



Round 3

EXECUTION AND SCALE-UP

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Introduction

Raising awareness and engaging in social impact projects is essential for building a fairer, more equitable, and sustainable world. These initiatives address social, economic, or environmental issues and aim to create positive change in society. By participating in social impact projects, we not only contribute to solving entrenched problems such as poverty, lack of access to education, discrimination, poor health, and environmental degradation, but also empower communities by involving them in the change process. This commitment also reflects our social responsibility in an interconnected world, where we all have a duty to contribute to collective well-being. Furthermore, working on social impact projects fosters innovation and creativity by requiring novel and effective solutions to complex challenges. By joining these initiatives, individuals also have the opportunity to create valuable networks, connecting with other individuals, organizations, and businesses that share their vision and values. In summary, by raising awareness and working on social impact projects, we not only improve the lives of others but also enrich our own lives by being part of a global movement towards positive change.

With the aim of addressing the lack of information and education about Down syndrome, and with the goal of making a positive change in society, the project 'UpDownLife' is born.

UpDownLife is a new project that seeks to provide a solution to a problem that has existed for a long time; the lack of fair opportunities, resources and education for the parents of people with Down Syndrome. UpDownLife seeks an accessible solution for this people from love, empathy and inclusion.

A1. Social mantra one-liner

Our social mantra is “**Inform, support, watch them grow: Empowering Down families as we go.**”

A2. Business model overview

UpDownLife is committed to this social group. Through its operations and mechanisms, it aims to provide both economic and social values that can benefit both the company and our clients.

Mechanisms for Capturing Value: UpDownLife transforms lives and drives value creation through a leading virtual support network, inspiring conferences, and innovative products. These actions not only strengthen our company but also empower the community and generate sustainable revenue.

Economic Value: UpDownLife generates economic value through the high quality of our services and products, which include a virtual support network, accessible kits for everyone, and high-impact educational events. These efforts drive sustainable revenue that strengthens our company and enriches our community.

Social Value: UpDownLife creates and delivers social value by empowering parents of children with Down syndrome through a virtual support network, educational resources, and activities that promote comprehensive development from home and combat the lack of knowledge on the subject, strengthening well-being and fostering inclusion.

A3. Growth potential

Global Down Syndrome Statistics:

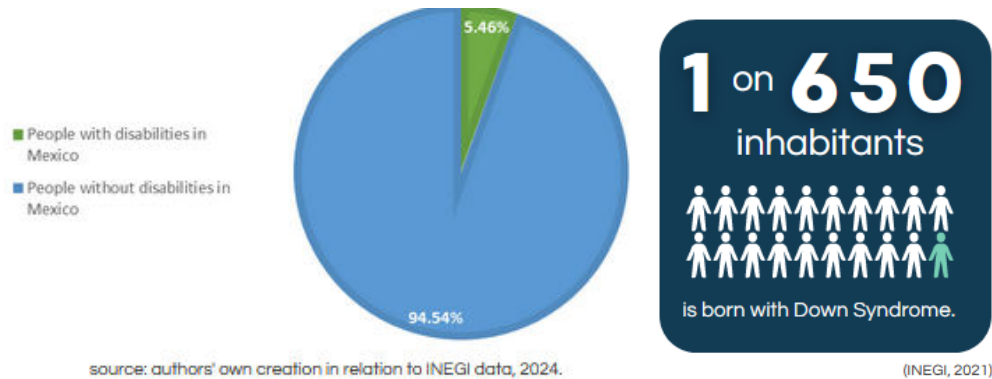
Approximately 1 in every 1000 people worldwide has Down syndrome, with around 8.0 million registered individuals globally. On average, 1 in every 1100 newborns is born with this condition (Canadian Down Syndrome Society). The global population is approximately 8 billion people, and the number of individuals born with Down syndrome has been increasing, with some countries experiencing a more significant rise than others.

Specific Data:

The birth rates of individuals with this condition have been increasing over the past 30 years.

