Mentor Guide 2021

Welcome to Social Storm 2021

Hello my name is Helen Ots and I am Co-Founder and mentor coordinator for Social Storm 2021. Thank you for your interest in mentoring at this year's competition.

This guide will help explain how the event works. It will also aid you in understanding the role you will play as a mentor.

Please do not hesitate to contact us if you have any questions
We look forward to your involvement.

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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 two 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 two 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 7th edition of Social Storm and we plan to make this a truly global event.

We have worked with participants from over 15 countries between 2014-2020
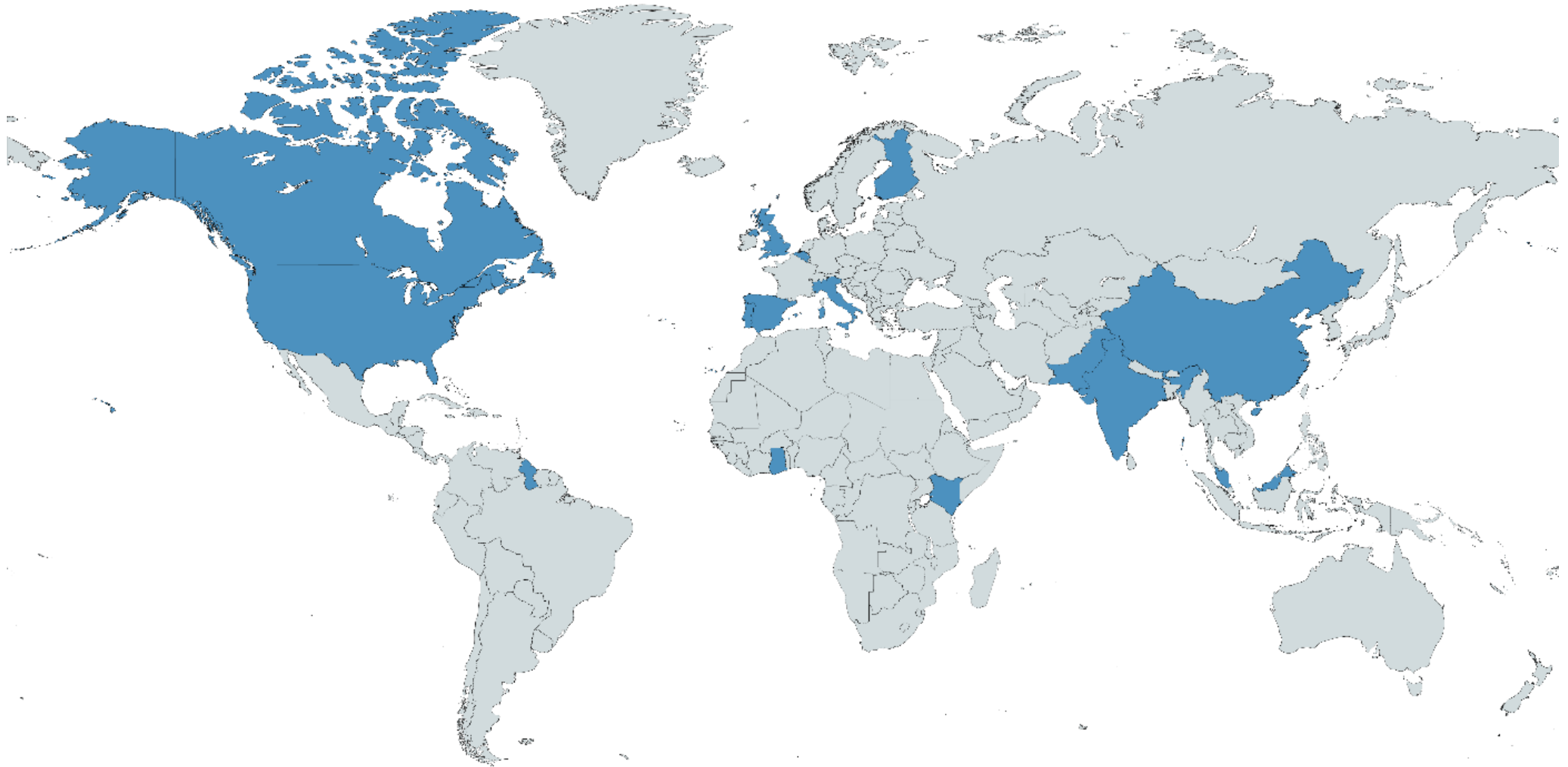
We are aiming for 2021 to be even more international

