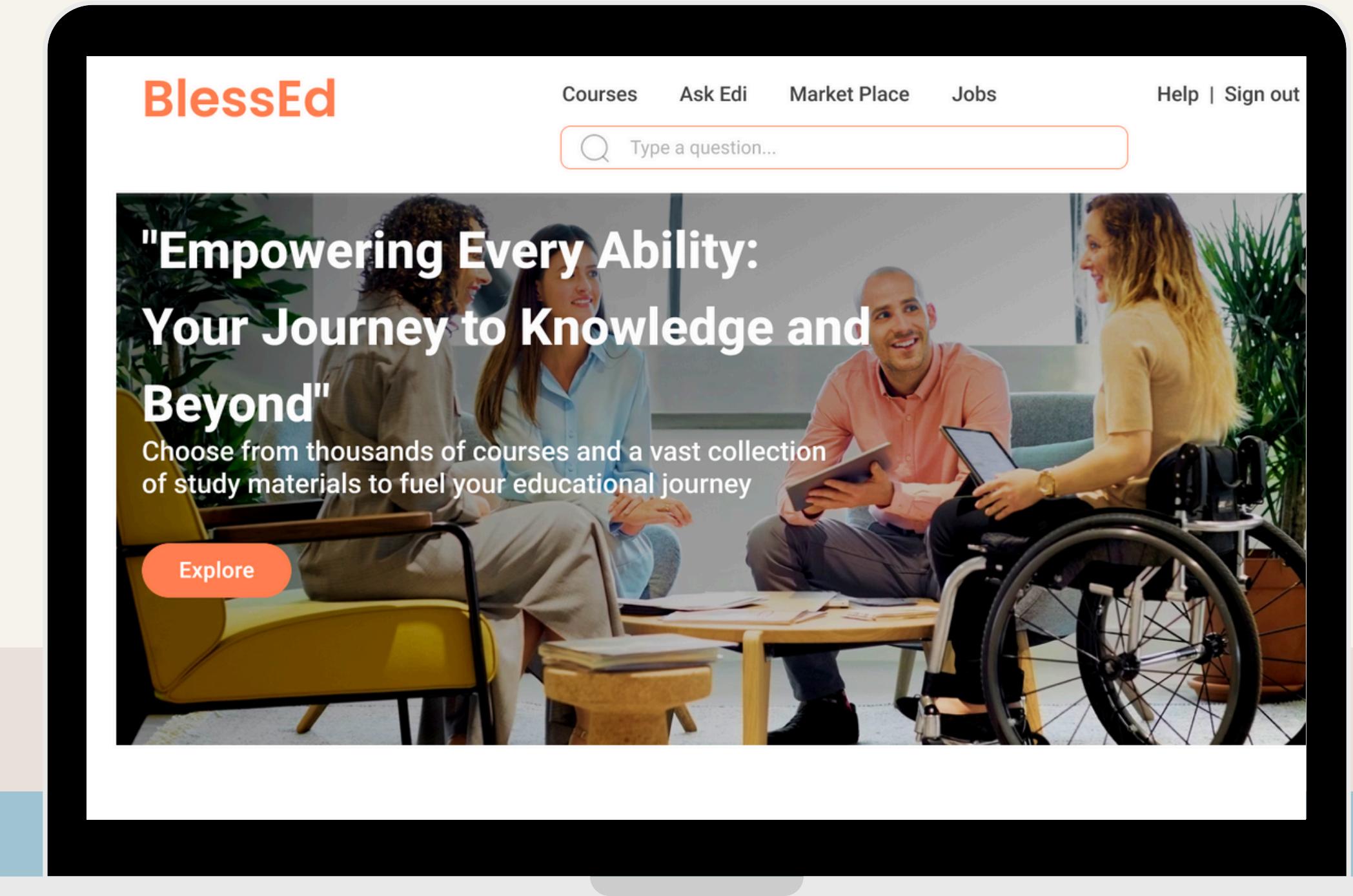


# BLESS-ED

IIIT Delhi



Social Entrepreneurship 2024  
End Term Project

Prince Kumar (2021I182)  
Siddhant Bali (2022496)

# ABSTRACT

"BlessED" is a project that aims to empower individuals, including those with disabilities, by providing them with a platform to learn, create, and sell products. The platform features tutorials from reputable institutions, a seller panel for showcasing and selling creations, and collaborations with professional sellers to offer a diverse range of gifting items. Through "BlessED," users have access to various options for purchasing products, fostering economic opportunities and inclusivity.

