

MYOUTH 2.0 - A STARTER PACK FOR YOUNG MOBILE APP ENTREPRENEURS

Tips, Tricks & Tools to Merge Impact & Technology



Co-funded by the
Erasmus+ Programme
of the European Union



mYouth 2.0

•mladi!nfo•
INTERNATIONAL

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Instytut
Nowych Technologii



the GLOBAL
EXPERIENCE



HKNETEA
香港網絡科技教育協會



SomaApp



YESD



risky
business



EmpServe Kenya
A model of compassion

ISPACE



SUSTAINABLE LIVING LAB



shaping the good



MOBILE4
SENEGAL

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The mYouth 2.0: A Starter Pack for Young Mobile App Entrepreneurs

is produced as part of the mYouth 2.0 project financed by the European Commission through the Erasmus + Programme. It is a guidebook for young aspiring impact techpreneurs who want to use their digital skills and knowledge to create social impact in their communities. It aims to provide useful information to youth around the globe to enhance their understanding of social entrepreneurship and IT, and inspire and empower them to become the future change - makers. The mYouth 2.0. Starter Pack contains useful information and opportunities on latest trends and developments in the bussiness and IT sector, as well as tips, tricks and tools helpful to navigate the beginnings of their entrepreneurial careers.

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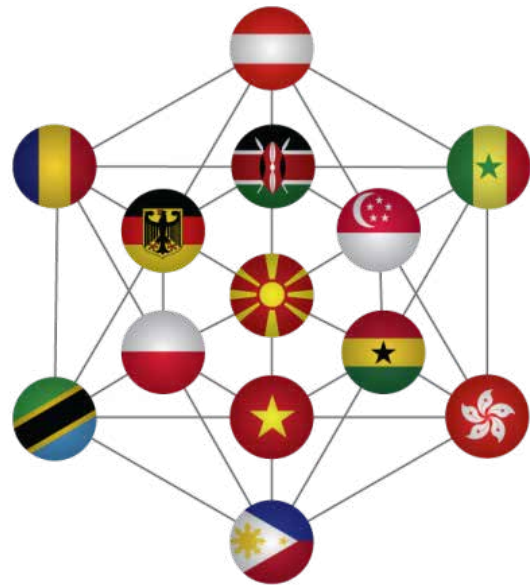
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THE STORY OF MYOUTH 2.0



Building upon the achievements of the first project implemented in 2016, the second mYouth (Mobile, Young, Opportunity, Unity, Technology, Help) project edition dedicated space and opportunities to young people from Africa, Asia and Europe who already work in the field of new technologies to develop mobile applications addressing severe community problems and thus, to make meaningful impact in their societies. Nurturing personalized, learner-centered, situated, collaborative, intercultural and lifelong learning, the project directly empowered more than 300 young people worldwide, increased their capacities in new mobile technologies and equipped them with social business skills to compete on the global labor market. mYouth 2.0 involved organizations from the region of East Africa (Kenya and Tanzania), of Western Africa (Senegal and Ghana), Southeast Asia (Vietnam, Singapore and Philippines), East Asia (Hong Kong), and Europe (Germany, North Macedonia, Austria, Poland, Romania) and created transnational youth cooperation and initiatives ready to use the new technologies for social good.



But let us tell you our story!

The intensive and inspiring journey started in January 2018 in Singapore where 13 partner organizations from 13 countries from Africa, Asia and Europe, gathered to set-up the path and pace of the project. Representatives from Republic of North Macedonia, Austria, Poland, Romania, Ghana, Senegal, Kenya, Tanzania, Hong Kong, Singapore, Philippines and Vietnam displayed the intercultural and intercontinental diversity of the project, decided on the tools and means how to maximize the potential of the international network and how to create viable community of young mobile app developers and social entrepreneurs, equipped with skills and knowledge to make social change. Through Local Mobile Camps, to Continental Camps and Intercontinental Mobile App Camp and Business Training, three winners were selected who joined the European Youth Award Ceremony where an overall mYouth 2.0. winner was selected - mTabе from Tanzania! Check out some project highlights:



