



Assignment 3: Sell-In

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Recap

Our Previous Solutions

- 1) Social impact scorecard
- 2) Notifying people about local volunteer activities
- 3) Marketplace for volunteers to get compensated

Our Chosen Solution

A personalized social impact scorecard and a marketplace for volunteers to get compensated for their work by encouraging big companies to sponsor their projects.

Recap

Social impact scorecard and marketplace: What didn't work?

We found that our HMWs and solutions strayed away from our the insights we had gotten from our needfinding and POVs. To get to the root of our problem, we had to make our target users college students rather than working professionals.

Pivot

Revisiting our needfinding interviews and POVs

Insights from our interviews

One of our interviewees, a Stanford CSRE student, pursuing a path on social impact expressed her worry about future employment possibilities and having a risky career choice.

“My passions are not always aligned with the social impact work [that’s available]” – Arpan, Google SWE

Our POVs/HMWs

Our POVs and HMWs aimed at making social impact work less fatiguing and having an external motivation added to the social impact work.

Revisiting the interview with the CSRE student, we also found a common theme among our interviewees of this need to de-risk social impact related employment at the college level.

Our Solution

Our EP #2 tested the assumption around people more willing to do impact work if the opportunity is nearby.

We felt that we could expand on this solution to address our new insights by adding mentorship and networking aspects focused on social impact opportunities.

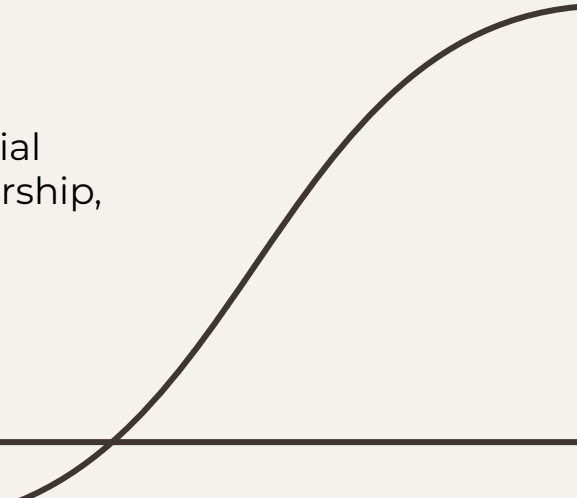
Problem & New Solution Overview

Problem:

1. Upon entering university, students forego their social impact passions in pursuit of high paying, but less meaningful, jobs
2. Nonprofits, governments, and social enterprises need more talent

Solution

A platform that aims to establish a dedicated pipeline for social impact work for undergraduate students, focusing on mentorship, internships, and community



Project Name

Sell In

Keep students from “selling out” and instead, sell in

We wanted a name that directly challenged the notion of selling out while also providing a platform that allows people to buy-in on alternative opportunities to work on social impact related ventures

Value Proposition

Turn Your Passion Into Purpose

We want social impact to be **aligned with people's passions** so they can do impactful work for the long term

We want to **leverage their skills to help small and local non profits** that are dedicated to systemic change

Keep students from **selling-out**, by providing **mentorship** and **resources** for students that are passionate about service-related causes

Sanity Check

One-liner is catchy and memorable, yet specific to our mission

Bridging the gap between

Support and
Resources

Social Impact Work

The Need

There is no platform specifically designed to connect college students with social impact opportunities, mentorship, and communities

The Benefit

Support students in their social impact passions, help them discover their new ones

Help them avoid selling out

Equip them with social-good opportunities

1

Mentorship

2

Internship

3

Community



Market Research

What is out there?





Professional network on the internet. Helping people find the right jobs or internship, connect with others

What they do well:

- Offers a wide range of opportunities across all industries
- Large network of professionals on the platform
- Offers certificates and trainings
- Have a distinct user profile that is an online brand/resume
- Great online messaging system

What doesn't work

- Lacks customized matching for social impact opportunities
- Not tailored towards students
- Doesn't incorporate hands-on and mentorship match program



Sell-In's Differentiation

Enables users to:

- Connect with experienced mentors in the field of social impact.
- Discover internships or job opportunities aligned with their passions, akin to platforms like computer forum updates or Handshake but tailored for this sector.
- Engage with a community of like-minded individuals, serving a purpose similar to career fairs or networking events.

Implications for our app

- Offering certifications for students would be beneficial to ensure the integrity and validity of the platform



Handshake

Platform specifically for college students to find jobs.