# INTRODUCTION

BlessED is an inclusive platform empowering individuals of all backgrounds, including those with disabilities, by fostering learning, creativity, and economic independence. It provides tools and resources for users to explore, create, and sell products while ensuring accessibility through partnerships with reputable institutions offering diverse tutorials.

The platform promotes economic empowerment via a seller panel for showcasing creations and collaborations with professional sellers, ensuring a wide range of gifting options. Sustainability is a core focus, with revenue reinvested to expand content and improve user experiences. Looking ahead, BlessED plans to introduce live classes and additional tutorials to broaden accessibility, fostering opportunities for all users to engage, learn, and thrive.

# SOCIAL PROBLEM IT SOLVES

BLESSED

Many individuals, especially those with disabilities, face barriers to education, skill development, and economic independence. Limited access to quality learning resources and opportunities to showcase their talents hinders their ability to become self-sufficient and economically empowered.

## Individuals with disabilities

They often rely on government schemes, social welfare programs, or NGOs for support, but these are often insufficient in providing long-term solutions for economic independence.

## General public

it turns to platforms like YouTube, Etsy, and Udemy for free or paid content but lacks a fully integrated platform that combines learning with selling opportunities.

# SELF DEVELOPMENT GOALS

4 QUALITY EDUCATION



## SDG4: Quality Education

The platform ensures that everyone, regardless of their background, has access to tutorials and educational content to build their skills and foster creativity

5 GENDER EQUALITY



## SDG5: Gender Equality

The platform ensures equal opportunities for all individuals, irrespective of their gender. By empowering women and marginalized gender groups with the tools to learn and create

# SELF DEVELOPMENT GOALS

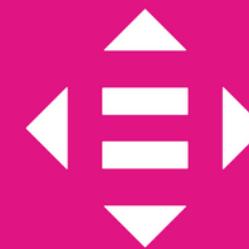
8 DECENT WORK AND ECONOMIC GROWTH



## SDG8: Decent Work and Economic Growth

By offering a seller panel and collaborating with professional sellers, the platform supports inclusive economic growth and decent work opportunities for all

10 REDUCED INEQUALITIES



## SDG10: Reduced Inequalities

It ensures that marginalized communities, particularly people with disabilities, have the same opportunities to learn, create, and participate in the economy, reducing disparities and fostering social inclusion.

RESEARCH

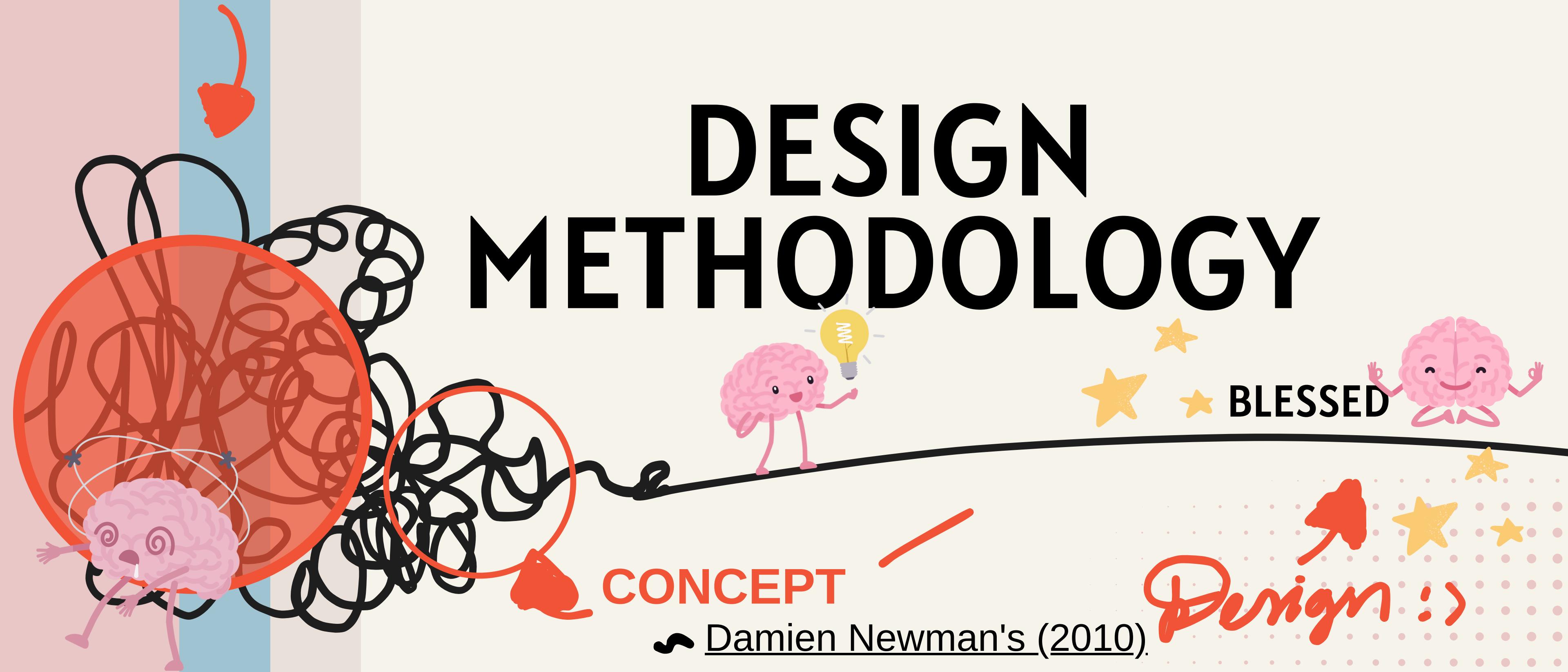
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# DESIGN METHODOLOGY

