



TALTransformers[™]
NURTURING SOCIAL INNOVATION MINDSET

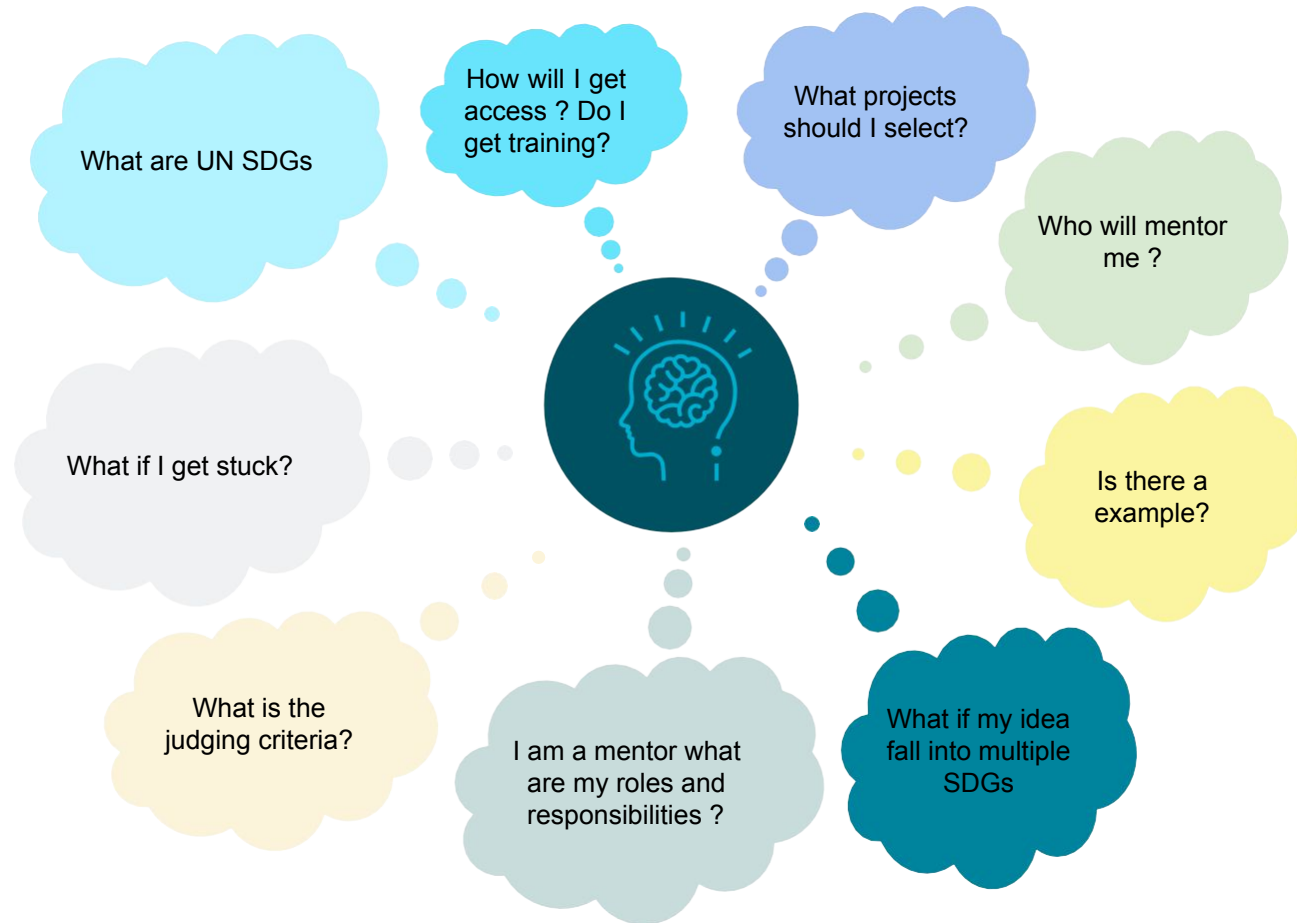


ISF TAL TRANSFORMERS 2023

Global Youth Social Innovation Challenge



Registered for Transformers ...Now what



About TRANSFORMERS

Virtual competition, a youth philanthropy and social entrepreneurship initiative of **Touch-A-Life Foundation** - a nonprofit organization & **India Startup Fest** that is focused on creating social impact using digital platforms.