150.000+
YOUNGSTERS REACHED,
INFORMED AND EMPOWERED
ABOUT THE TOPIC OF CODING FOR GOOD
(MOBILE APPS WITH SOCIAL IMPACT)



13

PROJECT PARTNERS



30+
EVENTS ORGANIZED
ON 3 CONTINENTS
ASIA, AFRICA AND EUROPE



300+

DIRECTLY INVOLVED
PARTICIPANTS



150+
MOBILE APPS
DEVELOPED OR UPGRADED



3

CONTINENTAL WINNERS



1

MYOUTH
OVERALL WINNER



5000+

PAGE VIEWS ON THE
MYOUTH.EU WEBSITE
WITH VISITS FROM
109 COUNTRIES

2200+

LIKES ON FACEBOOK



6

HIGH QUALITY
VIDEOS PRODUCED

2000+

VIDEO VIEWS



27.000+

MLADIINFO NEWSLETTER
SUBSCRIBERS INFORMED
ABOUT THE PROJECT



MYOUTH PARTNERS & PARTICIPANTS HAD A SAY:



Martin, EmpServe organization (Kenya):

The best experience for me and EmpServe is to see the fulfillment of young entrepreneurs who had no opportunity to develop their startups getting a platform to improve on their products. The international exposure, personalized mentorship and the business training offered have been of a great value to the young entrepreneurs.



Birgit, European Youth Award (Austria):

mYouth was an outstanding experience for me personally and an enormous contribution to the success of the European Youth Award 2018. I had the chance to talk so many young and engaged people and I sincerely hope that I could also share some experience and knowledge which was useful for them. Mladiinfo's team stood out due to professionalism, supportiveness, friendliness, hospitality and team-work in every phase of the project. Such trustful partnerships are very rare and I am already looking forward to all further projects we will do together. A big thanks to the whole amazing team!

Elly, Bridging the Gaps organization (Philippines):

The project enables us to deeply understand how ICT skills empower the youth and the huge opportunities it creates. By being part of the project consortium, we have learned the best practices of other partner countries, and through the code weeks, we were able to identify the needs of different youth groups in terms of ICT and entrepreneurial education. Through the project, we now have a pool of volunteers who are extremely dedicated to share their skills to disadvantaged youth groups and we have included in our Social Entrepreneurship Workshops, a coding workshop, where they can develop a Social Enterprise through a mobile application form, inspired by the mYouth project.



Trang, YESD organization (Vietnam):

MYouth is like glue sticks us together when we need helps. MYouth does not bring a great opportunity only for YESD, but for other young startups and participants in Vietnam also. We had a chance to open our eyes in front of all meaningful mobiles apps, connected with more great partners who have a same vision with us. We believe we can walk further together on the way of developing communities via technology.





Ahd Zlikha, Smart Guard App (Austria):

mYouth 2.0 provided me with one of the most inspired environment I've ever had, it was a healthy atmosphere to work with intercultural youth passionate entrepreneurs under an academic mentors and analysis activities. This experience rebuild my thoughts about how we as youth have the power that could really make changes in the world to become a better place. You need motivation, inspiration and mentorship? So this is the right place where you can start with! with!



Allan Okoth, Beacon Inclusive (Kenya):

What I enjoyed personally, was the diverse nature of the participants in the mYouth challenge, and I saw not only the potential each continent possesses but also opportunities for collaboration to create cross continental bridges that will eventually ensure shared prosperity for all.

Ștefan Blaga, Studentist App (Romania):

mYouth 2.0 is an experience that will definitely open you new ways of thinking, new opportunities and you will make new friends. The business courses are so up to date, with useful information and peer to peer sharing. The jury is willing to give you real examples useful for your further development of your application.



Derrick Gakuu, Ushauri App (Kenya):

mYouth 2.0 for me, was awe-inspiring. The travel opportunities it gave me is invaluable. The highlight of the Intercontinental camp was the trainer and the courses on business development and marketing for social impact apps which were accurate and very practical. The camp was about unlocking new cross-border knowledge exchange opportunities, collaboration, exposure and value exchange. It made the diverse world a small community in Ohrid. I am forever grateful to camp organizers, Mladiinfo and other program partners.