Mexico:

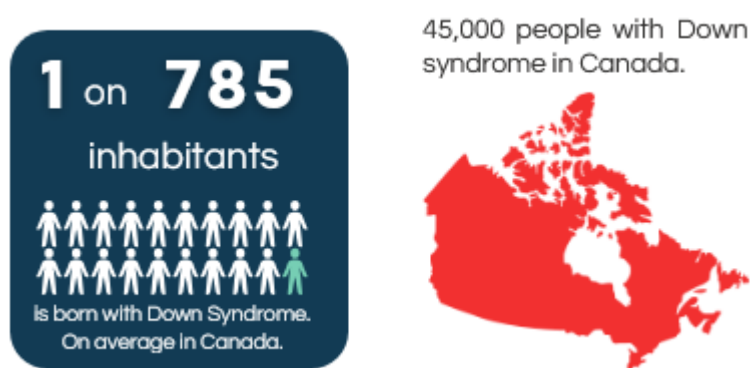
According to the data from INEGI (and the ministry of health of the government of Mexico, 7.1 million of the 130 million inhabitants in Mexico suffer from some type of disability. According to INEGI, 1 on 650 inhabitants is born with the situation of Down Syndrome (INEGI, 2022), and the result is approximately 220,000 people with this condition in the country and the registration data according to the Down Syndrome Veracruz Foundation, there at least 75,000 cases in the state of Veracruz. (Perdomo, 2023)



Canada:

Currently, 1 in every 781 newborns has this condition. There are about 45,000 registered individuals with this condition (Canadian Down Syndrome Society).

In Canada, approximately 27% of people, equivalent to about 8 million individuals, have at least one disability. This figure includes both physical and mental conditions and has increased from 22.3% in 2017 to 27.0% in 2022.



There has also been growth in the market for products and services for people with Down syndrome. The global market for Down syndrome was valued at approximately \$1,796.27 million in 2023 and is expected to reach \$5,196.39 million by 2031, with a compound annual growth rate (CAGR) of 14.2% (Data Bridge Market Research). This growth is partly due to improvements in prenatal and postnatal diagnostics, as well as technological developments in therapies and treatments.

Existing Problems:

Problem: Children with Down syndrome often have delays in cognitive development, which affects learning, language, and memory. This requires early intervention programs and tailored educational support (National Down Syndrome Society (NDSS)) (Down Syndrome Assets).

Solution Provided:

- To address this challenge, UpDownLife has created “KitKids,” a kit of activities specifically designed to promote cognitive development in children with Down syndrome. This kit includes a variety of resources and tools that enable fun and educational activities tailored to the unique needs of these children.

Problem: Difficulties in speech and language are common, which can affect communication. Speech therapy can be essential to improve these skills (National Down Syndrome Society (NDSS)).

Solution Provided:

- A kit specifically designed with interactive activities that promote the development of speech and language could be very beneficial. This kit could include flashcards with images representing common words, word association games, and activities that promote correct pronunciation and language comprehension.
- A printed resource containing gradual and structured exercises to improve speech and language could be useful. It includes examples of vocalization exercises, word games, and techniques to improve fluency and clarity in communication.
- A periodic publication aimed at parents and caregivers that includes articles on practical tips, case studies, and effective strategies to support speech and language development in children with Down syndrome. This includes interviews with specialists and testimonials from other parents about their experiences and learnings.

Problem: Integration into school and community environments can be challenging due to prejudices and a lack of understanding from other children and adults. Inclusion and support in education and the community are crucial for the social and emotional well-being of the child (Down Syndrome Assets).

Solution Provided:

- Organization of regular community events that promote the active inclusion of people with Down syndrome.
- Collaborations with local businesses to offer adapted internship opportunities and apprenticeship programs that allow people with Down syndrome to gain practical work experience, develop specific skills, and increase their confidence in a supportive environment.

Problem: Families may face emotional and financial stress due to the additional demands of care and medical attention. Access to support networks and respite services can help mitigate these challenges (National Down Syndrome Society (NDSS)).