What they do well:

- User friendly platform for college students
- Partner with universities and employers to streamline and simplify the recruiting process
- Easy application process for opportunities
- User profiles
- Review and rating system for opportunities

What doesn't work

- Lacks customized matching for social impact opportunities
- Doesn't incorporate hands-on and mentorship match program
- Doesn't incorporate certificate or training programs



Handshake

Sell-In's Differentiation

Enables users to:

- **Focus on Social Impact:** Our platform is specialized for social impact work, while Handshake caters to various industries.
- **Mentorship:** Sell In prioritizes connecting users with social impact mentors, a feature not central to Handshake.
- **Community Building:** Sell In fosters a community around social impact, whereas Handshake is more employer-student oriented.
- **Tailored Opportunities:** We offer listings exclusively for social impact, while Handshake includes diverse job types.
- **Specialized Events:** We host events specific to social impact, differing from Handshake's general career events.
- **Customized Experience:** We also provide a niche experience for social impact enthusiasts, offering more tailored resources than Handshake.

Implications for our app

- **Review and Rating System:** Introduce a system where users can leave reviews and ratings for mentors, internships, or job roles they've been associated with. This can help others in making informed decisions.
-



People Grove

Mentorship platform connection students to alumni
Used by Stanford Alumni Mentoring



What they do well:

- Wide range of features on career opportunities and connections all tied through stanford alumni already working at those places
- Articles and posts on getting started and navigating different career paths from alumni
- Chat feature to reach out to connections

What doesn't work

- More general purpose search and connect platform that is focused on career development
- Personalized recommendation is a miss- based on interests and courses limit exposure to non-major career/connection suggestions
- Encourages quick/informal meetings than lifelong mentor-mentee relationships



People Grove



Sell-In's Differentiation

Enables users to:

- Connect with mentors who are not just affiliated with Stanford's community/alumni network
- Find opportunities beyond jobs/internships like long term projects
- Focus on matching skilled students with small, local non profits who can benefit from their contributions
- Explore social impact opportunities at various stages of their college years

Implications for our app

- **Articles and chat:** While our emphasis is on encouraging in person meetings between mentor-mentee to develop long term relationships, we really like the feature of allowing mentees to reach out to potential mentors via chat as an initial screening/meeting set up tool to lower the burden of reaching out. We also would like to have feature to include several articles and posts dedicated to social impact and how different mentors navigated their careers in this area.



DoSomething.org

A youth activism platform targeted to high school students to encourage them to work on social good

What they do well:

- Provide scholarship to students going to college in exchange for doing volunteer work
- UI Design and messaging focuses on youths, making it clear who their power users are
- Good use of incentivization to push college going students to think about community service

What doesn't work:

- Doesn't address the need for long term social impact work
- No way for students to learn how to navigate a career in social impact area
- Opportunities not customized to students interests/skills



DoSomething.org

Sell-In's Differentiation

Enables users to:

- Find mentors who can provide guidance to first year college students
- Search and explore volunteer opportunities that is more aligned with their skills
- Create a community of other volunteers who are also invested in a similar impact related career

Implications for our app

- We liked how DoSomething.org uses scholarships and volunteer credits as a way to compensate students while also balancing the financial necessities that students might have. While we want to focus on long term impact, it would be a good idea to explore what compensation models we could introduce to help students get into social impact work in the first place (like matching salary with tech jobs after graduation).
- We especially liked how they made it clear from the get go who this app is for which we aim to incorporate in our platform design as well.



**Some additional market research
on apps working on social impact
not directly related to students**



Impact WayV

Social Media Platform that unites people, businesses and nonprofits. The platform enables users to effect, engage in and share social impact on a global scale and create a community.

What they do well:

- Social network aspect of engaging like-minded users and organization through their social media platform
- Quantifying CSR performance of companies and comparing against a benchmark

What doesn't work:

- Individual impact is quantified only by looking at social media post interactions
- Target audience is broad and generalized
- Doesn't work to make individual connections between mentor-mentee, only students

Impact WayV

Sell-In's Differentiation

Enables users to:

- Create a community that is catered more towards college students than general public
- Directly reach out to mentors specific to their interests and social impact aspirations than have to explore the platform like a social network

Implications for our app

- While social networking promotes engagement between like-minded people, the interactions online may not translate into actions as people might feel good just for “engaging” with a cause.
- Instead, we can focus on connecting like minded people to learn new skills or volunteer together with a shared experience



VolunteerMatch

A platform to recruit volunteers for non-profits. People can find opportunities based on location and domain.

What they do well:

- Automate the workflow of posting/re-posting opportunities on behalf of the NGOs
- Easy to search for options that are nearby using zipcodes
- Lists popular volunteer organizations based on past volunteers

What doesn't work:

- Feels too general purpose and hard to navigate with so many options available
- Doesn't factor availability when showing opportunities
- Opportunities still need to be applied for through the NGO's own platforms/emails, etc



VolunteerMatch

A platform to recruit volunteers for non-profits. People can find opportunities based on location and domain.