**THE
ERASMUS +**

PASSION LED US





HERE

About:

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. Its budget of €14.7 billion will provide opportunities for over 4 million Europeans to study, train, and gain experience abroad. Set to last until 2020, Erasmus+ doesn't just have opportunities for students. Merging seven prior programmes, it has opportunities for a wide variety of individuals and organisations. Detailed information on these opportunities, including eligibility criteria, is available in the Erasmus+ Programme Guide.

Aim:

The aim of Erasmus+ is to contribute to the Europe 2020 strategy for growth, jobs, social equity and inclusion, as well as the aims of ET2020, the EU's strategic framework for education and training. Erasmus+ also aims to promote the sustainable development of its partners in the field of higher education, and contribute to achieving the objectives of the EU Youth Strategy.

Detailed information about Erasmus + can be found at:

https://ec.europa.eu/programmes/erasmus-plus/node_en



THE BIG PICTURE

INFORMATION TECHNOLOGY AND THE FUTURE

As the Fourth Industrial Revolution unfolds, it is clearly visible that the information technology jobs will continue to have substantial growth and importance on the global labor market, offering lot of advantages and benefits to the IT professionals and the society as whole. So, are ready to be part of the new era and to contribute to change the world with your IT skills and knowledge? Here are 5 things you need to know:

1. CODING – THE SKILL OF 21ST CENTURY

IT is not all about coding, true, but the ability to code becomes an essential skill of the 21st century and it is acknowledged as one of the educational priorities on European and on global level. Modern educational systems are focusing more and more on involving coding as part of the teaching curricula in elementary and high school. Coding is the literacy of today and it helps practice 21st century skills such as problem solving, team work and analytical thinking. It also enhances creativity, teach people to cooperate and to work together across physical and geographical boundaries.

2. IT INDUSTRY AS OF THE BIGGEST AND MOST INNOVATIVE EMPLOYERS

Economies, jobs, and personal lives are becoming more digital, more connected, and increasingly, more automated. The global IT industry is on pace to reach \$5 trillion in 2019 with a growing rate of 4.0% in 2019. Europe will have up to 825,000 ICT job vacancies by 2020. Globally, more than five million jobs in information technology are expected to be added by 2027.

The World Economic Forum Report states that more quality IT workforce and even reskilling and upskilling of most of the workers will be done until 2025. And many of the skills required for IT career will not be necessarily acquired through university education. Tech giants such as Apple, Google, IBM etc. are recognizing alternative ways of gaining knowledge such as self-learning, community college enrollment, on-the-job training among others.

3. IT WILL BE THE FOUNDATION OF EVERY INDUSTRY

All industries will rely on the technological breakthroughs and inventions, and will be shaped accordingly. For example, advances in mobile internet are likely to have a distinct impact in the aviation, travel & tourism industry, the financial services & investors industries and in the Consumer industry. Moreover, robotic technology is set to be adopted by 37% to 23% of the companies depending on industry. The World Economic Forum Report states that the involvement of the new technologies in almost every industry will require new set of IT skills and competences as crucial for economic growth and prosperity.

4. IT OFFERS BRIGHT CAREER PATH

75 million current job roles may be displaced by the shift in the division of labor between humans, machines and algorithms, while 133 million new job roles requiring IT skills may emerge at the same time. Digital transformation is driving the industry and creating demand for new roles, non-existing today. Cybersecurity, cloud, data analytics, Internet of Things, and converged infrastructure are the most prosperous and in demand today. How about business intelligent architect? Machine learning designer? Or maybe change manager?

5. TOP 5 IT JOBS OF THE FUTURE

If you want to follow the progress and innovation, start considering dedicating your time and energy on the most attractive and impactful IT jobs in the future. Data Scientist, AI Developer, Digital and Data Protection Officer, Security Engineer and VR developer are several of the most perspective ones. Yet, the technical skills need to be combined with the top three social skills of the future: creativity, complex problem-solving and critical thinking. Constant learning, adaptation and agility will remain crucial in order to follow and adjust to the technological development.

