CHALLENGE BRIEF

Grower: Do Good and Grow

You. The story about changing the world. Edgar meets C:F

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1 | Who we are

We are a joint team from the storytelling startup Edgar and the youth think-do-tank Challenge: Future. We are an international startup on the mission to help the youth of the world tell and share compelling stories about things that really matter. About themselves, their achievements & experience, and projects.

2 | Define the users, people affected by your product/service

Our users are the youths that want to tell stories about themselves, what they have done, what they could do and what they really want. We want to empower especially those without a strong LinkedIn profile, but with different kind of experiences and soft skills that they could not showcase otherwise.

On the other hand, recruiters, schools and organizations get to explore the stories and connect with interesting youth.

3 | Define the problem

The youth today is facing a fierce competition for jobs. They need to impress the recruiters, present rich portfolios and a full LinkedIn profile. But then again, those are only jobs and they don't necessarily tell the real story and real potential.

On the other hand, recruiters are constantly searching for a way to find youths with exceptional skills and not just references. What they search for are honest stories with examples, showing the work process, the impact the person has made benefits that come out of your past achievements. May it be a pro bono project or a top-level position in an organization or a school project.
The Challenge:Future community is a great example of active youth that all have interesting stories and lives to tell, but at the moment they don’t have a common place to share them all in one place.

4 | What are the current solutions to it (if any)

LinkedIn and the portfolio sites are specializing on the references, on listings and endorsement by the key stakeholders. But they don’t allow users to tell compelling stories and illustrate the process behind their work. They also fail in supporting non-commercial projects. The design portfolio sites come close as they encourage users to describe the process, but are not as useful to a broader audience.

The youth can express themselves online through several interactive platforms such as the Metta.io, Animoto or CheckThis. But they don’t help users tell the story and don’t help them promote the things that matter.

Users that want to tell a holistic story about things they are proud of, have to use various online resources and try to combine various profiles into one. Often this means creating a personal website. Services like Wordpress or Tumblr allow that, but don’t provide global exposure – it is only a medium for expressing one self.

5 | The challenge

At Edgar we managed to create a simple to use tool to create and share stories online. At the moment it is aimed especially at craftsmen, artists and various SMEs. On the other hand the Challenge:Future community is a vivid one and globally renowned for its proactivity. Our goal is to combine the best of both and create Growr, a service that will become the standard to tell personal stories online.

As we are in the concept phase still, we need your help in defining what would be the best way to tell your story online to attract the right audience, partners or employers. How can we create a tool for online storytelling that would enable the youth to tell stories about themselves and promote themselves through it? What would make it engaging enough for viewers and easy to use for users? We insist to take the form of a story, but need your help in shaping the product that brings together the best of Edgar and Challenge:Future.
We need help with:

- Shaping an online tool for youth to create stories about themselves that could be used to promote themselves or simply introduce themselves to the global audience
- Using Edgar as the storytelling platform and modify it to suit the C:F community
- Creating a bridge between the youth and the organizations (schools, corporates, NGOs) and employers and all relevant community
- Monetizing the Growr