



Round 3

SOCIAL IMPACT ACCELERATION

Members:

- Alessandro de Jesús Alcazar L.
- Denisse Alexandra Celis P.
- Mario Hernández S.
- Andres Jimenez.
- Lucero Jimenez.

Coaches:

- Dra. Diana Hernández Serrano.
- Dra. Salomé Pérez Prieto.
- Dra. María Esther Frago Terán.

Consultants:

- Melina Ramos León.
- Karla Mariel Sánchez Salinas.





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Introduction

Imagine for a moment that you receive the news that you will be a parent; you will probably feel a mixture of emotions: joy, fear, expectation. Now imagine being informed that you will have a child with Down syndrome. Suddenly, questions multiply, fears grow, and uncertainty takes hold of you. Raising a child who will have different needs than the average in a society that is still struggling to accept diversity, facing looks of incomprehension, a lack of information, and professionals who, instead of offering support, present a discouraging outlook, can be overwhelming. This is why UpDownLife was created.



A1. Social mantra one-liner






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

The reason behind our mantra is that we are a website that reliably informs, provides a support network and emotional support to families, offers employment opportunities, and provides tangible resources that enhance cognitive and perceptual skills development. Additionally, UpDownLife is committed to families with Down syndrome, constantly striving to generate better impacts for them by working together to fulfill our mission of supporting families. We want them to know that we are advancing and improving to offer them greater service.

The mantra was developed over the past four rounds, incorporating feedback from stakeholders to improve it. With our current mantra, we have received positive reception; it has been promoted and shared by members of society, and our social media presence has increased by over 50% in the last round.

A2. Social impact clarity and significance

Since the inception of UpDownLife, we have recognized a significant issue: the lack of visibility and support for people with Down syndrome and the challenges associated with this condition. In response to this situation, we have focused on addressing this problem by aligning with the Sustainable Development Goals (SDGs), aiming to tackle each of the challenges faced by these individuals and their families.

Problem:	Causes:	ODS
Difficulties in finding a specialist for this condition.	1. Shortage of Specialists. Journal of Intellectual. 2. Limited Access to Multidisciplinary Services. 3. Costs and Medical Insurance.	
Lack of both educational and employment opportunities.	4. Stereotypes and Discrimination. 5. Lack of Education and Training. 6. Accessibility Issues in the Work Environment.	
Difficulties for this social group when it comes to finding accessible educational opportunities.	7. Lack of Inclusive Educational Programs. 8. Shortage of Resources and Adapted Educational Materials.	
Very excluded community.	9. Stigmatization and Discrimination. 10. Communication Barriers.	
Lack of resources, commitment and programs that provide support.	11. Lack of Government Commitment and Public Policies. 12. Inadequate Funding for Specialized Services.	

Our approach focuses on five key SDGs, each strategically chosen to address specific aspects of the issue and contribute to a comprehensive solution. However, our primary goal and motivation is to provide strong and effective support to families with members who have Down syndrome.

Currently, statistics indicate that people with Down syndrome represent approximately 0.1% of the world's population. This percentage reflects a condition that, although not extremely common in absolute terms, has a significant impact on



the lives of those who experience it and their families. 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.

