



Round 2

BUSINESS MODEL INNOVATION

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Education, sensitivity and opportunities.

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A1. Social mantra one-liner

Our social mantra is: **Virtual support and community: empowering families with children with Down Syndrome towards a bright future.**

A2. Product/service presentation

UpDownLife arises from the idea of a service that can create a social impact for parents with children who have Down syndrome. This was planned through the implementation and access to a web platform where parents or family members of people with Down syndrome can find relevant information about this condition. The platform has different sections that users can access easily and without complications. By interacting with the platform, they can become part of the virtual support community, created especially to provide support to parents with children who have Down syndrome. In this way, they have the emotional support to not feel alone in the process of educating and guiding their children.

Among the support and resources we want to provide is a medical directory, featuring healthcare professionals trained and specialized in this condition. This is in consideration of the fact that finding a doctor or psychologist for people with Down syndrome can be a challenging task.

To promote inclusion and foster the development of social skills, we propose an event calendar, which can include sports, artistic, or entertainment activities. In terms of professional skill development, UpDownLife already has strategic alliances with small businesses and companies in the Boca del Rio Veracruz area, which are willing to hire people with this condition. Therefore, the platform also becomes a linkage point between individuals and companies by providing job offers.

As the project progressed, the UpDownLife team decided to invest time and resources in product development, creating "KitKids," a kit with tools and materials that can be used together for playful activities that promote children's learning. The kit also includes an instruction manual, which provides detailed information on the importance of performing these activities, the correct instructions on how they should

be carried out, and the impact that will be achieved. All these activities are scheduled to better track the completion of each one.

KitKids is more than just a product; it is a set of materials and elements designed for cognitive development and stimulation of chromosome 21 in people with Down syndrome. This kit includes specific accessories, such as sensory sheets, felt figures, Velcro emoticons, and even a bag of non-toxic sand. Every component of the kit has a specific purpose, as it has been designed to address the intellectual, motor, and socio-emotional areas of individuals with Down syndrome through the three learning styles: auditory, visual, and kinesthetic. The goal is to foster comprehensive individual development, enabling individuals to acquire better skills, knowledge, and abilities, thus allowing them to integrate positively into everyday life and become active members of society.

This kit comes with its own instruction manual, detailing the steps for each activity, the learning objectives, the recommended monitoring and evaluation, and, most importantly, the usage specifications for each material and element included in the kit. Generally speaking, the kit is quite easy to use, but that does not mean the learning it promotes is not significant. It's a matter of reading the instructions, having the necessary patience, being available, and being willing to complete each activity successfully.

Finally, the usefulness of this kit is focused on the parents and families of children and young people with Down syndrome, as they will be responsible for carrying out the proposed activities. These activities can be repeated as many times as needed since the kit is reusable. Therefore, the benefit gained from the kit depends on each individual who puts it into practice. We are confident that this product can mean a lot to the families of people with Down syndrome.

Tab on the main webpage of UpDownLife.



Link: <https://updownlife.my.canva.site/>

Product prototype 'KitKids'



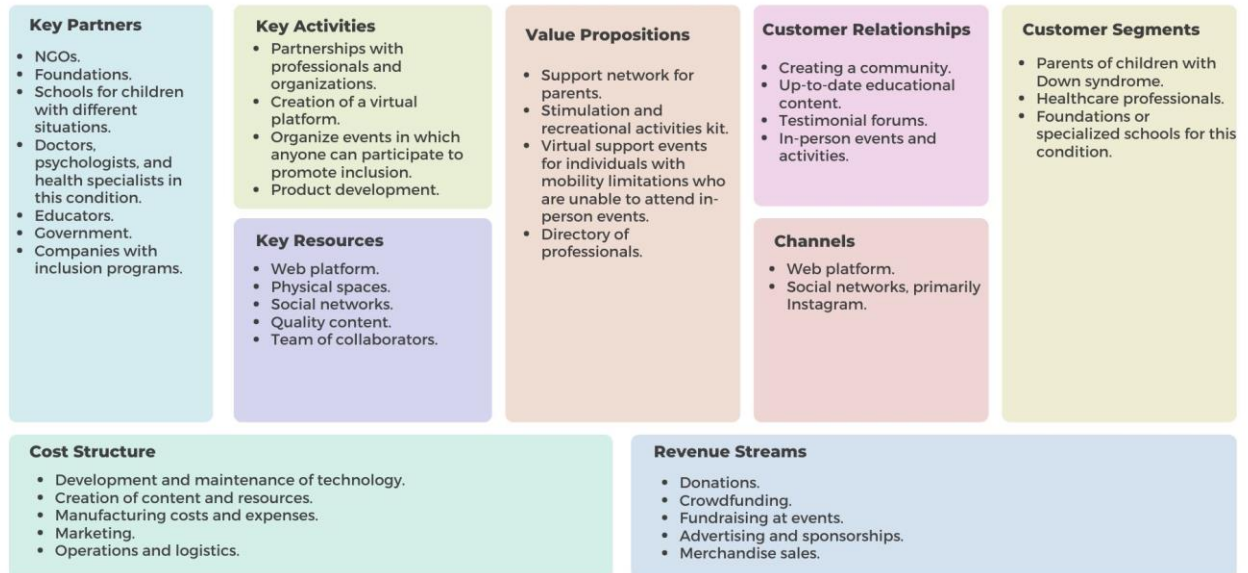
The kit includes:

- Pictogram cards.
- Blank cards.
- A4 notebook with blank pages.
- Non-toxic glue.
- Felt board.
- Illustrative images with Velcro.
- Emoticons with Velcro.
- Memory game with geometric shapes.
- Non-toxic clay.
- Templates with shapes.
- Wooden box.
- Animal puzzles.
- Sensory sheets.
- Tweezers.
- Shoelaces.
- Clips.
- Zippers.
- Bag with non-toxic sand.
- Trace cards.
- Number cards.
- Vowel cards.
- Geometric shape cards.
- Sensory cards.
- Activity guide.

B1. Business model overview

BUSSINESS MODEL CANVAS

UpDownLife.



"This is our business model canvas, and we will highlight the key elements that differentiate us and ensure our success."

Value Proposition:

Our value proposition focuses on the sale of a Kit and a platform that provide information, foster, and benefit the development of cognitive skills in children with Down syndrome.

Customer Segments:

We primarily target individuals seeking assistance in caring for and developing the skills of someone with Down syndrome. These include parents or close family members, healthcare professionals, and foundations.

Channels:

We utilize a combination of digital channels, such as our own platform and social media profiles, which enable us to effectively reach our customers.

Customer Relationships:

We maintain close relationships with our customers by creating a community that keeps them updated on the topic, offers opportunities to participate in support forums among parents, and invites them to participate in various types of events that promote social inclusion and professional development, aiming to foster loyalty and support for our customers and users.

Revenue Streams:

Our revenue comes from our crowdfunding campaigns, the sale of our Stimulation Kit, and advertising to NGOs.

Key Resources:

Our key resources include essential resources such as technology, human resources, intellectual property, etc. These allow us to promote and carry out the necessary operations for our main objective.