CONCEPT

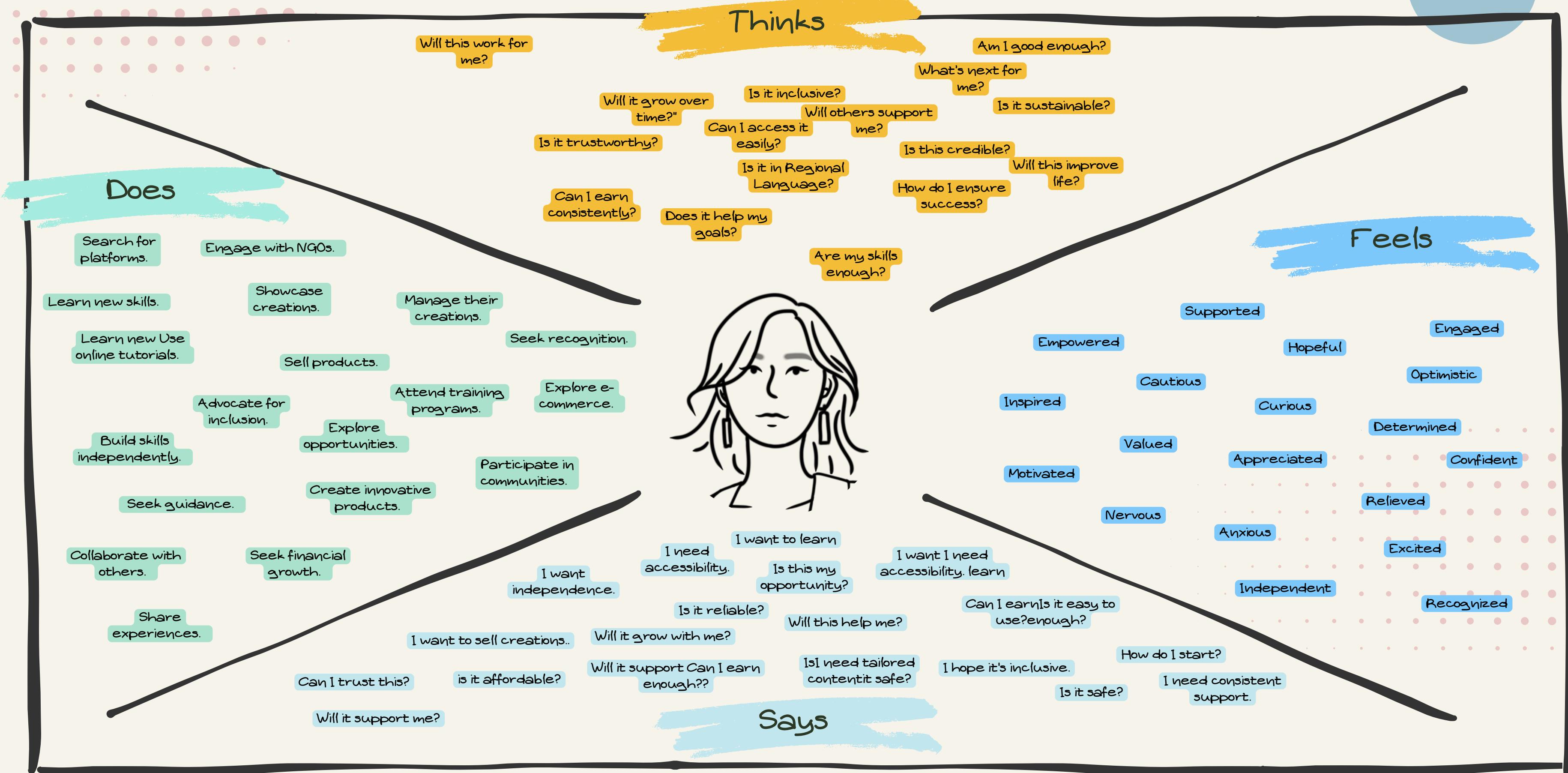
~ Damien Newman's (2010)

