



Our Team

Project Name: SocialAnts

Team members: Lăcraru Teodora, Miroiu Diana, Sanda Daria

SocialAnts is a mobile app that offers a list of volunteering programmes, extracurricular activities, competitions, courses, and camps that will allow students to discover their true passions and to develop their abilities and skills. The app is structured in such a way that it's easy to find events near you, discover the community and meet new people. Organisations, explicitly CEOs and coordinators, will post announcements of upcoming events.

1. The problem we solve

How did we identify the problem?

Before the pandemic, students' opportunities had been made in the reduction of inequality in certain areas, for example, reducing education inequality between rural and urban areas. However, inequality persists, whether in relation to income, wealth, opportunity or other dimensions. Inequality within and among areas continues to be a significant concern despite progress in and efforts at narrowing disparities of opportunity.

In 2020, the closure of schools to slow the spread of COVID-19 had an adverse impact on learning outcomes and the social and behavioural development of children and young people. We are lucky students who reckon on substantial knowledge. At the same time, at the beginning of 2022, after more than 600.000 Ukrainian refugees came to Romania, NGOs, local governments, and volunteers have quickly set up an extensive network to feed, house and provide medical care to them. They've experienced a major change in their lifestyle that we are now trying to improve in the best way we can.

How do we solve the problem?

We thought of a way to gather all the events in an organised place, in an app designed to improve lifestyles, develop socially and personally, grow and meet. We also tried to help Ukrainian immigrants, identifying critical problems they have been dealing with since this major change in their lives has occurred, with the help of surveys our team has created and will be presented in the next sections.

The app will provide the necessary resources to a person eager to progress personally, engaging in various activities to help themselves, and their community. Our primary goal is to help you get personalised information through our app, assisting you in finding new ways to improve your abilities, qualities and hobbies, while at the same time reducing inequality.

This business is oriented around **self-development**, comfortable to use for everyone and building a supportive community.

2. Our Target Group

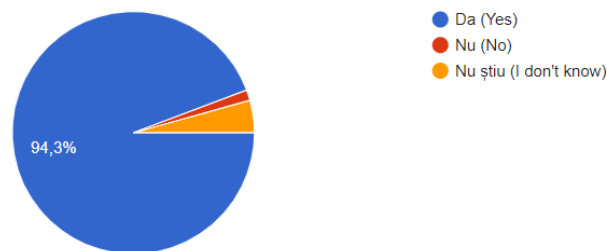
Target users

Because SocialAnts is an app that we would use, our target users are mostly students aged 14 to 19 who want to develop themselves and be active. We intend to expand the range by introducing volunteering activities for individuals of all ages.

Our town, Râmnicu Vâlcea is known to be a town with an elderly population and students our age don't have a large variety of free time activities that they can do. As a consequence, they can use their time in a beneficial way for themselves and the community.

Crezi că o aplicație ce informează utilizatorii în legătură cu asociații de voluntariat/ cursuri/ concursuri sau activități extrașcolare este folositoare? (Do you think that an application that informs users about courses / competitions / volunteering programmes or extracurricular activities is useful?)

209 răspunsuri



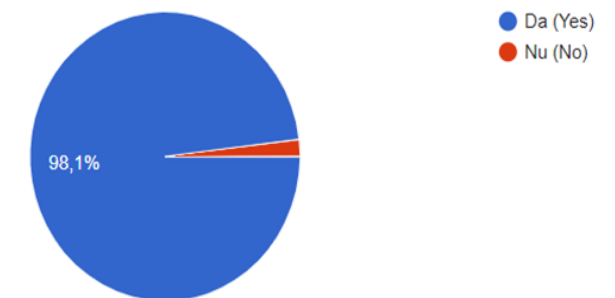
How will our app perform and why?