**“It`s not that we use
technology, we live
technology.”**

Godfrey Reggio



THE EDUCATION

ONLINE LEARNING PLATFORMS - BUILD YOUR IT SKILLS ONLINE, FOR FREE

The online education is becoming more attractive and important, especially in the IT profession as one of the most dynamic and growing occupations. The high demand and complexity of the IT jobs created tech labor shortage and skills gap as a challenge even for the big companies which are actually giving recognition to alternative and non-formal education, self-learning and knowledge-sharing. Following the latest developments, several online learning platforms are worthy to explore in order to help you upgrade your programming and IT skills:

CODEACADEMY

More than 45 million people have already learned how to code through this educational company's engaging experience. At CodeAcademy, you can dive right in and take courses that teach you everything from HTML & CSS, JavaScript and SQL to Bash/Shell, Python, Ruby and C++.

Link: <https://www.codecademy.com/>

COURSERA

Founded in 2012, Coursera has grown into a major for-profit educational-technology company that has offered more than 1,000 courses from 119 institutions. While you can pay for certain programs to receive a certificate, there are a number of free introductory programming courses in various specializations from universities such as the University of Washington, Stanford, the University of Toronto and Vanderbilt.

Link: <https://www.coursera.org/>

EDX

EdX is another leading online-learning platform that is open source instead of for-profit. It was founded by Harvard University and MIT in 2012, so you know that you'll learn about cutting-edge technologies and theories. Today, edX includes 53 schools.

Link: <https://www.edx.org/>

UDEMY

Udemy is an online learning platform that can be used as a way to improve or learn job skills. While there are courses you have to pay for, there are plenty of free programming courses, which are taught via video lessons, such as Programming for Entrepreneurs -teaching Django- the #1 Python Frameworks, APIs, HTML, CSS, + Payments.

Link: <https://www.udemy.com/>

AGUPIEWARE

AGupieWare is an independent app developer that surveyed computer-science programs from some of the leading institutions in the U.S. It then created a similar curriculum based on the free courses offered by Stanford, MIT, Carnegie Mellon, Berkeley and Columbia.

Link: <http://blog.agupieware.com/>

GITHUB

Over 31 million developers collaborate to host and review code, manage projects, and build software together. Many programming languages are used here and a Coding Camp teaches the basics.

Link: <https://github.com/>

MIT OPEN COURSEWARE

If you've already learned the basics, and want to get into something a bit heavier, such as exploring the theory behind coding, you can take advantage of MIT's free courseware site, which includes classes such as Introduction to Computer Science and Programming in Python, and language-specific courses like Java, MatLab and C and C++.

Link: <https://ocw.mit.edu/index.htm>

CODE AVENGERS

Code Avengers provides fun and interactive programming lessons for kids 5 to 14; for schoolteachers wanting to teach coding; for people going into coding professionally; and for creators ages 15 and up. Courses focus on game design, C++, HTML, Python and more and they're available in multiple languages.

Link: <https://www.codeavengers.com/>

KHAN ACADEMY

With step-by-step video tutorials, you can learn how to program drawings, animations and games using JavaScript and ProcessingJS, or learn how to create webpages with HTML and CSS.

Link: <https://www.khanacademy.org/>

FREE FOOD CAMP

On Free Food Camp you can learn HTML5, CSS3, JavaScript, Databases, React.js, Node.js, and others by networking and joining this nonprofit's community of professionals and students. You'll even work together on your coding skills so that you can build apps for free. Interesting is that you're learning those skills and building helps to help solve real-world problems.

Link: <https://www.freecodecamp.org/>

WEB FUNDAMENTALS

A Google project full of tutorials, resources and the latest HTML5 updates. It's open source, so developers can play around with HTML5 code. Because this site's offerings are more advanced than most introductory courses, you'll need some knowledge and experience before jumping in.

Link: <https://developers.google.com/web/fundamentals/>

IVERSITY.ORG

Is an online learning platform for higher education and professional development courses provided by experts from all over Europe.

Link: <https://iversity.org/>

LYNDA

Is one of the famous global platforms to learn new skills, recently acquired by LinkedIn. Is a leading online learning platform that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals.

