

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>		

Problem Definition: *What is the problem you are looking to solve?*

More than ever people have taken interest in supporting social justice movements. Some common barriers to involvement are :

- They don't know how they can help or feel they know enough to help a particular cause,
- Information of local events or businesses in their communities is scattered online and they don't know where to look,
- They are feeling overwhelmed between, social media, the news and their own problems; to many options leads to inaction,
- Do not know who they can trust to get their news from on causes they care about
- Under current leadership, people are divided more than ever and need a sense of community to come together to tackle societal problems in one platform

KEY FOCUS:

When supporting brands associated with social causes, people:

- Don't know if they can trust these brands and don't have time to do their due diligence in researching and comparing each company

With increasing exposure of trends like #BLM it is not accompanied with enough clear actionable ways to give back in one consistent place - According to a study, 64% of Americans feel that the statement "social media help give a voice to underrepresented groups" describes these sites very or somewhat well. But a larger share say social networking sites distract people from issues that are truly important (77% feel this way), and 71% agree with the assertion that "social media makes people believe they're making a difference when they really aren't."

Solution-

1 Education - through blog

2 Convenience - through directory of vetted businesses

3 Community - through in-person events and in-app leaderboards

4 Customization of Investment- through user selection of which businesses & causes they want to support

To remove barriers to participation in social justice initiatives through creating one platform with different categories of social justice topics within (LGBTBQ, women rights, BIPOC rights, sustainability) and pre-researched company profiles of businesses that support these causes.

This online marketplace for social justice causes and associated merchandise can be a platform where people can come together to learn about, engage in friendly competition and support businesses tackling social initiatives they care most about. Investing in these businesses is investing in opportunities for their community's success, thus giving people a way to actually make a difference.

Not everyone has the same capacity to contribute to social justice issues. This platform aims to meet people in the middle where they can select their favorite causes, businesses and contribute to society in the most streamlined and meaningful way to them. Users can have peace of mind in knowing that the businesses that they will support have been vetted and are taking an active role in making society a more equitable place. Customer's dollars will be spent meaningfully, according to their values. They can feel proud that they are actively

participating in effecting positive changes in society by providing more opportunities to local business owners from disadvantaged backgrounds.

MVP - Create a directory of causes (LGTBQ, women rights, BIPOC rights, sustainability) and company profiles within (cosmetics, food and clothes) sectors so that consumers can shop conscientiously, choose what brands they want to support, and vote with their dollars towards creating social change by investing in the success of these communities.

Key goals of MVP

- Empowering people with an easy, convenient way to become active participants of social change by empowering users to customize their investments in businesses and issues most important to them.

- Providing actionable concrete ways to invest in disadvantaged minority businesses, thus creating more opportunities for these populations to uplift each other out of poverty.

Description of Target Market

Customer Segments: *Who experiences this problem and is likely to use your solution (Who is this for?)?*

The following research done on Americans sentiments on social justice have guided my choice in my target audience:

<https://theconversation.com/survey-social-justice-divides-americans-100398>

<https://www.pewresearch.org/internet/2018/07/11/activism-in-the-social-media-age/>

- Target Audience** - For my users : belief system and values of wanting to make a difference, a belief that social justice demands - creating equality in society by supporting disadvantaged communities.

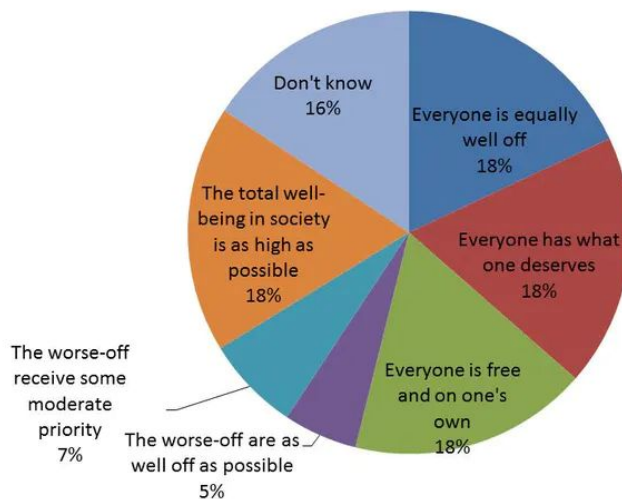
- Users also will be passionate about human rights specifically pertaining to LGTBQ, woman and BIPOC communities. More specifically, my target is especially middle-income women and men aged 18-35.