Design :)



# EMPATHY MAPPING

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**Name:**  
Priya Sharma  
**Age:**  
35 years old  
**Occupation:**  
Special Educator and Advocate for Accessibility  
**Location:** Bangalore, India

### User Description:

Priya is a passionate educator who works with students with disabilities. She is also an advocate for inclusive education and frequently collaborates with NGOs to support skill-building among differently-abled individuals.

#### Personal Characteristics:

- Priya is empathetic, resourceful, and highly organized. She loves empowering her students but often finds it challenging to source inclusive and accessible educational content tailored to their needs.

#### Hobbies and Interests:

- Volunteering at NGOs for differently-abled children.
- Painting and creative writing.
- Participating in webinars on accessibility tools.

#### Goals:

- Provide her students with accessible learning resources.
- Promote inclusivity by introducing her students to platforms like "BlessED."

#### Challenges:

- Difficulty finding tools tailored for students with specific disabilities.
- Limited platforms that integrate learning with selling opportunities.

#### Needs:

- Interactive and accessible educational content for her students.
- Features like grammar check tools, talk-back accessibility, and tutorials tailored for differently-abled learners.

#### Sources of Info:

- Government and NGO websites on education and entrepreneurship.
- Journals and blogs about inclusive technologies.

**Name:**

Aarav Mehta

**Age:**

33 years old

**Occupation:**

Aspiring Entrepreneur  
(Craft-Based Business)

**Location:**

Jaipur, India

**User Description:**

Aarav is a young artisan specializing in handcrafted items like jewelry, decorative pieces, and customized gifting items. He aspires to grow his business by selling products online while enhancing his crafting skills and exploring innovative techniques.

**Personal Characteristics:**

- Aarav is creative, detail-oriented, and entrepreneurial. He enjoys experimenting with new materials and designs but struggles with the technical aspects of online marketing and managing finances for his business.

**Hobbies and Interests:**

- Handicrafts and painting
- Learning new crafting techniques
- Traveling to explore local art and culture

**Goals:**

- Expand his customer base through online platforms.
- Learn modern crafting techniques to stay competitive.
- Build a personal brand in the handmade crafts niche.

**Challenges:**

- Limited exposure to digital tools and e-commerce platforms.
- Struggles with marketing his products effectively.

**Needs:**

- Access to high-quality tutorials in crafting and gifting items.
- A user-friendly platform to sell his products and connect with customers.