Link: <https://www.lynda.com>

UDACITY

Udacity makes it possible to learn some of the new skills in-demand such as self-driving car tech, machine learning, artificial intelligence, robotics, etc. There are exclusive courses only at Udacity, made available in collaboration with tech giants to deliver the job-ready learning.

Link: <https://www.udacity.com/>

THE IMPACT



DIGITAL TECHONLOGY FOR SOCIAL IMPACT

The global tech stage is witnessing an alternative approach to the use of digital technologies which places the social impact and the social change as the most important value of creation and innovation. Even it is quite a new concept, the techs for good entrepreneurial movements are gaining momentum all around the world and digital technologies are more and more used to solve complex societal problems and improve the lives of many. The social tech businesses are not non-profits and charity organizations. The primary motivation is the passion to solve a social need, while opting a business mechanism which bring income and help sustain the business.

5 lessons for beginners in the social tech entrepreneurship world:

1) Your social tech business is still a business

You need to think and act as a businessman/businesswoman. Use all the fancy and “forbidden” words such as sales, marketing, business model, financing and yes, profit. Do not be ashamed to admit that you can change the world, make money and employ lots of people in same time. Actually, that is the catch of the social entrepreneurship itself. Often, social entrepreneurs do not realize that besides the idea and passion, you must have profits to keep the motivation and your noble mission. Making a difference and making money go together.

2) Excite with the idea, attract with the business case

To start a social business, you need certain amount of finances. That is not a secret and the world functions in that way. Impact investors can get excited about your idea, but they will invest in a strong business case. They want to see a viable and sustainable business case, making revenues for the social enterprise and for them as well. Usually, more of the questions on in front of the pitch investors are focused on that. There might be others out there with similar vision for social change, but with more promising business case. Truly believe in your idea, but strongly focus on your business model.

3) Build strong team

Team work is always the key to successes. Especially in social tech entrepreneurship where you have lot of complex scientific fields combined and lot of work ahead. Nobody is expert on everything neither you as well, but it is all right. Think about a co-founder(s), people you trust and believe in. Even try to involve high-skilled staff from the beginning, particularly in fields you are not familiar with. You can be the best programmer, but not the best businessman at the beginning. Strong team and collective work will take you far.

4) Don't be an overthinker

As social entrepreneurship is a hot topic at the moment, you can find countless books, articles, conferences and events on social innovation, start-ups, business modeling and so on. Frankly, you might feel overwhelmed by the opportunities. Even all of these are very useful for you to build your knowledge and skills, one thing is sure: there is no perfect idea, perfect plan, right amount of funding and a proper time to launch your social tech business. Do not overthink and question yourself. Best insights for professional and personal growth are gained by experience. Learning by doing is the best ride you can take.

5) Never give up

Old but true. Entrepreneurship is not an easy discipline. They often say, social change is a marathon, not a sprint. Most of the successful social techpreneurs sacrificed a lot of their time and energy to build something from scratch. Sleepless hours are ahead of you if you think big. As every business, there are good and bad times, ups and downs you need to cope with. The most important thing is to think outside of the box for every problem and do not get discouraged easily. Remember you are investing yourself to change the world. That's a hard thing to do. Always.



THE BUSINESS VALUE



THE VIABLE SOCIAL BUSINESS MODEL – Six things to bring with you

The social business model is a structure, design or framework that a social business follows in order to bring about a positive change while maintaining sustainable financial returns. In other words, Why and How you will create a value for your customers and attract continuous money flow to sustain your social business and pay salaries, expenses, taxes and so on. When turning your mobile app into an enterprise, well figured business model is the key to long-lasting impact and success. Successful social tech business answers one simple question: how to solve social problem and earn money in same time?

The most important thing you need to make before planning your social business model is to make clear who your customers are and what their needs, wishes and behavior are. Make sure you have clearly segmented target group(s) to which you offer your product or service. Here we sum up six things to always bring with you when you develop your social business model:

**1. WHO I WANT TO HELP
AND DO THEY REALLY
NEED IT?**

The value you are creating with the products and services need to be offered to the customers. The so called value proposition is the most important for your social business. Why? Because it explains the problem you are solving and how you solve it. Basically, it is the benefit the people or the community takes out from your idea.