- For Youth - Ages Up to 22
- Participation is free and is virtual
- Register your team at www.taltransformers.org



Goals

The goal of this global competition is to engage, educate and empower youth to explore creative and sustainable social enterprise solutions towards alleviating global and local social issues.

The program encourages participating teams to submit their innovative ideas on themes and solutions related to the 17 Sustainable Development Goals (SDGs) framed by the United Nations.



Don't miss the Dates!



Last date to submit ideas

05 July 2023

- **Elevator Pitch Video**
- **TAL Social Innovation Canvas filled**
- **Business Plan Presentation**



Virtual Live Presentation

by

**Top Finalists to the Grand Jury
29-30 July 2023**

TAL SOCIAL ENTERPRISE CANVAS

1

Target community

Who is the target community your solution or innovation is aimed towards, in order to assist them in combating the social issue they face

2

Target problem

What is the target problem that your solution or innovation seeks to identify and address.

What are the current alternatives in place to address this problem

3

Solution

What is the proposed solution, its characteristics and performance

4

SDGs supported

The SDG/s that the solution supports/works towards

5

Target Impact

How many people will be positively affected by the solution or innovation proposed. How many people do you aim to reach in the next five years?

6

Unique Value Proposition

What makes your proposed solution/innovation unique or different from existing ideas. What is the creative/innovative element that brings most value to your idea?

7

Target Partners

Identify the organizations, institutions etc whose support & partnership you require for smooth functioning of your idea.

You can choose your suitable partners across government bodies, nonprofits and corporates

What are the costs of resources involved, in setting up or producing your idea into reality, as a whole and per unit.

8 Cost Structure

How will you procure the fund required to start and continue your venture? What are the channels of revenue you will use for your idea to function for the next five years?

9 Revenue Streams

10 Potential Risks

Identify risks or issues that can arise with your particular idea in order to foresee and prepare for possible problems. For ex: funding risk, political risk etc

Awards and Recognitions

ISF TAL TRANSFORMERS 2023

1

Seed Funding

Top innovative winning proposals will be awarded

ISF TALTransformers of the Year - awards and seed funding.

2

Recognition

All participants will be featured on ISF TALTransformers webpage as young social innovators

3

Certificate

All participants will be awarded ISF TAL Transformers Certificate of Participation

Application Training



Powered by



Login

To Register: www.taltransformers.org

To Access Application: <https://app.talscouts.org/login>

Application related queries: info@taltransformers.org

Login - Credentials

If you don't have password

or

Email address*

Password*

Remember me

[Forgot Password?](#)

Don't have an account? [Sign up](#)

If you have password



Once you enter into the application



Click here

Your Starting Page will look like this

Participant Profile

Challenge

Learning Labs


Submit Idea

Status

Certificate

Help Desk

Participant Profile



Sowmya Vunnam

First Name of the Participant*

Last Name of the Participant*

Date of Birth*

Name of the Institution*

Grade/Class*

Website of the Institution*

Address*

Gender*

Step 1: Participant Profile- please fill in **YOUR** relevant details

Participant Profile

Challenge

Learning Labs


Submit Idea

Status

Certificate

Help Desk

Participant Profile



Sowmya Vunnam

First Name of the Participant*

Last Name of the Participant*

Date of Birth*

Name of the Institution*

Grade/Class*

Website of the Institution*

Address*

Gender*

Step 1: Participant Profile- Fill in your designated mentor details OR request a mentor by clicking on the checkbox (Please assign a mentor)

