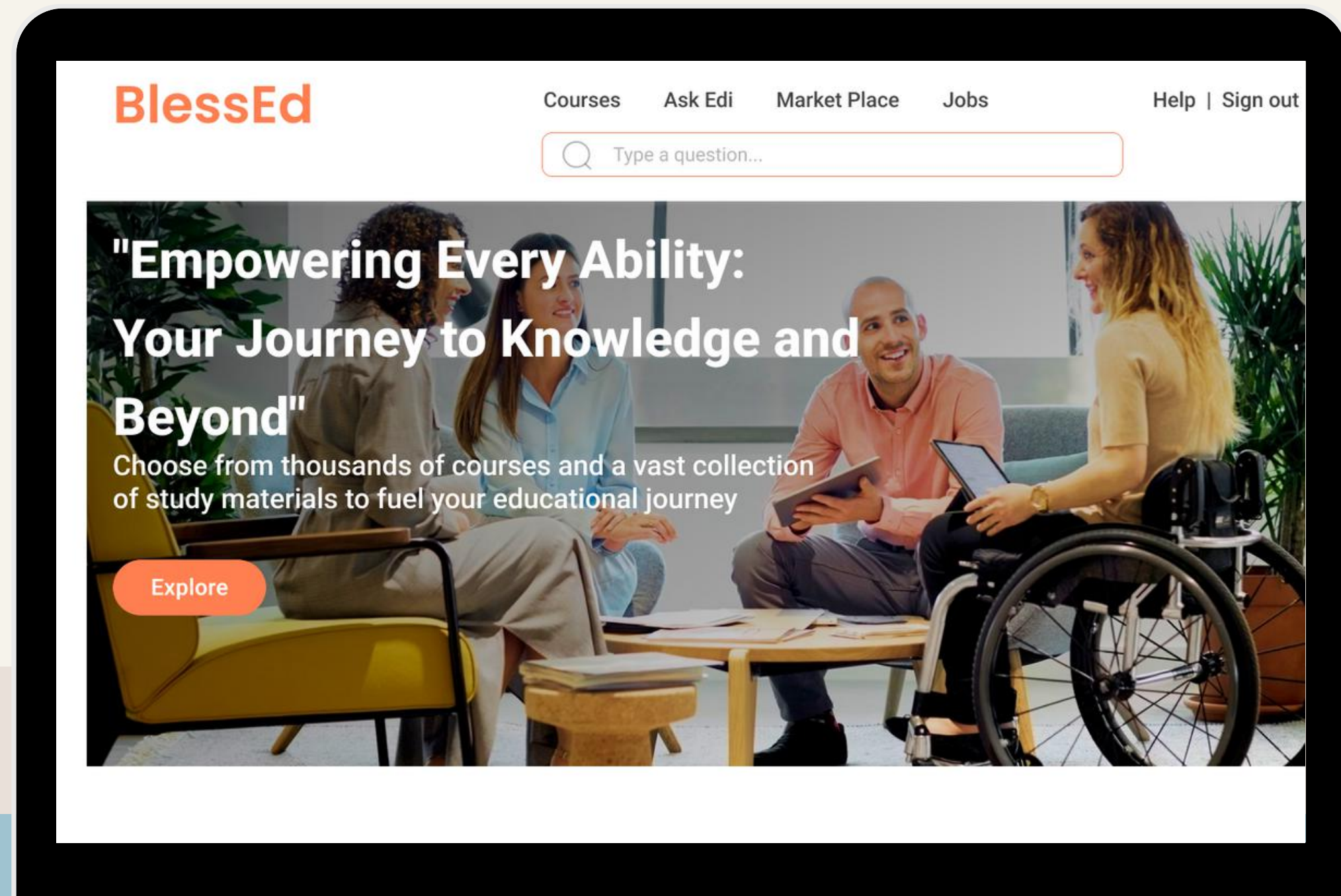


BLESS-ED

IIIT Delhi



Social Entrepreneurship 2024
End Term Project

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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

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

BLESSED

CONCEPT

~ Damien Newman's (2010).