- People who can't dedicate enough time to a movement or aren't comfortable speaking out, but still care about what's going on in their country/ world and want to get involved are also members of my target audience. They will be interested in alternative ways to get involved in

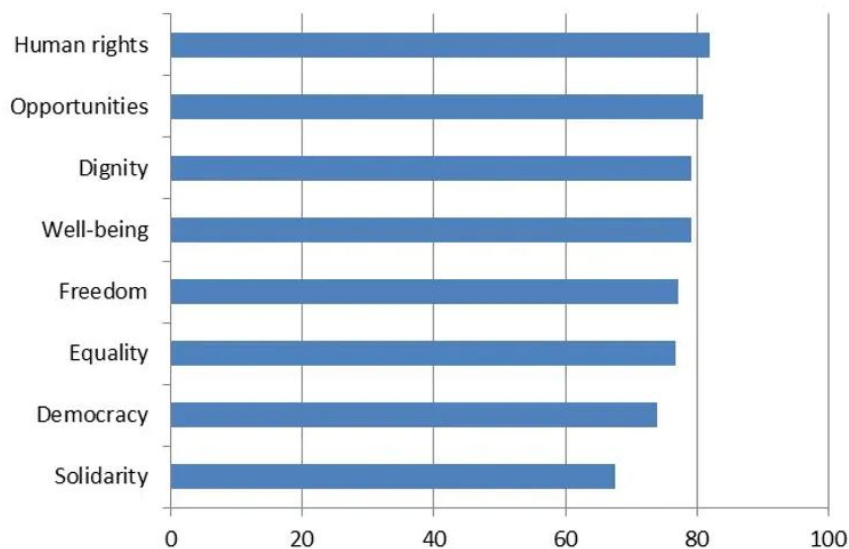
social justice movements. They are seeking different ways to be engaged and supporting local businesses is one way they will be open to doing their part as active citizens.

- My demographic will care about the wellbeing of society and some sort of equality in being "well off" or order to comfortably provide for their basic needs and that of their families.

According to you, which of the following sentences best depicts "social justice" ?



According to your own opinion, how important is each of the following values in characterizing social justice?



- Not everyone has the same definition of social justice issues but my demographic will prioritize advocating for opportunities and human rights. - My target group is looking

to give opportunities especially to business owners from BIPOC communities through investing in their businesses.

-“Women, middle-aged and middle-income respondents see more injustice in the world than average, whereas minorities and religious respondents see more justice.” but in addition the politically progressive respondents also see more injustice than average (younger respondents). This thus influences my particular focus on middle-income and women users.

Key Metrics: *How will we know if our solution is effective?*

- Shopping metrics of how many sales made, action taken and/ or events attended because of our site
- Testimonials, pictures, feedback of customer participation in social justice initiatives beyond the merchandise purchased
- Logistics of repeat customers, how long they stayed on site, how long it took them to purchase, who they referred our site to, etc.
- Asking customers directly at events or online what works and what they would like to see going forward
- Incentivizing Customer satisfaction reviews with raffles for free products

Unique Value Proposition: *What makes our solution different from other solutions solving the same problem?*

I haven't encountered a site that does this yet but I have researched apps that offer customized donations to organizations of choice. I have also seen blogs that talk about events or social justice news occasionally but not consistently and they are without options to monetize. I aim to make this brand become the primary resource in social justice and social entrepreneurship in NY first and then scale to the entire U.S.

Channels: *How will we get our solution into the hands of those that can use it?*

Will it be downloaded/is it free? Will you need to train people on how to use it? Etc.

- Getting it in the hands of the people through: Events to build community engagement and promotion of this free site/ downloaded app, promotion in community board meetings, etc. , blog that becomes a resource for news and events related to social entrepreneurship, social media promotion, grass roots or student activist organization collaborations. There will be no training necessary to use this app.

Unfair Advantage: *Is there a factor that makes your solution more effective than other solutions by the nature of a structural advantage either of the product or of your team (for example, do you have access to data that others don't?)?*

- Access to various student-led activism organizations in NY to assist with prototyping process and promotion where they can get the app in front of our demographic's eyes, young ambitious passionate students hungry for social change.

Cost structure: *What is the base cost it takes to create and maintain your solution? What is the cost of serving one person? The 100th person? The 1000th person?*

- In the beginning stages -Cost of time - in researching companies, creating site, doing due diligence on businesses, reaching out to propose collaborations and a commission rate, blogging and more.
- Later stages- cost of events , subscription box materials, advertisement and more are highly variable and will be based on customer/ blog subscriber demand

Revenue Structure: *How will your solution make revenue so it is able to fund itself and consistently provide the service?*

- Affiliate marketing- commission only on products sold
- Advertising space on our blog- for social justice books or brands
- Subscription boxes - with a t- shirt powerful quotes on them, books with empowering messages and most popular item from local business winner of the month
- Tier memberships- gold members get premium benefits like first access to items that sell out quickly, free subscription box on their birthday, a free t- shirt at our events (promo) etc.
- We can later launch our own line of sustainable beauty products for women of color and social justice t-shirts- after establishing rapport and learning which items are in high demand