Mentor Contact Information

Please assign a mentor who can provide guidance to me in the process of submitting idea(s)

(OR)

I already have a mentor who is guiding me. Here is my mentor's contact information:

Mentor's First Name

Mentor's Last Name

Mentor's Phone Number

 Phone number

Mentor's Email

CANCEL

SAVE

CONTINUE

Step 2: Brief Overview of the Challenge – Do read through

Participant Profile

Challenge

Learning Labs

Submit Idea

Status

Certificate

Help Desk

TRANSFORMERS 2023 - Last Date to Submit Your Ideas is Sunday 25th June, 2023.



Calling all Young Innovators (till the ages of 22) Participate in the Youth driven Social Innovation for Sustainability Challenge.

Evolve | Engage | Empower

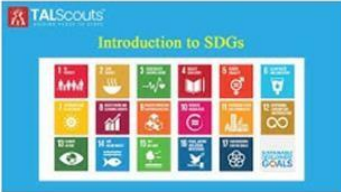











- Sign up your team at www.talscouts.org
- Ideate, Innovate and Inspire

Last date to submit your ideas - 5th July, 2023.

Step 3: Learning Labs – You can find videos/e-books/blogs on the SDGs and other information related to Transformers -2022


- Participant Profile
- Challenge
- Learning Labs**
- Submit Idea
- Status
- Certificate
- Help Desk

Learning Labs

SDGs	Transformer Talks	E-Books	Blog
 <p>Introduction to SDGs transformers 2022</p>	 <p>KNOW YOUR SDGs transformers</p>	 <p>No Poverty no poverty sdg 1</p>	 <p>Zero Hunger zero hunger sdg 2</p>
 <p>Good Health good health and well-being sdg 3</p>	 <p>Quality Education quality education sdg 4</p>	 <p>Gender Equality gender equality sdg 5</p>	 <p>Clean water and sanitation sdg 6</p>
 <p>Affordable and Clean Energy</p>	 <p>Decent work and economic growth</p>	 <p>Industry Innovation and infrastructure</p>	 <p>Reduced Inequalities</p>

Step 4: Submit Idea


Select your submission track – you can select only one track at a time

HELLO SIVA

- Participant Profile
- Challenge
- Learning Labs
- Submit Idea**
- Status
- Certificate
- Help Desk

Select Your Track and Add Team Details

Choose the approach you want to take to make social impact

 **Social Entrepreneurship**
Develop, fund and implement solutions aimed towards social, cultural & environmental issues

Create Team and Add members


Create Team *

CREATE

Select Team *

Add Team Member *

ADD

 Member can be assigned to one team only.

Step 4: Submit Idea

- Submit Idea
- Status
- Certificate
- Help Desk

equality **Create your team – You can give a team name here** will not be judged)

Create Team and Add members

Create Team *

Enter Team Name

Select Team *

Add Team Member *

Enter Team Member E-mail

Member can be assigned to one team only.

Your Team Members

Request mentors in the following SDGs *

* Mentors will be assigned based on their availability only.

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> 1 - NO POVERTY | <input type="checkbox"/> 2 - ZERO HUNGER | <input type="checkbox"/> 3 - GOOD HEALTH AND WELL-BEING | <input type="checkbox"/> 4 - QUALITY EDUCATION |
| <input type="checkbox"/> 5 - GENDER EQUALITY | <input type="checkbox"/> 6 - CLEAN WATER AND SANITATION | <input type="checkbox"/> 7 - AFFORDABLE AND CLEAN ENERGY | <input type="checkbox"/> 8 - DECENT WORK AND ECONOMIC GROWTH |
| <input type="checkbox"/> 9 - INDUSTRY , INNOVATION AND INFRASTRUCTURE | <input type="checkbox"/> 10 - REDUCED INEQUALITIES | <input type="checkbox"/> 11 - SUSTAINABLE CITIES AND COMMUNITIES | <input type="checkbox"/> 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION |
| <input type="checkbox"/> 13 - CLIMATE ACTION | <input type="checkbox"/> 14 - LIFE BELOW WATER | <input type="checkbox"/> 15 - LIFE ON LAND | <input type="checkbox"/> 16 - PEACE, JUSTICE AND STRONG INSTITUTIONS |

