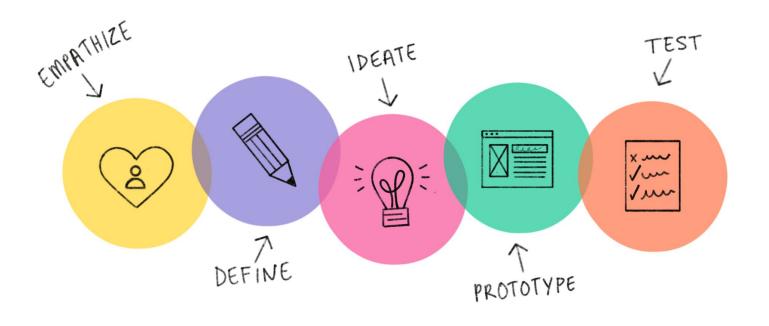


PEOPLE PLUS

GROUP₃

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THE PROCESS













EMPATHIZE

Target





Target 4 statement

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

South Korea's ODA grant equivalent amongst OECD countries



South Korea 2686.14 US million dollar, 16th (2019)











• Problem statement: **Donators in Korea** need to direct their donations to enhancing guality education in African <u>regions</u> due to the <u>lack of</u> funding in this area.

People PLUS

Payment

Fin-tech,

Voucher, Kakao pay,

etc

create competitions (with a winning prize) on

designs or projects

used by app

Promote

If the user posts t tonation link on SNS adds an hashtaqifor us te

ake sure they poster the user can rece

app + can donate that afterwards

create sns

trends (tiktok,

instagram challenge, etc.)

Interface/interactive

Progress report

of achievements

(time of using

app/ donations)



Gent 3 Gool 4.8 Gool	Goal 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifetytes, human rights, gender equality, promotion of a cuther of
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Problem Statement

The lack of quality education in Africa

Solution Statement

Invent the donation App which people are able to donate their money

Background research (FYI)

Common issue in African nations is that their education system leck efficient allocation of resources	Even with educational systems (like Nigeria etc.) and some even allocate a recommended percentage of GDP to education, the money does not reach education sectors.	Corruption prevents efficient allocation	a certain percent of funds is misused due to imperfect usage of finance (fake school, fake teacher etc.)	the gap between donations and actual use of funds
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Solution

Government expenditure on education can increase	c	Government an efficiently use/manage unds/national budget	These are the best case scenarios, but hard to be realistic as we cannot directly manage their national budget. (can't breach autonomy)
Making an application to fu for various proje- organizations	cts/	dona religio	bining with Korea's situation of a low tion rate (on independent givings, not bus), we thought it would be good to e an APP that would direct users

working for quality (Koreans) to donating for education education in Africa

> Reasons why Koreans don't donate - lack of transparency in organizations - lack of trust - lack of money

Transparency

If an organization is found to use donations in an inequitable way (e.g. using for personal needs), it will be suspended from the APP and they will need to fife an official applogy to users	Users are able to check the process in detail that is provided by the App on the spot	Send monthly newsletters showing the progress (w/ photos + videos)	The cooperation with povernment/reliable authorities which can monitor the flow of finance	the process will be recorded using block chain tech	We will direct 100% of the donation to the organization
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Certified organizations that we can add on the APP

UN (UNICEF, UNESCO etc.)	PLAN international	Adopt A Classroom	Save the children	SOS Africa
Build Africa	Aid for	Books for	Compassion	Good
	Africa	Africa	International	neighbors

Similar Apps That Exist

ive 2 Charity: Based on novative idea that turns your time into money, epending on how many nours you carry around our phone and converts it to into charitable donations	Make a Stand: Raises money to fight against child slavery. App contains many campaigns in different categories including environment, education and literacy and even animal welfare	Donate a Photo by Johnson & Johnson: the app asks that you donate one photograph a day, which you can do occasionally or as frequently as every day. Each photo is matched by a donation of US \$1
lappy Bean() [] []): A ebsite where you can donate money to ifferent organizations and projects. They ave similar services to the app we want to make.	Charity Miles: This is an innovative way to raise funds for charities while motivating you to reach your fitness goals. For every mile you run, waik, or cycle, an amount is donated to a charity of your choosing by the current app's corporate sponsors.	Greater change: a donation platform that enables cashless qiving to support those who are homeless. Donors can give through phone, either to local charities or directly to a homeless person.

Global Giving: global crowdfunding community connecting nonprofits, donors and companies in nearly every country. We help nonprofits from Afghanistan to Zimbabwe access the tools, training, and suppor they need to be more effective and make our world a better place. -> similar form but no app