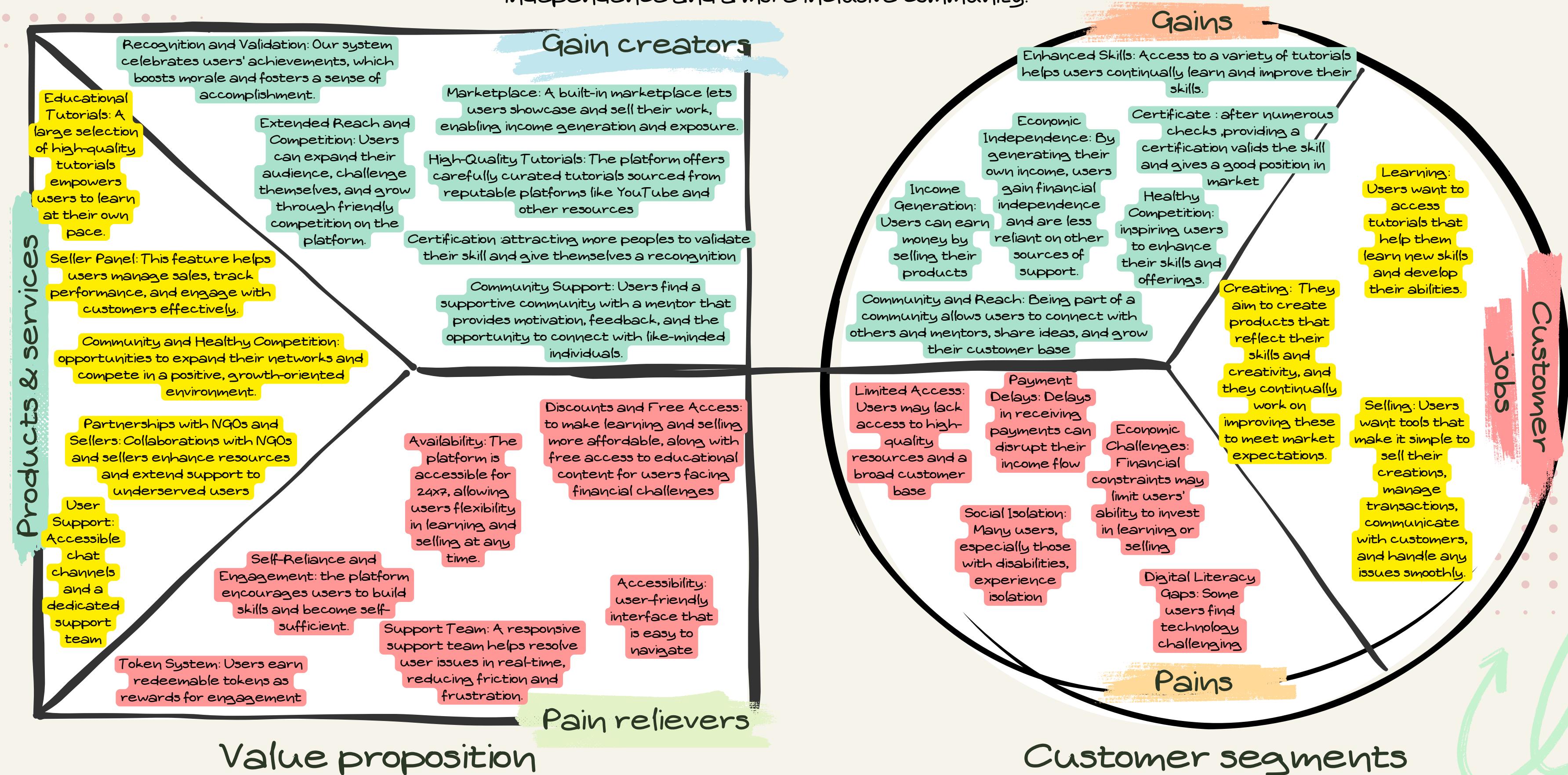
**Sources of Info:**

- YouTube tutorials and craft forums
- Craft expos and workshops
- Pinterest

# VALUE PROPOSITION CANVAS

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BlessEd merges learning and commerce, providing high-quality tutorials from reputable institutions to help users, including those with disabilities, acquire new skills. Through a dedicated seller panel, individuals can showcase and sell their creations, promoting both economic independence and a more inclusive community.



# PROTOTYPE

BlessEd

Courses Ask Edi Market Place Jobs Help | Sign out

Type a question...