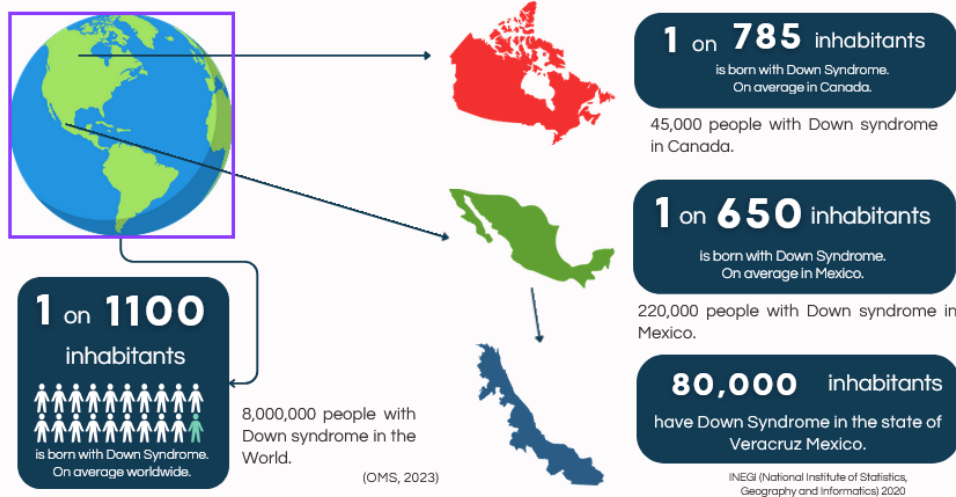
According to the data from INEGI and the ministry of health of the government of Mexico, 7.1 million of the 130 million inhabitants in Mexico suffer from some type of disability. According to INEGI, 1 on 650 inhabitants is born with the situation of Down Syndrome (INEGI, 2022), and the result is approximately 220,000 people with this condition in the country and the registration data according to the Down Syndrome Veracruz Foundation, there are least 80,000 cases in the state of Veracruz. (Perdomo, 2023).

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.

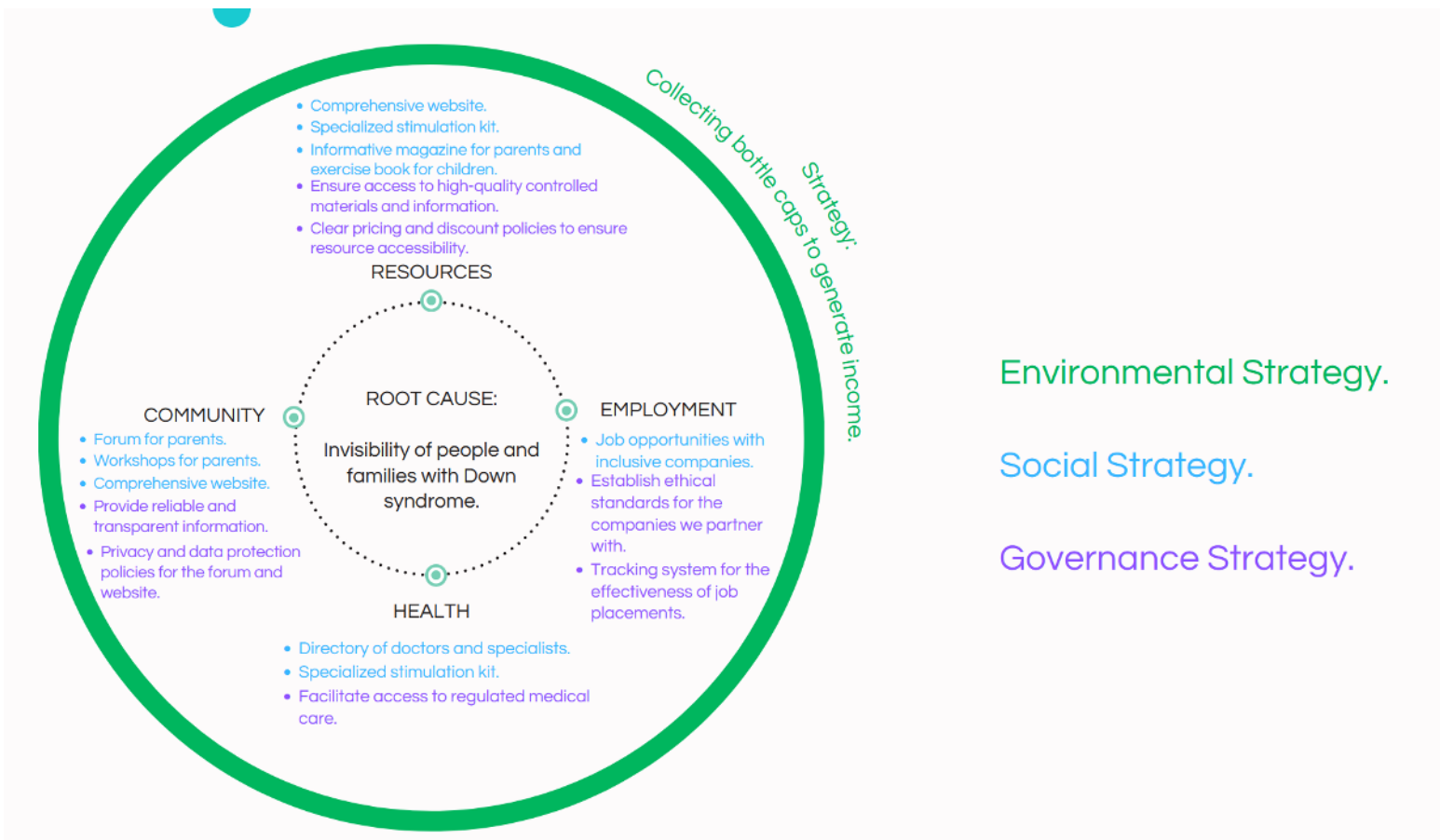
It is important to note that in recent years, we have observed an increase in birth rates of children with Down syndrome in countries like Canada and Mexico. This rise may be related to greater awareness and more accurate diagnosis, as well as advancements in medical and genetic technology.

