Week 2

Pain Points & User Story

2020-02-24 → 2020-03-02

WHO ARE YOUR USERS?

https://docs.google.com/document/d/1m-GMiT9h-WsTCMy9mdVnSXnkHF2bfUQJsX8ptQUzSWU/edit?usp=sharing

WHAT ARE THEIR PAIN POINTS?

https://docs.google.com/document/d/1m-GMiT9h-WsTCMy9mdVnSXnkHF2bfUQJsX8ptQUzSWU/edit?usp=sharing

WHAT IS YOUR PRODUCT'S VALUE PROPOSITION?

- Include citizens from all socioeconomic levels in the development of a more collaborative, dignified, open, and resilient society.

- Provide homeless and undocumented people with money for their basic needs so they may be liberated from short-term thinking and lead a fulfilling existence.

WHAT IS YOUR DISTRIBUTION STRATEGY?

Activators distribute solidarity cards to homeless people. They activate it by registering a video with the beneficiary giving his name and birthdate. Activators earn bounties and record monthly update video.

WHAT IS YOUR GO-TO-MARKET STRATEGY?

- Create a crowdfunding campaign.
- Create content for social networks.
- Create a website, a newsletter.
- Be interviewed by activist social media (Brut, Konbini, Simone...)

- Be interviewed by newspapers, magazines.
- Talk at social change venues (La Base, Les Grands Voisins).
- Present our project in cryptocurrency events.

WHO CAN YOU PARTNER WITH?

Armée du Salut <armeedusalut.fr> //
Association Aurore <aurore.asso.fr> // Food and materials.
Croix-Rouge <croix-rouge.fr> //
EMMAÜS <emmaus-france.org> //
Entourage <entourage.social> // Network to connect citizens with homeless people.
Fondation Abbé Pierre <...> //
Le Carillon <...> //
Les Halles Civiques <hallesciviques.org> //
Les Restos du Coeur <...> //
Paris d'Exil <...> //
Place Network <place.network> //
Refettorio <...> // Free restaurant for homeless people
Sans A_ <sans_a.fr> // Impact journalism giving a voice to the homeless.
Singa <...> //
Solinum <solinum.org> //
Utopia56 <utopia56.com> //

Edmond de Rothschild Foundations
Fondation Groupe RATP
Fondation Monoprix

ACPR (Autorité de Contrôle Prudentiel et de Résolution) <acpr.banque-france.fr>
AMF (Autorité des Marchés Financiers) <amf-france.org>
Ministère de l'Économie et des Finances <economie.gouv.fr>
Ministère de la Cohésion des Territoires et des Relations avec les Collectivités Territoriales
Ville de Paris <paris.fr>

FSE (Fonds Social Européen) <fse.gouv.fr>
UNHCR (United Nations High Commissioner for Refugees) <unhcr.org>

WHAT ARE THE RISKS ASSOCIATED WITH YOUR SOLUTION?

- Governments not being ok with our alternative KYC.
- People abusing it.
- People not using it.

WHAT IS THE IMPACT OF YOUR SOLUTION? HOW WILL IT BE MEASURED?

- Number of beneficiaries.
- Number of recurrent donors.
- Total amount of money donated.

DEFINE THE TECHNICAL SPECIFICATIONS

- An inclusive finance debit card for homeless and undocumented people that enables them to directly receive cashless donations and then use this money in all present-day stores.

- Community-powered KYC process verifies their identity without need for a government-issued id, proof of address, or smartphone.

- People can donate with crypto or fiat, to one person specifically or to all members of a local community.

- Fully transparent and auditable donations enable tax-deduction receipts.

DEFINE THE DEVELOPMENT ROADMAP

- Q1
  - Define scope of the project.
  - Write requirements specification and non-goals.
  - Write functional specification.
  - Create interactive mockup.

- Q2
  - Conduct user interviews using the interactive mockup.
  - Create content to attract open source community and grow team.
  - Participate in Gitcoin Grants.
  - Create working code prototype.

- Q3

- ○ Conduct user interviews using the working code prototype.
- ○ Write formal technical specification and test it.
- ○ Assemble group of partner organizations.
- ○ Collaborate with local government in a 2000 card pilot project.

- ● Q4
  - ○ Apply for European Social Fund.
  - ○ Start coding.
  - ○ Audit code.
  - ○ Launch communication and crowdfunding campaign.

Deliverables

USER PERSONAS, PAIN POINTS, USER STORY

https://docs.google.com/document/d/1m-GMiT9h-WsTCMy9mdVnSXnkHF2bfUQJsX8ptQUzSWU/edit?usp=sharing