"Empowering Every Ability:  
Your Journey to Knowledge and  
Beyond"

Choose from thousands of courses and a vast collection  
of study materials to fuel your educational journey

Explore

# BUSINESS MODEL CANVAS

KEY RESOURCES	KEY ACTIVITIES	TYPE OF INTERVENTION	SEGMENTS	VALUE PROPOSITION
<p><b>KEY STAKEHOLDERS</b></p> <ul style="list-style-type: none"> <li>Users: Marginalized individuals creating and selling products.</li> <li>NGOs: Reaching underserved communities.</li> <li>Sellers: Offering mentorship and credibility.</li> <li>Creators: Providing tutorials.</li> <li>Customers: Buying handmade items.</li> <li>Dev Team: Ensuring platform security and usability.</li> </ul>	<ul style="list-style-type: none"> <li>Creating and curating engaging tutorials, including English literature, crafting, and painting.</li> <li>Managing a seller panel for users to showcase and sell their creations.</li> <li>Collaborating with professional sellers to expand product categories.</li> <li>Regularly updating the platform with new courses and features.</li> <li>Ensuring accessibility and inclusivity through optimized interfaces and grammar tools.</li> </ul>	<ul style="list-style-type: none"> <li>A blended model:</li> <li><b>Learning:</b> Tutorials for skill development in crafting, painting, and gifting.</li> <li><b>Economic Empowerment:</b> A seller panel to turn skills into income-generating activities.</li> </ul>	<ul style="list-style-type: none"> <li><b>Beneficiaries:</b> Marginalized individuals, including those with disabilities, seeking skill-building and economic opportunities.</li> <li><b>Customers:</b> General users interested in unique, handmade products.</li> </ul>	<ul style="list-style-type: none"> <li><b>Social Value Proposition:</b> Empowering individuals by combining skill development with economic opportunities, fostering inclusivity and independence.</li> <li><b>Customer Value Proposition:</b> A platform offering high-quality tutorials and unique, personalized products.</li> </ul>
COST STRUCTURE	SURPLUS	REVENUE		
<ul style="list-style-type: none"> <li>Content creation and curation (e.g., video tutorials).</li> <li>Website maintenance and feature updates.</li> <li>Marketing and outreach efforts to expand user base.</li> <li>Partnerships with institutions like BBC and professional sellers.</li> </ul>	<ul style="list-style-type: none"> <li>Reinvesting profits into acquiring new tutorials, enhancing accessibility, and improving user experience.</li> <li>Funding initiatives to reach more marginalized communities.</li> </ul>	<ul style="list-style-type: none"> <li>Commission on products sold through the platform.</li> <li>Sponsorships or partnerships with organizations for content development.</li> </ul>		

# FINANCIAL PROJECTIONS

## Budget Plan:

### Initial Costs:

- Marketing and Outreach: ₹100000
- Platform Development and Deployment : ₹20,000
- Total Initial Cost: ₹1,00,000 to 1.5 lakh

### Operational Costs (Annual):

- Platform Maintenance: ₹10000
- Content Updates and Expansion: ₹2,50,000
- Customer Support: ₹1,50,000
- Marketing: ₹1,00,000
- Total Operational Cost: ₹5,00,000

## Funding Sources:

### Current:

- Starting without funding, using open-source content and adding on website.

### Potential:

- Government grants for social empowerment projects.
- Partnerships with NGOs and corporations under CSR initiatives.
- Crowdfunding campaigns for community support.