Key Activities:

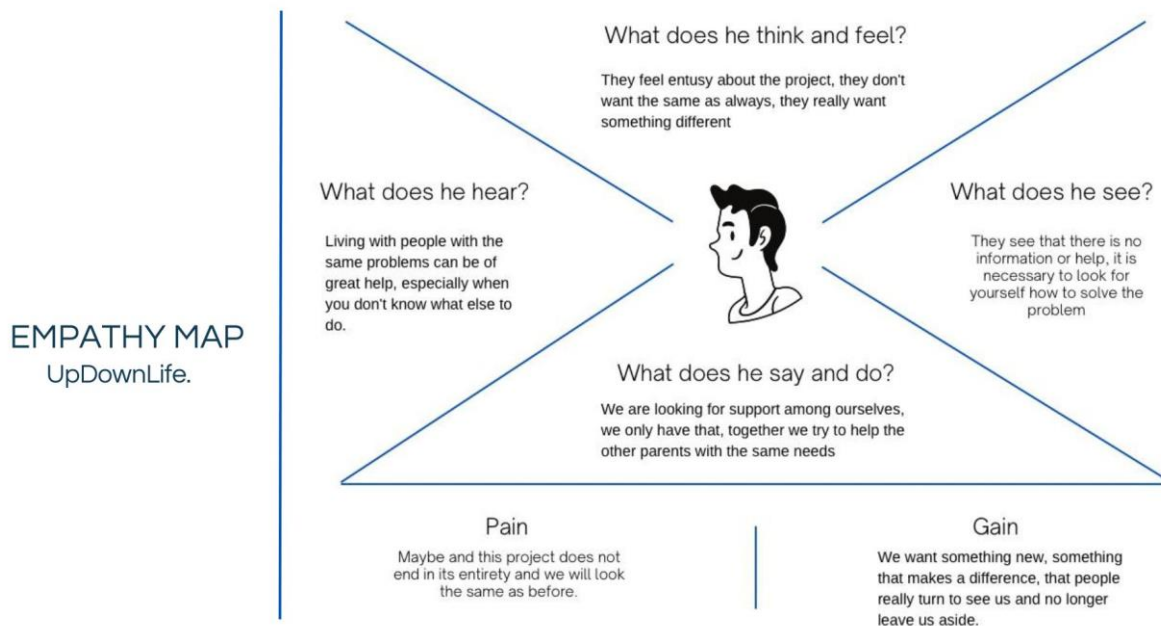
We undertake key activities such as product development, marketing, technical support, strategic alliances, and event creation.

Key Partners:

We have strategic partners such as NGOs, foundations, and schools, healthcare professionals, educators, companies, and various businesses. These partners help us provide access to facilities, advertising, promote job opportunities for individuals with the condition, and in product development.

Cost Structure:

Our main costs include product development, marketing, events, etc. We have optimized these costs through circular economy strategies.



This is our empathy map, and we will highlight the key elements that compose it.

What the customer thinks and feels:

After attempting to understand the customer's emotions and concerns, one can see a certain enthusiasm on their face for what the project proposes. Although the future worries them quite a bit, they feel that this could be (and hope it is) something different from everything they already know and have tried before.

What the customer sees:

Here, the aim is to understand how the customer's environment works, from the information they receive to what they know. They are led to the only path available, which is misinformation, as there is no information available and much less help for them. Therefore, it is necessary for them to seek solutions to their problems on their own.

What the customer says and does:

After listening to them speak, it is clear that they feel frustrated and even upset with the system, as they mention that support among parents of children with the same

condition is the only recourse they can take as a course of action. Among themselves, they find ways to help each other and meet their needs.

What the customer hears:

The influence of third parties is sometimes very decisive in their decisions, both positive and negative, and it is often the same circle of people that harms rather than helps the majority of parents. However, within all that is said in the close environment of these parents, it is very common to hear that reaching out to people with the same problems can be very helpful, especially when you don't know what else to do.

Pain:

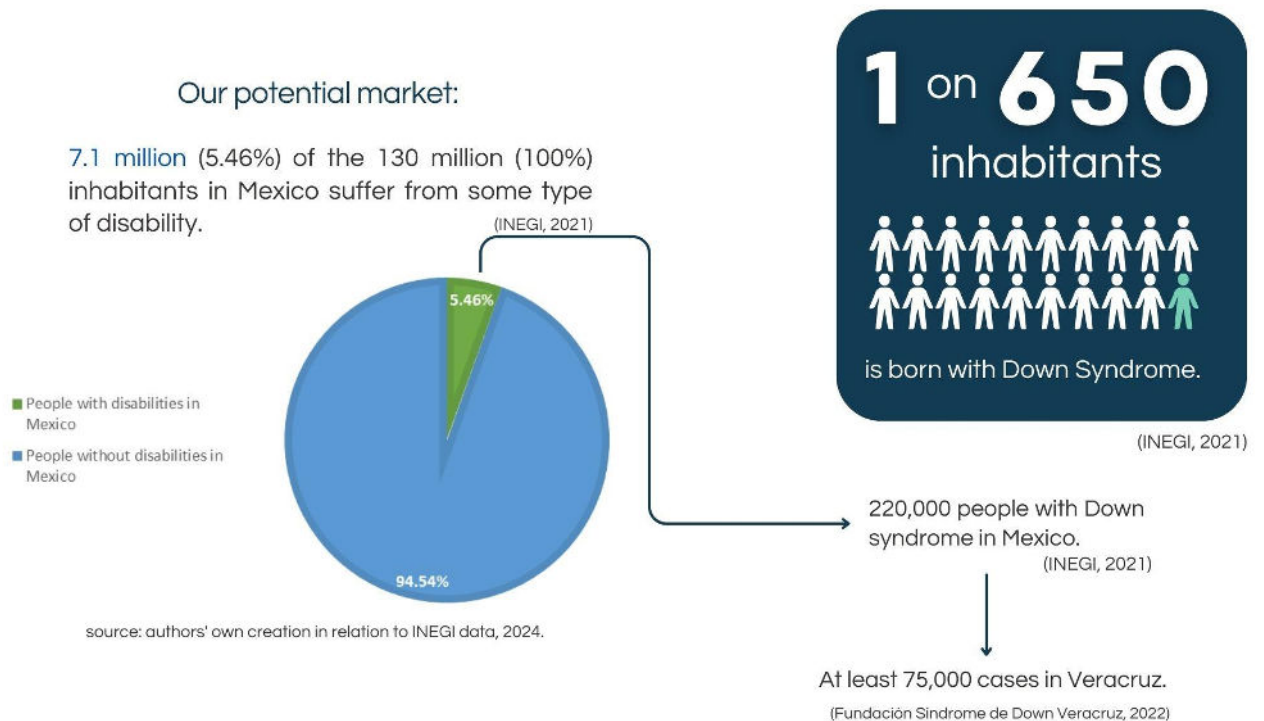
Fears are constant and never-ending, but our customers ask themselves the key question of all this: can this project remain just that, leaving us in the same place as before, or is it really a good idea to believe in it?

Benefits:

As customers, all they want is for what comes next to be for the better and not for the worse, because they need something that makes a difference, something that helps people, promotes change, and doesn't just stay in words.

