



# Empower

Sharing smiles, Brightening lives





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# Executive Summary

A brief summary of Empower and its purposes

## Mission

To reduce waste with the help of individuals worldwide to address UN SDGs.

## Vision

To be a key contributor to a more sustainable world.

## Overall Summary

Empower is a platform that promotes sustainability, community building, and social support by facilitating the easy exchange of unwanted items between individuals. The platform operates similarly to Craigslist, allowing users to upload short descriptions and pin their location to leave items they no longer need outside their homes. Nearby users in need of such items receive notifications and can pick them up for personal use, fostering a circular economy and reducing waste. Unlike centralized organizations, the distribution happens directly from person to person, eliminating the need for physical locations and fostering a stronger local community.

## Target Audience

The primary target audience for Empower includes individuals who have items they no longer need and are willing to give them away for reuse. Additionally, the platform targets people facing financial difficulties, seeking essential items like clothing, blankets, household goods, food, etc. Empower aims to connect these two groups within local communities, promoting a sense of solidarity and mutual support.

# Problem And Solution

How Empower addresses the problems it cares about?



## Problem Statement

In today's consumer-centric society, there is a growing concern about the environmental impact of excessive consumption and waste generation. Simultaneously, economic hardships during recessions leave many individuals struggling to meet their basic needs. Traditional donation systems and secondhand stores often require a central organization, leading to additional costs and logistical challenges. Additionally, many donors do not get to witness the direct impact of their contributions, reducing the incentive for further giving.

## Solution

Empower provides a solution to these challenges by creating a decentralized platform where individuals can easily give away their unwanted items to those in need within their local communities. By utilizing a simple website, users can quickly create listings and offer items for others to pick up. The app notifies nearby users seeking such items, facilitating a seamless exchange process. Through this approach, Empower encourages a circular economy, reduces waste, and fosters a sense of community and compassion.

# Business Model

What is the backbone of Empower?

## Business Model

Empower's business model revolves around simplicity, community engagement, and limited monetization to sustain its operations:

- Free Platform: Empower's app will be available for free to encourage maximum adoption and participation.
- Donations and Sponsorships: The platform may accept voluntary donations from users who appreciate its mission and wish to support its growth. Additionally, local businesses or organizations could sponsor the platform as part of their corporate social responsibility initiatives.
- Premium Features: While the core app remains free, Empower may introduce optional premium features in the future, such as enhanced search filters or priority notifications, to generate additional revenue.

# Addressing the SDGs

How does Empower address the UN SDGs?

SDG 1

## No Poverty

The platform addresses this goal by helping people in need access essential items without financial burden, thus improving their quality of life.

SDG 11

## Sustainable Cities and Communities

Empower fosters community building and strengthens local ties by encouraging face-to-face interactions between individuals living in close proximity.

SDG 12

## Responsible Consumption and Production

Empower contributes to this goal by encouraging the reuse of items, reducing waste, and promoting a circular economy model.

SDG 13

## Climate Action

Empower aligns with SDG 13 by promoting a circular economy and responsible consumption, reducing waste, and contributing to environmental sustainability.

# Marketing Plan

How Can We Spread Empower's Impact?

- Leverage social media platforms to create awareness about Empower and its mission.
- Collaborate with local community centers and NGOs to reach out to potential users.
- Organize outreach events and workshops to engage with the target audience directly.
- Implement a referral program to encourage existing users to invite others to join.
- Use targeted online advertising to reach people in need and community helpers.



# Financial Plan and Milestones

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What's Our Roadmap to Financial Success?



## Financial Plan

- Funding: We aim to secure \$30,000 in grants and donations.
- Budget Allocation: 30% for community outreach, 20% for marketing, and 50% for technology development.
- Revenue Generation: Targeting \$10,000 from sponsorships and partnerships.

## Milestones

- Development Milestone: Complete platform development and testing in four months.
- Launch Milestone: Launch Empower platform and begin operations within six months.
- Progress Review: Regularly review progress every three months.

# Empower's Impact and Conclusion

How Does Our Community Thrive Through Shared Support?

## Empower's Impact

1. Community Unity: Empower connects people, building a strong and supportive local community.
2. Reduced Waste: Sharing resources minimizes waste, promoting sustainability.
3. Enhanced Lives: Essential services improve the quality of life for those in need.
4. Empowerment: Empowering helpers and recipients fosters a sense of purpose.

## Conclusion

Empower is dedicated to fostering a thriving and compassionate community through resource sharing. With a commitment to the UN Sustainable Development Goals, we address immediate needs, reduce waste, and promote sustainability. Our business plan includes a robust marketing strategy, financial projections, and clear milestones. Together, let's create a stronger, caring, and sustainable future. Join us on this journey of empowering communities to thrive!