

Help the poor  
-Together we can!!!

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# Executive Summary:

Since our product is at a very early stage, our team is interested in exploring opportunities in reducing the rate of poverty. We had few people who had taken our survey, who shared their experiences and suggestions on the initiative.

## Key findings:

- Contributors don't get time in order to visit and give the products.
- Majority of the contributors have clothes to give.

## What did we learn?

Our goal was to understand how frequently they contribute the products to the poor people and bring awareness among the people.

## Key research questions

- 1.What do people do with the things that they don't use?
- 2.What are the other essential products they wish to offer?
- 3.Will they be able to deliver the product by themselves or would they require our services?

## Contributors

These were the insights from the survey we had taken

Contributor	Products	Part of NGO	Could you Deliver	Contribution Frequency	Monthly Subscription for funds
Contributor 1	Clothes,food	NO	NO	Once in a month	yes
Contributor 2	Books	NO	Yes	Monthly twice	yes
Contributor 3	Clothes	YES	No	Not yet	yes

## Key finding 1

Contributors find difficulty in order to deliver during a busy schedule.

Majority of the users can't find time to deliver the products by themselves

"I can't get time in order to deliver the products"

"I can't spend my money on delivery agents to deliver the product"

"The distance is too far. I can't drive there"

"The quality of the product is huge. I don't have a four-wheeler to carry in them"

## RECOMMENDATIONS:

- We can take the initiative to deliver the product.
- We will do the delivery at free of cost.
- Since we have a truck, we can use it to store the bulky products and deliver.
- We will share the photos of the successful delivery to the contributors.

Key finding 2

**Users willing to contribute funds.**


Majority of the contributors would like to take monthly subscriptions to provide funds.

“I would love to do provide funds, i will pay it online.Great initiative”

“I will provide funds from my pocket money”

“I will share your initiative among my neighbours, colleagues and increase the scale of funding.”

## RECOMMENDATIONS:

- We will collect the funds from the users and spend on purchasing the essential goods that the poor people need.
- We will provide Goodies [t-shirts,badges,mention on posts] to the contributors. 
- We will mention the top fund contributor in the social media pages.



### Next Steps:

- Contact the contributors and get information on the products that they will contribute.
- Collect the pickup date and time.
- Reach out to more people to bring awareness among the people.
- Rise funds from the people.
- Start building the mobile app and website.

# Appendix

Affinity mapping constructed from the data collected

[https://miro.com/app/board/o9J\\_ktZMRQs=](https://miro.com/app/board/o9J_ktZMRQs=/)