**2. DELIVER THE VALUE TO
YOUR CUSTOMERS**

In order to deliver your products or services to the customers, first you need to make them. The creation of a value through products and services requires resources, activities and partnerships. Before deciding on your final offer, think what you will need as an input. Do you need machinery, technology, intellectual property, human resources?

**3. MAKE A LIST OF WHAT
AND HOW MUCH/MANY
YOU NEED TO REALIZE
YOUR IDEA.**

Decide through which activities you want to create and offer your products and services. This defines step-by-step your actions and the field you are working in. The activities also depend on the type of product or service you offer. Are you going to produce a mobile app or a web-platform to solve the problem? Think of the most suitable partners to rely on for realization of your social business idea. Are you going to use other social enterprises, governmental institutions, international organizations, corporations to deliver your value?

Seize the value:

For this, you need careful financial analysis and planning. A detailed cost structure will help you break the budget lines and expenses. Answer yourself: how much you need for what sources, activities and channels and how they will vary if you plan to expand your scale and scope.

Besides the costs, you will need to figure it out how to make constant revenues or in other words, how you will make money. In ideal terms, you customers buy your product and services, but in the social tech businesses that is not often the case. You are helping vulnerable or marginalized groups, or try to tackle very big and complex problems. Additionally, your buyers often are not the target group you want to help.

Premium services, subscription fee, renting, leasing, marketing, partnering?
Do some of these ring the bell? Feel free to explore the examples and exercises for Social Business Model Canvas and Value Proposition Model.

STRATEGYZER:

<https://www.strategyzer.com/canvas/business-model-canvas> and <https://www.strategyzer.com/canvas/value-proposition-canvas>.

NINE SOCIAL BUSINESS MODELS:

<https://www.marsdd.com/mars-library/social-enterprise-business-models/>.

4. DEFINE YOUR MAIN JOB AND ACTIONS ACCORDING TO YOUR IDEA AND SOCIAL FIELD, AND WISELY CHOOSE THE SUPPORT PARTNERS AND CHANNELS

5. DO NOT SACRIFICE THE QUALITY AND THE IDEA TO SAVE MONEY. YOU ARE OFFERING VALUES AND SOCIAL SOLUTIONS

6. BE CREATIVE AND OPEN FOR NEW POSSIBILITIES OF REVENUE STREAMS

THE INSPIRATION



mYouth 2.0. Mobile Apps for Impact

The International Mobile App Camp - Business Development Training gathered all continental winners from Ghana, Kenya, Tanzania, Hong Kong, Vietnam, Singapore, Philippines, North Macedonia, Romania, Poland and Austria in one place. Through presentations, workshops, exchange of know-how and peer to peer learning, the participants gained knowledge and practical skills on how to develop their mobile app business plan and how to create a communication, market, sales and revenue strategies.

SmartGuard app helps people at risk in emergency cases. This app studies your health situation and your average heartbeat, analyzes the noises surrounding you, your movements and your location and sends an auto-alarm for the current situation to contacts of your choice or to emergency services.

Read more: <https://bit.ly/2wmXeeZ>

Applinka app is an application through which the users can contribute on saving their environment. The main idea is to contribute on reducing the air pollution and other kind of pollution in the nearest area, and beside that living healthier.

Read more: <https://bit.ly/2W9ThcL>

TuniToo supports the organization of festivals based on the popularity of the band. The main role of this application is being an incubator of young talented bands that have a problem with entering the market.

Read more: <https://bit.ly/2EBVbbw>

The AUTISM AID APP is first app for Autism in Ghana and West Africa. It is an android application developed to promote Autism Awareness and also help improve on the lives of children living with Autism.

Read more: <https://bit.ly/25wy8oO>

Beacon Chat is mobile app built on top of Bluetooth framework. It provides a platform for Collaborative Learning to individuals in Low Resource Contexts. It provides education and Health Information opportunities to Deaf communities.

Read more: <https://bit.ly/2VUv8C1>

Ushauri App is essentially a webapp, chatbot and Phone app that administers highly personalized psychotherapy and, psycho-education on-demand. It is innovative application designed to increase access to care and treatment in a medical field that has previously been undermined by few medical practioners having to deal with huge demand in numbers.