This increase in birth rates highlights the urgent need to support these individuals and their families by providing adequate resources, development programs, and support networks.



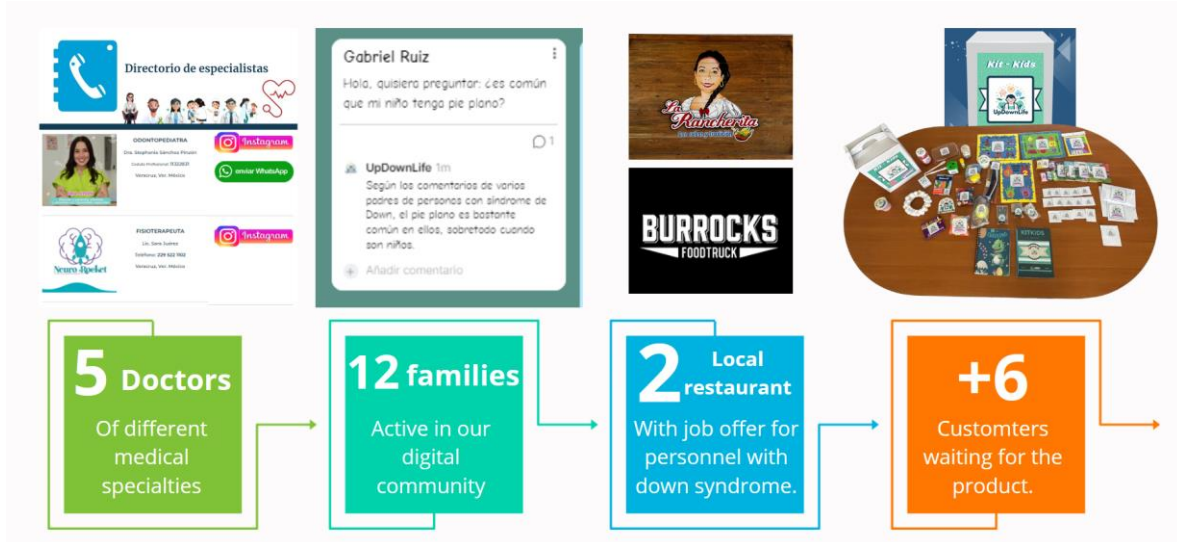
A3. Solution effectiveness and ESG integration

At UpDownLife, we have addressed our core issue through strategies carefully aligned with the Environmental, Social, and Governance (ESG) framework. We have focused on four specific areas: health, resources, community, and employment. Below is a detailed explanation of how our strategies in each of these areas contribute to creating a positive impact:





As evidence of our commitment to the proposed solutions and alignment with our strategies, we present a clear vision of what UpDownLife offers and how we have significant resources to advance the initial steps of our action plan.



