

# VOIMA LAB

EMPOWERING YOUTH TO SOLVE THEIR PROBLEMS

# CAMPAIGN SUMMARY

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Our solution is a **positive and passion fueled not a campaign but a platform** to motivate socially excluded young people. We believe that these youngsters are the best experts and they deserve to be heard. At the same time, we will make the donation process more personal, interesting and transparent for a donor. This will help donors to argue the use of money to themselves during current tough economical situation we are facing in Finland.

We do not just recruit new donors; we give new reasons for current donors to donate more often by using new channels and mechanisms.

We will offer businesses a bigger role in sponsoring the process in the future. This project helps HelsinkiMissio to shift its long-term mindset: Instead of helping already socially excluded young people HelsinkiMissio starts to act against social exclusion of the youth by helping to raise kids with brighter future perspective.

# CREATIVE INSIGHT

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We should take into account both the donors and the socially excluded young people. Instead of just recruiting new donors we should focus on innovative ways of activate and motivate socially excluded young people or people with risk of being socially excluded.

Insight / donors: people are willing to act if we are able to speak to them in rational and emotional levels. Donor will act if we make the donation process more personal and meaningful. In the end you want to back more than just a good mood once a month.

Insight / Socially excluded: studies show that socially excluded children have lost their ability to dream. This has a negative impact on child's mental growth and self-esteem. Being part in something that you feel is yours helps to strengthen the feeling of social cohesion. By involving socially excluded youngsters along the campaign we teach them to dream again.

# SOLUTION TO THE BRIEF (ie. the tools, platforms, technologies used)

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Socially excluded youngsters: We will build a platform that helps socially excluded young people to follow their dreams and passion. In the core of our concept is Voima Lab which brings celebrities, top talents/experts, service designers and socially excluded youngsters together. The idea of Voima Lab is simple: youngsters, ideas, design sprints to build the the idea into prototype of a service / product.

Donor: We will launch a crowdfunding campaign to launch the Voima Lab. As a donor you will learn how HelsinkiMissio will use the money you have donated. A donor is also able to follow the process almost in real time (newsletters, social media channels etc. will be used to tell how the Voima Lab project is evolving). Along the process we will add multiple touch points where a donor is offered a chance to donate again / join as a monthly donor.