Solution Provided:

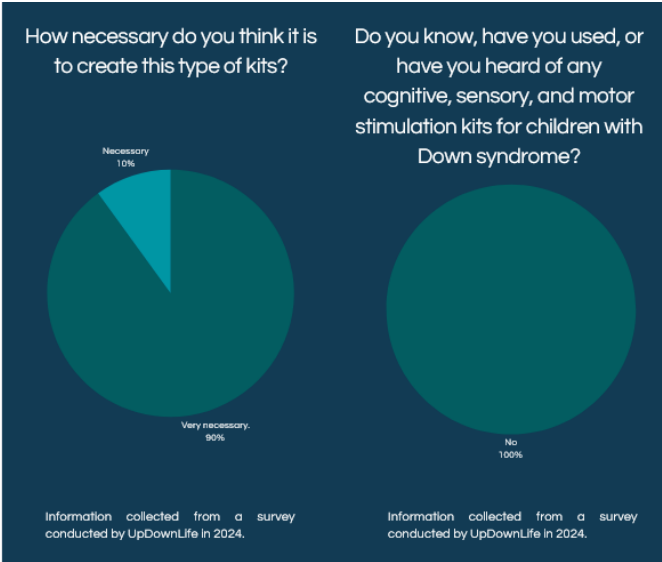
- Facilitate the creation of local support groups where parents can meet in person, share experiences, and establish meaningful connections. These gatherings can also include recreational or informative activities to strengthen the community.
- Organization of online events such as webinars and virtual talks with Down syndrome experts, psychologists, therapists, and other professionals to provide up-to-date information and answer questions in real-time.
- Access to updated educational resources on Down syndrome, including guides on medical care, available therapies, and strategies for daily life. This can help reduce uncertainty and increase parents' ability to effectively care for their children.
- Creation of an online space where parents can register, connect, and participate in discussion forums moderated by professionals or experienced parents. Here, they can share experiences, practical advice, and emotional support.

Although there are companies, like ours, that seek to create solutions to these challenges, UpDownLife is the only one that provides a comprehensive range of mechanisms and solutions available in the market.

Organization:	UpDownLife	Fundación Síndrome de Down Veracruz.	Red Down.	Red futuro.	Fundación "John Langdon Down."
Specialization approach with people with this condition:	✓	✓	✓	✗	✓
Directory with health specialists:	✓	✗	✓	✗	✓
Information about the condition:	✓	✓	✓	✗	✓
Web platform:	✓	✗	✓	✓	✓
Information on social networks:	✓	✗	✓	✓	✓
Sports events:	✓	✓	✗	✓	✗
Support network for parents:	✓	✗	✗	✗	✗
Programs to raise funds:	✓	✗	✓	✓	✓
Entrepreneurial space for people with this condition:	✓	✗	✗	✗	✗
Presence in the Veracruz area:	✓	✓	✗	✓	✗

Source: authors' own creation based on researched data from organizations and foundations, 2024

However, we have a key differentiator: a kit of engaging activities designed for young children with Down syndrome to help them develop basic cognitive skills for proper development. As shown in the graphs, there is nothing comparable in the market that poses competition, and parents consider it essential, creating a strong positioning opportunity for us.