Select the team you created in above field in the drop down

Step 4: Submit Idea

Submit Idea

Status

Certificate

Help Desk

equality & social inclusion

social, cultural & environmental issues

be judged. This track will not be judged)

Create Team and Add members

Create Team *

Enter Team Name

Select Team *

Transform

Add Team Member *

Enter Team Member E-mail

Add

Member can be assigned to one team only.

Your Team Members

Request mentors in the following SDGs *

* Mentors will be assigned based on their availability only.

<input type="checkbox"/> 1 - NO POVERTY	<input type="checkbox"/> 2 - ZERO HUNGER	<input type="checkbox"/> 3 - GOOD HEALTH AND WELL-BEING	<input type="checkbox"/> 4 - QUALITY EDUCATION
<input type="checkbox"/> 5 - GENDER EQUALITY	<input type="checkbox"/> 6 - CLEAN WATER AND SANITATION	<input type="checkbox"/> 7 - AFFORDABLE AND CLEAN ENERGY	<input type="checkbox"/> 8 - DECENT WORK AND ECONOMIC GROWTH
<input type="checkbox"/> 9 - INDUSTRY , INNOVATION AND INFRASTRUCTURE	<input type="checkbox"/> 10 - REDUCED INEQUALITIES	<input type="checkbox"/> 11 - SUSTAINABLE CITIES AND COMMUNITIES	<input type="checkbox"/> 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION
<input type="checkbox"/> 13 - CLIMATE ACTION	<input type="checkbox"/> 14 - LIFE BELOW WATER	<input type="checkbox"/> 15 - LIFE ON LAND	<input type="checkbox"/> 16 - PEACE, JUSTICE AND STRONG INSTITUTIONS

Add your team member – please note that team member you are adding should have already been registered for

Step 4: Submit Idea

You can select your SDGs here

Check your details once and click continue

Your Team Members

Request mentors in the following SDGs *

* Mentors will be assigned based on their availability only.

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> 1 - NO POVERTY | <input type="checkbox"/> 2 - ZERO HUNGER | <input type="checkbox"/> 3 - GOOD HEALTH AND WELL-BEING | <input type="checkbox"/> 4 - QUALITY EDUCATION |
| <input type="checkbox"/> 5 - GENDER EQUALITY | <input type="checkbox"/> 6 - CLEAN WATER AND SANITATION | <input type="checkbox"/> 7 - AFFORDABLE AND CLEAN ENERGY | <input type="checkbox"/> 8 - DECENT WORK AND ECONOMIC GROWTH |
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| <input type="checkbox"/> 13 - CLIMATE ACTION | <input type="checkbox"/> 14 - LIFE BELOW WATER | <input type="checkbox"/> 15 - LIFE ON LAND | <input type="checkbox"/> 16 - PEACE, JUSTICE AND STRONG INSTITUTIONS |
| <input type="checkbox"/> 17 - PARTNERSHIP FOR THE GOALS | | | |