# HOW DOES OUR CAMPAIGN WORK AND SOLVES THE PROBLEM OF THE CLIENT?

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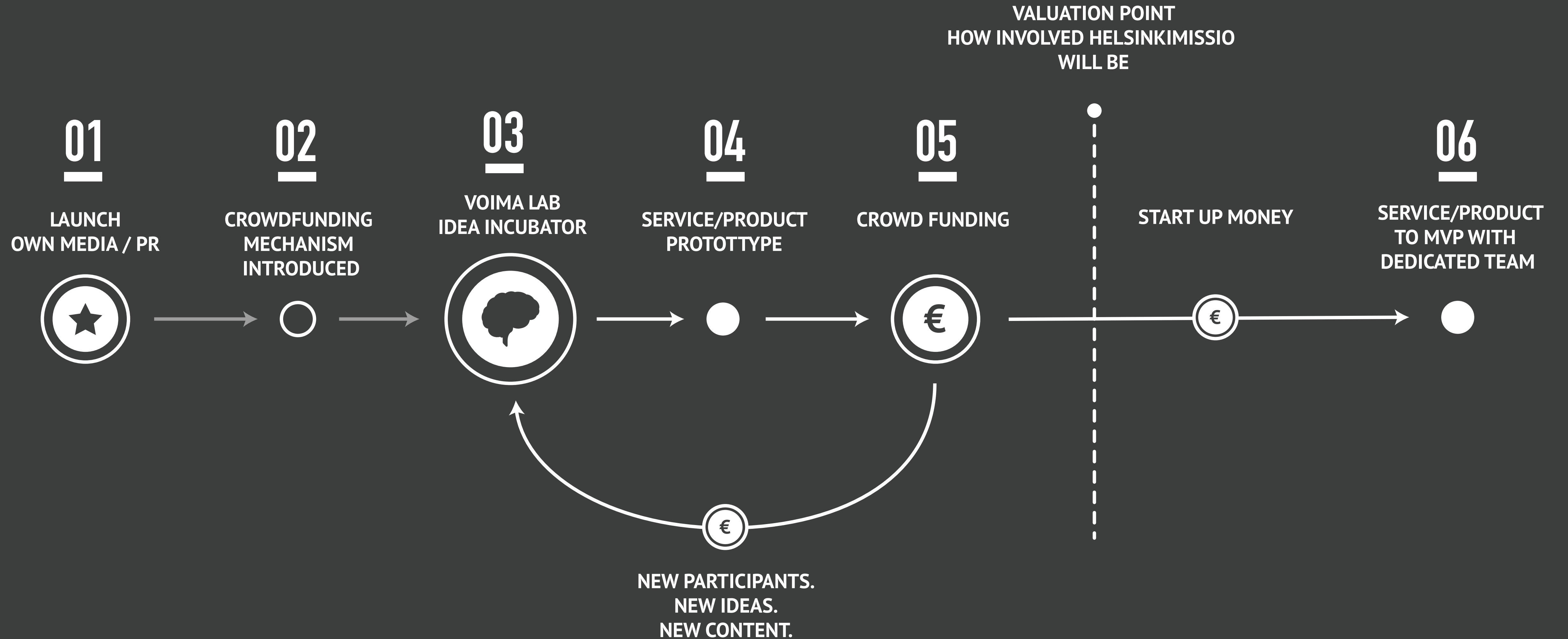
Voima Lab is not just a workshop – the idea of the Lab is to create new services / products to prevent the social exclusion in the future. The campaign has a strong PR value since the services / products created in Voima Lab will create content & services/products that generates shares and buzz.

After the pilot project the mechanism can be scaled to serve other HelsinkiMission's points of interests.

This campaign not just recruit new donors; it renovates the whole donation process by offering new platforms and channels for collecting donations. It also makes the donation process more transparent and meaningful for a donor since it will allow to follow the process.

The project involves the socially excluded young people like never before since using their knowledge and experience we are able to help other people in the same situation in the future.