B1.- Key capitals

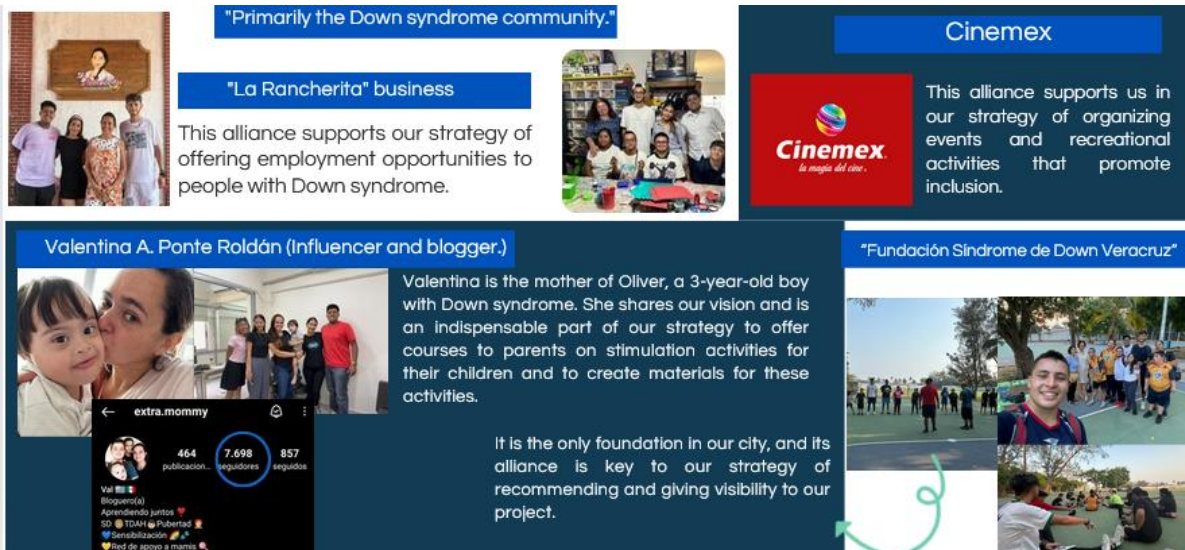
Human capital.

To carry out all activities, UpDownLife has various types of capital that facilitate their development. Within our human capital, we have the key members of the project, each playing an important and defined role, taking the necessary actions to achieve our goals.



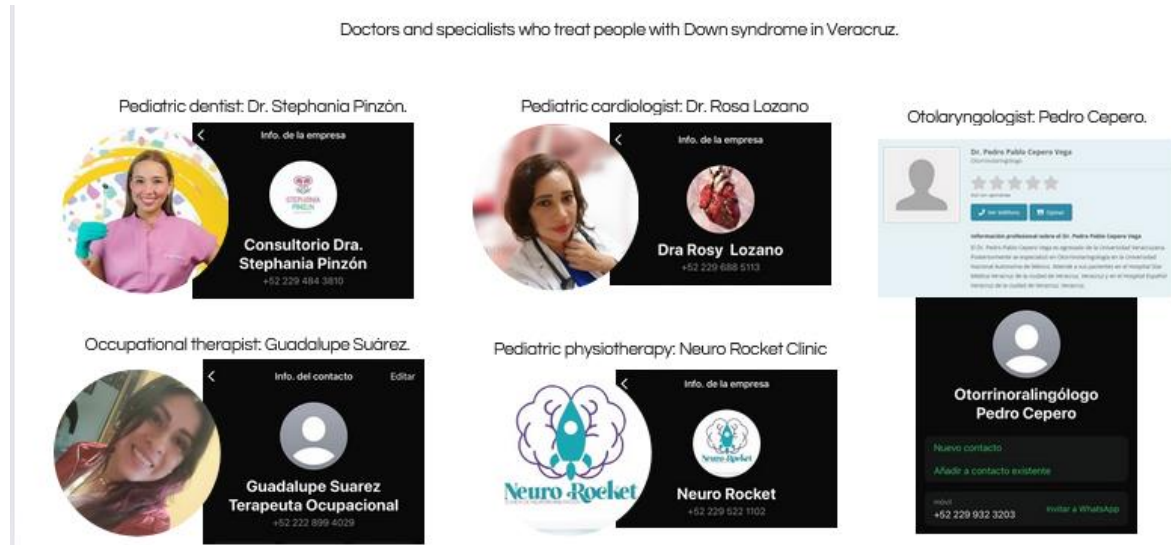
Social capital.

Our primary social capital is the community of families with members who have Down syndrome, and the strategic partnerships shown here help us obtain resources and enhance the value of our activities.



Additionally, health specialists, whose expertise and knowledge contribute to our intellectual capital, are also an important part of our team.

Doctors and specialists who treat people with Down syndrome in Veracruz.

