



# SPAIN

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# Executive Summary



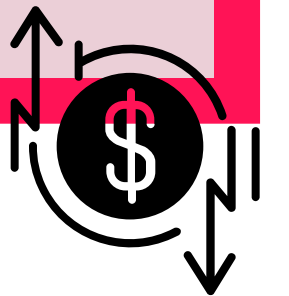
HelpUp aims to reinvent the way of volunteering in Spain. HelpUp connects NGOs that need volunteers with young people who want to help, with just one click!



The idea came from our own experience: Did you know that if you are between 12 and 18 years old it is very difficult to find a volunteer in Spain?



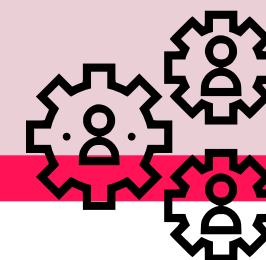
The collaboration and sponsorship with companies and Partners will guarantee the viability and economic performance of the company.



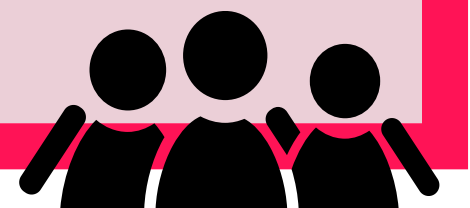
The potential of our idea is enormous since our app is scalable and ready to be used in other cities and countries.



We have designed a double marketing campaign: one aimed at young people and the other aimed at organizations and companies with a social commitment.



We are a team of motivated and committed entrepreneurs who want to generate change and create a positive impact in the world.



# DESCRIPTION OF OUR IDEA



Our idea arose from a real need from our own experience. We realized that, if you are a minor, it is very difficult to find a volunteer in Spain. Many of them ask that you be of legal age, and the vast majority take place during our class schedule...

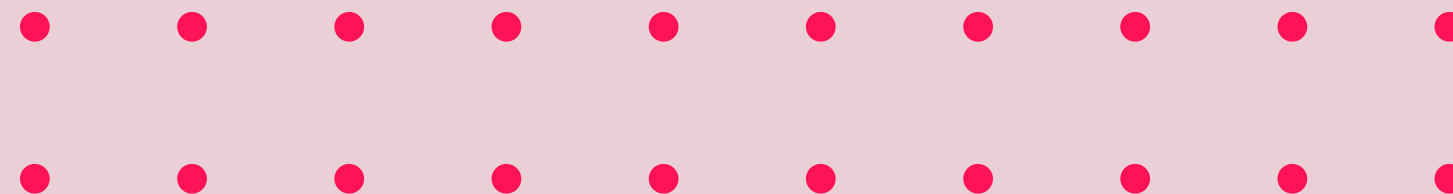
To promote volunteering among young people we have to do it with our "language": an APP. And we have to make it fun and motivating.

Our App is already developed and available in Google Play !!! Next goal is to be available in Appstore too.