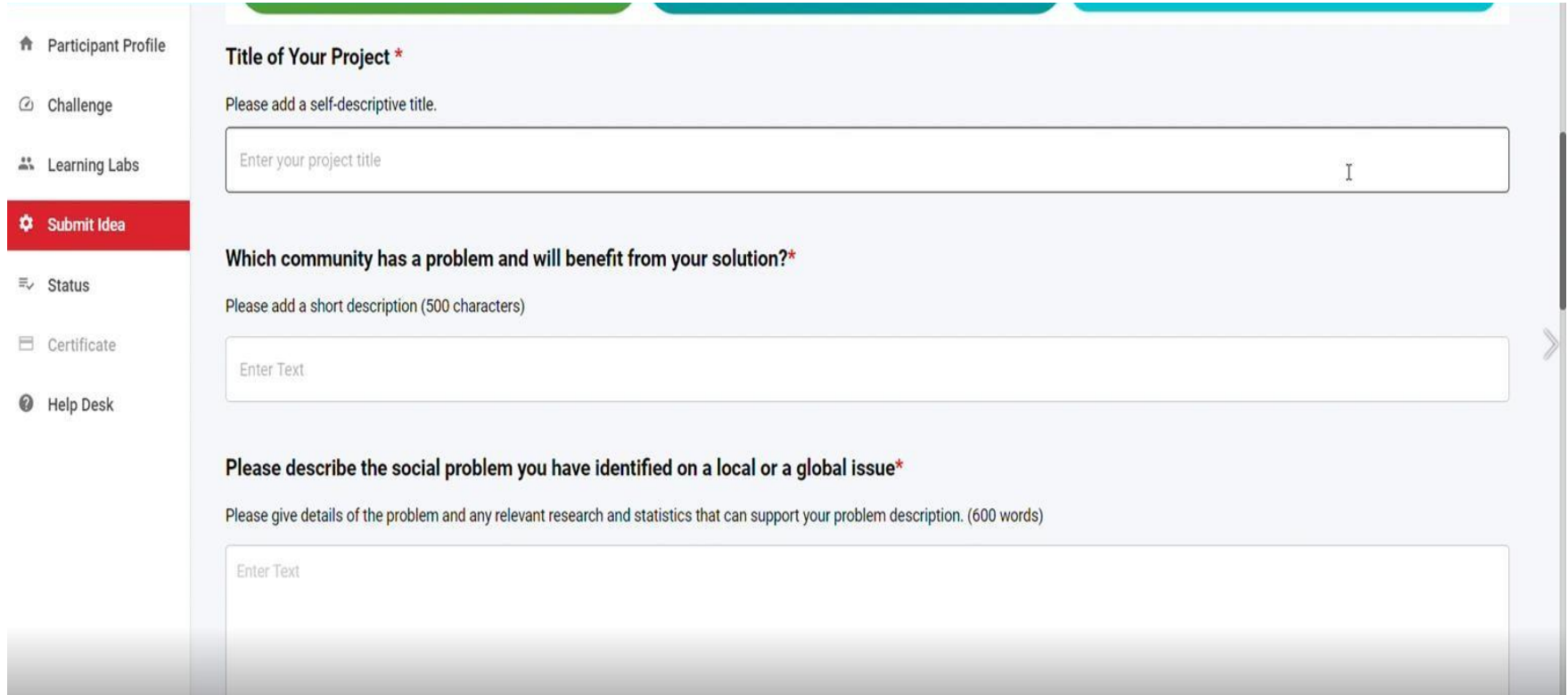
Cancel

Continue

Step 5: Submit Idea- Canvas

- **Community having problem and getting benefit**
- **Addressed social problem**
- **Proposed Solution**
- **Target Impact**
- **Lives it will change**
- **Unique Value Proposition**
- **Target Partner**
- **Cost Structure**
- **Revenue Streams**
- **Potential Risks**
- **Pitch Deck**

Step 5: Submit Idea. Answer the questions in detail



The image shows a web interface for submitting an idea. On the left is a sidebar with navigation options: Participant Profile, Challenge, Learning Labs, Submit Idea (highlighted in red), Status, Certificate, and Help Desk. The main content area has three sections, each with a title, a prompt, and a text input field.