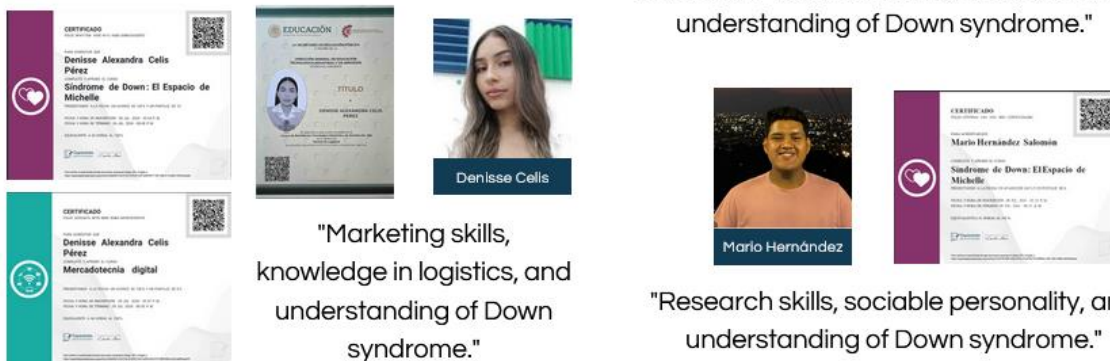


Intellectual capital.

We also incorporate all the learnings and certifications we have acquired throughout the project, as without them, we wouldn't be able to develop the innovative proposals aimed at making a significant impact.



"Leadership skills, knowledge in finance, and understanding of Down syndrome."

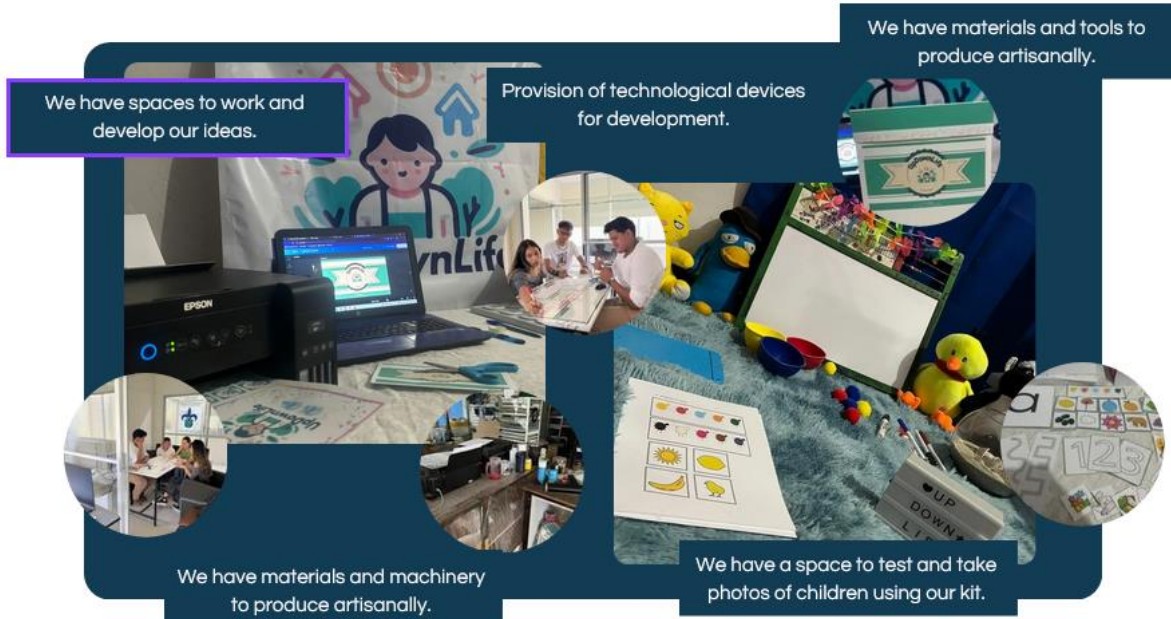


"Marketing skills, knowledge in logistics, and understanding of Down syndrome."

"Research skills, sociable personality, and understanding of Down syndrome."

