PROJECT NAME:
CivicMind App
TEAM MEMBERS: Guță
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IDEA IN SHORT: Users can access lessons, inspiring stories, and verified news, all reviewed by an administrator to prevent misinformation. The app encourages active participation by rewarding users with points for submitting lessons, stories, and news. Additionally, an AI Chat Bot is available to provide users with information on any topic.

Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE

Over 60% of the global population lacks awareness of their fundamental rights and how international institutions like the UN or the European Commission function. This knowledge gap leaves many vulnerable to misinformation, legal injustice, and civic disengagement. CivicMind App bridges this gap by providing free, accessible education on human rights, international institutions, legislation, justice, and current affairs. Verified content ensures accuracy, while a gamified system rewards user contributions.

2. OUR TARGET GROUP & SDGs

CivicMind is designed for: *students and young professionals* (seeking accessible civic education and global awareness); *human rights advocates and activists* (engaging with verified information to support their work.); *educators and institutions* (integrating structured content into civic education); *general public* (anyone interested in justice, legislation, and staying informed about world affairs).
CivicMind contributes to: *SDG 4* (Quality Education: Providing free access to knowledge on human rights and justice); *SDG 10* (Reduced Inequalities: Empowering individuals with legal and civic awareness); *SDG 16* (Peace, Justice & Strong Institutions: Promoting informed societies and transparency).

3. SMART OBJECTIVES

1. **Content Collection** – Gather 50 lessons, 50 stories, and 50 news articles in 9 months, ensuring accuracy and relevance;
2. **Feature Expansion** – Add AI-generated quizzes and PDF downloads for lessons within 12 months.
3. **Community Growth** – Gain 1,000 active users in 9 months through social media and NGO partnerships.
4. **Gamification Enhancement** – Add badges, leaderboards, and rewards in 6 months to boost engagement.
5. **Funding & Team Growth** – Apply for 3+ grants in 12 months to scale the app and hire moderators.

4. PRICE

CivicMind App follows a freemium model, ensuring accessibility while encouraging engagement:
- **Free Plan:** Users can access 5 lessons, 5 stories, and 5 news articles per week for free.
- **Premium Plan:** For $4/month, users gain unlimited access to all content.
- **Point-Based Unlocking:** After reaching the weekly limit, users can trade 5 points to unlock one additional lesson, story, or news article per day.

This pricing model will be implemented once the platform reaches at least 50 lessons, 50 stories, and 50 news articles, as well as a minimum of 1,000 active users.

5. PROMOTION

1. **Social Media** – Promoting on Instagram, TikTok, Facebook, and LinkedIn via content, reels, and influencers.
2. **School & University Partnerships** – Working with educators to introduce the app in civic education and law classes.
3. **NGO Collaborations** – Partnering with organizations in civic education, human rights, and justice.
4. **Webinars & Workshops** – Hosting online and in-person sessions on human rights, justice, and legislation.
5. **Referral Program** – Rewarding users with points or exclusive content for inviting friends.