## Sustainability Plan:

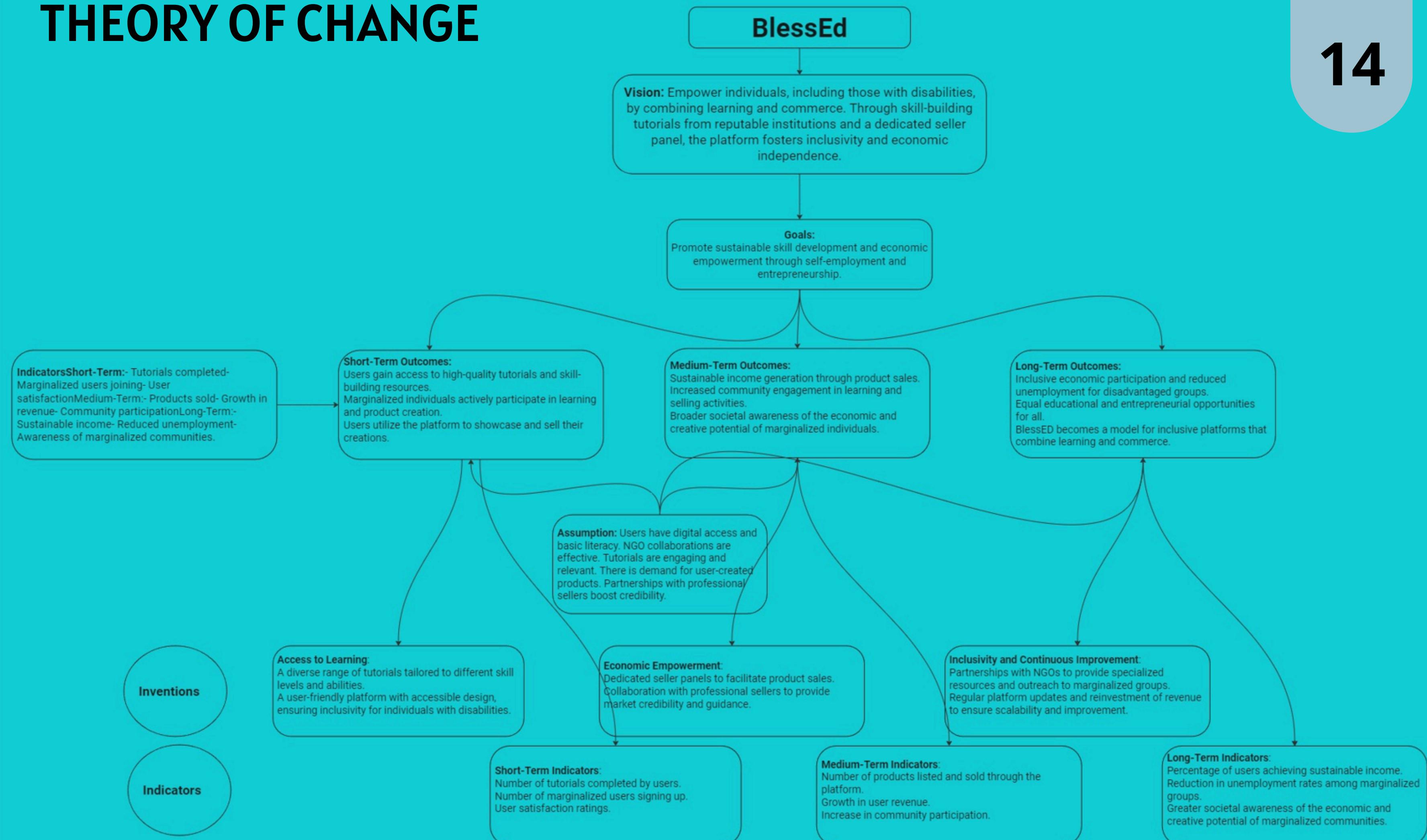
- Revenue from sales commissions on user products (10-15%).
- Collaborations with institutions for sponsored courses.
- Regular reinvestment in platform growth and accessibility features.



# THEORY OF CHANGE

BlessEd

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# SWOT ANALYSIS

## STRENGTH

- Inclusive platform empowering marginalized individuals.
- Unique blend of learning, creativity, and entrepreneurship.
- Credible partnerships with institutions and professional sellers.
- Sustainable revenue reinvestment model.

## WEAKNESS

- Limited initial resources and funding.
- Challenges in onboarding users with low digital literacy.
- Need for continuous content updates to stay relevant.
- Competes with established platforms like Udemy and Etsy.

## OPPORTUNITIES

- Large underserved market for inclusive platforms.
- Potential for adding features like live classes and multilingual tutorials.
- Access to CSR funding and global market expansion.

## THREATS

- Strong competition with existing platforms.
- Risks of security breaches or technical issues.
- Economic and regulatory uncertainties.

# CHANGE ESCAPE ANALYSIS

## CURRENT STATE

- Marginalized individuals face barriers in accessing education, employment, and entrepreneurship opportunities.
- Limited platforms cater specifically to inclusive learning and economic empowerment.

## DESIRED STATE

- A thriving ecosystem where users, regardless of ability, can learn, create, and sell products seamlessly.
- Economic empowerment through skills development and direct access to a customer base.

## BARRIERS TO CHANGE

- Digital literacy and access challenges.
- Limited initial capital and funding.
- Reluctance to adopt online platforms.

## STRATEGIES TO OVERCOME BARRIERS

- Partner with NGOs for digital literacy programs.
- Phased scaling and reinvestment of revenue.
- Build trust through user-friendly design and robust security.