Collaboration and creatively comes alive when we have participants from diverse backgrounds.

For Social Storm 2021 we want this event to be truly global and we are looking for universities, mentors and judges from:

- Africa

- Asia

- Pacific and Oceania

- Caribbean and the Americas

We are delighted to have a leading Commonwealth organisation as key partners – the Commonwealth Businesswomen's Network. This year the hackathon will be hosted on the Commonwealth Businesswomen's Network new digital platform.

Why Participate in Social Storm?

Social Storm aims to:

1   **Inspire**

We want to inspire students with great examples of social enterprises, businesses and projects. We hope students inspire themselves with how much they can achieve.

2   **Develop skills**

We want to develop students' enterprise, employability and leadership skills and knowledge of business.

3   **Uncover the Potential of technology**

We want to demonstrate the potential technology has to change how we communicate our ideas and collaborate across countries.
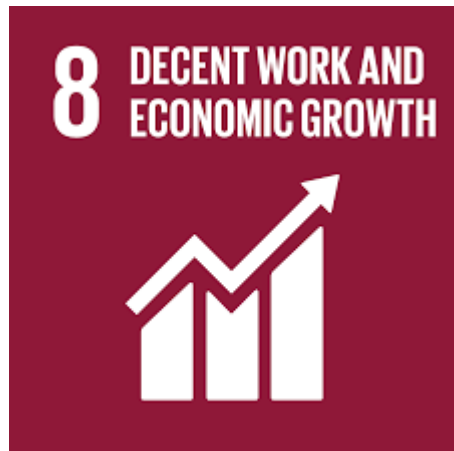
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The Social Issues

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.

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 testing and validation Q&A

Saturday 13th

20:00	09:00	Team time
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

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

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What to expect as a mentor

We are looking for mentors to fulfil two key roles. You can engage in one or more of the options if you wish. You will be sent an invite to join a virtual meeting and therefore require an internet connection, computer, speaker and microphone to participate as a mentor.

Options:

Fill in a mentor form

- This will be used to understand which option you want to pick from the two options below and the times you are available.
- Access the Mentor form here.

Subject Matter Expert group discussion

- Lead on a subject matter expert group discussion - engage with students on either the topic of Quality Education (SDG4) or Decent Work and Economic Growth (SDG8). Expertise or prior knowledge of the SDGs is required.
- Requirements: 1 hour between 13:00-14:00 GMT on Friday 12th November.

Online mentor

- Mentor individual teams who are designing their solutions. General business or topic area expertise is required.
- Requirements: Minimum 30 minutes between 19:00 – 23:30 GMT on Friday 12th and/or between 10:00 – 15:00 GMT on Saturday 13th.

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What to expect of the student teams

What will the teams look like?

Student Teams

Students will be allocated to a team based on their preference on which challenge they want to tackle

Teams will consist of members from different universities

Teams will be made up of a minimum of 6 members

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

They will be given a series of online resources to aid their team's effort

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What to expect from the student teams

Students will be required to submit the following elements:

Action plan

- Each team will be asked to submit an action or implementation plan as to how they would begin to bring their idea to life

Video Pitch

- Students will be required to film and upload a 3-minute video pitch about their product/service solution

How will the submissions be judged?

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 finically 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.

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