Design :)

EMPATHY MAPPING

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Thinks

Will this work for me?

Am I good enough?

What's next for me?

Is it sustainable?

Is it inclusive?

Will others support me?

Will it grow over time?"

Can I access it easily?

Is this credible?

Will this improve life?

Is it in Regional Language?

How do I ensure success?

Is it trustworthy?

Can I earn consistently?

Does it help my goals?

Are my skills enough?

Does

Search for platforms.

Engage with NGOs.

Learn new skills.

Showcase creations.

Manage their creations.

Seek recognition.

Learn new Use online tutorials.

Sell products.

Attend training programs.

Explore e-commerce.

Advocate for inclusion.

Explore opportunities.

Build skills independently.

Participate in communities.

Create innovative products.

Seek guidance.

Collaborate with others.

Seek financial growth.

Share experiences.

I want independence.

I need accessibility.

I want to learn

Is this my opportunity?

I want I need accessibility. learn

Is it reliable?

Will this help me?

Can I earn? Is it easy to use? enough?

Nervous

Anxious

Independent

Motivated

Valued

Inspired

Cautious

Hopeful

Optimistic

Determined

Confident

Relieved

Excited

Recognized

Feels

Supported

Engaged

Empowered

Says

Can I trust this?

is it affordable?

Will it support Can I earn enough??

Is I need tailored content it safe?

I hope it's inclusive.

Is it safe?

I need consistent support.

How do I start?

Will this help me?

Is it reliable?

Is this my opportunity?

I want I need accessibility. learn

I want to learn

I need accessibility.

I want independence.

I want to sell creations..

Will it grow with me?

Will this help me?

Can I earn? Is it easy to use? enough?

Nervous

Anxious

Independent

Motivated

Valued

Inspired

Cautious

Hopeful

Optimistic

Determined

Confident

Relieved

Excited

Recognized



**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.

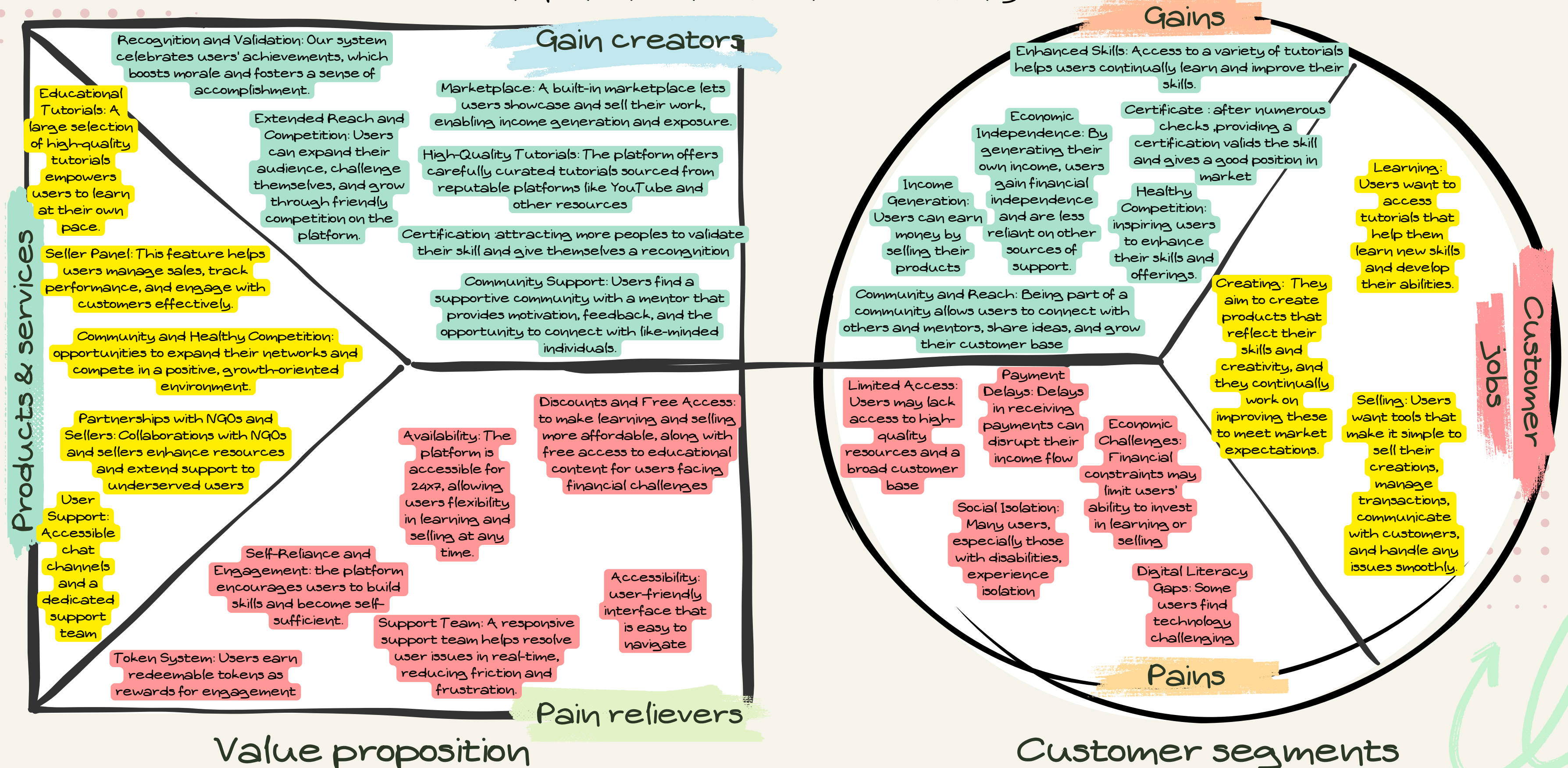
Sources of Info:

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

VALUE PROPOSITION CANVAS

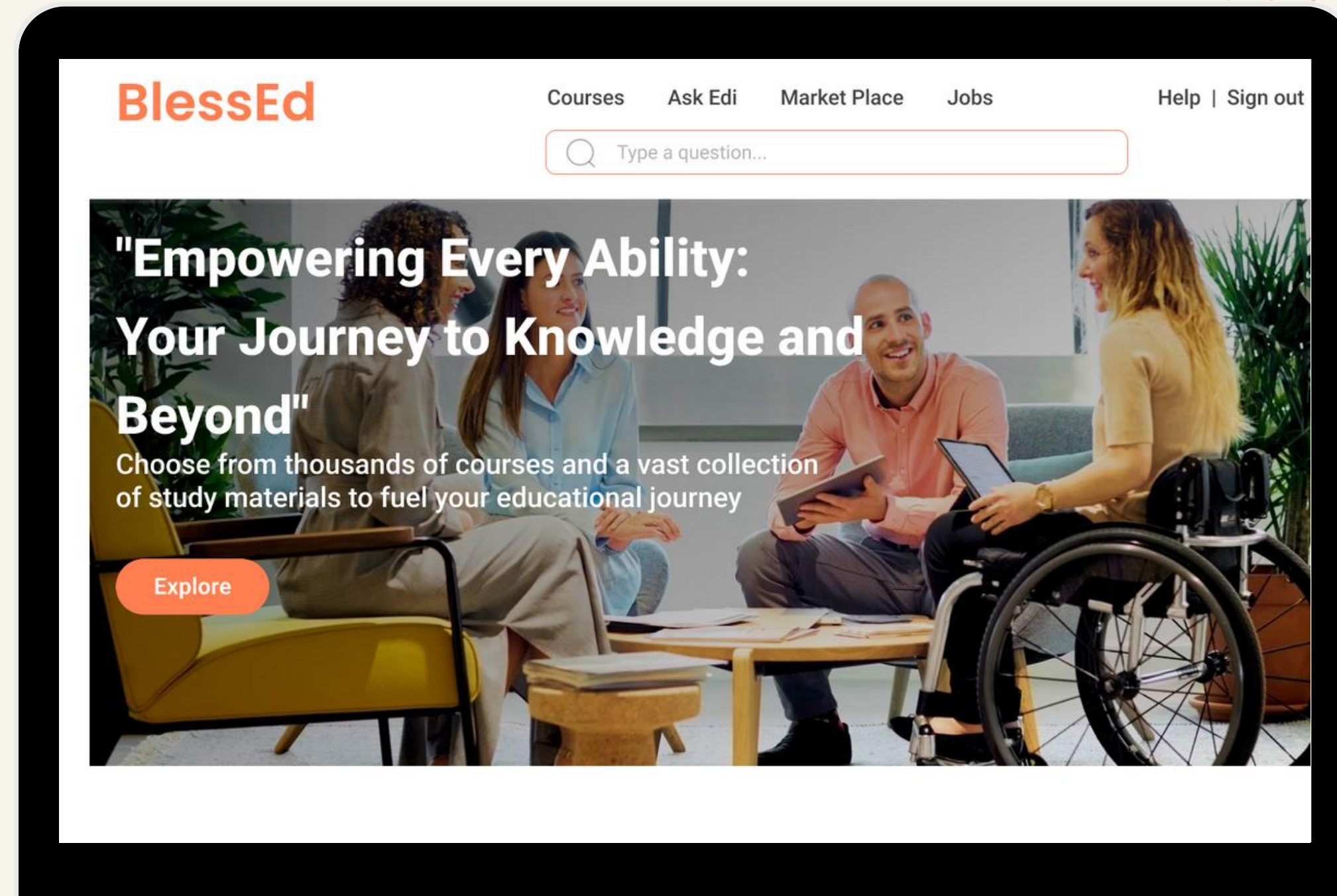
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BlessEd merges learning and commerce, providing high-quality tutorials from reputable institutions to help users, including those with disabilities, acquire new skills. Through a dedicated seller panel, individuals can showcase and sell their creations,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