Sell-In's Differentiation

- Factors in people's availabilities so students can stay flexible with their schedule
- People can apply for the opportunities through the app itself

Implications for our app

- While only showing personalized recommendations based on some algorithm takes away people's agency, not having any personalization also makes it overwhelming to find the right opportunity. With Sell-In and its personalization, we can make the search specific to students' interests with an option to explore should they choose to.
- Incorporate location specific and local opportunities



Goodera

Helps companies enable their employees to volunteer with thousands of nonprofits in 100+ countries

What they do well:

- Provides virtual volunteering options, crucial in the context of a pandemic and remote work environments
- Offers customized solutions that cater to the specific CSR needs and goals of different businesses

What doesn't work

- Focuses on employees, not students
- Focuses on one-off giving activities like during employee onboarding or town halls
- Exclusive to companies, doesn't have a mobile app and can't be accessed by other like-minded people outside corporations
- Doesn't partner with universities



Goodera

Helps companies enable their employees to volunteer with thousands of nonprofits in 100+ countries





Sell-In's Differentiation

- Focus is not for employees, but students as well
 - Promoting access and engagement to anyone who has access to the app
- Provides students with a chance to explore opportunities not just to contribute towards NGOs but also to enhance their own learning and growth.

Implications for our app

- Goodera accommodating virtual volunteer opportunities speaks to the larger goal for making social impact accessible to people with different backgrounds. This ties to ensuring there are a diverse range of long term opportunities that people can sustainably engage in depending on their situation.

Key Competitor Analysis Matrix

					Sell-In
Match with a mentor			✓		✓
Customized social impact specific jobs/internships search	✓	✓		✓	✓
Get job referral from mentor through the app	✓		✓		✓
Create and attend impact related career fairs/networking events		✓			✓

Values in Design

- **Inclusivity**
 - Students from all backgrounds are encouraged to join and use their skills to help
- **Empathy**
 - Students develop empathy for the nonprofits and projects they work with
- **Community**
 - Students feel like they are a part of a network of social good (helping the NGOs and society, and using those skills to help their companies)
- **Meaning**
 - Students find meaning through their social impact work and gain access to mentorship
- **Flexibility**
 - Opportunities are tailored to the students goals and schedules as well as nonprofits needs. Our platform should be fun, and not feel like work.
- **Long-term impact and sustainability**
 - Not just a 1-time volunteer event, but a sustainable cycle of giving with meaning
- **Learning by doing**
 - Encouraging lifelong learning of students through real-world projects, not just classes
- **Knowledge sharing and expanding**
 - Have students share their own skills and knowledge with nonprofits and vice versa
- **Step outside comfort zone**
 - Encourage students to try new things, develop new skills, and work on projects they may not have exposure to in their day to day academic life

Stakeholders Overview

Direct

- Students
- Mentors who have dedicated their careers to social impact
- NGOs they're paired with

Indirect

- Communities the nonprofits are helping
 - Students' schools
 - Centers for Career and Professional Development
-

Ethical Implications

1. **Work ↔ Compensation**

- a. Encouraging students to give back without compensation introduces ethical risks. Is it fair to have people work on projects without payment?
- b. Solution: We will make these projects mutually beneficial for all parties involved. Students will feel impact with these opportunities, and gain new skills and experiences in the process.

2. **Student Involvement ↔ Lack of inclusivity**

- a. If we limit this platform to just students, is this platform inclusive?
 - b. Solution: Encourage anyone, at all stages of their lives/careers can give back. We can market to struggling students, but not limit this platform to only them.
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Tasks

1. Simple

- a. Find and connect with a mentor devoted to social impact work

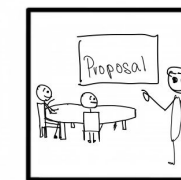
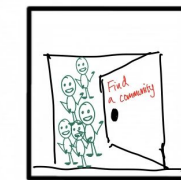
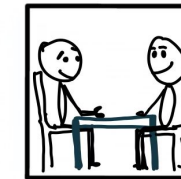
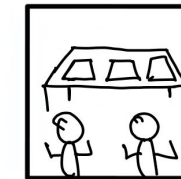
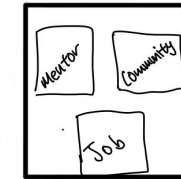
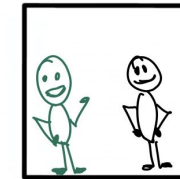
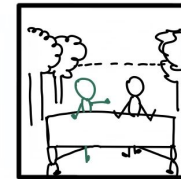
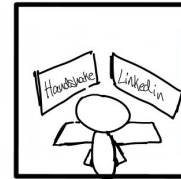
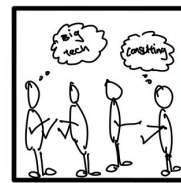
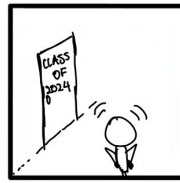
2. Moderate

- a. Get referrals through the mentor and find opportunities that are custom to your skill and passions

3. Complex

- a. Organize and attend networking events/career fair with non profits for social impact opportunities
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Video Storyboards



Video

https://youtu.be/KbqmG_meQI0
