



Mentor Guide 2020



**WORLD
CHANGERS**
Rethinking Education | Redefining
Leadership



**BLOMSBURY
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LONDON



The Association
of Commonwealth
Universities



Welcome to Social Storm 2020

Hello my name is Helen Ots and I am Co-Founder and Mentor Coordinator for Social Storm 2020. I would like to thank you for agreeing to mentor in this year's competition. The team at Social Storm are very excited to have you onboard!

This guide will act as a key point of information for you prior to the competition. It will help you explore the background of Social Storm, our key aims, who we are and the competition itself. It will also aid you in understanding the role you can play as a mentor and how you fit into the network of different parties within the competition

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

@ helen.ots@worldchangers.org.uk

We look forward to your involvement!



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.

This connection is achieved through our hackathons. These 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.

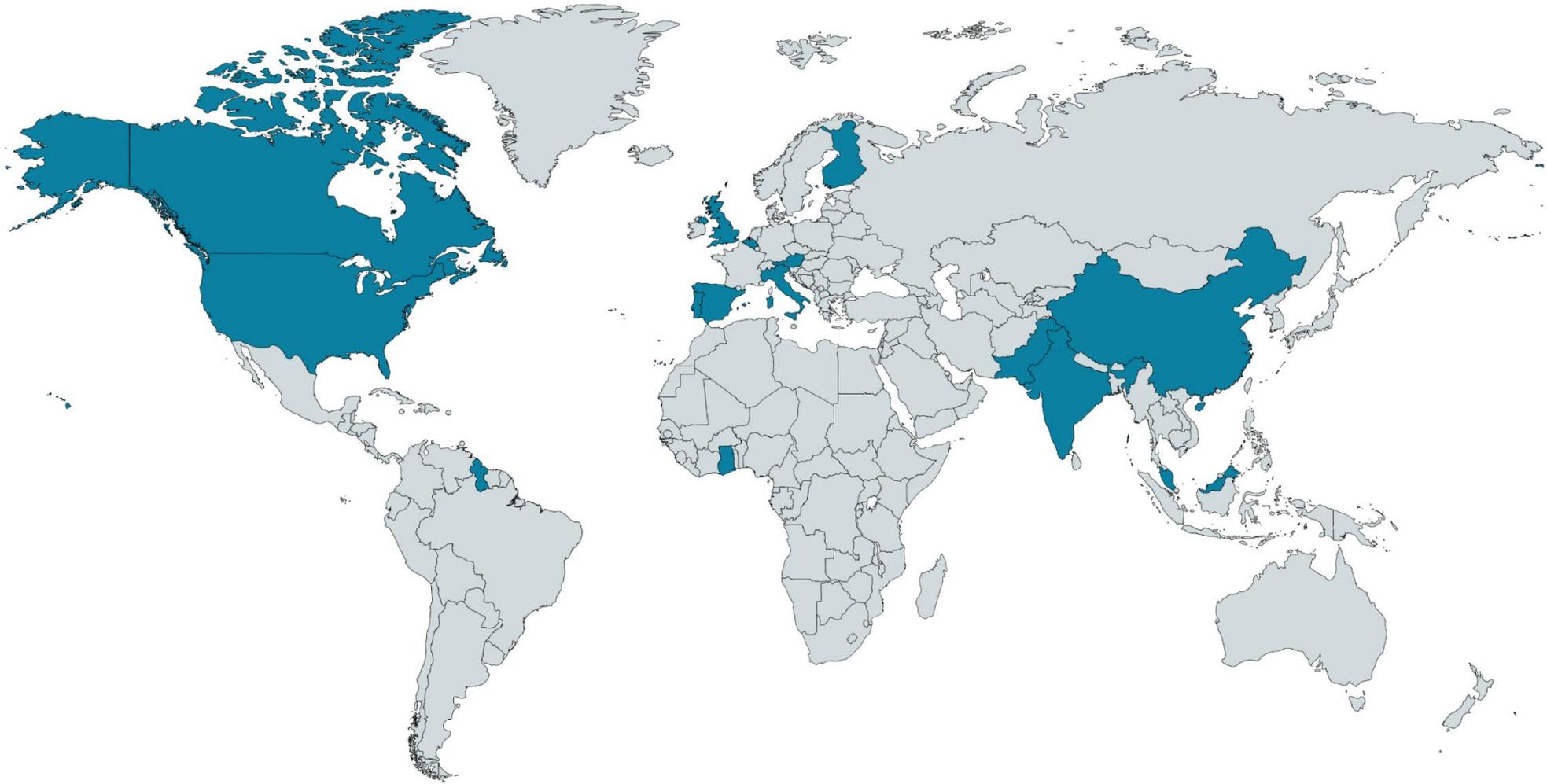
Our Social Storm 2020 24hr hackathon will involve over 15 universities and their students tackling two global societal challenges. Teams, representing multiple universities, will be required to create, research and build a minimal viable product of their idea, which tackles one of the two challenges. All within 24 hours!