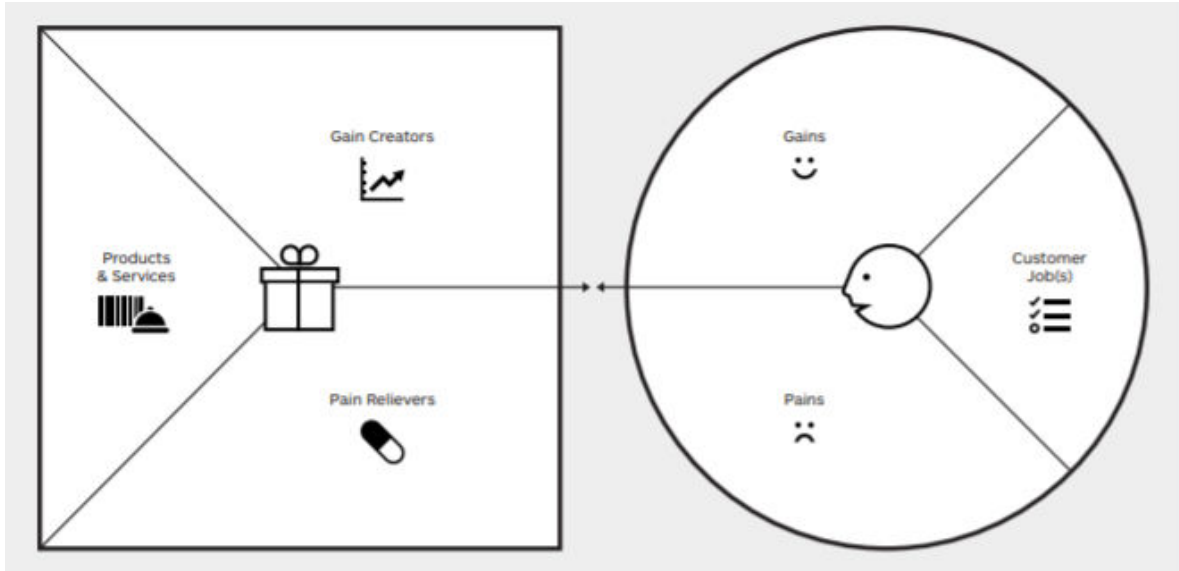
B2. Economic value for customers

To recognize our market, it was necessary to know the number of people with Down syndrome in Mexico, and according to INEGI (National Institute of Statistics and Geography), there are 220,000 people with Down syndrome in Mexico. However, this information is outdated. According to the Mexican Federation of Down Syndrome Associations, they register 500,000 families that have a family member with this condition. This could mean that it is a relatively unexplored market.



To deeply understand the needs, desires, and problems of our customers, it is crucial to create a value map and customer profile for our products and services. This allows us to design and offer solutions that truly resonate with them. This detailed analysis helps us identify and maximize the benefits our products and services can provide, thereby improving customer satisfaction and loyalty. Additionally, it provides us with a competitive advantage by allowing us to differentiate our offerings from those of the competition, focusing on the aspects our customers value most, which ultimately can drive the growth and profitability of our business.

Value Proposition Canvas: Digital Platform



VALUE MAP:

Products and services:

- Website with different sections providing support and assistance for relatives and parents with children with Down syndrome.
- Reliable information about Down syndrome.
- Directory of doctors and specialists in the locality (Veracruz, Boca del Rio).
- Inclusive events calendar (sports activities, entrepreneurial markets, races, musical and cultural events, and recreational events).
- Job opportunities for individuals with Down syndrome (connections with inclusive companies).
- Discussion forum for parents and relatives.

Pain relievers / frustration eliminators:

- Access to updated, reliable, and easily understandable information about Down syndrome, alleviating the frustration of lack of knowledge and misinformation.

- Direct connection with doctors, specialists, and professionals trained in Down syndrome, alleviating the frustration of not knowing where to turn for proper care and support.
- Inclusion and participation in community events, alleviating the frustration of individuals with Down syndrome and their families from feeling excluded or isolated.
- Opportunity for individuals with Down syndrome to market their products or promote their ventures in entrepreneurial markets and earn extra income.
- Inclusive and adapted job opportunities for people with Down syndrome, alleviating the frustration of lack of employment options and barriers to independence.
- Emotional support, counseling, and a safe space to express concerns and doubts through the discussion forum with other parents and relatives who are going through the same experience, alleviating the frustration of stress, isolation, and lack of understanding.

Profit creators or joy bringers:

- Empowerment and increased knowledge and understanding of Down syndrome.
- Access to a support network and community that shares similar experiences, creating joy in feeling understood, accompanied, and part of a like-minded group.
- Celebration of diversity and inclusion in society, promoting acceptance and appreciation of differences.
- Employment opportunities for individuals with Down syndrome, which fosters their independence, improves family economics, and promotes peace of mind for the caregivers of individuals with this condition.
- Sharing experiences, stories, and advice through the discussion forum, creating joy in being able to help others and contribute to the community.

- Building emotional bonds and meaningful connections with other families facing similar challenges, creating joy in finding emotional support and understanding.
- Access to resources and tools in one place, which facilitates the daily lives of individuals with Down syndrome and their families, creating joy by simplifying tasks and promoting a better quality of life.

CUSTOMER PROFILE:

Customer jobs:

Functional jobs:

- Research and understand Down syndrome, its characteristics, needs, and challenges.
- Find and access reliable information and educational resources about Down syndrome.
- Locate and contact medical professionals, therapists, and specialists trained in Down syndrome in the area (Veracruz, Boca del Rio).
- Seek and explore inclusive and adapted job opportunities for individuals with Down syndrome.
- Stay updated on events, activities, and news related to the Down syndrome community.

Social jobs

- Promote the inclusion and participation of their children with Down syndrome in the community and social events without feeling marginalized by society.
- Connect and establish relationships with other families facing similar challenges.
- Participate in discussion forums and support groups to exchange ideas and receive feedback.
- Promote awareness and acceptance of Down syndrome in their social and community environment.

Emotional jobs

- Deal with feelings of stress, anxiety, and worry about the future of their children with Down syndrome.
- Deal with the frustration of not getting information to understand the condition and needs of their children.
- Overcome feelings of isolation and social exclusion they may face.
- Manage the frustrations and emotional challenges that arise when raising a child with special needs.
- Maintain a positive attitude and celebrate the achievements and progress of their children with Down syndrome.
- Seek emotional support and counseling to address emotional challenges in a healthy way.

Customer pains / frustrations:

- Lack of reliable, accessible, and easy-to-understand information about Down syndrome.
- Difficulty finding and accessing medical professionals and specialists trained in Down syndrome.
- Barriers and limitations to finding inclusive and adapted job opportunities for individuals with Down syndrome.
- Lack of resources and tools to facilitate the daily lives of individuals with Down syndrome and their families.
- Feelings of isolation and social exclusion due to lack of understanding and acceptance of Down syndrome.
- Barriers and obstacles to participation and inclusion in the community.
- Feelings of frustration and overwhelm when dealing with the emotional and practical challenges of raising a child with special needs.
- Insecurity and doubts about how to provide the best quality of life for their children with Down syndrome.
- Fear of rejection, stigma, and discrimination towards their children with Down syndrome.

Customer gains / joy:

Basic:

- Basic knowledge and understanding of Down syndrome, its characteristics, and needs.
- Access to specialized medical and therapeutic services for the care and development of their children.
- Practical resources and tools to facilitate daily life and care for individuals with Down syndrome.

Expected:

- Reliable, up-to-date, and easily accessible information about Down syndrome.
- Connection with a network of trained professionals and experts in Down syndrome.
- Participation in inclusive community events and activities for individuals with Down syndrome.
- Adapted job opportunities that foster independence for their children.