We believe SocialAnts will perform well since we conducted a survey among our classmates and other highschools. You can find it here <https://forms.gle/L8eUeAqqDutLgzpVA>

As any other business on the market, we strive to be the best and eliminate any flaws by continually improving our product. We want it to be both functional and appealing. Because user feedback is so vital to the effective use of our app, it's something we're particularly interested in. We want the application to run well, so we'll consider any recommendations that come our way.

Ați folosi o astfel de aplicație? (Would you use this kind of app?)

209 răspunsuri



3. Smart Objectives

Specific

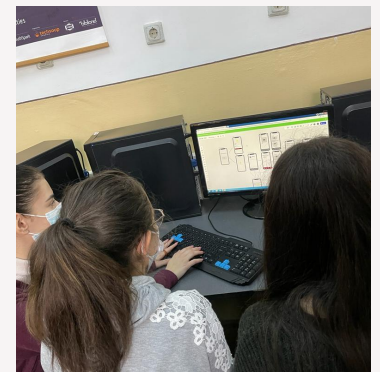
SocialAnts is a nonprofit organisation formed for charitable and educational purposes. Gathering the people's needs in a single place, with an improvement in the lives of students, civilians, and refugees.

Management

We worked together to put the concept for our business, SocialAnts. Our values made us learn the foundation of teamwork by helping each other. We embraced our differences and respected each other's viewpoints; we attempted to make the best use of our skills while also learning new ones; we wanted to be inventive by utilising creativity and perseverance to tackle the problem as we aspire to discover how to improve our world and make an impact.

Measureable

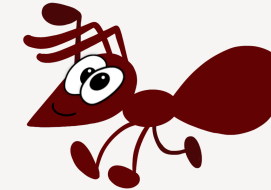
SocialAnts is a mobile app that simplifies the personal development process for users. The app allows people to quickly identify activities, camps and competitions near their area. Users can easily assess their skills and qualities, considering their aims in life in order to realise and maximise their potential.





Diana is the Business Analyst who is able to understand current data and manage upcoming features. The information is used by Teo and Daria, who make changes to the business strategy, using the data as tangible evidence to justify any decisions. Daria is talented in key areas of marketing and collaborates carefully with Diana. Teodora is also responsible for the budgets, revenues and other operating costs.

Moreover, we provide developing skills to ensure users have a good in-app experience. Although we divided the tasks to work more efficiently, we always made sure that everything was revised by all of us and so to create the best final form we could.



Achievable + Time-bound

In the very near future, we want to optimise the app to work on all devices, and then we plan on getting an official launch of SocialAnts on Google Pay. We look forward to introducing our app to more cities and informing the people who want to develop personally about the activities they can take part in. What is more, the long term goals include continuing expansion and adding new features to the application, such as 2 types of users.

Name of the User	Current Abilities	Future Abilities	Goals	Target users
Worker Ants	Publish and Discover	Discover Publish reviews Give Feedback	Discover Meet Grow Overcome fears Change your mindset Improve your career	Students, retirees, entrepreneurs, etc. anyone aged 14+
Queen Ants		Publish their announcements Get Feedback	Expand Grow Involve the right people	Coordinators of campaigns, volunteering clubs, contests, competitions

Worker Ants are never idle. They are responsible for building and maintaining the nest, most importantly, feeding the colony.

Queen Ants, as their name suggests, are both the founders and leaders of the colony. Workers forage for, gather and allocate food, making sure the queen's offspring will grow to fulfil their responsibilities to the colony.