By the end, each team must submit a business 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 2020.

Social Storm 2020 will be the 6th edition of Social Storm and we plan to make this a truly global event.



We have worked with participants from 15 countries between 2014-2018



We are aiming for 2020 to be even more international

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

For Social Storm 2020 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 two leading Commonwealth organisations as key partners - the Association of Commonwealth Universities and the Commonwealth Businesswomen's Network - following meetings of Commonwealth Ministerial Meetings of Women Affairs, Health and Trade in 2019. The aim is to increase the range and number of university students participating internationally during the period of the UK's term as Chair of the Commonwealth (2018–2020) and engagement with the [Commonwealth Innovation Hub](#) so providing deeper and broader involvement in the SDGs and solutions through collaboration, social enterprise, innovation and impact.



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Social Storm Aims

Social Storm aims to:

1

Inspire

We want to inspire students with great examples of social enterprises, businesses and projects happening around us. We hope students inspire themselves, with how much they can achieve in under 24 hours.

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.



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 3: Good Health and Wellbeing

Ensure healthy lives and promote well-being for all at all ages



SDG 5: Gender Equality

Achieve gender equality and empower all women and girls



What to expect as a mentor

What is a mentor required to do?



Fill in a mentor form

- This will be used for your online profile on the website
- This will also be used to determine your availability on the day
- Access the Mentor form [here](#).

Options:



Mentor Panels

- You will be part of an online panel of mentors with mixed backgrounds and provide answers to student teams
- **Requirements:** Expected 2 hours, online
- This take place on 7 February 22.00 – 00.00



Online Contact

- You will state your availability and will allow teams to contact you online or on the phone during the time(s) you have given
- **Requirements:** Expected min. 1hr, online