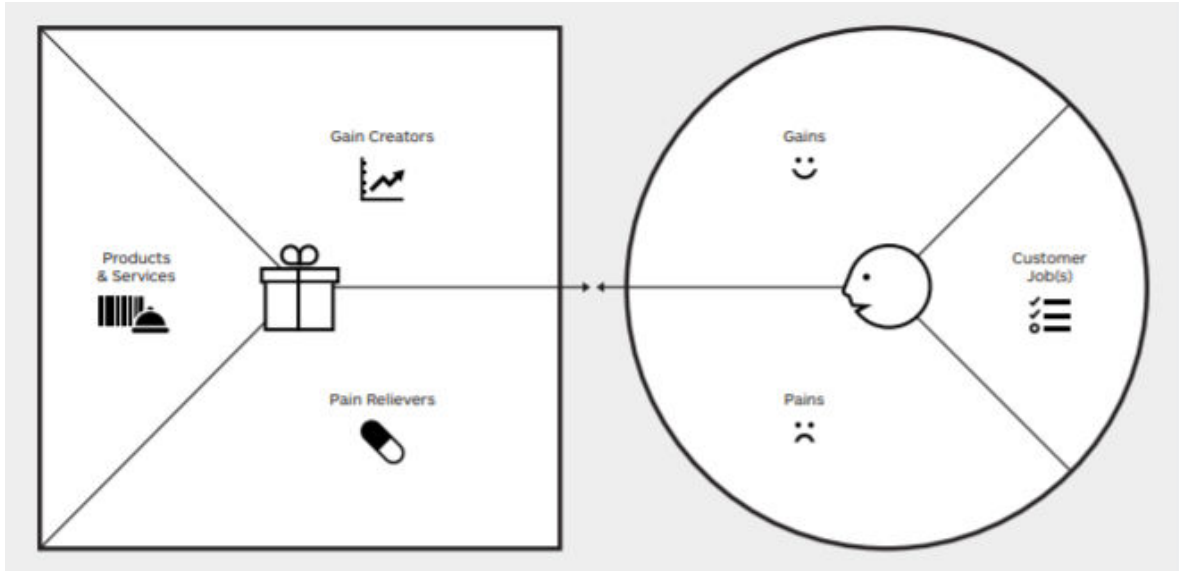
Desired:

- Sense of belonging and emotional support from a community that understands their challenges.
- Celebration of diversity and inclusion of individuals with Down syndrome.
- Empowerment and ongoing education on how to provide the best quality of life for their children.
- Acceptance and appreciation of the skills and talents of individuals with Down syndrome.

Unexpected:

- Discovery of new strengths and abilities in their children with Down syndrome.
- Connections and lasting friendships with other families who share similar experiences.
- Personal growth and development of greater empathy and understanding towards diversity.
- Inspiration and motivation to promote awareness and inclusion in society.

Value Proposition Canvas: Playful Activities Kit



VALUE MAP:

Products and services:

- Playful activities kit with materials.
- User guide with weekly and daily activities.
- Additional online resources (tutorials and recommendations).

Pain relievers / frustration eliminators:

- Activities adapted to the specific needs of children with Down syndrome, alleviating the frustration of not finding suitable materials and activities for their children's development.
- Safe materials specifically proposed to stimulate the senses and skills of children with Down syndrome, alleviating concerns about their safety and the risk of using inappropriate materials or materials that do not develop their skills correctly.
- Clear and easy-to-follow instructions for parents, with a glossary for more complex words, alleviating the frustration of not knowing how to approach the activities and make the most of them.

- Additional online resources, such as recommendation videos and tutorials, alleviating the frustration of not having enough guidance or examples to carry out the activities correctly.

Profit creators or joy bringers:

- Fostering emotional bonding between parents and children.
- Celebrating the achievements and progress of the child, creating joy in witnessing the progress and development of skills in their children, which is a source of pride and satisfaction.
- Fun and entertainment during activities, creating joy by transforming the learning process into a playful and enjoyable experience for both children and parents.
- Sense of accomplishment and empowerment for parents, creating joy in feeling capable of actively contributing to their children's development and seeing the positive results of their efforts.
- Stimulating creativity and imagination, creating joy in exploring new ways of play and learning through activities.
- Sense of belonging to a supportive community, creating joy in knowing that other parents share similar experiences and that there are resources available to help them.

CUSTOMER PROFILE:

Customer jobs:

Functional Jobs:

- Stimulate the cognitive, sensory, and motor development of their children through practical activities.
- Understand the instructions and guides provided to effectively carry out the activities.
- Prepare the materials and suitable environment to conduct the activities.
- Adapt or modify activities according to the specific needs of their children.

- Evaluate and monitor the progress and advancements of their children in different skills.

Social Jobs:

- Dedicate quality time and interaction with their children during activities.
- Foster participation and joint enjoyment of activities as a family experience.
- Share ideas, tips, and experiences with other parents of children with Down syndrome.
- Participate in forums or support groups related to the activity kit.
- Promote the inclusion and participation of their children in social and community activities.

Emotional jobs:

- Maintain a positive and patient attitude during activities.
- Celebrate and reinforce the achievements and advancements of their children, no matter how small.
- Manage the frustrations and emotional challenges that may arise during the process.
- Provide emotional support and motivation to keep their children engaged.
- Find balance and take care of their own emotional well-being as parents.

Customer pains / frustrations:

- Difficulty finding suitable and adapted activities for the specific needs of their children.
- Lack of knowledge on how to effectively stimulate cognitive, sensory, and motor development.
- Confusion or lack of clarity in the instructions or guides for activities.
- Time or resource limitations to dedicate to activities.
- Frustration due to lack of visible progress or advancements in their children's development.

- Feelings of overwhelm and stress due to the demands and challenges of caring for a child with special needs.
- Insecurity and doubts about whether they are doing the right thing for their children's development.
- Fear of failure or not being able to provide the appropriate opportunities for their children.
- Emotional exhaustion and lack of motivation to continue with the activities.

Customer gains / joys:

Essential:

- Development of cognitive, sensory, and motor skills in their children with Down syndrome.
- Materials and activities adapted to the specific needs of their children.
- Clear and easy-to-follow guides and instructions for carrying out the activities.

Expected:

- Strengthening of emotional bond and connection with their children.
- Fun and entertainment during playful activities.

Desired:

- Sense of achievement and satisfaction in seeing their children's progress.
- Empowerment and confidence in their abilities as parents.
- Promotion of inclusion and participation of their children in social activities.

Unexpected:

- Discovery of new talents and interests in their children.
- Identification of areas for improvement in their children.

- Strengthening of family bonds and shared special moments.
- Development of patience, creativity, and problem-solving skills in parents.
- Inspiration and motivation to continue seeking development opportunities for their children.

Once the value map and customer profile are completed, we expect to use this information to adjust and optimize our products and services, ensuring they effectively meet the needs and expectations of our customers. This involves improving product development, marketing and communication strategies, and customer experience, as well as enabling more precise market segmentation and informed decision-making. Together, these actions aim to maximize the value offered, increase customer satisfaction and loyalty, and ultimately drive business growth and profitability.

B3. Target social impacts

Our project focuses on offering services and products that not only meet market needs but also generate significant social impacts aligned with the United Nations Sustainable Development Goals (SDGs). Through our innovations and responsible practices, we aim to contribute to social well-being. Thus, every action and solution we provide is designed to create shared value, improving both the quality of life of the communities we serve and the global environment in which we operate. With this project, we aim to address specific issues by designing solutions that directly tackle these challenges, ensuring we provide a positive and tangible impact.