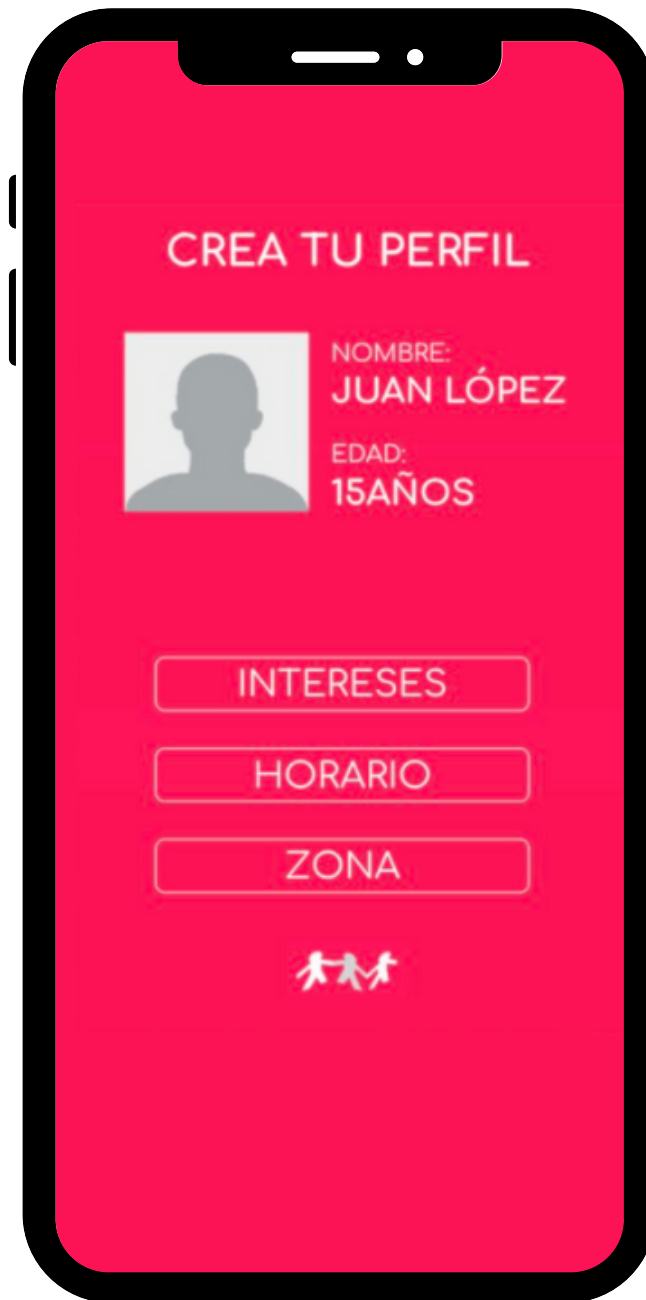
Our app is free, but with a solid partnership strategy, HelpUp will be able to guarantee its growth and economic profitability.

We have already closed collaboration agreements with various NGOs and also with investors who want to be part of HelpUp.