Read more: <https://bit.ly/2IfootR>

RPLife is a mobile application that changes the way people view productivity. With our app, productivity will be seen as fun rather than a stressful activity. RPLife brings excitement to work, projects seemed like adventures, complete a task and deal damage to the enemy.

Read more: <http://myouth.eu/winner-philippines-2-0/>

EcoScan aims to help individuals and families to cut down food waste in daily household by managing shopping plan and suggesting meals more efficiently. Using Artificial Intelligence to automatically recognizes food from your phone's camera, read printed expiry date on food's label or estimate base on food's condition.

Read more: <https://bit.ly/2WEXDJj>

Power to Save a Life is a game that teaches players how to perform CPR training; knowing how to perform CPR will allow one to help save a person's life.

Read more: <http://myouth.eu/asia/>

THE mYouth 2.0 WINNERS



1. Mtabe – Tanzania

Overall mYouth 2.0 Winner

Mtabe is a start-up using artificial intelligence and SMS technology to deliver learning content to students in Tanzania who cannot afford textbooks and have no Internet access.

Read more at: <https://bit.ly/2GJnc2Q>

From more than 300 mobile applications developed during the project's lifetime, three of them were voted by the international jury as the best projects from Africa, Asia and Europe. Mtabe from Tanzania, Studentist from Romania and Umix from Hong Kong were among the 12 winners on the Local and Continental Mobile App Camps and the winners of the International Mobile App Camp and Business Development Training in North Macedonia. Covering the fields of education and healthcare, the mobile applications offer digital solutions to serious social issues in their communities.



2. UMix Music App–Hong Kong

Umix is a portable music production app to create digital music by simply using one's voice. To overcome the barriers to creativity of professional music softwares – high budget, steep learning curve and sophisticated UI – the UMix Music App team has developed voice-to-MIDI conversion.

Read more: <https://bit.ly/2QsqXwc>



3. Studentist – Europe

Studentist is an app that helps people in need of dental care. The app connects them with students from dental universities, to find a fast and more affordable alternative for their problems.

Read more: <https://bit.ly/2Zlokzk>



EVENTS AND COMPETITIONS

EUROPEAN YOUTH AWARD (EYA)

The European Youth Award (EYA) is a pan-European contest to motivate young people, social entrepreneurs and start-ups to produce digital projects with impact on society. EYA is not just an event or a community, it is a movement of young innovators who never stop learning, questioning and improving the world we live in.

See more: <https://bit.ly/2Kops1z>

THE WORLD SUMMIT YOUTH AWARD (WSYA)

WSYA is the world competition organized by the International Center for New Media (ICNM). WSYA makes the space as a competition for young social entrepreneurs, creative designers, who create digital content and applications which address the UN Sustainable Development Goals (SDGs).

See more: <https://bit.ly/2HpcsU1>

SOCIAL IMPACT AWARD (SIA)

Social Impact Award (SIA) is already present in couple of different countries in Europe and beyond and it is getting bigger each year as it raises awareness about social entrepreneurship day and night. It gives young innovators the opportunity to present their ideas and win significant prizes that can help them further develop the initial idea.

See more: <https://bit.ly/2siNHV8>

EU SOCIAL INNOVATION COMPETITION

The European Social Innovation Competition is a challenge prize run by the European Commission across all EU Member States and Horizon 2020 Associated Countries. The Competition acts as a beacon for social innovators in Europe, employing a proven methodology for supporting early-stage ideas and facilitating a network of radical innovators shaping society for the better.

See more: <https://bit.ly/2uCHKCe>

GLOBAL SOCIAL VENTURE COMPETITION

Celebrating 20 years of impact in 2019, GSVC was founded by MBA students at UC Berkeley's Haas School of Business in 1999 and has evolved into a global network of premier business schools, universities, and programs in the US, Europe, Asia, Africa, Australia, and Latin America. GSVC is providing aspiring entrepreneurs with mentoring, exposure, and funding to transform their ideas into businesses that will have positive real world impact.