Sustainable Development Goal (SDGs):	Problem:	Strategy:	Impact:
 <p>3 GOOD HEALTH AND WELL-BEING</p>	Difficulties in finding a specialist for this condition.	Create a directory of doctors and specialists in the field.	Provide access and ease for parents to find a healthcare professional who can treat their children's specific condition.
 <p>4 QUALITY EDUCATION</p>	There are significant difficulties for this social group in finding accessible educational opportunities.	<ul style="list-style-type: none"> • Creation of cognitive, sensory, and motor stimulation kit. • Development of a platform. • Courses. 	With our strategy, we aim to provide a solution to this problem by offering the necessary tools for parents to support their children's education from home. Additionally, we provide the opportunity to attend parent courses to learn how to promote the development of their children's cognitive intelligence and skills.
 <p>10 REDUCED INEQUALITIES</p>	Lack of both educational and employment opportunities.	Strategic partnerships with potential allies such as government, businesses, and enterprises.	Provide the opportunity for training and development in the workplace. With our strategy, we aim to establish agreements and deals so that young adults with this condition can professionally engage in employment.

Sustainable Development Goal (SDGs):	Problem:	Strategy:	Impact:
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	Very excluded community.	<ul style="list-style-type: none"> • Creation of a community. • Creation and promotion of sports, artistic, and entertainment events. 	With this strategy, we aim to encourage them to develop social skills by meeting new people, including individuals with this condition and people of all kinds, to promote equality of opportunity to showcase our abilities.
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	Lack of resources, commitment, and programs.	Recruit staff through partnerships with educators, mothers, foundations, and doctors.	The goal is to create a social impact project that contributes to and benefits individuals with Down syndrome and their families, empowering them to achieve a bright future.

B4. Feasibility

For the creation of the team, three individuals were carefully sought who complemented each other, recognizing the importance of having diverse skills and perspectives to comprehensively address all aspects of the project.



Personality:

A leader with an open-minded personality and adventurous spirit inspires their team to explore new ideas and embrace challenges with enthusiasm. This leader stands out for their resilience and steadfast mindset of never giving up, always motivating others to persevere through difficulties. Additionally, they consistently support their teammates, fostering a collaborative and trusting environment where everyone feels valued and supported. Their ability to listen to diverse perspectives and willingness to adapt to change make this leader a role model and a constant source of inspiration.

Skills:

- Effective communication.
- Adaptability.
- Critical thinking.
- Problem-solving.

- Empathy.
- Motivation.
- Time management.
- Teamwork.
- Strategic vision.

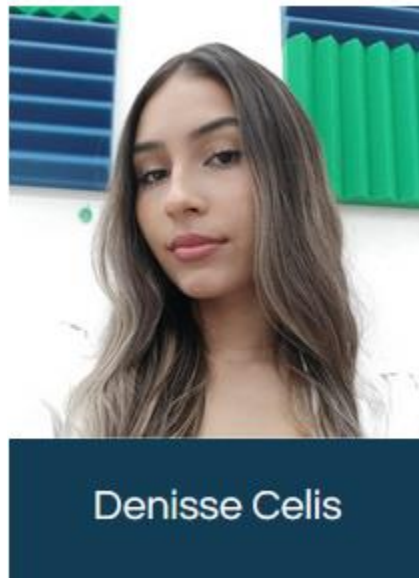
Studies and achievements:

- Bachelor's degree in Business Management and Administration (Currently pursuing).
- Participation in the first Social Inclusion Symposium at the University of Veracruz (2024).
- Certified in Responsible Consumption by the Carlos Slim Foundation (2024).
- Participation in international Business Simulators in the marketing category (2023, 2024).
- Ranked 7th internationally in the RetoCompanyGame 2024 competition.
- Participation in the virtual exchange between Coil - Vic from the University of Veracruz and the Autonomous University of Manizales (2023).
- Webinar on Leadership and High-Performance Team Building (2023).
- Certified in Financial Education by CONDUSEF (2022).
- Specialization in Market Traffic and Customs Processing (2021).
- Certification in Customs Technology Usage course (Etta, 2021).

Contributions to the project:

In project management, Alessandro occupies the role of the leader, deploying a series of crucial operations for the team's success and the achievement of objectives. He begins with meticulous planning, where he defines milestones, allocates resources, and charts the path to goal attainment. He organizes and distributes responsibilities among team members, ensuring that each understands their role. Acting as a cog, he facilitates communication and seamless collaboration among various departments and individuals involved. He constantly monitors that the project stays on course, resolving issues, and maintaining work quality. He inspires the team even in the most challenging moments. He periodically evaluates,

allowing for fine adjustments, optimizing project and team performance, ensuring everyone is aligned and committed, guiding the team with determination and vision toward success.



Personality:

The marketing lead is distinguished by an energetic and vibrant personality, where open-mindedness, vision, and creativity are their main distinguishing traits. They constantly seek new perspectives and innovative approaches to address market challenges, challenging conventions, and exploring new ideas without fear of risk. Their strategic vision allows them to anticipate trends and quickly adapt their strategies to stay ahead in an ever-evolving environment. Creativity is their driving force, always finding original and engaging ways to communicate messages and connect with the target audience, generating a memorable and lasting impact on the audience. Their passion for marketing drives their unwavering commitment to excellence and innovation, making them a driving force behind the success of any marketing initiative.

Skills:

- Creativity.
- Strategic vision.

- Analytical thinking.
- Effective communication.
- Adaptability.
- Time management.
- Teamwork.
- Innovation.
- Resilience.

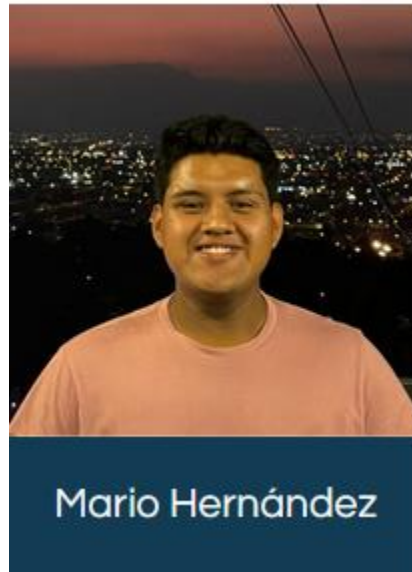
Studies and achievements:

- Bachelor's degree in Business Management and Leadership (ongoing).
- Participation in the first symposium on social inclusion at Veracruzana University (2024).
- Participation in the International Business Simulator, RetoCompanyGame 2024, in the Marketing category.
- Ranked 7th in the RetoCompanyGame 2024 classification ranking.
- Certificate in Responsible Consumption from the Carlos Slim Foundation (2024).
- Bachelor's degree in Customs Logistics (2021).

Contributions to the project:

In project management within the marketing department, Denisse performs a series of multifaceted operations to ensure the success of strategies and brand promotion. She begins her work with strategic planning, where she defines clear objectives and develops innovative strategies to reach the target audience. Content creation is one of her key tasks, as she is responsible for producing attractive and high-quality visual material that captures the audience's attention and effectively conveys the brand's message. Additionally, she manages the company's social media, creating and publishing relevant content, interacting with followers, and analyzing metrics to improve engagement and online presence. Her versatility is showcased when she acts as a presenter in interviews or events, where she communicates the brand's vision and values persuasively and convincingly. She constantly monitors and

analyzes the performance of marketing initiatives, adjusting strategies as necessary to ensure optimal results.