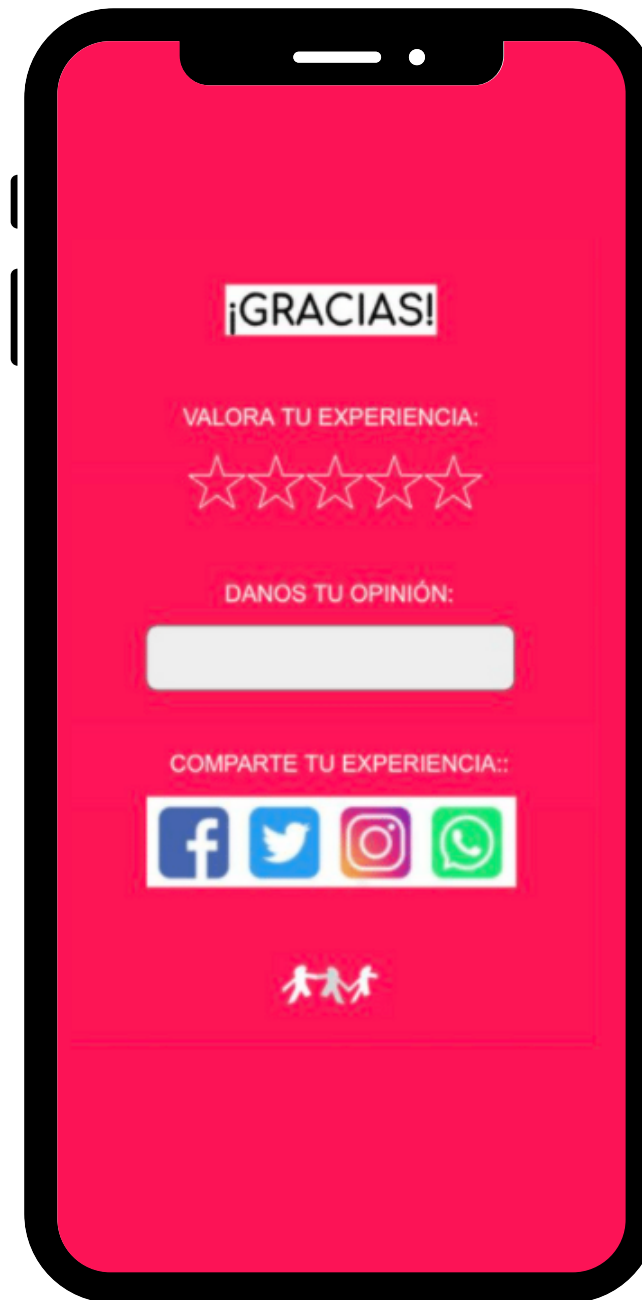


# OUR SOLUTION

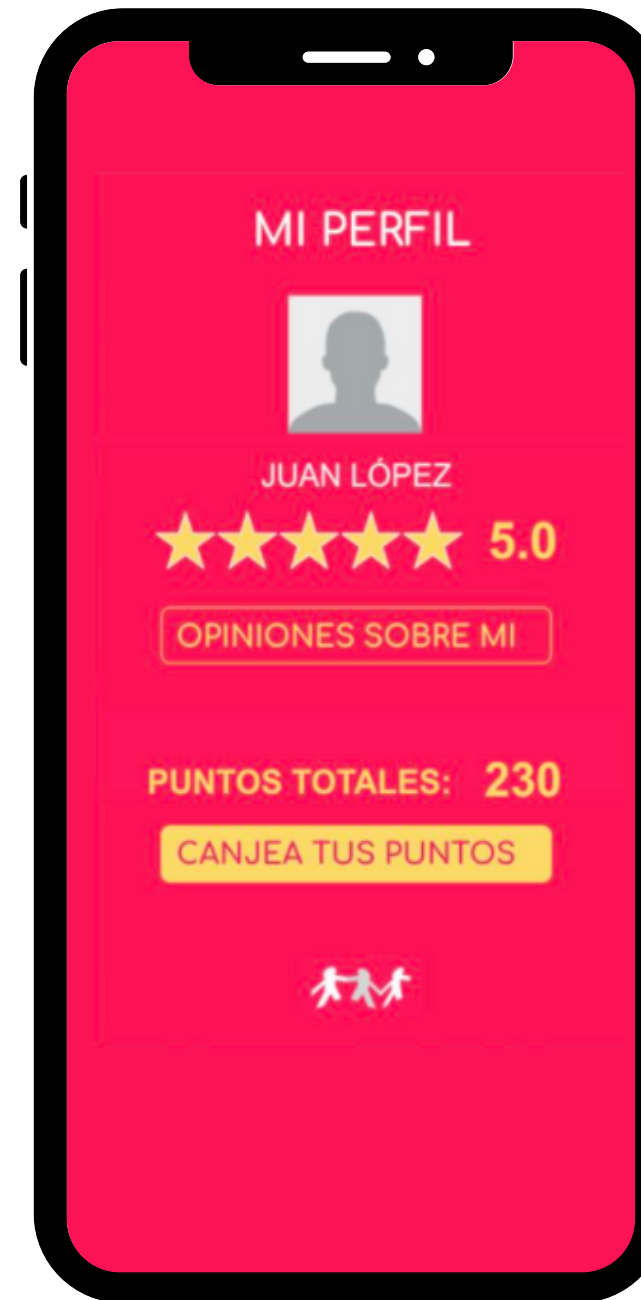
HelpUp is the only app that makes it simple for young people in Spain to find volunteer work. Furthermore, it provides a reward system to encourage young people to do volunteering continuously.