Initial login	Main interface	Features
Your profile where you can add a bio, change your username and your profile picture	A feed to look for the specified events, an option to post upcoming ones, news and view your profile	Users will be able to post announcements and give feedback (feature for the future)

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4. Price - Financial Plan

	Year 1	Year 2	Year 3	Year 4	Year 5
Start-up capital					
Investors	€500,00	€1.000,00	€1.500,00	€2.000,00	€2.000,00
Revenue					
Fundraising campaigns	€500,00	€1.000,00	€2.000,00	€2.000,00	€3.000,00
In-app donations	€200,00	€300,00	€350,00	€400,00	€500,00
In-app ads	€124,00	€124,00	€124,00	€124,00	€124,00
TOTAL REVENUE	€824,00	€1.424,00	€2.474,00	€2.524,00	€3.624,00
Operating Costs					
Utilities	-	-	€500,00	€500,00	€500,00
App store fees	€124,00	€124,00	€124,00	€124,00	€124,00
Employee salaries	-	€1.000,00	€2.000,00	€2.500,00	€3.500,00
TOTAL COSTS	€124,00	€1.124,00	€2.624,00	€3.124,00	€4.124,00
PROFIT	€1.200,00	€1.300,00	€1.350,00	€1.400,00	€1.500,00

For start-up capital, we're planning to have some organisations as investors, since, based on the feedback from coordinators of NGOs, they are interested in this project. SocialAnts is a free-to-use app with no In-App Purchases. We also want to propose fundraising campaigns from which we have something to obtain. Another app feature will be the "Donate" button with which users can donate up to €10. In the first 3 years we estimate up to 30 donations from, not only CEOs, but also users.

As we decided to do our jobs as volunteers, working from home would be a good choice. As a result, there won't be any rent costs for the first 5 years. The other costs include utilities and app store fees. In the first year, employees will volunteer part-time jobs.

5. Promotion

Branding

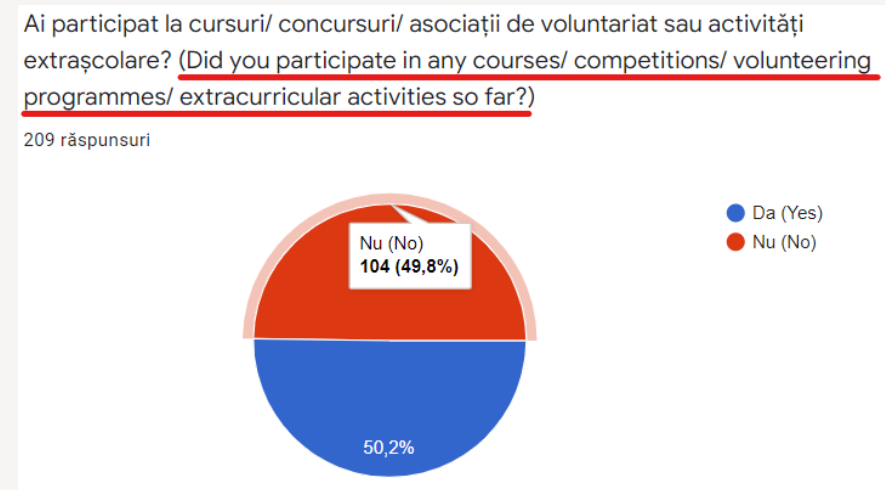
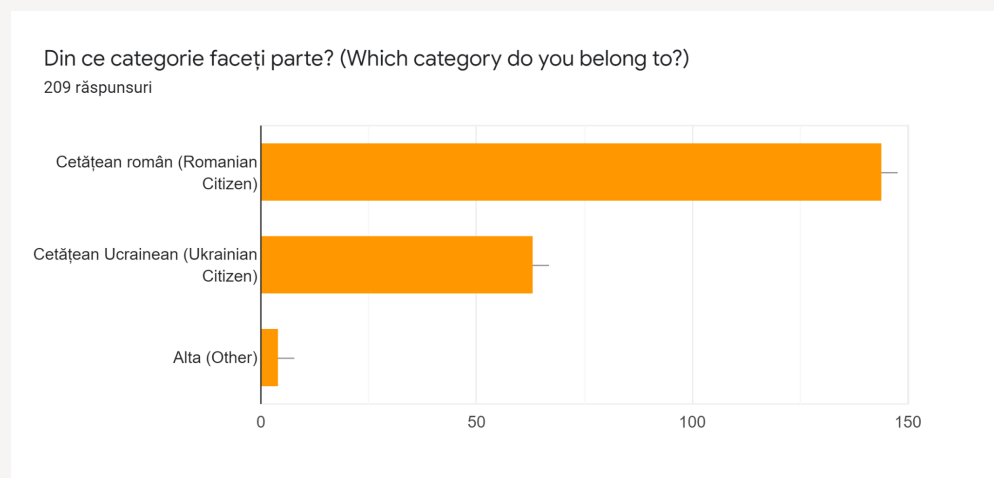
We came up with the name SocialAnts, determined to stimulate not only hard-working people, but mainly locals who want to contribute, grow and meet. Ants are able to carry up to 50 times their own body weight. These insects are known to be very hardworking; living in ant-hills, colonies are estimated to contain 300+ ants. This is exactly what we're intending to amplify: We're humans living in a community where we want to grow and work hard. We're SocialAnts.

