



Mentor Guide 2020



**WORLD
CHANGERS**
Rethinking Education | Redefining
Leadership



University of East Anglia

**BLOOMSBURY
INSTITUTE**
LONDON



csa
commonwealth
students
association



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](#).



Introduction: 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.

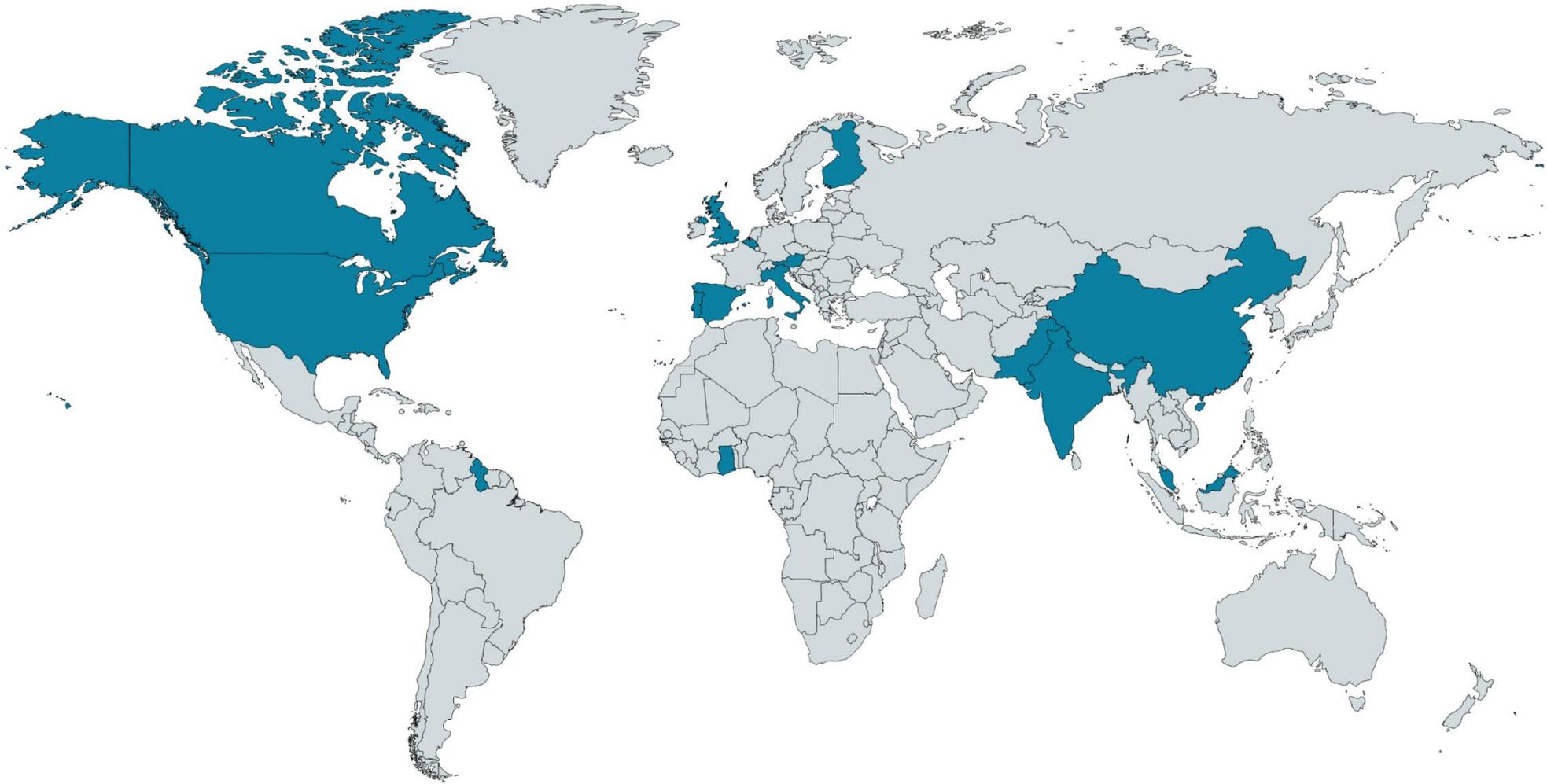
Our Social Storm 2020 48hr hackathon will involve several universities and their students tackling two global societal challenges. Teams, representing multiple universities, will be required to create, research and build a minimal viable product of their idea, which tackles one of the two challenges. All within 48 hours!

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 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 Commonwealth Students Association and 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 happening around us. We hope students inspire themselves, with how much they can achieve in under 48 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



Schedule: Overview

The schedule for this year's competition

	Time zone	GMT	
	Start time	End time	Activity
Friday 20th	16:00	17:00	Competition launch from Social Storm
	17:00	18:00	Research task
	18:00	19:00	Subject matter expert group discussions
	19:00	20:00	Team time
Saturday 21st	09:45	10:30	Ideation and business model session
	10:30	12:30	Team time
	12:30	13:00	Marketing and validating ideas session
	13:00	14:00	Team time
	14:00	16:00	Mentor session 1
	16:00	17:00	Team time
	17:00	17:30	Pitching advice session
	17:30	18:00	Team time
	18:00	19:00	Live mentor panel
19:00	20:00	Team time	
Sunday 22nd	10:45	11:00	Submission Q&A
	11:00	13:00	Mentor session 2
	13:00	15:30	Team time
	15:30	16:00	Wrap up and competition end



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.



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](#).

Options:



Subject Matter Expert group discussion

- Lead on a subject matter expert group discussion - engage with students on either the topic of Gender Equality (SDG5) or Good Health and Wellbeing (SDG3). Expertise or prior knowledge of the SDGs is required.
- **Requirements:** 1 hour between 18:00-19:00 GMT on Friday 20th November.



