



# Student Guide 2021



**WORLD  
CHANGERS**  
Rethinking Education | Redefining  
Leadership



## Welcome to Social Storm 2021

Hello my name is Helen Ots and I am a Co-Founder of Social Storm. At Social Storm we pride ourselves in creating the best experience possible for our participants. From providing you with access to a variety of experienced mentors to connecting you with your peers across the globe and giving you the chance to learn invaluable skills.

This guide will help explain how the event works and what to expect during the event.

Please do not hesitate to contact us if you have any questions:

@ info@worldchangers.org.uk

Welcome to the competition!



# World Changers Foundation

Social Storm's parent organisation World Changers Foundation, is a catalyst, incubator, and platform for change makers and everyday leaders globally.

World Changers Foundation seeks to connect socially conscious emerging leaders with resources and networks to create products and services that have the potential to change the world.

Through events such as Social Storm, we want to be a catalyst, opening minds to new possibilities and enabling a network of fearless individuals, who believe the impossible is possible, to create a change at a local, national, and international level.

By 2030 we will inspire 100,000 people to become everyday leaders across society, business, and politics.

To find out more about World Changers Foundation and our other events and programmes, visit our [website](#).



# What is Social Storm?

Social Storm is a unique experiential learning opportunity for university students. We facilitate the connection of passionate people, to allow them to collaborate on finding innovative solutions to global issues.

Our hackathon style events bring international universities and their students together to discuss how to tackle global issues via sustainable and financially viable solutions. Technology plays a large role in connecting participants together.

At every Social Storm event we aim to provide an intensive and challenging, but enjoyable experience, outside of the classroom.

Our Social Storm 2021 hackathon will involve several universities and their students tackling three global societal challenges. Teams, representing multiple universities, will be required to create, research and build a minimal viable product of their idea, which tackles one of the three challenges.

By the end, each team must submit an action plan and video pitch. Ideas must be creative, sustainable and financially viable solutions. Each team's idea will be judged by a panel of industry experts and entrepreneurs and one team announced as the winner of Social Storm 2021.

Social Storm 2021 will be the 7<sup>th</sup> edition of Social Storm and we plan to make this a truly global event.



# Event Schedule Overview

The schedule for this year's competition

Time zone		GMT	
Start time	End time	Activity	
Friday 12th	12:00	13:00	Competition launch from Social Storm
	13:00	14:00	Subject matter expert panel
	14:00	16:00	Team time
	16:00	17:00	Ideation and business model Q&A
	17:00	19:00	Team time
	19:00	20:00	Market research, testing and validation Q&A
	20:00	09:00	Team time
Saturday 13th	09:00	09:30	Mentor panel
	09:30	10:00	Pitching and submission Q&A
	10:00	15:00	Team time
	15:00	17:00	Design and submit Action plan
	17:00	19:00	Design and submit Video pitch
	19:00	20:00	Wrap up and competition end

- Competition Start and End
- Development sessions
- Individual team tasks

To participate, you must be able to attend the whole event from Friday to Saturday. However, we do understand that you may have prior commitments such as a lecture. Please let us know and we will help find a way for you to still participate.



# What to Expect: Your Team

What will your team look like?



Your  
Team

You will be allocated to a team based on your preference on which challenge you want to tackle.

Teams will consist of members from different universities

Teams will be made up of a minimum of 6 members

You will be encouraged to use a variety of online platforms to communicate effectively

You will be given a series of online resources to aid your team's efforts



# What to Expect: What to bring

To participate, you will need the following:



Wi-Fi connected  
laptop



Camera/Mobile device  
for filming video pitch



Speaker/headphone  
& microphone

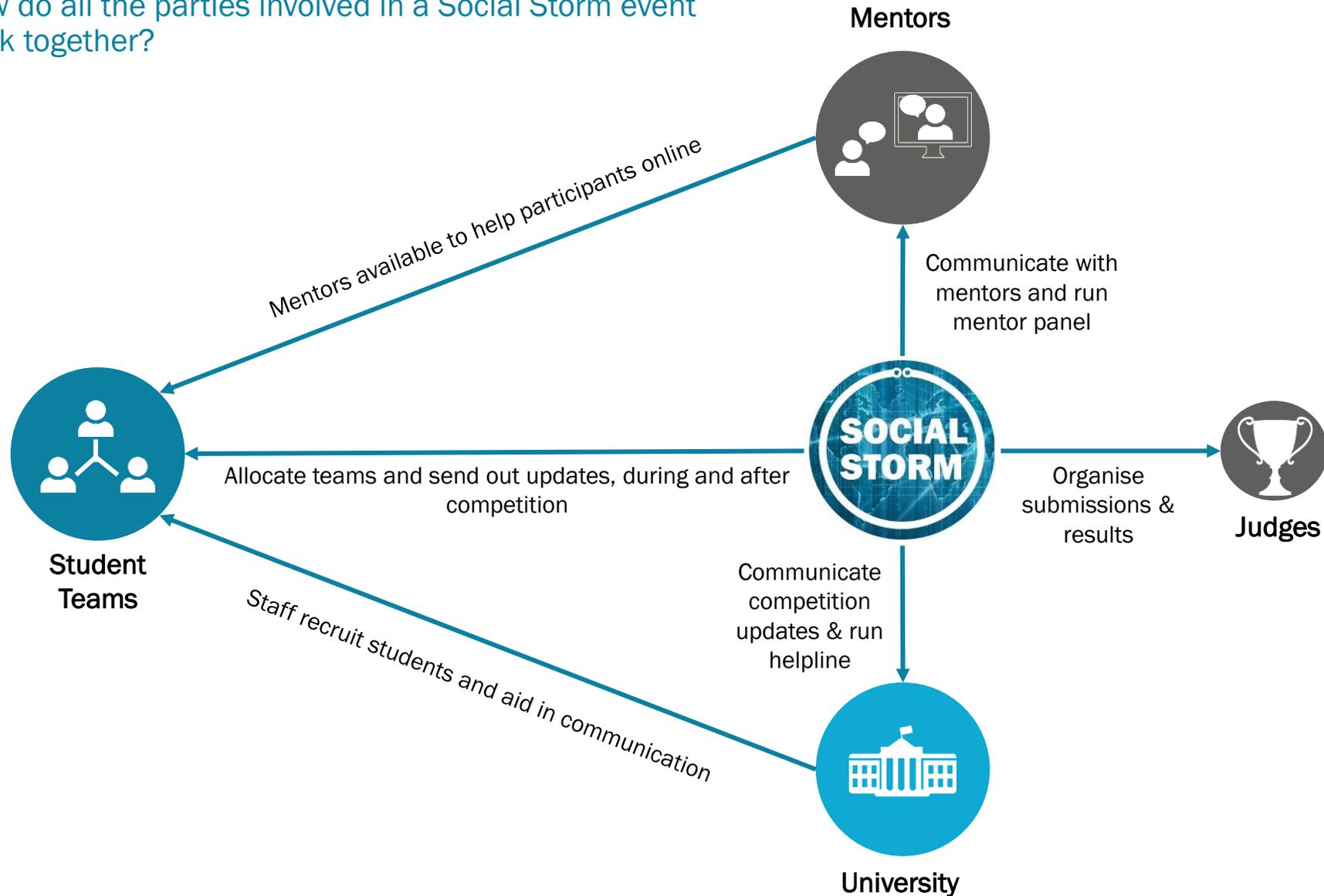


Web Camera



# What to Expect: The Network of Partners

How do all the parties involved in a Social Storm event work together?



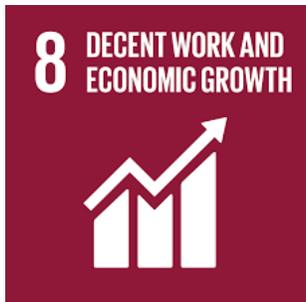
# What to Expect: The Social Issues

The sustainable solution created by the teams must tackle an element of one of these social issues, which stem from the UN's Sustainable Development Goals.



## SDG 4: Quality Education

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



## SDG 8: Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



## SDG 13: Climate Action

Take urgent action to combat climate change and its impacts.



## What to Expect: Technological platforms

To connect participants together we will use video conferencing software. Plus a digital platform, hosted by our partner the Commonwealth Businesswomen's Network.