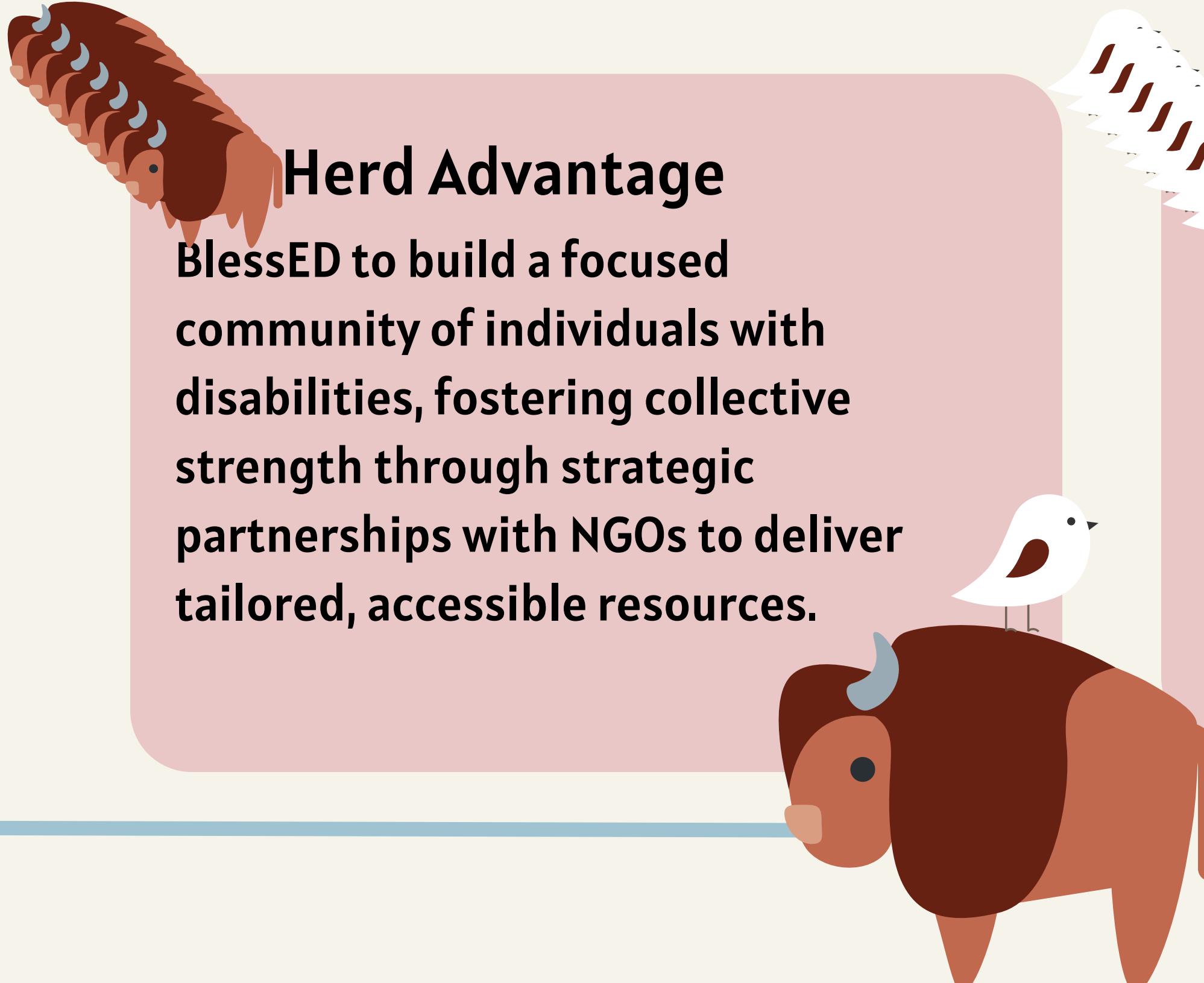
# BUFFALO-COWBIRD'S ANALOGY

## Herd Advantage

BlessED to build a focused community of individuals with disabilities, fostering collective strength through strategic partnerships with NGOs to deliver tailored, accessible resources.

## Hybrid Revenue Models

To sustain growth, combining sales commissions, grants, and sponsorships. This approach ensures diverse income streams to maintain the platform's learning and commercial functions, while partners like the BBC contribute valuable content.



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**THANK YOU**

**BLESSED**