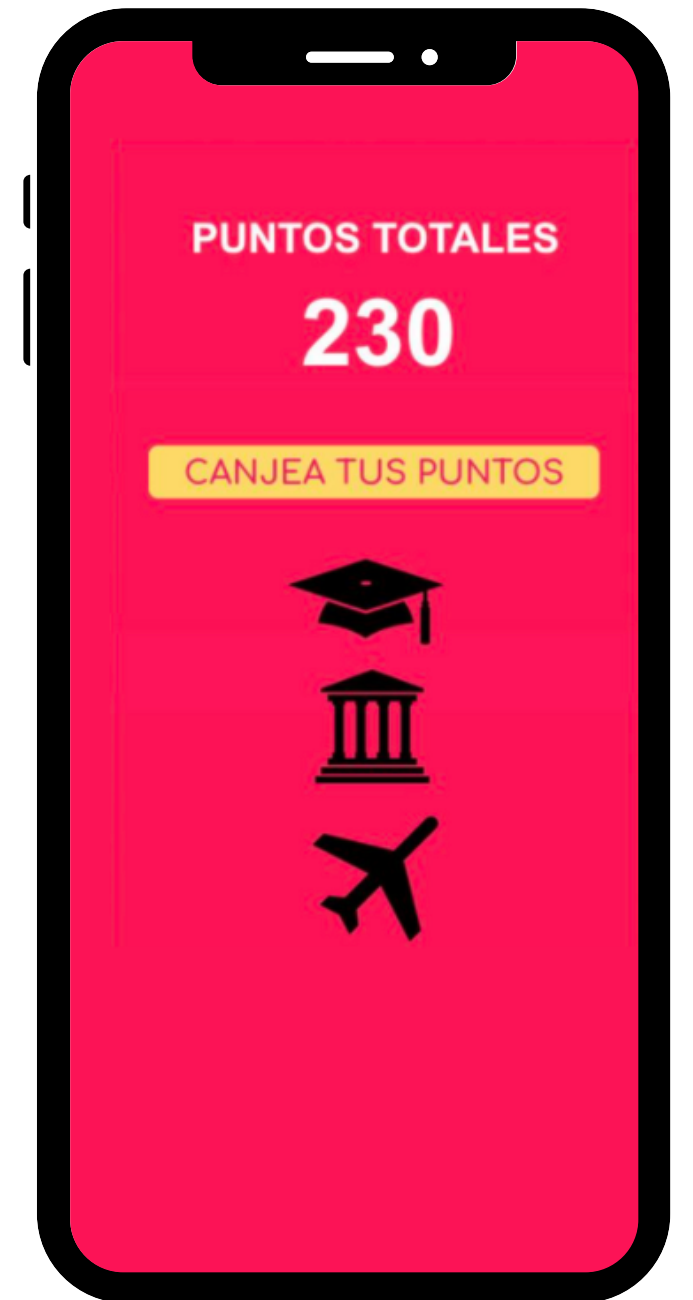
1. Create your profile



2. Rate and share your experience after each volunteer work



3. Get an assessment for your work and earn points after each volunteering.



4. Redeem your points for training, tickets or travel discounts.

# OUR MARKET:



HelpUp is a company with ambition to grow. Our launch of the App will be done first in the city of Barcelona, which will serve as a pilot test to improve its operation and analyze the market response. Later we will expand our market to other large cities such as Madrid, Bilbao, Valencia or Seville. The app has been developed to allow Help Up expand to other cities and countries all around the world.

# OUR MARKETING STRETTY

Our Marketing strategy has a triple objective:

- reach young people (for this we will do a big campaign on social networks)
- Involve as many NGOs as possible that want to join the project (we are carrying out an intense campaign of mails and calls to the main NGOs in Barcelona)
- Get large companies to become sponsors and see HelpUp as an opportunity to improve their social commitment and image.



# OPERATIONS:



We're especially proud of the fact that we developed the app entirely by ourselves.

We have been trained in data protection to offer all the guarantees to our users.

We have carried out the entire validation process to be available on Google Play and we are now starting the validation for Appstore.