# HOW IT WORKS

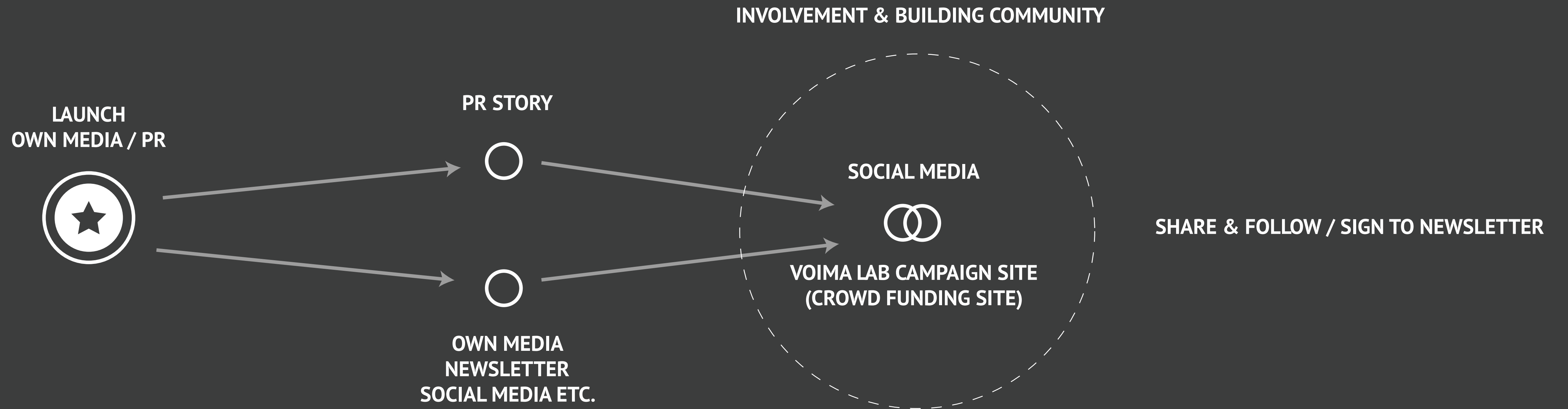


# 01 LAUNCH

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## COMMUNITY IS THE KEY

Key to any crowdfunding campaign is to build a community before hand that supports and is involved in the campaign. HelsinkiMissio already has dedicated and strong support group which we want to activate. We will inform and activate them through HM own medias to follow and support Voima Lab.



# 02 CROWDFUNDING VOIMA LAB & MECHANISM INTRODUCED

## TEST, MEASURE, VALIDATE

The crowdfunding campaign itself is a good way to advertise Voima Lab. It is also a good way to measure and validating the idea: people will donate if they think it works.

## RECEIVE FROM DONATIONS & BE PART OF THE STORY

First we get people involved and get them excited about Voima Lab. We gather donations for the first project getting started and the first youngsters to follow their dream.

As you donate you will be given a specific youngster assigned to your donation. You can follow him/her socail media account and see how he/she is doing. As well as you are now part of the Lab Founders.