Volunteering programmes presidents and events coordinators are also looking for methods to reach their target participants. Social Media apps like the ones mentioned above are used for other purposes and they find it hard to promote them on there. They are searching for the best ways to communicate and share, but the best one has never been found, yet.

Feedback from target users

Our team has already talked with different people who own events and volunteering programmes and were more than glad to join our concept. On the other hand, there is a significant disparity in the opportunities available to target users depending on where they live (urban or rural). Here comes the key term **Equal Opportunities**, at the same time, the main identified problem. Promoting equality helps to ensure that people are valued and have the same access to all opportunities whatever their differences. Large numbers of children are underachieving at school because of a growing regional inequality in education, which is having a damaging effect on life chances, according to new research.

We created surveys meant to gather important information from target users. We've got 209 responses from citizens including Ukrainian citizens and others.



Finally, we received some major feedback from key target users:

- **Rădulescu Dana** - coordinator of Europe Direct Vâlcea Centre, a project implemented by the Community Information Centre - its section founded by the European Commission and the County Council Vâlcea.
 - The organisation allows citizens to obtain information, advice, assistance and answers to questions regarding legislation, policies, programs and funding opportunities of the EU. They address without discrimination against all citizens, regardless of age, studies of occupation, looking for this kind of information

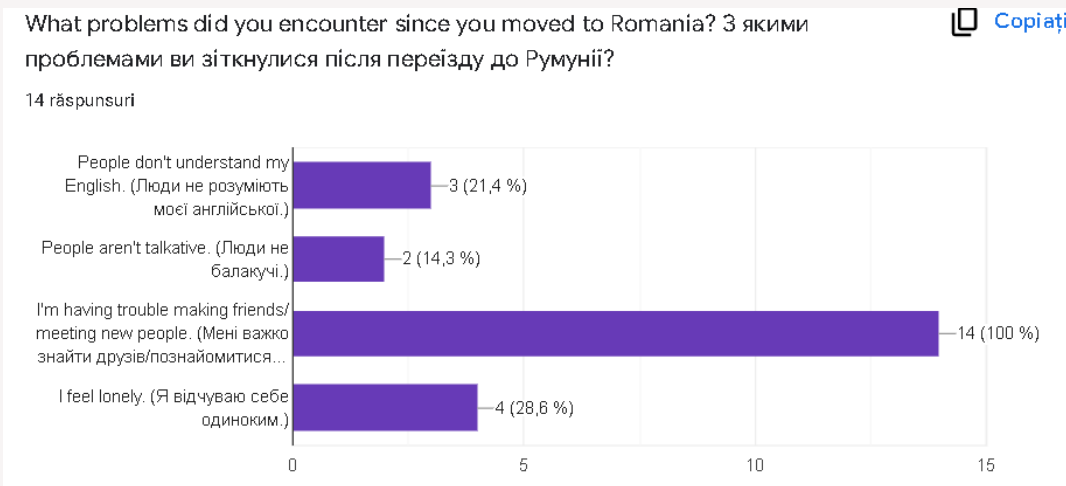
- **Alexandra Necşuleu** - coordinator of Gutenberg Romania organisations including Gutenberg Rm. Vâlcea, the city we currently live in
 - Gutenberg is an NGO which is actively involved in promoting German culture and language among young people, by organising cultural-educational events with a German character