Personality:

He is responsible for public relations, standing out for having a warm and friendly personality that creates genuine connections with all stakeholders. His ability to actively listen and understand the needs and concerns of others facilitates the building of strong and lasting relationships. Additionally, his empathy and compassion allow him to address delicate situations with tact and diplomacy, effectively managing the organization's image and reputation. His outgoing and communicative nature makes it easy for him to establish and maintain networks of contacts, while his professionalism and ethics ensure trust and respect in all his interactions.

Skills:

- Communication skills.
- Empathy.
- Friendliness.
- Relationship management.
- Problem-solving.
- Creativity.

- Adaptability.
- Organization.
- Media literacy.

Studies and achievements:

- Bachelor's degree in Business Management and Administration (in progress).
- Port Operations Technician (2021).
- Participation in the International Business Simulator, RetoCompanyGame 2024, in the Marketing category.
- Ranked 7th in the RetoCompanyGame 2024 classification ranking.
- Certificate in Responsible Consumption by the Carlos Slim Foundation (2024).
- Participation in the first symposium on social inclusion at the University of Veracruz (2024).
- Participation in the "Speech Skills: Communication Techniques" workshop offered by the Mexican University (2023).
- Participation in the Coil - Vic virtual exchange between the University of Veracruz and the Autonomous University of Manizales (2023).
- Participation and master of ceremonies at the first meeting of Business Managers and Directors by the University of Veracruz in the Veracruz region (2023).
- Certification in English language by the University of Cambridge (in progress).

Contributions to the project:

Mario brings a wide range of essential contributions to the project as the public relations lead. From proactively managing the organization's image and reputation to cultivating strong relationships with a variety of key stakeholders, his work is vital. His ability to communicate effectively and strategically serves as a vital bridge between the company and its audience, facilitating the transmission of key messages and managing communication in critical moments. Through his constant vigilance and expert guidance, Mario can identify unique collaboration and promotion opportunities that can propel the project to success.

Team unity

The complementarity among Alessandro, the management leader, Denisse, the marketing manager, and Mario, the public relations specialist, is fundamental to the success of a project. Alessandro, with his strategic focus and leadership skills, provides overall direction and ensures that the project aligns with organizational objectives. Denisse, with her creativity and marketing knowledge, is responsible for effectively promoting the project, generating interest and participation among the target audience. Mario, on the other hand, with his ability to cultivate strong relationships and manage reputation, ensures clear and positive communication with all stakeholders. Together, this diverse trio comprehensively addresses the project's needs: Alessandro provides vision and direction, Denisse creates strategies to promote the project, and Mario ensures maintaining a positive image and strong relationships with the community. This synergy among their roles strengthens the team and maximizes the project's chances of success.

Key partners

Pedagogues: In order to carry out a social impact project successfully, it is crucial to have key allies and partners such as pedagogues, who play a fundamental role in the development and implementation of activities designed to benefit children with Down syndrome. These professionals are responsible for designing and developing a kit with utensils and tools specifically geared towards playful activities that foster the development of competencies in these children. Thanks to their experience and specialized knowledge, pedagogues can create activities that are not only entertaining but also highly beneficial for the cognitive, emotional, and social development of the children.

The kit developed by pedagogues includes carefully selected materials and structured activities that promote essential skills such as fine motor skills, communication, social interaction, and problem-solving. Their expertise ensures that each activity is tailored to the individual needs and abilities of the children, thereby maximizing the benefits of each playful session.

Furthermore, by integrating pedagogues into the project team, it ensures that all educational initiatives are backed by research and best practices in the field of special education. This not only increases the effectiveness of the project but also enhances its credibility and appeal to potential sponsors and collaborators.

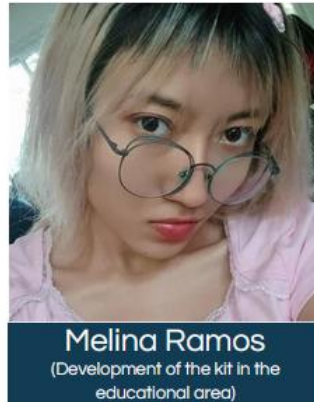
Pedagogues will not only be key partners in our project but will also be directly involved in our activities and operations as team members. Their active involvement will ensure that educational and playful initiatives are developed and implemented effectively, using their expertise and specialized knowledge to maximize the benefits for children with Down syndrome. Their presence on the team ensures a practical and consistent application of pedagogical strategies, elevating the quality and impact of our project.

Therefore, attached is a description of their skills to complement the UpDownLife team.



She is a pedagogue with a warm and empathetic personality, characterized by deep sensitivity and patience. Her ability to connect with children and understand their individual needs is fundamental, allowing her to create a safe and welcoming learning environment. Additionally, her passion for organization ensures that each activity is carefully planned and executed, maximizing educational and playful benefits. Her strong commitment to inclusion is reflected in her pedagogical approach, ensuring that every child, regardless of their abilities, feels valued and

supported. Her personality combines genuine dedication to the well-being of children with rigorous attention to detail and a firm belief in the importance of educational inclusion.



She is a pedagogue with outstanding professional skills, characterized by an empathetic and responsible personality that includes an exceptional ability to present and communicate in public, which is crucial for effectively and persuasively presenting projects. Her expertise in educational administration is evident in her ability to design and plan programs and activities with meticulousness and efficiency, ensuring that each initiative is well-structured and organized. Additionally, her deep commitment to inclusion is an integral part of her personality, based not only on her professional training but also on her own personal experience, providing her with an intimate understanding of the psychosocial functioning of individuals. This combination of communication, management skills, and an inclusive perspective allows the pedagogue to address educational challenges with empathy and effectiveness, significantly contributing to the success of any educational project.

Strategic alliances

Government and Foundations: To carry out a social impact project, it is crucial to have key allies and partners such as the government and foundations, as their support can significantly amplify the reach and effectiveness of the project. These allies bring not only financial resources but also credibility, expertise, and a network of contacts that can be critical to the success of the initiative. Sponsorships play a vital role, providing the necessary funds for implementing the project activities. By

collaborating with foundations and governmental entities, grants and donations can be secured to finance the different stages of the project. Additionally, establishing strategic partnerships with companies willing to sponsor the project in exchange for advertising is an effective way to secure additional funding.

Companies and Businesses: To carry out a social impact project, it is crucial to have key allies and partners such as companies and businesses, as their support can significantly amplify the reach and effectiveness of the project. These allies not only provide financial resources but also concrete opportunities to fulfill the project's social objectives. One of the central goals is to open job offers to hire people with Down syndrome, promoting inclusion and diversity in the workplace.

Companies can play a fundamental role in this aspect by providing jobs that not only integrate these individuals into the workforce but also leverage their unique skills and talents. By collaborating with these companies, the project can secure sponsorships to finance essential activities and, in turn, provide companies with an opportunity to improve their public image and demonstrate their commitment to social responsibility.

B5. Profitability

We present our revenue model based on operations generated from user access to different sections of our website and partnerships aimed at supporting the project's growth. This is our revenue model independent of the website. It is based on the commitment of the members to develop activities and the acceptance by potential customers.

Therapeutic directory.

We will collaborate with health specialists and will be charged for advertising them on the platform and social networks.

Strategic allies.

Work and collaborate with other NGOs, which can lend us resources for the growth of the problem, while facilitating issues of advertising and growth.

Events.

- Sports.
- Artistic.
- Social sciences.