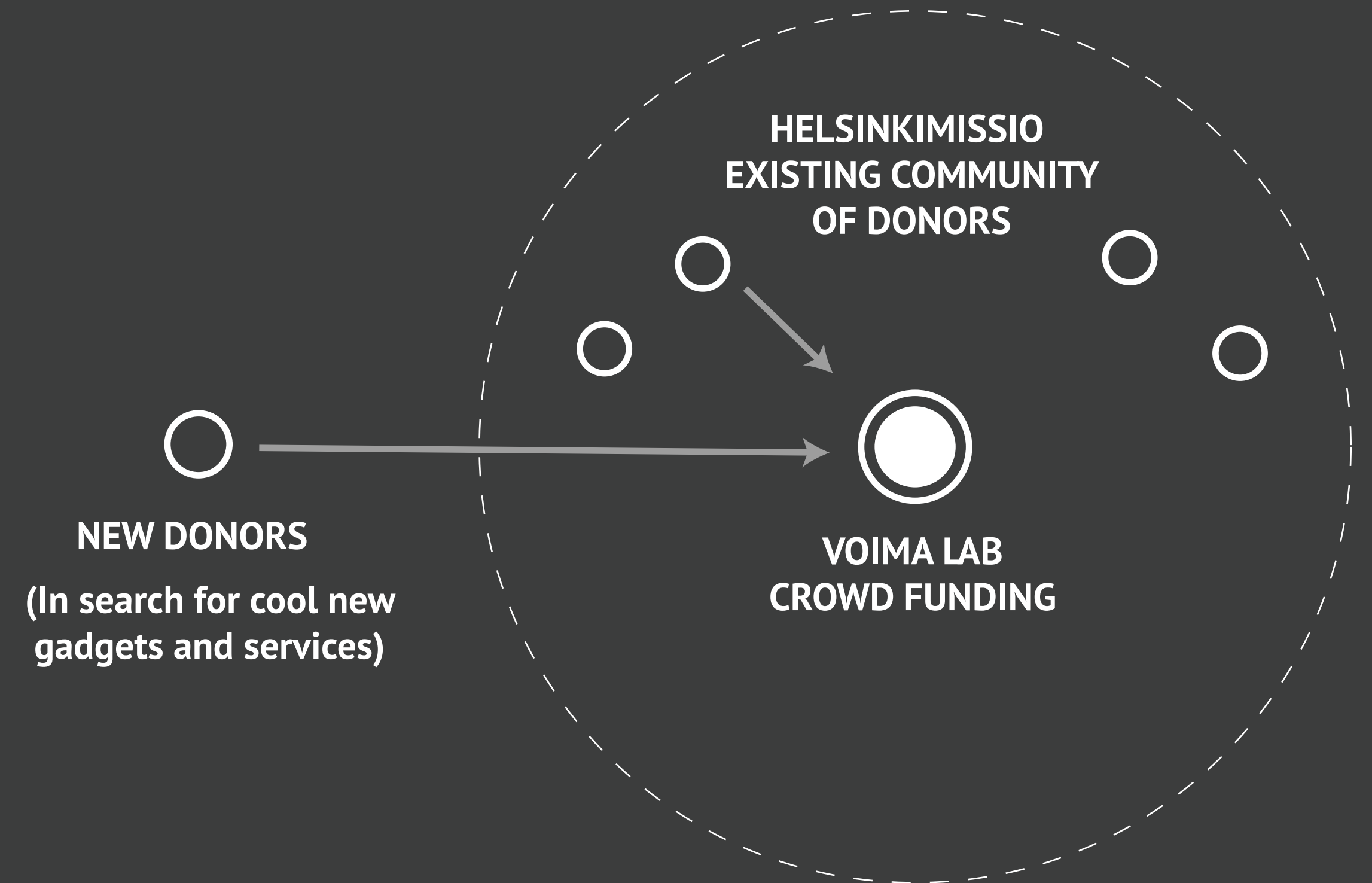
## TRANSPARENCY AND COMMUNICATION

We are keeping people updated almost in realtime (and in real time). Being up-front and transparent will gain the trust of the donor participators.

## SPONSORSHIPS

Companies, organizations even the municipalities are encouraged to be part of it. Giving them visibility in exchange of resources / spaces / donations.

We will later on offer them corporate level perks on the new services/products.





# 03 VOIMA LAB IDEA INCUBATOR

## REAL PROBLEMS, INNOVATIVE SOLUTIONS

The core of the campaign is the people we are trying to help. We empower the youth to solve their and their peers problems through design sprints.

## THE TEAM

Voima Lab will be formed from 2-3 professionals, in the fields of technology and design to aid the youth.