- Title of Your Project ***
Please add a self-descriptive title.
Input field: Enter your project title
- Which community has a problem and will benefit from your solution?***
Please add a short description (500 characters)
Input field: Enter Text
- Please describe the social problem you have identified on a local or a global issue***
Please give details of the problem and any relevant research and statistics that can support your problem description. (600 words)
Input field: Enter Text

Step 5: IMPORTANT

Keep
Saving
and
Saving

Continue to
next page
to upload
your Pitch
Deck

Participant Profile

Challenge

Learning Labs

Submit Idea

Status

Certificate

Help Desk

Revenue Streams*

How do you expect to generate funds to create social impact? what is your 5 year growth plan? (600 words)

Three major sources of Revenue:

Crowd Funding: Raising funds through public support
Grants: Individual or organization grants from local or foreign bodies in support of particular projects
CSR: Corporate Funding

In the Next Five Years:

With increased reach of TALScouts, there is possibility of growth in crowdfunding. With increasing activities, interested parties might invest more in grants and a credible and impactful ledger of activities can create stable channels of corporate social funding.

Potential Risks*

What potential risks do you see for the success of your, social enterprise - operational risk, funding risk, social risk, political risk, any other type of risk. (600 words)

Funding risk is a potential issue due to NGOs are not for profit and therefore do not generate revenue outside of external funds. Social risks vary pertaining to certain groups or communities which we might work in helping towards as per certain projects, but this can be avoided with sufficient research, information and sensitivity.

BACK SAVE DRAFT CONTINUE

Step 5: IMPORTANT

Add images
RELEVANT to the
project *Compulsory

Upload your MANDATORY Pitch
Deck here- containing
information of business canvas
plus extra info you want to

Participant Profile

Challenge

Learning Labs

Submit Idea

Status

Certificate

Help Desk

ADD IMAGES

ADD VIDEOS

UPLOAD SUPPORTING DOCUMENT(S)

Video pitch (up to 5 mins)

URI Link to a YouTube or Vimeo Video

I Agree with the [Terms & conditions](#)

I understand that this submission is final, no further changes will be considered for my idea submission.

BACK

SAVE DRAFT

SUBMIT IDEA(FINAL)

✓ User Idea updated successfully.

Step 5: IMPORTANT- Upload Necessary files

Save Draft
to access
submission
later

Submit only the
final version as
you cannot edit
after
submission

The screenshot shows a submission form with a left sidebar containing navigation links: Participant Profile, Challenge, Learning Labs, Submit Idea, Status, Certificate, and Help Desk. The main content area features three upload buttons: 'ADD IMAGES', 'ADD VIDEOS', and 'UPLOAD SUPPORTING DOCUMENT(S)'. Below these is a 'Video pitch (up to 5 mins)' section with a text input field for a 'URI Link to a YouTube or Vimeo Video'. Two checkboxes are present: 'I Agree with the Terms & conditions' and 'I understand that this submission is final, no further changes will be considered for my idea submission.' At the bottom right are three buttons: 'BACK', 'SAVE DRAFT', and 'SUBMIT IDEA(FINAL)'. A green notification bar at the bottom left displays a checkmark and the text 'User Idea updated successfully.' Two blue callout boxes with arrows point to the 'SAVE DRAFT' and 'SUBMIT IDEA(FINAL)' buttons, providing instructions on their use.

Participant Profile

Challenge

Learning Labs

Submit Idea

Status

Certificate

Help Desk

ADD IMAGES

ADD VIDEOS

UPLOAD SUPPORTING DOCUMENT(S)

Video pitch (up to 5 mins)

URI Link to a YouTube or Vimeo Video

I Agree with the [Terms & conditions](#)

I understand that this submission is final, no further changes will be considered for my idea submission.