Manufacturing capital.

In terms of manufacturing materials, we have spaces for content creation and production, available technologies and tools for development, as well as the necessary materials.



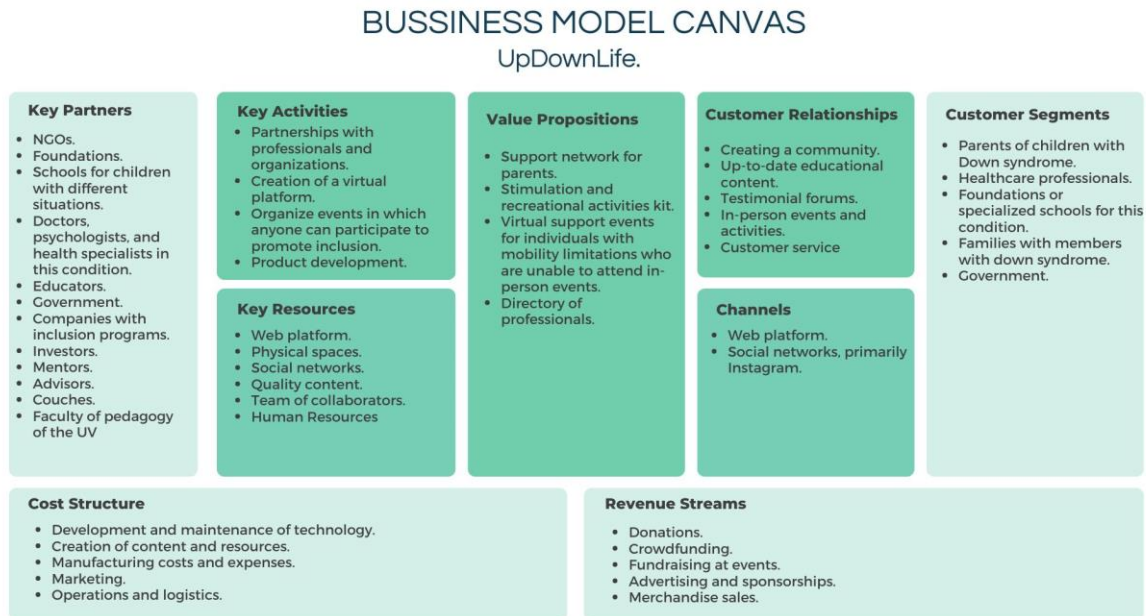
Financial capital.

In our financial capital, we primarily depend on the founders' and partners' borrowing capacity. As demonstrated in the graph, we are investing in the project's development and choosing to take risks to generate initial revenue while satisfying current demand.



B2.- Business traction

We use the Canvas Model to identify the key points of the business.



And once we identified the potential customers and distribution channels, we could start with the characteristics of our products and services.

To market our product effectively, it is necessary to design the packaging correctly, including usage specifications, warnings, and seals, all of which comply with marketing regulations.

We also have interested parties looking to purchase our "KitKids.

Usage instructions: Follow the instructions and engage in activities according to your interest.

The product includes: An instruction manual, 25 cards, a notebook, 30 individual support pieces, a wooden tray, and educational stationery materials. In total, more than 150 pieces.

Warning: The kit may contain small pieces. Please be cautious with your children and adult supervision is required.

Manufactured and distributed by:
UpDownLife
@Up__down__life





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Acceptance tests were conducted with children to analyze if they liked the activities and if they performed them as instructed. The test was a success, and favorable results were obtained regarding the kit's acceptance.



The website is live, showcasing all the services offered by our project.

B3.- Risk management

As a new project, there are various management risks, as shown in the table. To address this, we aim to develop the right strategies to minimize the likelihood of failure in any of our operations.