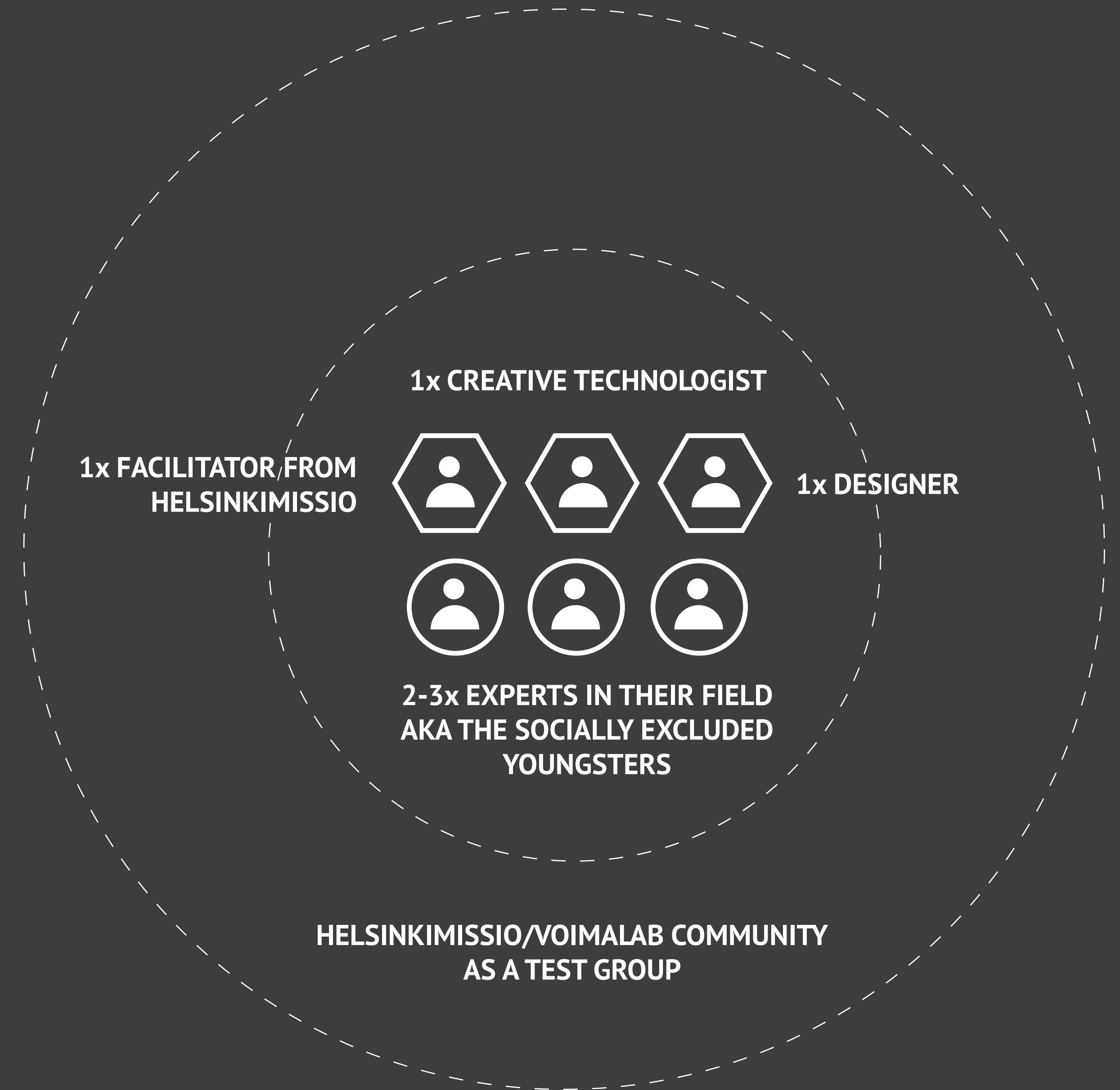
2-3 youngsters who are the key members as they are the professionals in the field of socially excluded youngsters. They can pin point the problems and create solutions.

We can even add one guest star (Celebrities with positive attitude could be added to mix for PR)

Done in Design sprints: 3-5 days where we benchmark, find/recognise the problems, ideate, prototype and test the prototype with real users.

After the sprint we should have service/product prototype that has been validated by the users. We gather feedback and make a decision should it go further to make its own crowd funding campaign.

Lean, quick, fast and effective.



# 04-05 CROWDFUNDING PRODUCTS AND SERVICES

## NEW EMERGING INNOVATIONS

As new services and products emerge we are creating content for social media and marketing at the same time. We are also making them into a new campaigns that can partially fund the next to come, so it would be self sustaining in the best case scenario.