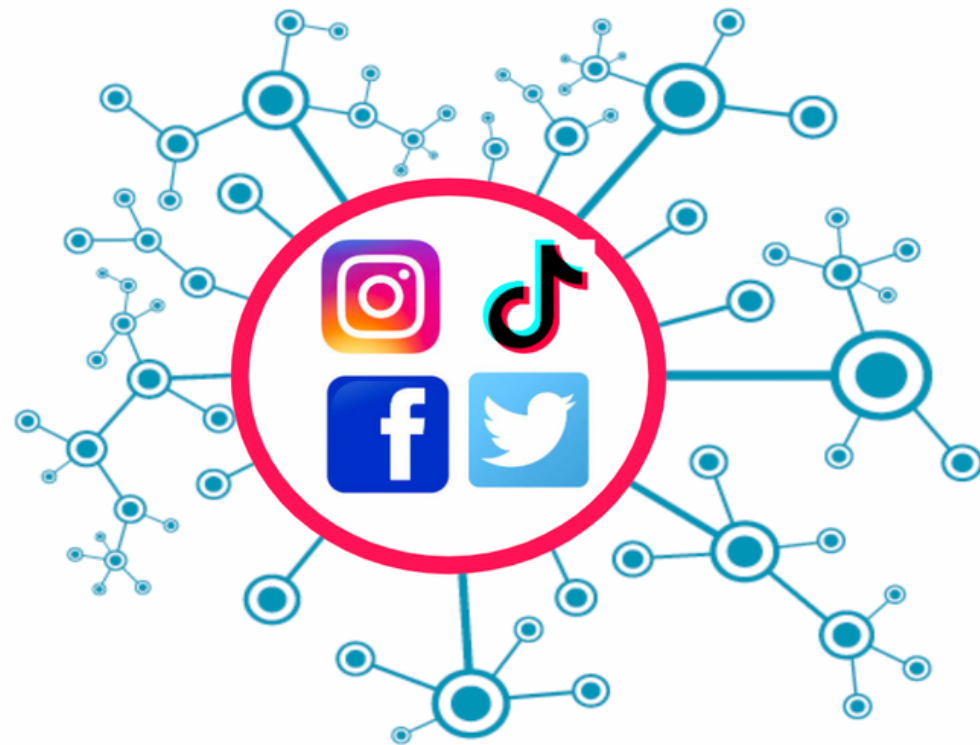
Google Play



# SALES & PROMOTION



The app is already available on Google Play and we are working to offer it on the Appstore. HelpUp will be promoted especially through social networks



On the other hand, the NGOs that decide to volunteer through HelpUp will also be able to advertise this new way of volunteering.



We also want to involve collaborating and sponsoring companies in our project to make HelpUp go further.



# OUR TEAM



We have formed a team with very diverse profiles to complement each other well in our skills and strengths.

The key to our success as a team is knowing how to listen to each other and respecting the work of each one of us.

**NEHA  
AGUILAR**

Finance  
Director

*Responsible &  
reliable*



**INGRID  
PONS**

Marketing  
Director

*Funny & creative*



**MARTA FOLCH**

General Manager

*Changemaker*



**DANI  
COMPTE**

Data  
Protection  
Director

*Hardworking &  
trustworthy*



**ALEX  
CABRERA**

IT Director

*Programming crack*





# COMPANY FINANCIALS (1st Year):

**Our company's Social mission does not exclude it from being profitable.**

Since HelpUp is a free app, our revenue will come from sponsorships from significant companies who want to be a part of our initiative. (500€ each company every year). We will also negotiate a margin on tickets to museums, training or trips.

Our production costs are very low since we are doing the programming ourselves.

We will spend €1,000 on advertising in the first year to get our image out there.

**The first-year net benefit is estimated to be €1,549.24.**

## EXPENSES

App Store = -88,43€

Google Play = -22,33€

Marketing = - 1.000€

**Total Expenses=**  
**-1.100,76€**

## INCOME

2.500,00 €

(500€ each sponsor)

150,00€

(margin on tickets)