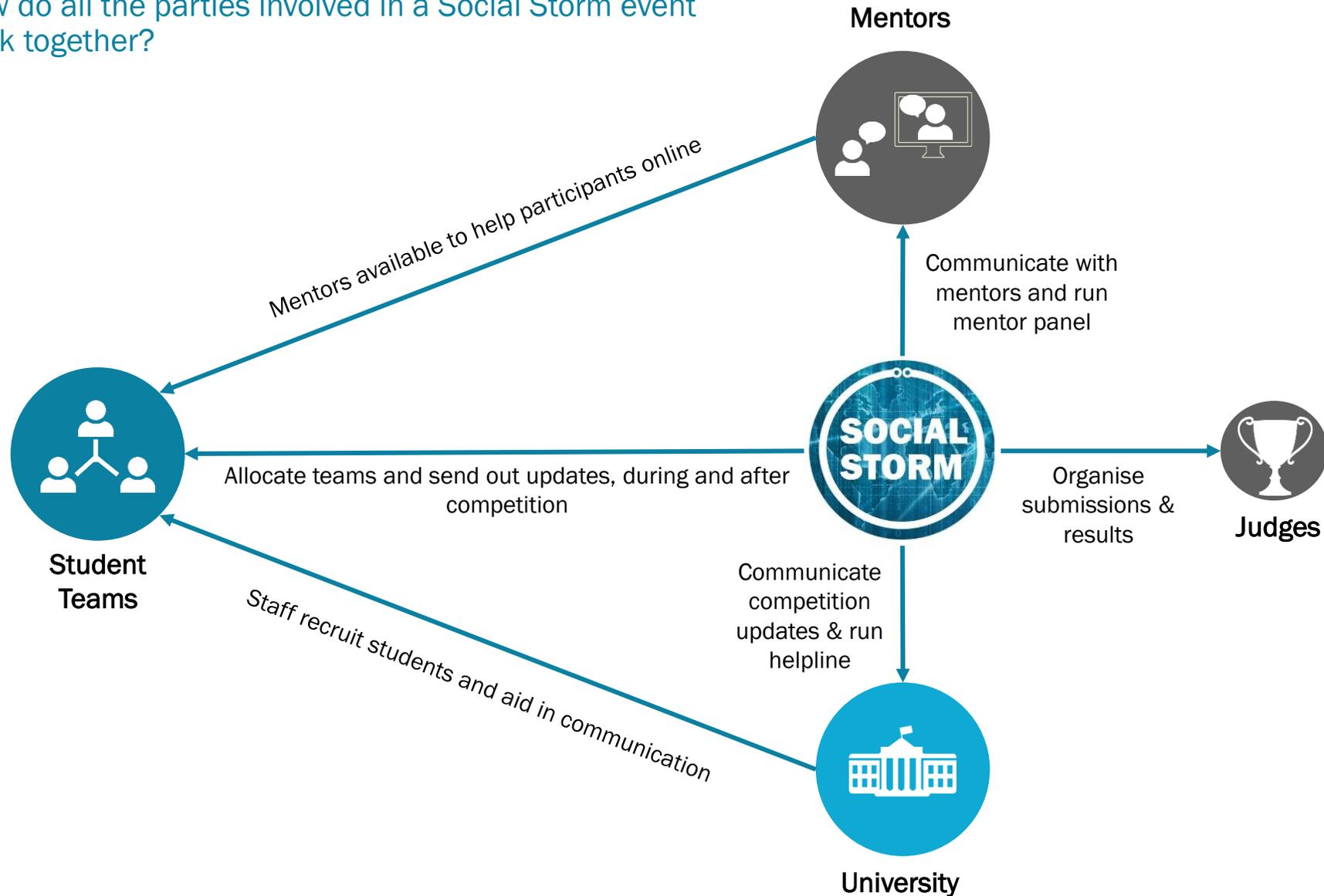
Online mentor

- Mentor individual teams who are designing their solutions. General business or topic area expertise is required.
- **Requirements:** 1 hour between 14:00-16:00 GMT on Saturday 21st and/or 1 hour between 11:00 - 13:00 on Sunday 22nd.



What to Expect: 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 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 teamwork in the competition



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



Group and individual reflection

- Students will be required to reflect on their individual and team performance during the event and identify what they have learnt



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 action plan on how they would bring their idea to life
- A 3 minute video pitch of their product/service solution
- A group and individual reflection on their performance during the event

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

Students will have access to a variety of resources online during the 48hrs including:



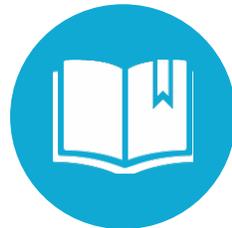
Competition Aids:

- Judging Criteria
- Student Guide
- Submission guide
- Schedule outline
- Competition FAQs
- SDG guides



Templates:

- Business Canvas
- Research and understanding the problem
- Action plan



How to Guides:

- Business Model Canvas
- Market Research
- Marketing
- Creativity
- Validating ideas



Tech How to Guides:

- YouTube Upload/video creation
- Dropbox/G Drive/OneDrive
- Website design
- Google Meet/Skype/Teams
- Trello





www.worldchangers.org.uk/socialstorm



Helen.Ots@worldchangers.org.uk



**WORLD
CHANGERS**
Rethinking Education | Redefining
Leadership

UEA
University of East Anglia

**BLOMSBURY
INSTITUTE**
LONDON



csa
commonwealth
students
association

