Team Name: The Visions
Team Members: Jenisha Shrestha
Isha Bhattrai
Jeeni Shrestha
Project's Name: Project Nook

Problem Statement

In Nepal, women are still confined to traditional roles as mothers, sisters, or daughters, be it a youngster or a married woman. Although these women may possess unique ideas and entrepreneurial ambitions, they are dismissed by societal attitudes and so-called norms. Therefore, they involuntarily remain economically inactive, dedicating themselves to household duties and family care. Though many may engage in activities like tailoring, weaving, knitting, or managing small inns to earn a living, the financial returns are modest. Some may be looking for the opportunities but are unable to find them. While some women may have stumbled into some decent jobs but then the society limits them within the so-called "safe bounds". For most of the cases their meticulous care and attention poured to their works, example: house chores, are termed as insignificant and an inherent duty for them. Because there are many limitations imposed on them, the skills they have remain unutilized or the skills they want to have remain unreachable. Therefore, empowering women economically, recognizing their contributions, and challenging traditional gender norms are crucial steps for gender equality and the overall progress toward sustainable development.

Proposed Solution

We are a software startup with a focus on empowering women by providing them with opportunities to showcase their skills and connecting them to those that are seeking those skills. Our mission is to bridge the gap between women and impactful employment. Because the efforts of women in our society remain undervalued, our app: Nook – "breaking barriers, building dreams" helps these women such that their work gets known and are provided with the right pay. Our app helps these women be it a youngster, an adult, irrespective of their marital status, to connect them to job opportunities that are feasible to them and customize their work arrangements based on their lifestyle, commitments, and individual preferences. In addition, prominent organisations can identify the most suitable candidates for the available job listings, and thus, they are benefitted by their workforce being optimised leading to enhanced business efficiency. By partnering with us, these organisations not only foster diversity and inclusion but also stand to gain increased profitability through a more effective and diverse talent pool.

Project Ecosystem

To build a robust foundation for our proposed venture, our project ecosystem shall be a hybrid of marketing and solution.
For the optimal growth and resilience, our app requires the following tools:

- User profiles: Users can create detailed profiles showcasing their skills, education and work experiences.
- Company profiles: Companies can create profiles to provide information about their workplace and the skills or the talents they are seeking.
- Geolocation Matching: This feature enables a flexible work environment, supporting those who choose to work from home or any other preferred locations, specifying cities, regions, or even neighborhoods. The platform utilizes advanced geolocation technology to match these preferences with potential employers in the specified areas.

- <u>Networking</u>: Users can explore these channels to discover and connect with women who have common interests, fostering a sense of community.
- <u>Skill development</u>: Offer resources for skill development, including online courses, webinars, and workshops tailored to women's career advancement.
- <u>Feedback and reviews</u>: Allow users to rate the quality of the contents provided.
- <u>Messaging system</u>: Providing a secure and user-friendly messaging interface for direct communication between users and employers.

Business Model Canvas

Designed by:

The Visions   **Project Nook**

Key Partners	Key Activities	Value Propositions	Customer Relations	Customer Segments
• Companies, shareholders and advertisers • Marketing partners • Women-focused NGOs • Influencers in the women empowerment space	• Developing app that is simple to navigate. • User acquisition • Content moderation • Marketing and outreach	• Career development tools • Networking opportunities • Mentorship programs • Free connectivity, everyone has the power to share ideas without barrier.	• Virtual Communication • User support through chatbot • Events and webinars • Bridge the gap between clients and corporates.	• Women seeking career opportunities. • Entrepreneurs • Organizations promoting women empowerment.

Key Resources

- Technology infrastructure
- App development team
- Content creators
- Networking event organizers

Channels

- Website and mobile app.
- Partnerships with women-centred organizations

Cost Structure

- App development and maintenance cost (40%)
- Marketing and advertising expenses (20%)
- Research and Development (20%)
- Operational costs for events and activities (15%)
- Miscellaneous (5%)

Revenue Streams

- Subscription fees and paid features
- Corporate Partnerships and sponsorships
- Advertisement revenue.

Solution Viability and Scalability

Nepal's journey toward gender equality faces challenges from weak frameworks and program execution. Our solution: a free, user-friendly mobile app connecting women with job opportunities. The app aims to alleviate the persistent problem of women being discouraged to work or those who work receiving lower financial returns. Users can create detailed profiles showcasing their skills, education, and work experience. They can also include sections for professional achievements, certifications, and any additional qualifications through user profile. We provide features for users to set preferences for industries, job roles, and location be it remote or on-site, based on availability which is the main highlight. We also offer resources for skill development, including online courses, webinars, and workshops tailored to women's career advancement through partnership with educational institutions and training providers to offer discounted or free courses. We provide a helpline or chat support for users facing challenges in their careers. Additionally, the app fosters connections, linking people with skills to those seeking those specific talents.

One key aspect of the app is its inclusivity. Recognizing potential technological barriers, the platform offers a hotline service to assist women who may find it challenging to navigate the app. In addition, a user-friendly help section will be available in the native language.

Aligned with UN SDGs, particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth), the app bridges gaps between women and opportunities, contributing to broader goals of gender equality and economic empowerment. Personalized updates on networking events, and notifications about relevant industry news enhance user experience, emphasizing scalability for long-term impact. This tech-driven solution aims to overcome barriers, resonating with local needs in Nepal.

Channelling the $1 million

Receiving a substantial amount like 1 million dollars from the Hult Prize is a significant opportunity to kickstart and grow our app. Here's a plan on how we will channel and utilize the funds effectively:

1.<u>App Development and Improvement (30%):</u>
- To enhance the app's features, user interface, and overall functionality.
- Investing in robust security measures to ensure user data protection.
- Hiring experienced developers to optimize the app's performance and responsiveness.

2.<u>Marketing and Outreach (20%):</u>
- Utilizing digital marketing, social media campaigns, and partnerships with relevant organizations to reach a wider audience.
- Organizing events, webinars, or workshops to promote the app within the target community.

3.<u>Research and Development (15%):</u>
- Investing in research to stay updated on industry trends, user needs, and emerging technologies.
- Exploring opportunities for integrating cutting-edge technologies like AI for better matchmaking and analytics.

4.<u>User Acquisition and Retention (10%):</u>
- Implementing strategies to acquire a critical mass of users.

- Offering incentives, promotions, or exclusive features to early adopters to encourage user retention.
- Developing a user feedback system to continuously improve the app based on user input.

5.Education and Training (10%):
- Allocating funds for educational resources and training programs for women entrepreneurs, helping them refine their business plans and pitches.
- Collaborating with experts to offer mentorship and guidance to users on the platform.

6.Legal and Compliance (5%):
- Set aside funds to ensure the app complies with relevant regulations and legal requirements.
- Consulting legal experts to navigate potential challenges related to fundraising and investment.

7.Emergency Fund (5%):
- Maintain a reserve for unforeseen circumstances or unexpected expenses.

8.Future Growth and Scaling (5%):
- Planning for scalability by investing in infrastructure and technologies that support future growth.
- Exploring potential partnerships and collaborations to expand the reach of the app globally.