And here is a table showing what we expect to continue adding to the project, from the human resources contributing to it, to the collection and sales that make it profitable, all while we carry out our strategies to seek social and environmental benefits.

	M1	M2	M3	M4
Medical Specialists	+3 DOCTORS	+5 DOCTORS	+8 DOCTORS	+10 DOCTORS
Community	+10 PEOPLE	+15 PEOPLE	+20 PEOPLE	+25 PEOPLE
Products by UpDownLife	+8 SALES	+8 SALES	+8 SALES	+8 SALES
Aliances	+3 COMPANIES	+5 COMPANIES	+8 COMPANIES	+12 COMPANIES
Environmental	+ 5 KG PLASTICS	+10 KG PLACSTICS	+15 KG PLASTICS	+20 KG PLASTICS



B. Social impact acceleration

UpDownLife, as a startup focused on supporting families with children with Down syndrome, recognizes the importance of implementing growth acceleration mechanisms both in its geographic reach and the depth of its impact. By applying these strategies, UpDownLife aims to rapidly expand its presence in new communities, reaching more families who need its services and products. Additionally, by deepening its impact, the company will be able to offer more effective and personalized solutions, reinforcing its value proposition and differentiating itself in a growing market. This approach is key to ensuring UpDownLife's long-term sustainability, attracting new partnerships and investors, and maximizing its ability to scale and make a significant difference in the lives of the families it serves.

B1. Mechanisms to accelerate impacts

To accelerate our growth and expand our reach, at UpDownLife we have chosen to invest in digital advertising. This strategic approach allows us to fully leverage the opportunities offered by the online environment to connect with a broader audience and generate a greater impact.

We implement digital marketing campaigns specifically designed for our social media platforms and our website. These campaigns are not only aimed at increasing our visibility but also at strengthening our presence on key platforms where we can directly interact with our community and potential followers.

Digital advertising strategies enable us to precisely target our audience, optimize our campaigns based on the results obtained, and quickly adapt to market trends and needs. This approach helps us build greater awareness of our mission and the services we offer, as well as foster increased engagement with our cause.

In addition to investing in digital advertising, UpDownLife employs a series of additional mechanisms to accelerate our growth and maximize our impact. Among these mechanisms are strategic alliances and collaborations, which play a crucial role in the promotion and continuous improvement of our project.



These alliances and collaborations allow us to promote our project more effectively, enhance the quality of our offerings, and have the necessary team to operate and develop our initiatives. These partnerships are essential for creating potentially significant impacts in various areas:

Some of our alliances help us improve our employment offerings, facilitating job vacancies suitable for individuals with Down syndrome. This not only contributes to labor inclusion but also enriches our operations with diverse and valuable talents.

They also enable us to enhance the impact of our specialized products. These products are designed to support the holistic development of children and young people with Down syndrome, providing tools and resources that foster their growth and well-being.

Lastly, we have established an agreement with the public organization “DIF,” led by Director Iliana León Huesca. This agreement invites us to collaborate on joint projects, allowing us to extend our products and services to a regional scale and maximize our social impacts. Collaborating with “DIF” provides us with a platform to expand our reach and offer social assistance to a broader audience.

The above mechanisms are being applied during our first year of operations. The following table outlines our growth roadmap for the coming years, detailing the strategies we have designed to ensure solid and consistent progress. Each stage has been meticulously planned to ensure that we achieve our goals effectively, minimizing any potential errors along the way.

	Year 2	Year 3	Year 4	Year 5
Goals	<ul style="list-style-type: none"> • Increased production. • