

PROJECT NAME:
CommUnity

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IDEA IN SHORT: A platform through which
NGOs and volunteers can directly interact and
organize projects.

Hardcore entrepreneur hackathon 4.0

1.PRODUCT - PROBLEM WE SOLVE

Through this project we aim to bridge the gap between NGOs/companies that need volunteers for specific projects or events, and volunteers who are seeking new experiences, want to get involved in their communities, or are simply trying to build their resumes.

Currently, such opportunities are mainly announced through Facebook groups, physical posters, by word of mouth, etc. These methods often lead to miscommunication, missed opportunities, and a limited reach within the community. We are proposing an innovative solution to address this crucial yet overlooked aspect of society: volunteering. Through our platform, NGOs can post their projects and flag them according to requirements, project description, etc. and prospective volunteers are able to sort events based on their fields of interests and interact directly with the organizers.

2. OUR TARGET GROUP

Our target groups are Romanian teenagers/young adults and companies or organizations that have headquarters in Romania.

This platform is able to cater to the needs of all kinds of projects, be they recurring, one-time events, long-term campaigns, and so on. The experience is customizable and imposes no restriction regarding revenue, net worth, or employee count.

As for recruits, there are also no standards regarding any financial matters, and the desired age group is 14-25.

3. SMART OBJECTIVES

1. Connecting over 5000 volunteers with their dream opportunities in the first 2 months after launch;
2. Featuring projects for every county/ region in a year;
3. Partnering up with the Ministry of Culture/Education and becoming a national platform;

4. PRICE

The main revenue source is represented by fees supported by organizations. The sign-up cost is 10€, which is supplemented by project registration fees which range between 5-15€ depending on the target number of volunteers. In the case of long-term projects, this fee will be requested recurrently in order to maintain the page.

5. PROMOTION

Our main strategy for consolidating a consistent base of users is to reach out to organizations via email, as well as schools and local youth centres, because these are the main parties involved. Further promotion and marketing will be conducted on social media platforms, such as Instagram, TikTok and Facebook to ensure constant exposure.