people plus

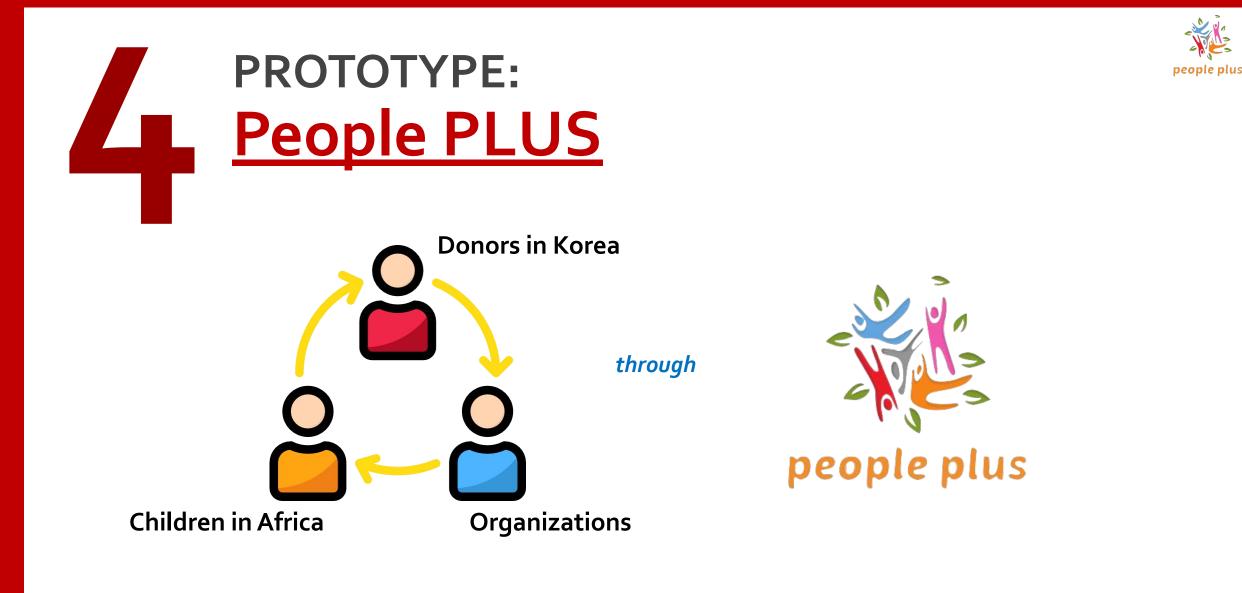
IDEATE



Solution Statement

 Make a <u>reliable and</u> equitable platform for donating so that more Koreans would donate towards guality education in Africa.









From a journal 'donation via mobile applications' by Boreum Choi & Mingyung Kim



1) Function-cause fit & Name-cause fit

The relatedness between the sponsored cause and the mobile donation application







2) Cause Involvement

The degree to which an individual considers a specific cause personally relevant

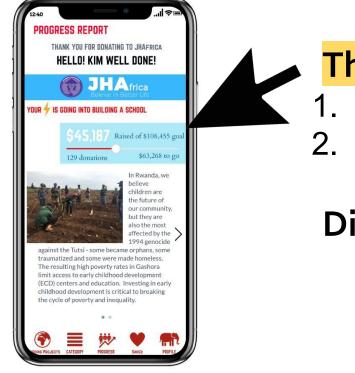


Users can choose the activity they want to participate in through categories



3) Perceived effectiveness

The degree to which consumers believe that the company will really donate as much as promised and that this donation will actually reach the needy recipients



The process report on the app

- Transparency
- . Users in the part of the project

Differentiating aspect from





3) Perceived effectiveness

The degree to which consumers believe that the company will really donate as much as promised and that this donation will actually reach the needy recipients





Storyboard

"Kim's" Story

Kim watched a TED video on the necessity of sex education in African countries and became interested in donating to such a cause







She sees her friend's Instagram with the hashtags

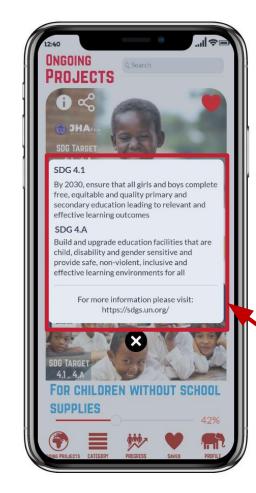
#peopleplus
#childreninafrica
#qualityeducation





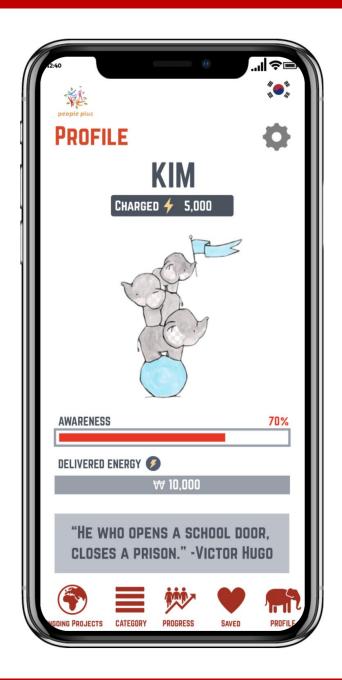






Further explanation on SDG targets the project is focused to realize

For convenience, she first charges 5,000 KRW to convert to "energy" points





Charge energy points by sharing on SNS with related hashtags

She uploads an Instagram post and receives 10 energy points







Can join a project and get connected with non-profit organizations







Before, Kim was somewhat interested in donating but didn't know how to get connected.

Now, she <u>learned about SDGs</u>, <u>effectively donated</u>, and <u>actively participated</u> in various projects.



How to use People PLUS?



Point your phone's camera to the QR code above to open this prototype on your device.

https://marvelapp.com/prototype/5cehfed/screen/72028275



Overview on: People PLUS

GOAL

SDG 4 [Quality Education]

Educate Koreans on SDGs Raise funds for education in Africa