Riesgos	Descripción	Estrategia para enfrentarlos
Supply chain.	Dependence on specific suppliers for activity kits can lead to disruptions if these suppliers encounter issues.	Establish relationships with multiple suppliers for the materials used in activity kits, ensuring continuity of supply.
Regulatory compliance.	Regulations related to children's products and education may change, necessitating adaptations in products and services.	Design processes and products with the necessary flexibility to quickly adapt to regulatory changes.
Reputation and social responsibility.	Negative perception from the community or consumers due to questionable business practices can impact sales and customer loyalty.	Implement community support programs and transparency in management, demonstrating UpDownLife's commitment to parents and society
Market volatility.	Abrupt changes in input prices, exchange rate fluctuations, and interest rates can affect costs and profit margins.	Use financial instruments such as futures and options to hedge against price volatility of raw materials and exchange rates. Diversify income sources to avoid over-reliance on a single product or market.
Access to financing.	Difficulty in obtaining adequate financing or changes in credit conditions can limit the ability to expand and operate.	Maintain good relationships with financial institutions to facilitate access to credit on favorable terms. Maintain an emergency fund or reserve capital..
Operational inefficiencies.	Internal problems such as lack of coordination between departments, inefficient processes, or human errors can reduce productivity and increase costs.	Implement methodologies such as Lean and Six Sigma to improve operational efficiency and reduce errors. Continuously train staff to ensure they are up-to-date with best practices and procedures
Regulatory non-compliance	Failure to comply with applicable laws and regulations can result in fines, penalties, and damage to reputation.	Conduct regular internal audits to ensure regulatory compliance.
Regulatory changes.	New laws or regulations may require costly changes in operations or	Maintain a team or system for monitoring regulatory changes

	compliance, which can affect profitability	and participate in industry associations to stay informed about new regulations.
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C1. Overall impacts on the society and environment

ESG risks.

E:

- Carbon footprint in distribution.
- Emissions and waste in the manufacturing process.
- Waste in packaging.

S:

- Discriminación.
- Workplace dissatisfaction.
- Offensive campaigns against the community.

G:

- Regulatory compliance.
- Transparency.

Strategies to minimize negative externalities:

Obtain relevant certifications such as ISO 14001 (Environmental Management), ISO 45001 (Occupational Health and Safety), and SA8000 (Social Responsibility).

Conduct regular environmental and social impact assessments to identify and mitigate risks.

Train employees and suppliers on sustainable practices and the importance of complying with ESG standards.

Implement monitoring and reporting systems to track progress on ESG objectives and communicate them to stakeholders.

Carry out the production and manufacturing process in an artisanal manner to minimize environmental footprint.

Adhere to regulations and standards set by the SAT, as well as copyright laws for website operations.

KPIs for Measurement and Evaluation:

Carbon Footprint: Measure CO2 emissions from the production of activity kits.

Energy Efficiency: Monitor energy consumption in offices and factories.

Employee Satisfaction Index: Conduct satisfaction surveys among employees.

Community Investment: Measure investment in support programs for parents and communities.

Compliance Audits: Number of compliance audits conducted and their results.

Fines and Penalties: Number and amount of fines and penalties received.

Risk Management: Number of risk assessments conducted and their impact.

C2. Governance structure

Long term vision:

UpDownLife's vision is to become a leading organization that fosters inclusion and comprehensive support for families with children who have Down syndrome, improving their quality of life and contributing to a more inclusive and equitable society.

Long term mission:

Fully commit to empowering, including, and promoting the well-being of families with children who have Down syndrome.

Which UN goals do we create positive impacts on?



Goal 3: Good health and well-being.




Goal 4: Quality education.

Goal 8: Decent work and economic growth.

Goal 10: Reduced inequalities.

Goal 17: Partnerships for the goals.