See more: <https://bit.ly/2QvqqJL>

THE HULT PRIZE

The Hult Prize (so called Nobel Prize for students) is the world's biggest engine for the launch of for-good, for-profit startups emerging from university with over 2500 staff and volunteers around the world.

See more: <https://bit.ly/18dWolk>

ASIA SOCIAL INNOVATION AWARD

Asia Social Innovation Award (ASIA) is the first regional social start-up competition promoting the culture of social innovation and exchange of ideas among Asian cities. Targeting early to growth stage social start ups, the award provides entrepreneurs with the exposure, network and resources to take their ideas onto the next level.

See more: <https://bit.ly/1YjbEBR>

CARTIER WOMEN'S INITIATIVE AWARDS

This Initiative aims to encourage inspirational women entrepreneurs worldwide to solve contemporary global challenges by supporting and recognizing creative women who are making concrete contributions to finding solutions for the future of our planet, as well as to bring these business solutions to the largest audience possible.

See more: <https://bit.ly/2IzgsHw>



THE PITCH



PITCH PERFECT!

The process of securing the finances for your mobile app is one of the most difficult things to do. Viable business model for your mobile app will secure your future work for sure, but to attract the initial money to further develop your mobile app you will need to gain the attention of potential investors.

Whether you choose to do take part in the competitions and awards or have countless individual meetings or to take part of a larger competition, the principle is the same: you need to present your idea perfectly! The pitching of your social solution is equally important as everything else before, and maybe even more!

But, do not worry, pitching and presentation skills are not a natural talent you are born with. Those are learnt step by step, experience by experience, effort by effort. Remember, there are hundreds of thousands competitors in the mobile app technology world, so you better get ready to pitch perfectly. Here, we listed the five most important things to remember if you want to be the rock star on the stage:

1. BE VERY WELL PREPARED!

Good preparation is half of the job done. First, get to know your audience. Research their background, work, interest, professional life. You need to know whom you address your words and thoughts and adjust your pitch accordingly. Second, be concrete and clear. The investors do not have all day for you. Pitching session usually last from 5-10 minutes in which you need to say everything you want to say. Third, anticipate questions and prepare answers. You are the one who knows the advantages and flaws of your idea the best. Prepare answers for your weaker spots. Fourth: practice, practice and practice. Make sure you have well prepared presentation and you are in time and in line with your idea. Pitch in front of a mirror, in front of your friends and family. Tune your voice and your ideas. It is a stage performance in the end.

2. TELL A STORY!

People always remember stories. The listeners` attention and memory are based on how good story you have. A good storytelling even sells not so bright ideas. Choose a character or present the target group you want to help and you think it is most suitable for your story. Even more, invent a concrete name and visuals which will clearly show the problem you want to solve and to solution you offer. Don't bore investors with numbers and schemes. Have the prototype of your mobile app or other tech product. You will show the idea will work and you will be more serious in the eyes of the audience.

3. KNOW YOUR WHY(S)!

On the pitching session you must know Why you are there in first place. Why are you seeking to raise money and what it will mean for you and your mobile app? You need to be clear why your product or service is worthy to invest in and how you will solve the investors and customers problems. They are interested in you, your idea but for their own interests as well. Here, make the story more personal, state what would it mean to you if you get the funding. How you will continue working and what long-term goals you want to achieve, and most importantly what kind of impact do you foresee.

4. KNOW YOUR BUSINESS!

No matter how good and noble your idea is, you need to speak about business. A strong business case i.e. predictions of sales, profits, outreach and markets are a component that they are really interested in. Convince them that economically, your mobile app idea is worth investing. Speak in terms of money, growth, positive numbers and business features. Don't be shy to speak about money. That is the reason you are there in first place.

5. MAKE AN IMPRESSION!

The greatest idea to change the world is not worth if you are not capable and determined to realize it. Therefore, you need to truly believe in yourself and in what you are speaking for. You need to be confident, courageous and passionate. Speak with enthusiasm about your mission to change the world, about the numbers you want to achieve and the lives you want to change. Still, be careful not to get "swollen" by your mission and inspiration, without having any tangible and realistic numbers.

**“The secret to selling
great work is to sell
the idea of the work
before you sell
the work.”**

**Peter Coughter,
President of Coughter & Company**





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