BACK

SAVE DRAFT

SUBMIT IDEA(FINAL)

✓ User Idea updated successfully. ✕

Step 6: Status

Status

Participant Profile

Challenge

Learning Labs

Submit Idea

Status

Certificate

Help Desk

Track: Social Advocacy | Team: Parvathi

No Hunger

View Application

Edit Application

Track: Social Entrepreneurship | Team: Test TAL

Quality Education

View Application

You can click Status at any point of time and get to know status of the application or edit it if you have not submitted

Submitted applications can only be viewed

Social Entrepreneurship Business Canvas



TAL SOCIAL ENTERPRISE CANVAS

1

Target community

Who is the target community your solution or innovation is aimed towards, in order to assist them in combating the social issue they face

2

Target problem

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What are the current alternatives in place to address this problem

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Solution

What is the proposed solution, its characteristics and performance

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SDGs supported

The SDG/s that the solution supports/works towards

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Target Impact

How many people will be positively affected by the solution or innovation proposed. How many people do you aim to reach in the next five years?

6

Unique Value Proposition

What makes your proposed solution/innovation unique or different from existing ideas. What is the creative/innovative element that brings most value to your idea?

7

Target Partners

Identify the organizations, institutions etc whose support & partnership you require for smooth functioning of your idea.

You can choose your suitable partners across government bodies, nonprofits and corporates

What are the costs of resources involved, in setting up or producing your idea into reality, as a whole and per unit.

8 Cost Structure

How will you procure the fund required to start and continue your venture? What are the channels of revenue you will use for your idea to function for the next five years?

9 Revenue Streams

10 Potential Risks

Identify risks or issues that can arise with your particular idea in order to foresee and prepare for possible problems. For ex: funding risk, political risk etc

1

Target community

Who is the target community your solution or innovation is aimed towards, in order to assist them in combating the social issue they face

Description

This segment represents the direct users of the product or service.

Communities may be individuals, communities, companies, or organizations.

Assuming business case is there, there will be paying customers or sponsored

Important questions

For whom is value created (directly and indirectly)?

Who are your paying community, the direct market segment you focus on?

What are the specific characteristics of your community (in terms of demographic, lifestyle, behavioral aspects, and so on)?

Exercise

Briefly mention the community(s) and add characteristics such as sex, age, education, household composition, employment status etc. and behavioral aspects such as buying behavior, expenditure level, usage rate, etc.

Also question if What you know about them is based on current and reliable information or on perceptions?

2

Target problem

What is the target problem that your solution or innovation seeks to identify and address.

What are the current alternatives in place to address this problem

Description

Identify the social issue or related problem that the community of people you have chosen are facing

Communities may be individuals, communities, companies, or organizations, which face an issue due to economic, social, cultural or political barriers.

Important questions

What is/are the social/economic/political issue(s) negatively affecting the people of a community (directly and indirectly)?

How is the problem disturbing either basic rights or development of the community?

What are the specific alternatives, if any, present to tackle this problem today?

Exercise

Briefly mention the community(s). Describe the problem in detail and add characteristics such as nature of issue, causes, effects etc

Also question if current solutions are reliable and backed by information.

3

Solution

What is the proposed solution, its characteristics and performance

Description

The description of your proposed solution to the identified problem. Including its characteristics, functioning, materials required and reach

Important questions

What is the basis of your idea?

What are the features and characteristics that makes your idea a reasonable solution to the issue. do you mitigate potential negative outcomes, consequences, and risks?

What is the long-term impact What is the desired change the PPP is aiming for?

How is the intended impact valued in the outer (investors') world?

Exercise

Briefly mention the community(s) and add characteristics such as sex, age, education, household composition, employment status etc. and behavioral aspects such as buying behavior, expenditure level, usage rate, etc.

Also question if What you know about them is based on current and reliable information or on perceptions?

5

Target Impact

How many people will be positively affected by the solution or innovation proposed. How many people do you aim to reach in the next five years?

Description

The impact is the social, public, and environmental value created by your idea.

Important questions

What positive (social, public and/or environmental) impact is generated beyond customer value?

How do you mitigate potential negative outcomes, consequences, and risks?

What is the long-term impact What is the desired change the PPP is aiming for?
How is the intended impact valued in the outer (investors') world?

Exercise

Briefly mention the community(s) and add characteristics such as sex, age, education, household composition, employment status etc. and behavioral aspects such as buying behavior, expenditure level, usage rate, etc.