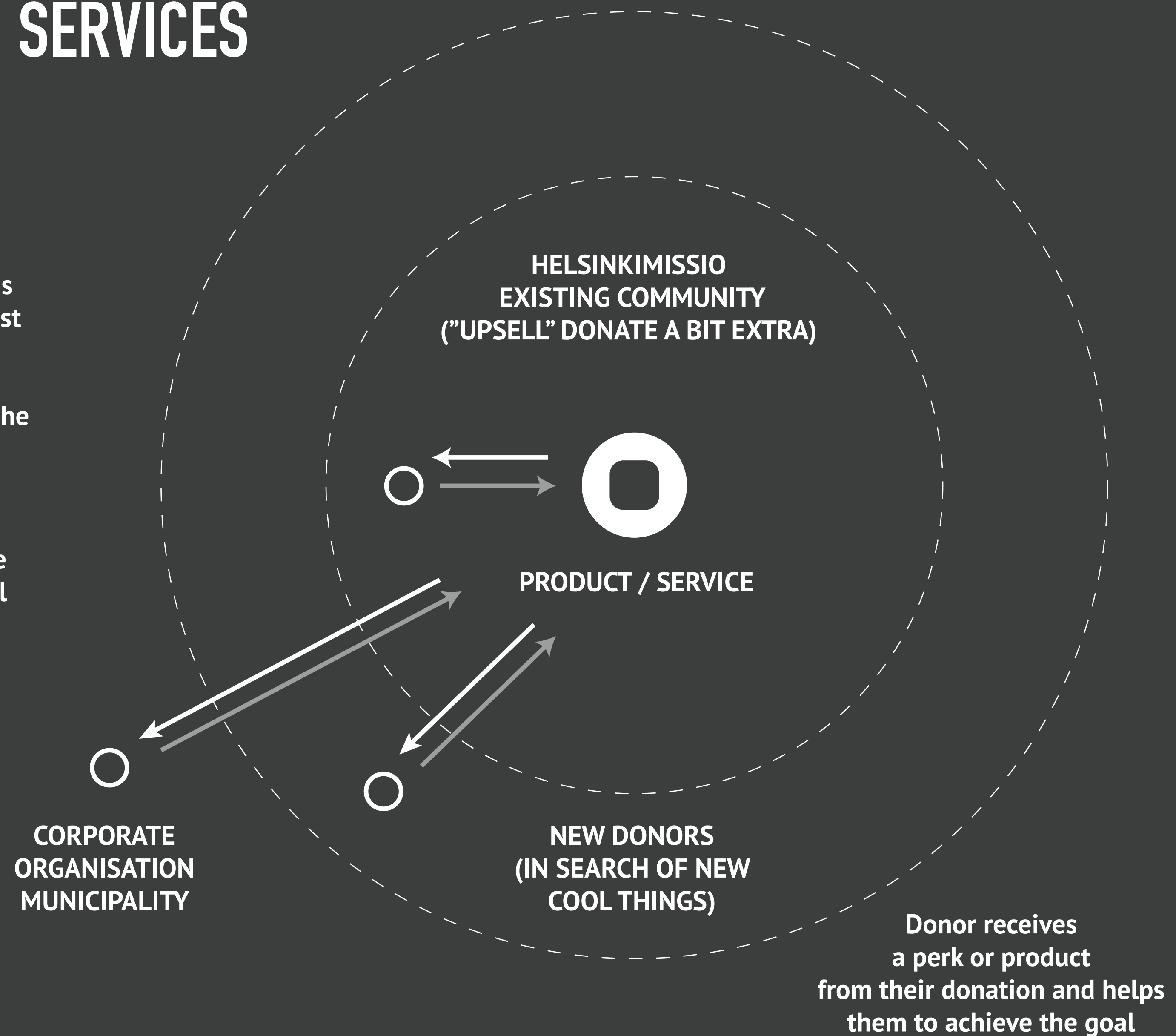
The best part the prototypes can grow into real products and services through the help of the Community and solve real problems and prevent social exclusion.

## DONORS / BACKERS

Donor can be a "founder" in a new start up in the making as they crowd fund the project. Naturally they get the service / product or a perk as well like in a typical crowd funding campaign

## EXAMPLE OF CROWDFUNDING WITH STUDENTS IDEAS

<https://www.kickstarter.com/pages/mitmedialab>



# 06 MVP WITH DEDICATED TEAM

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Part of the money raised will be set aside to complete and fund the new innovation that was just crowd funded. HelsinkiMissio can decide how involved they want to be (time & resources).

The idea with a small nest egg can be offered to the team that starts to develop it. It is crucial to get a dedicated team building it as it is the key to success. Minimum effort and maximum output to get the MVP out and in the hands of the users.

Everything should be transparent and communicated in every side as the community has been the key to getting the idea this far.

THE CYCLE STARTS WITH A NEW SPRINT

# WHY IT WOULD WORK OR FAIL FAST

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## BUILD MEASURE LEARN & FAIL FAST

- Easy to do a MVP of Voima Lab
- Using existing services and platforms
- Community already there waiting to be activated
- Own Channel usage
- Low cost
- Highly activating
- Solving real problems
- Lean Agile if it does not work see why and pivot...

**THANK YOU!**