These are in order to invite them and give them the opportunity to show their own skills, and make it a space to sell food and drinks for fundraising.

Courses for parents.

Valentina Ponte, one of our strategic allies, is willing to collaborate with us to offer courses for parents on activities for children with Down syndrome that develop their skills, as well as on creating educational materials to enable them to conduct these activities at home. These courses will have a cost that will generate income for both UpDownLife and Valentina.

For-profit donations.

Accept and collect donations from brands, companies, institutions, etc. That in exchange for economic support or support material, we use your brand logos, to promote them.

Non-profit donations.

Accept and raise funds from donations from people looking to support the project, you can be from students or civilians in general.

Crowdfunding.

As it is a project that seeks to create a community, this method is a good option, mainly, it seeks to raise funds internally from the created community that will be growing.

This is our revenue model independent of the website. It is based on the commitment of the members to develop activities and the acceptance by potential customers.

Firstly, there is a commitment to the environment, and fundraising efforts involve practicing and promoting the collection of bottle caps for sale, as well as the collection of plastic bottles for sale and recycling. The primary source of income is the sale of our "KitKids," which aims to use the profits from sales to finance events, improvements to the website, and the development of new products that can be incorporated into the project and have a positive impact on our customers.

Sale of kits (KitKids).



Sale of bottle caps and recycling.



This is the cost structure for manufacturing the "KitKids" and maintaining our website, to be considered in the budget flows necessary for operation and inventory based on demand.

Cost Structure of the Kit				
Concept	Amount	Unit	Unit cost	Total cost
Materials			MXN	MXN
Cards	15	Pza	\$0.85	\$12.75
Felt fabric	2.5	Metro	\$10.00	\$25.00
Velcro	1	Metro	\$6.36	\$6.36
Opaline paper sheets	10	Pza	\$0.68	\$0.68
Cardboard puzzle cards	18	Pza	\$0.84	\$15.12
Plastic cards	37	Pza	\$0.85	\$31.45
Another resources	Amount	Unit	Unit cost	Total cost
A4 notebook with white sheets	1	Pza	\$29.83	\$29.83
Non-toxic glue	1	Pza	\$38.00	\$38.00
Clothespins	5	Pza	\$0.83	\$4.15
Laces	1	Pza	\$0.55	\$0.55
Brooches	2	Pza	\$0.78	\$1.56
Closures	2	Pza	\$4.00	\$8.00
Wooden tray	1	Pza	\$113.00	\$113.00
Non-toxic plasticine	10	Pza	\$5.80	\$58.00
Sensory leaves	4	Pza	\$6.00	\$24.00
Emoticons	5	Pza	\$2.00	\$10.00
Bag with non-toxic sand	1	Kg	\$12.50	\$12.50
Manufacturing costs	Amount	Unit	Unit cost	Total cost
Printing impressions	65		\$0.50	\$32.50
Packaging	1		\$18.00	\$18.00
Total Kit Cost				\$441.45
Website Cost Structure				
Concept				
Domain name. (Network)				\$185.00
Total Website Cost				\$185.00

The quantifiable aspect in operations is important; therefore, this section presents the KPIs that will be used to obtain the growth statistics for the UpDownLife project.



B6. ESG integration

ESG factors are an important consideration in the risk management of any organization today; it is important to analyze environmental, social, and governance (ESG) risks, as well as their integration into business, as these three aspects have become a cornerstone within any business model.

For UpDownLife, it is important to connect with the environment, society, and public governance, which is why we have sought ways to engage with these sectors effectively. In the case of the "S" point of ESG, we aim to ensure the welfare of society, starting by promoting fair, peaceful, and inclusive societies where families with a member with Down syndrome are included without any rejection or exclusion.

For this point, we are working together with our strategic allies to develop multiple activities. For example, with the Down Syndrome Foundation of Veracruz, we have organized recreational, educational, and social events, where the main objective is to interact with people with Down syndrome and their families, to listen to them, and to learn more about them and all the needs that they have, which often go unnoticed.

Similarly, links have been established with companies that seek to contribute to the project, such as "La Rancherita" restaurant, which offers the possibility of adding

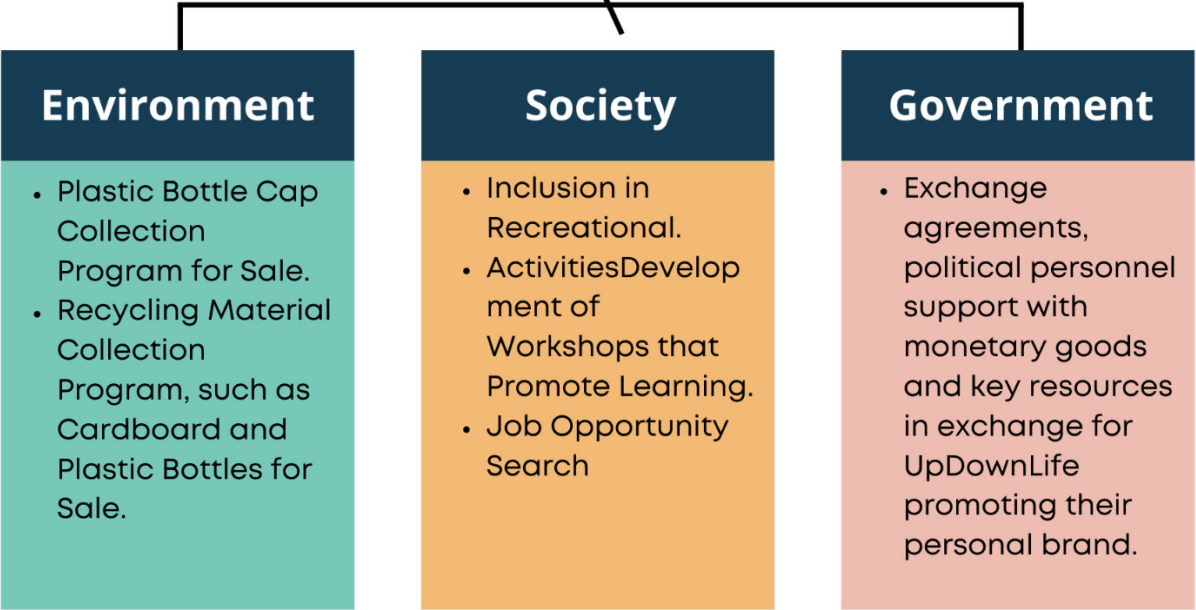
people with Down syndrome to its workforce. While it is true that this job opportunity has its own requirements and specifications that must be met to access the available positions within the company, it is an invaluable option, as it is one of the few places where people with this condition are considered for employment. Additionally, we have been able to connect with mothers with experience in Down syndrome (acquired through training, research, and specialist advice) with whom we develop training workshops, teaching sessions, and advisory meetings, which will be offered to more parents in this condition once developed.

All these activities that we are working on in society fill us with pride because, despite being small actions currently targeting a small population, we hope they will be the foundation of great changes that will serve many more individuals, families, and even the entire population with this syndrome in the future.

In the case of the "G" point of ESG, We aim to contribute to political development, and for this purpose, we have established contact with public governance, more precisely strategic connections with a federal congressman. This congressman is providing both financial resources for the organization of our events and physical resources to meet the organization's needs, all in exchange for promoting his personal brand to society. It is important to establish these types of relationships as government presence can combine efforts and save resources at a certain point, in addition to the congressman's involvement being of great help, especially in the development of upcoming events for UpDownLife, which is a key factor within the project.