Also question if What you know about them is based on current and reliable information or on perceptions?

6

Unique Value Proposition

What makes your proposed solution/innovation unique or different from existing ideas. What is the creative/innovative element that brings most value to your idea?

Description

A value proposition helps identify and assess the benefits .It clearly answers the question: “What’s in it for them?” Formulating a Value Proposition forces you to be focused, which will help define future marketing and distribution activities.

Important questions

- What unique value is delivered to customers?
- What is the functional and emotional benefit for the targeted customers? What’s in it for them?
- Do you have research or reasoning to gain the trust and confidence of the customer?
- How do you distinguish yourself with your value proposition, compared to your (potential) competitors? What makes you unique?

Exercise

The 5 key elements of a Value Proposition are:

1. Insight: what does the customer aspire to, that is provided by you?
- 2.Functional benefits: What does the product or service do? How does it solve the problem?
- 3.Emotional benefits: How does the end-user feel when he or she uses the product?
4. Reason to believe: Why would the user believe you and buy your product or service?
- 5.Key message or tagline: How would you summarize your proposition in a few words?

8

Cost Structure

What are the costs of resources involved, in setting up or producing your idea into reality, as a whole and per unit.

Description

The Cost Structure describes all the costs incurred to operate and is crucial to understanding the viability.

Creating and delivering value, maintaining relationships, and generating revenue all incur costs

Important questions

- What are the key cost components (capital expenditure, operational expenditures, maintenance costs, taxes, etc)?
- Identify and calculate the Key Activities and Key Resources.
- How much are these costs (in absolute figures and proportionately)?
- Are the costs forecasts in line with the budget estimations?

Exercise

The cost structure can be developed by systematically mapping all costs associated with the Key Activities and Key Resources, as well as identifying the variable and fixed costs.

9

Revenue Streams

How will you procure the fund required to start and continue your venture? What are the channels of revenue you will use for your idea to function for the next five years?

Description

Revenue Streams represent the money (not just the profit!) an idea generates from each customer and/or production unit as well as other income sources

Understanding what value your customer segments are willing to contribute for will generate one or more revenue streams- in form of funds, resources etc.

Important questions

- What are the different revenue streams?
- How much does each revenue stream contribute to the overall revenues?
- What are the pricing mechanisms for the products and services? (Ex- ads placement for apps, grants for inventions etc)
- How good (or bad) is your revenue pipeline portfolio?

Exercise

Research different revenue channels and identify one suitable to your idea. How will you fund your project for years to come.

Revenues are as follows:

- For capital costs:
 - Grants from donors and development banks
- From products/ services delivered:
 - Electricity etc

10 Potential Risks

Identify risks or issues that can arise with your particular idea in order to foresee and prepare for possible problems .

For ex: funding risk, political risk etc

Descriptio n

Understand the limitations within your idea, as well as possible external barriers to the functioning of your idea/project. These are the risks you will face and have to take care of.

Important questions

What barriers could impact the value or performance of the idea?

How do you identify potential negative outcomes, consequences, and risks?

What is the long-term plan to mitigate these risks?

How is the idea able to withstand barriers and create impact?

Exercis e

Briefly mention the barriers that would exist in various stages of the idea, from creation, to access to community, funding etc

Ask yourself what could be the barriers to your idea if applied to your immediate surroundings and to your target group.

4

SDGs supported

The SDG/s that the solution supports/works towards

Description

Understand the boundaries and scope of your idea, and connect it to the relevant SDG based on the area the solution is focused towards. There can be more than one SDG per idea as SDGs are interlinked.

7

Target Partners

Identify the organizations, institutions etc whose support & partnership you require for smooth functioning of your idea.

Description

You can choose your suitable partners across government bodies, nonprofits and corporates etc As well as individuals such as angel investors, philanthropists etc.

Thank You

**For more information :
info@taltransformers.org**