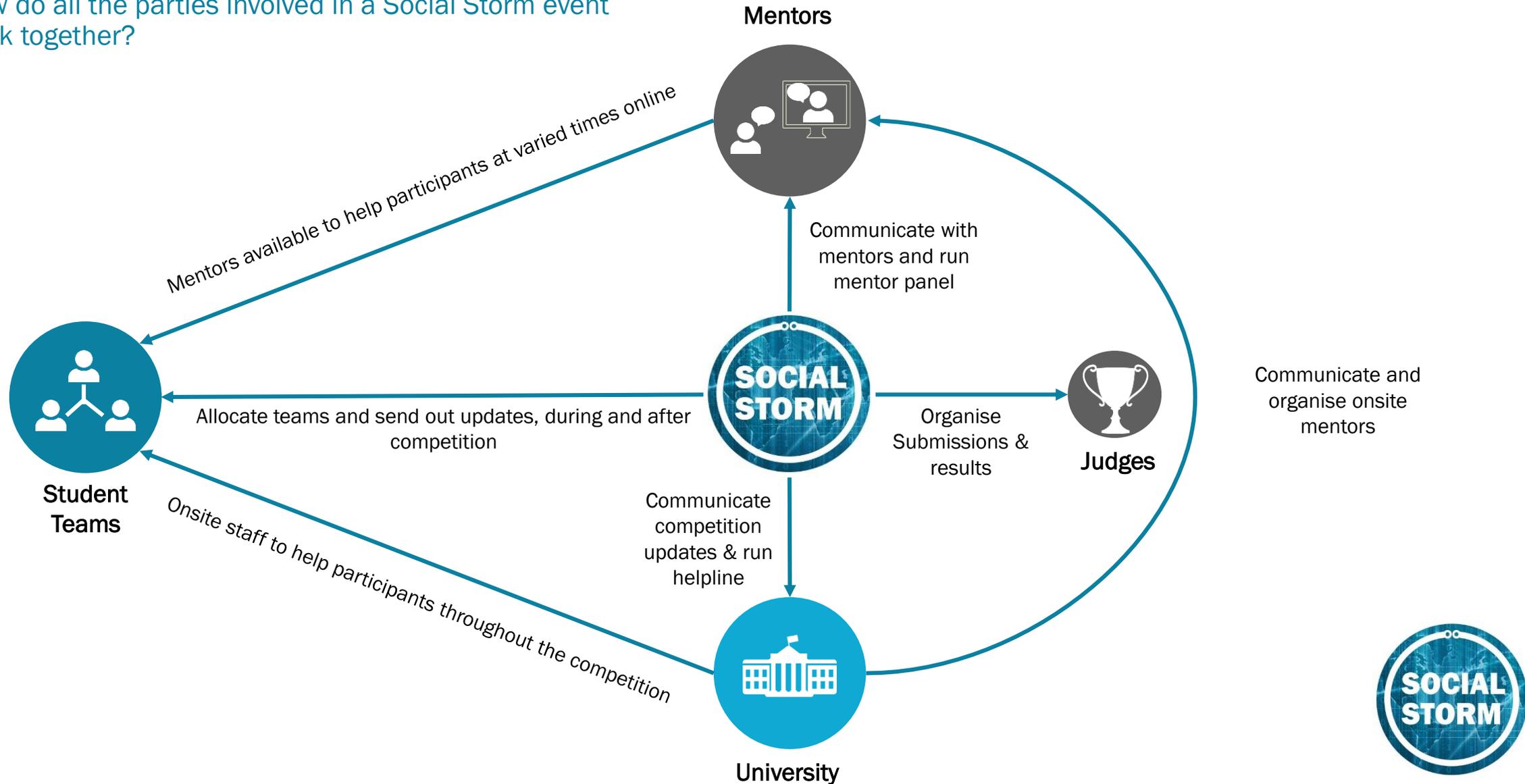
Onsite Mentor

- You will be available for a set amount of time at your local university for students to ask you questions face-to-face
- **Requirements:** Expected min. 1hr, must be confirmed with University



What to expect of the network of partners

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



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 3 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 your teamwork in the competition



What to expect from the student teams

Students will be required to submit the following elements:



Business Plan

- A standard 1-page business plan template will be provided to the students, which they can either fill in or adapt to suit their business



Video Pitch

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



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 business plan summary of their product/service solution
- 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 accessible to student teams

Students will have access to a variety of resources online during the 24hrs including:



Competition Aids:

- Judging Criteria
- Mentor Profiles
- Schedule outline
- Student Guide
- Competition FAQs
- Submission guide



Templates:

- Business Canvas
- Business Plan
- Brainstorming
- Finance
- Marketing



How to Guides:

- Business Model Canvas
- Creativity
- Market Research
- Validating Ideas



Tech How to Guides:

- YouNoodle judging platform
- YouTube Upload
- Google Hangout & Skype
- Dropbox/G Drive/OneDrive
- Trello
- Website design



Schedule: Overview

The schedule for this year's competition

| Time zone | GMT | |
|------------|----------|--|
| Start time | End time | Activity |
| 13:00 | 14:00 | Competition launch & sign up deadline |
| 14:00 | 16:00 | Team Allocation & introduction from Social Storm |
| 16:00 | 22:00 | Team time |
| 22:00 | 00:00 | Mentor time |
| 00:00 | 07:00 | Team time |
| 07:00 | 08:00 | Pitching practise |
| 08:00 | 11:00 | Team time |
| 11:00 | 12:00 | Submission |
| 12:00 | 13:00 | Wrap up and competition end |

Team Time within the schedule refers to free time for teams to work together.





www.worldchangers.org.uk/socialstorm



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