PROTOTYPE

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BUSINESS MODEL CANVAS

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KEY RESOURCES

- Skilled professionals for tutorial creation.
- Platform development team ensuring user-friendly interfaces and performance.
- Partnerships with reputable organizations like the BBC for high-quality content.
- Financial resources for platform maintenance and content acquisition.
- Secure digital infrastructure to protect user data.

KEY STAKEHOLDERS

- Users: Marginalized individuals creating and selling products.
- NGOs: Reaching underserved communities.
- Sellers: Offering mentorship and credibility.
- Creators: Providing tutorials.
- Customers: Buying handmade items.
- Dev Team: Ensuring platform security and usability.

KEY ACTIVITIES

- Creating and curating engaging tutorials, including English literature, crafting, and painting.
- Managing a seller panel for users to showcase and sell their creations.
- Collaborating with professional sellers to expand product categories.
- Regularly updating the platform with new courses and features.
- Ensuring accessibility and inclusivity through optimized interfaces and grammar tools.

TYPE OF INTERVENTION

- A blended model:
- **Learning:** Tutorials for skill development in crafting, painting, and gifting.
- **Economic Empowerment:** A seller panel to turn skills into income-generating activities.

CHANNELS

- Website with an intuitive user interface for tutorials and seller panel access.
- Partnerships with NGOs and community organizations for outreach.
- Social media and digital marketing campaigns to attract a diverse audience.

SEGMENTS

- **Beneficiaries:** Marginalized individuals, including those with disabilities, seeking skill-building and economic opportunities.
- **Customers:** General users interested in unique, handmade products.

VALUE PROPOSITION

- **Social Value Proposition:** Empowering individuals by combining skill development with economic opportunities, fostering inclusivity and independence.
- **Customer Value Proposition:** A platform offering high-quality tutorials and unique, personalized products.

COST STRUCTURE

- Content creation and curation (e.g., video tutorials).
- Website maintenance and feature updates.
- Marketing and outreach efforts to expand user base.
- Partnerships with institutions like BBC and professional sellers.

SURPLUS

- Reinvesting profits into acquiring new tutorials, enhancing accessibility, and improving user experience.
- Funding initiatives to reach more marginalized communities.