Impacted Goal	Mechanism	Strategy	Measurement KPIs	Acciones a largo plazo
	Integrated Health Programs	<ul style="list-style-type: none"> • Collaborating with healthcare professionals to create wellness programs that include physical therapy, occupational therapy, and speech therapy services for children with Down syndrome. • Organizing webinars and workshops on specific health topics for these families 	User satisfaction rate.	Developing a digital platform with health resources, exercise guides, and specific nutrition programs.
	Implementation of Educational	Developing kits of playful and educational	Number of educational kits	Collaborating with educational institutions to integrate inclusive

	Resources and Training	activities that support cognitive and physical development in children.	distributed. Educational impact assessment	education programs in schools.
	Job Training Programs and Employment Opportunities	Offering workshops on job skills and professional training for youth and adults with Down syndrome.	Employment rate Job retention	Developing a specialized job portal connecting individuals with Down syndrome to suitable employment opportunities.
	Awareness Campaigns and Promotion of Inclusion	Organizing awareness campaigns and community events promoting inclusion and reducing prejudice.	Reach of awareness campaigns. Participation in community events	Implementing community mentorship and support programs to strengthen support networks and social integration.
	Building Strategic Alliances and Collaborations	Identifying and establishing partnerships with nonprofit organizations, governments, businesses, and academics that share UpDownLife's mission	Number of strategic alliances Implemented collaborative projects	Developing large-scale collaborative projects that address multiple sustainable development goals in an integrated manner

D. Learning Curve

As we conclude this round, and as we can see in the table, as time passes and SBC requirements change, we adapt alongside them. We have faced various challenging situations, but we can confidently say that since day one, we have been committed to overcoming them as a team. What have we learned? Round after round, we have applied the new knowledge provided by “eduzone,” and without that learning, we would have struggled to reach this point. Competition may become more challenging in the future, but we are willing to improve, learn, and even modify our habits and behaviors to achieve our goals.

	Round 1	Round 2	Round 3
Mindset	We felt nervousness when expressing ourselves in another language. Finding people to interview was very difficult. We thought that inclusion was about giving someone “different” the opportunity to get to know our world.	We learned that inclusion is about giving ourselves the opportunity to get to know their world. We started adapting to the way of working of the SBC. One team member took leadership in a crisis moment to provide some stability.	After getting to know the families and individuals with this condition, we somehow feel integrated with them. We are more resilient and willing to keep improving to give our best. We have become knowledgeable about the topic, and we plan to continue learning
Behavior	Our reactions were very nervous. We felt unsure whether we would advance to the next round. We had conflicts in making each point due to lack of communication.	The learnings from our respective careers played an important role. One of the team members applied all the marketing aspects, which was crucial for our presentations and helped us stand out. Each member took on key roles and tasks for better development.	Our spirits are different now; we are motivated to make a difference and help people and families with this condition. Our fluency and confidence in speaking English have improved.
Strategy	General research to inform ourselves about the topic. The social impact plan was solely to inform people who needed it.	We allocated time to develop a new product to justify our income. We conducted a market survey. We participated in events they organize to get to know them better. We sought advice to improve our social impact creation strategies.	We decided to take courses to certify ourselves on the subject. We made the decision to expand our sources of consultation internationally to learn about our potential scalability.

EDUZONE COURSES

SOCIAL INNOVATION	BUSINESS MODEL	BUSINNES EXECUTION
<p>We learned about how the creation of a new social impact project involves not only identifying an issue to address, but also requires specific knowledge such as:</p> <ul style="list-style-type: none">• Type of opportunity for starting a company• Sources of social ideas• Type of opportunity window• Social needs• Prevalence, relevance, radicality, urgency, and accessibility of the social opportunity• Evaluation of opportunities (social value, achievable impact, entry barriers, potential partnerships, market size, competitive advantage, sustainability, risk capacity)	<p>We learned about the importance of planning and detailing key aspects in the business model canvas and its impact within the company, highlighting topics such as:</p> <ul style="list-style-type: none">• Customer focus• Development of the theory of change based on the proposal• Creation of value propositions• Use of prototypes• Design of a social business model (combining financial viability with social mission)• Design of strategies to achieve business objectives	<p>We learned about the importance of planning steps for organizational development, considering future prospects and its potential impact, focusing on topics such as:</p> <ul style="list-style-type: none">• Understanding the execution process and potential challenges• Creating and seizing opportunities for growth, scalability, and continuous improvement• Utilizing different types of capital strategically• Stakeholder analysis, recognizing the importance of collaboration• Effective utilization of human resources through strategic planning and talent management