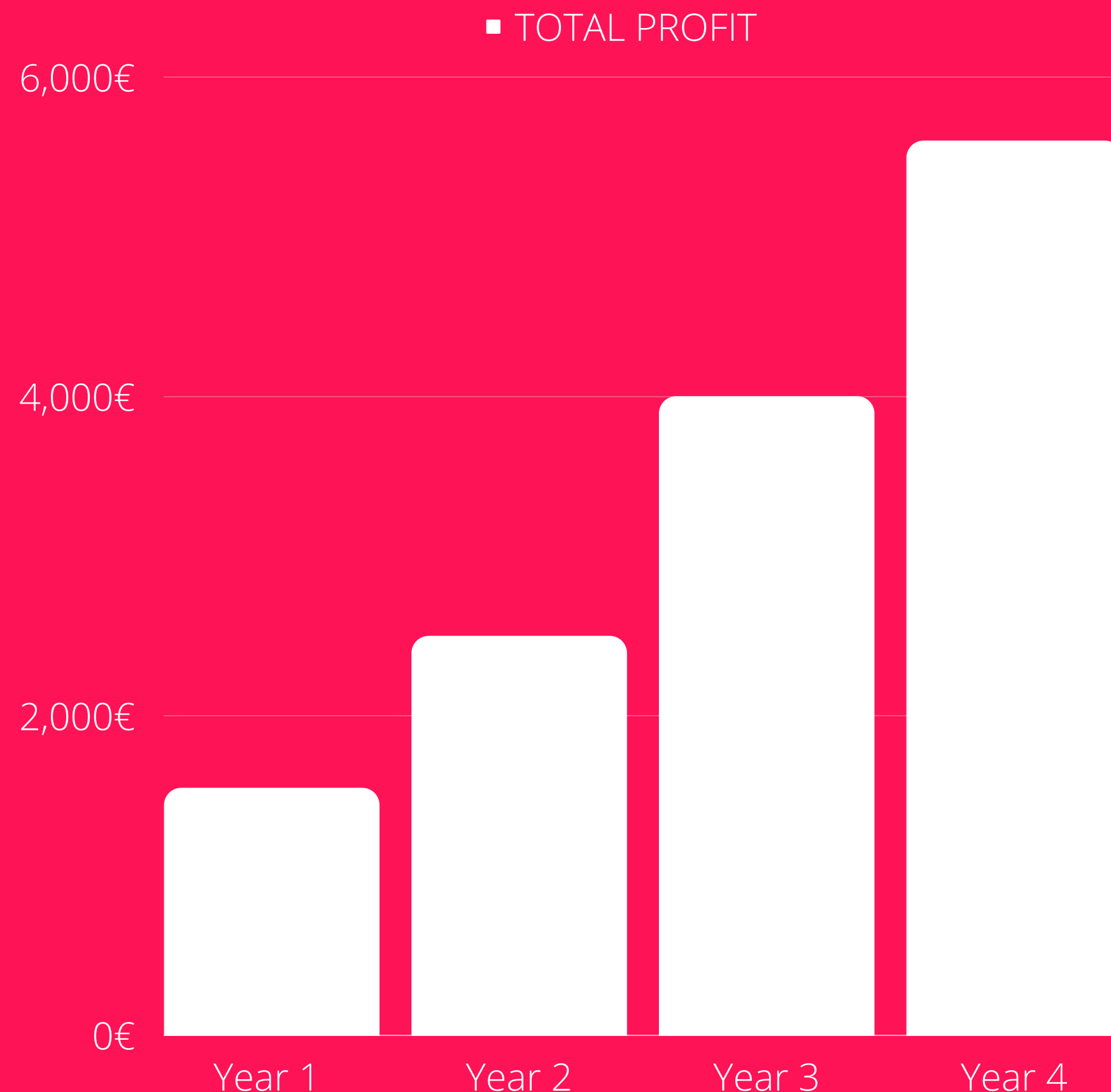
**Estimated Income=**  
**+2.650,00€**

## PROFIT

**Estimated Profit=**  
**+1.549,24€**



# COMPANY FINANCIALS: PROJECTION



**In 4 years our Net Profit will be more than three times the initial one, reaching 5.600€.**

To achieve this number we need:

- 10 Sponsors willing to provide 500€/year
- Around 1.000 active volunteers in our App
- Agreement with several Museums, Academies and Volunteering Trips Agencies to get a % from their margin from the tickets sold thanks to HelpUp.

# MARKET POTENTIAL



We have seen that our idea has great growth potential. In the few months that we have been working on this project, we have already received several collaboration proposals from both NGOs and sponsoring companies. We are also closing a collaboration with "**DO CHANGE**", a platform of university students who have learned about our project and have decided to join forces.

We believe that we will have the support of institutions, companies and organizations to go very far with our project. **Encouraging volunteering among young people will make young people feel good and feel like an active part of society. If we get them to get involved in social causes from a young age, we will achieve a more empathetic, responsible and committed generation.**

“

today's youth are  
tomorrow's leaders

”

– NELSON MANDELA

We invite you to get to know us a little more:



[www.helpup.info](http://www.helpup.info)



[@\\_at\\_help\\_up\\_](https://www.instagram.com/_at_help_up_)



**Reinventing volunteering among young people**