REVENUE

- Commission on products sold through the platform.
- Sponsorships or partnerships with organizations for content development.

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.

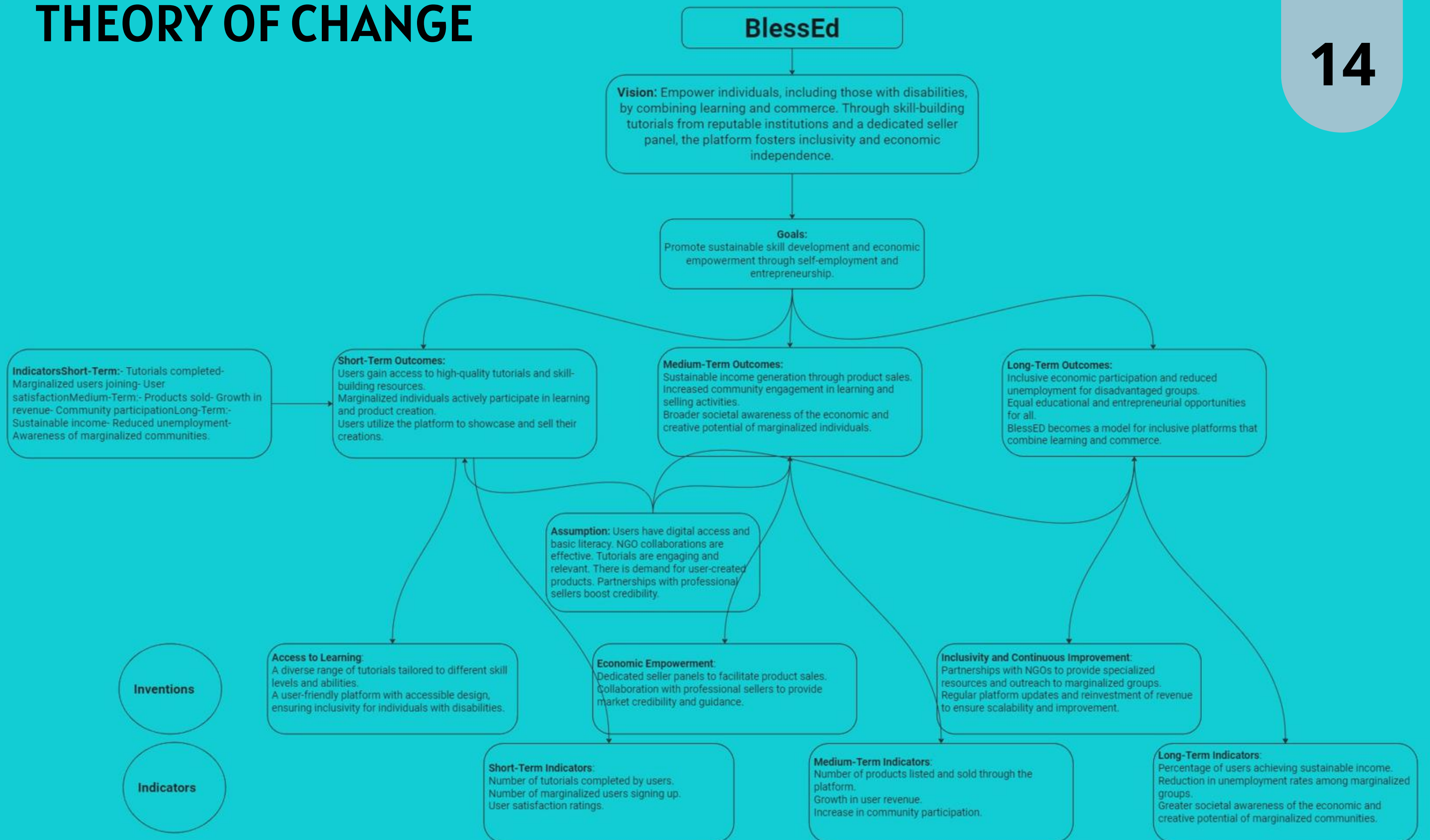
Sustainability Plan:

- 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

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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