For the "E" point of ESG, we aim to contribute to sustainable economic development and environmental care, so we have developed a program for collecting plastic bottle caps, as these can be recycled regardless of their type as long as they are made of plastic. They are later sold to companies that grind and reuse the plastic to make new products. The resources obtained from the sale of caps will be primarily used to cover the maintenance costs of the UpDownLife website, as well as other necessary expenses that may arise over time.

This activity that we are developing proposes and encourages the majority of people to participate by donating their plastic caps. Together with those we collect, they significantly reduce pollution caused by PET and, above all, promote recycling and environmental care. The collection of plastic caps is the first action that UpDownLife is taking for the planet; however, we do not consider it to be the only one. As the project develops and grows, more actions will be implemented to bring about change in the conditions of resource use and ensure sustainable development in our business model.



C1. Crowdfunding/crowdsourcing campaign

Our fundraising campaign to support our social impact project is through our website platform, where anyone can access and make donations that will be allocated to specific programs and actions addressing various social issues.

Our approach encompasses fundamental areas such as education, health, the environment, and community development. We are pleased to announce that part of the proceeds will be directed towards creating activity kits and events specially designed for children with Down syndrome. These initiatives aim to provide them with tools, resources, and enriching experiences that promote their holistic development and inclusion in society.

Additionally, we are open to establishing strategic collaborations with government organizations, public sector entities, businesses, and individuals who share our mission and vision for change. These partnerships will enable us to access additional resources, specialized knowledge, and support networks that will strengthen our initiatives and expand our reach.

Furthermore, we are also offering sponsorship opportunities for companies and organizations wishing to partner with us in achieving our social objectives. Through these sponsorships, collaborating entities will not only have the opportunity to demonstrate their commitment to corporate social responsibility but also benefit from increased visibility and public recognition.

We understand the importance of responsibility and transparency in all our actions, so we are committed to keeping our donors and sponsors informed about the progress of our projects and the impact generated in the community. Together, we can make a real and positive difference in the lives of those who need it most.

gofundme



UpDownLife

objetivo de \$10,000

Compartir

Donar ahora

The image shows a screenshot of a GoFundMe campaign page for 'UpDownLife'. At the top, there is a search icon, the 'gofundme' logo, and a menu icon. Below this is a large graphic featuring a person with their arms raised, surrounded by icons of houses, a sun, and trees. The text 'UpDownLife' is prominently displayed below the graphic. Underneath the graphic, the campaign title 'UpDownLife' is repeated, followed by a progress bar and the text 'objetivo de \$10,000'. At the bottom of the campaign card, there are two orange buttons: 'Compartir' (Share) and 'Donar ahora' (Donate now).

Evidence of the fundraising campaign on our website.

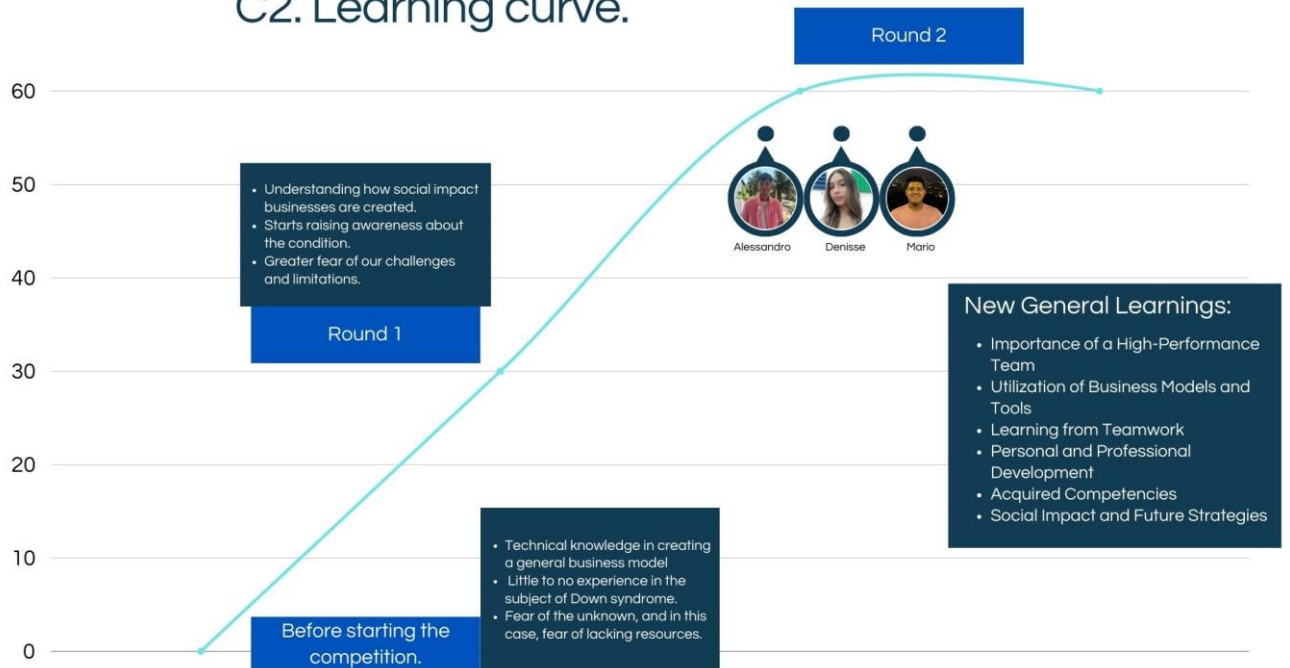
C2. Learning Curve

In this round of the SBC, we have acquired new knowledge in the business world and the importance of creating a high-performance team. Launching a business involves a comprehensive approach, for which canvas models serve to clarify ideas and value maps to deepen them, and this is the starting point to begin the process and the path to success.

From here is where the team takes on great importance because each member has their capabilities and skills in which they excel, and this stage served us to get to know each other and see a bit of what we can do together and collectively, as each one performs a different function, and does it to the best of their ability, and when we reach a limit of our knowledge, we seek new partners because this is also something we have learned, that we cannot be good in all areas and sometimes it's okay to seek help for the benefit of the project.

On a personal level, each round has fulfilled the objective of taking us out of our comfort zone, from the simple fact of seeking to conduct interviews with foundations or parents, which has implied a challenge of socialization, but we have overcome it, as well as we have applied our knowledge in the Bachelor's degree in Business Management and Leadership, and along with the courses of the competition, they have been key tools in this development. Among other skills that we have practiced, speaking another language or at least attempting to, because even if we make mistakes in pronunciation, those errors will disappear over time, but what will never disappear is this experience of creating a social impact, which throughout the research, we have learned that we cannot make a change overnight, but with effort, dedication, and discipline, we can make a difference and propose a strategy for a more inclusive and better future society.

C2. Learning curve.



This is the path full of learnings we have had throughout our participation in the SBC.

Anexos

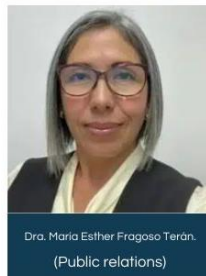
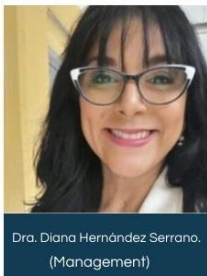
Credits.



UpDownLife members:



UpDownLife consultants:



UpDownLife coaches: