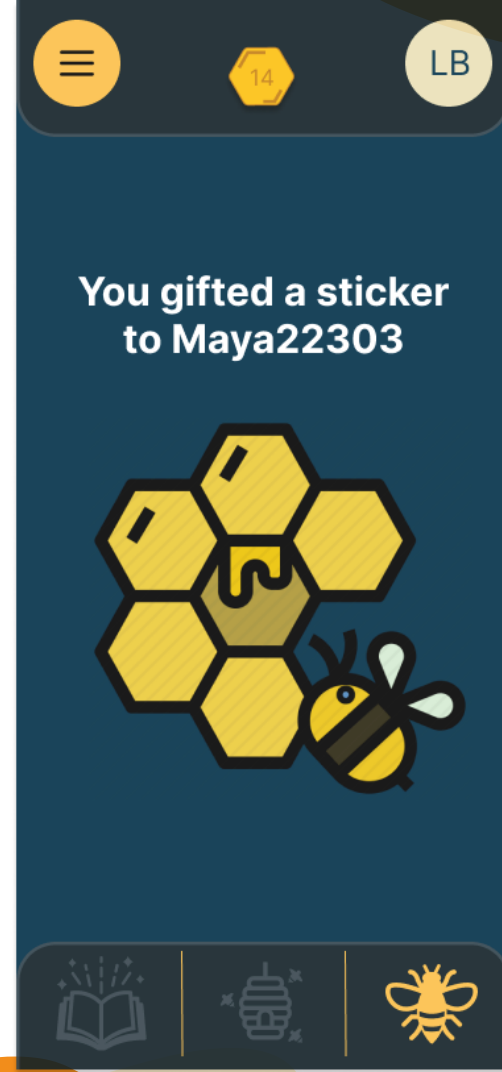
With our solution we can combat **Isolation and** Ignorance to enable people to find the help they require to overcome the discrimination they face.

# BeeBetter









# Partnering with organization

Integrating support organization in BeeBetter



## **Integrate with support solutions Dot and Sophia:**

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



## **Support organization involvement**

- 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.

<b>Purpose of processing</b>	Provide personalized content to data subject, on the basis of a contract
<b>Processing</b>	Creating of data, storage of personal data, profiling for personalization purposes.
<b>Personal data</b>	email address, potentially name and last name, picture, testimonials, technical data such as IP addresses
<b>Controller</b>	Spring ACT
<b>Processor</b>	Azure (Microsoft Ltd)
<b>Legal basis</b>	Consent, performance of a contract under GDPR, obligation of information regarding automated decision-making under nFADP
<b>Risks</b>	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.
<b>Measures, safeguards</b>	<ul style="list-style-type: none"><li>• Flexibility in the amount of personal data shared through the platform: anonymization, pseudonymization, encryption.</li><li>• Data is stored in Switzerland, Cloud service from Microsoft provides a high level of security, ensuring confidentiality, integrity and availability of the personal data.</li><li>• Assessment on the basis of GDPR (strict framework with emphasis on the protection of data subjects).</li></ul>

# Our Approach - Gamification

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



## Gamification mechanism 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 – Building Community

Fostering individuals to create a safe space for members against discrimination

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- 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



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- 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**

# Business Model Canvas

<b>Key Partners</b>  <ul style="list-style-type: none"> <li>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</li> <li>Supportive organizations: they can reach people directly on the application using the community feature and provide further support for individuals in greater needs.</li> </ul>	<b>Key Activities</b>  <p>Helping people to feel empowered:</p> <ul style="list-style-type: none"> <li>Through learning</li> <li>Through community interactions</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>Empower people to stand up against discrimination</li> <li>Personalized learning experience to handle uneasy situation through the choice of different topics</li> <li>Keeping people attracted and help them learn through gamification in Duolingo inspired style</li> <li>Anonymous community system in which people share their experiences and personal advices.</li> <li>Read-Access to communities in which customers are interested in. Write-access is gained only after reaching certain level on related theoretical exercises. This has filtering effect and discourages spammers &amp; trolls from getting in as it requires few hours investment to do so.</li> <li>Free for everybody to join and start</li> <li>Link to help from supportive organizations</li> </ul>	<b>Customer Relationships</b> 	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li><b>People facing injustices</b> → 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</li> <li>Additional <b>wider customer base</b> consisting of people willing to learn, help &amp; 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.</li> <li><b>Companies</b> willing to improve their social inclusion image and train their employees</li> </ul>
<b>Cost Structure</b> 		<b>Revenue Streams</b> 