- Social Storm will use software like Zoom to connect you all together on a live video call.
- This software is used to facilitate mentor panels, group updates and development sessions. Plus you will be able to use it to speak with your team in private virtual rooms.
- You will need access to Wi-Fi, a computer, webcam, speakers and microphone, to access the video conferencing software.
- Social Storm will also use a digital platform, hosted by our partner the Commonwealth Businesswomen's Network, to manage teams, share updates and reminders, and collect submissions from teams.
- You will be sent a link to sign up to this platform, prior to the event beginning. You will need an account to be put into a team and to submit your entry.
- Instructions on how to use the digital platform and a link to join the call will be provided prior to the event.



# What to Expect: Judging criteria

Each challenge is relatively broad to allow teams the freedom to pick an area of interest, or a niche or mass market to target their solution at.

The challenges are open to interpretation and submissions and solutions are not marked against other teams; they are marked as a solution to the problem the team has defined to be the problem.

**Each team will need to submit:**

- A 1 page action plan on how they would bring their idea to life
- A 3 minute video pitch of their product/service solution

**Overall with the team's solutions, we're looking for evidence of the following:**

- An understanding of the problem and how the solution can help tackle the negative effects or root cause of the problem
- A product or service solution which is sustainable and financially viable e.g. is not reliant on fundraising or grants, and has a source of revenue
- Evidence of the use of mentors and externals to validate the idea
- A plan for commercialisation and basic business acumen
- Development of their solution through the testing of key assumptions. We are keen to have participants actively turn their theoretical ideas on paper to ideas which have been tested and developed through feedback by stakeholders via market research, at all stages of concept development.



# Online resources

Students will have access to a variety of resources online during the 48hrs including:



## Competition Aids:

- Judging Criteria
- Student Guide
- Submission guide
- Schedule outline
- Competition FAQs
- SDG guides



## Templates:

- Business Canvas
- Research and understanding the problem
- Action plan



## How to Guides:

- Business Model Canvas
- Market Research
- Marketing
- Creativity
- Validating ideas



## Tech How to Guides:

- YouTube Upload/video creation
- Dropbox/G Drive/OneDrive
- Website design
- Google Meet/Skype/Teams
- Trello



# Agenda Broken down: Team Time

Time team makes up most of the time during the competition. So how can you make it effective?

The hours goes by quickly. It's important to remember that you are working as part of a team and you will have a variety of skills between you. We recommend that you do the following:



## Get to know each other first

- Find out what skills your team have & how they like to work



## Allocate Tasks

- Split up tasks to ensure that all aspects of your entry are completed, and everyone is involved



## Keep Communicating

- Keep communication channels open to allow for issues to be solved quickly
- Don't disappear for hours without letting your team know what you're working on



## Take breaks

- Make sure that everyone has enough rest and breaks in order to ensure performance remains high



## Resolve problems within your team

- Don't leave problems unsolved, remember mentors are there to help



# Hints & Tips: Developing a Winning Solution

How can you ensure you are producing a viable winning solution?



## Research.

Find out the opportunities and threats around the issue, and what other people are already doing.



## Use Mentors

They come from a variety of backgrounds and have a lot of experience and knowledge



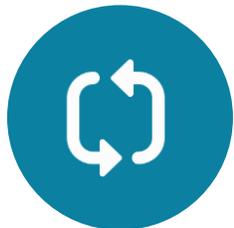
## Test, test and test again.

Keep testing your assumptions and ideas and find evidence that your idea will work. Are other organizations trying something similar?



## Build something to demonstrate your idea.

Build a physical prototype of a product or mock up an app or website. A prototype or minimal viable product is a great way to test your ideas with users or customers.



## Get feedback on your ideas.

Ask others about your ideas. They may be able to identify problems or suggest improvements. Use Social media to find and communicate with industry experts.



Most important tip...Have fun!



# What's Next? Follow on Opportunities

As part of our overall aim we want to develop our participants beyond the initial event.

Our Social Storm events are a great introduction to social enterprise and business concepts and an opportunity to develop your enterprise and employability skills.

If you are interested in taking your idea further or learning more about social enterprise and entrepreneurship, we are keen to tell you about the opportunities out there to help bring your concept and ideas to life. Where we can we also want to help you if you decide to take the idea forward.

After the competition we will be touch with you to discuss whether you want to take your ideas forward or if you are interested in hearing more about enterprise related opportunities run by World Changers Foundation.





[www.worldchangers.org.uk/socialstorm](http://www.worldchangers.org.uk/socialstorm)



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