Rădulescu Dana says:

"I love your idea so much. Equal opportunities in education... Wow! This is really a major factor in our community and your solution is awesome! I love the concept... SocialAnts! Everyone should have access to all types of activities that improve their abilities, physically and socially. The current situation is critical, since Romania is characterised as a country with important emigration, but becomes, in addition to a transit country, an increasingly attractive destination country for immigrants. Our area, most importantly, faces some of these aspects as well. Ukrainian families now live here and their children are now attending our city's highschools. We also have places where children who come from Ukraine without parents because they stayed to protect their country. It's very hard for them to integrate into society and so your app, SocialAnts, would be a great solution. Good luck!"

We took a survey of Ukrainians who arrived in Romania as a result of the situation in their home country. The form was sent through Facebook groups as well as to Ukrainians our age who had recently relocated to our city. As you can see, the majority of people struggle to make new friends and integrate into society. Therefore, we can notice the lack of socialisation and their need for events to get involved in, which can introduce them to groups of friends.

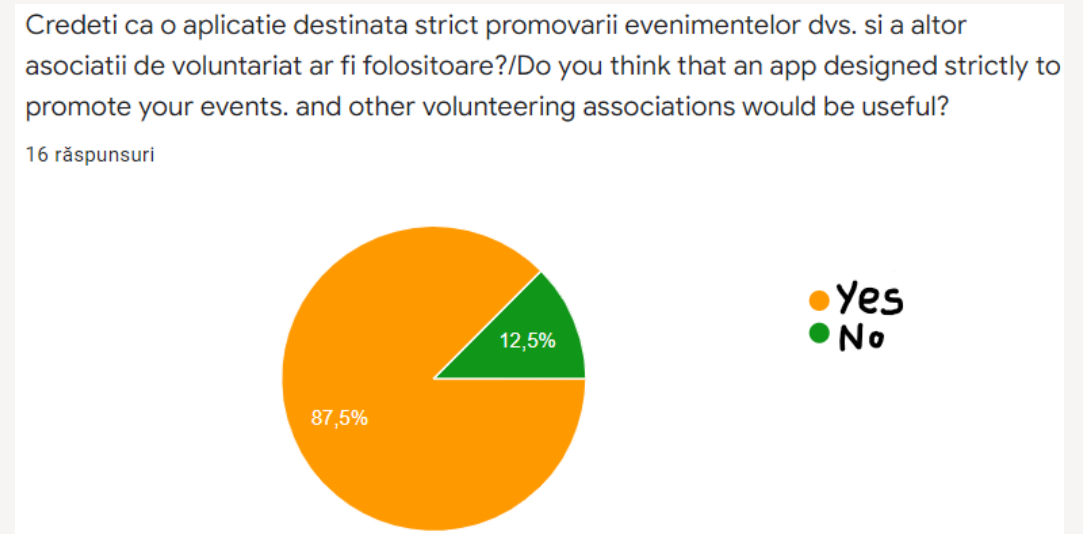
[You can find the survey here](#)



Alexandra Necşuleu says:

"In my opinion, as a volunteer and an active member of our community, "SocialAnts" is the app we've been waiting for. There are many volunteering organisations that need participants for their activities, and there are many people who are actually willing to help, especially youngsters, who search for personal development opportunities. This app sounds like the perfect matchmaker and I can't wait to have it on my phone."

The Feedback does not end here. Based on other surveys, from which we aimed to receive responses from potential Queen Ants, we were more than happy to see their opinion. You can see it here <https://forms.gle/jzD5F7SnbFkGVRPb7>



To conclude, we believe that SocialAnts is the solution to bridge this inequality gap.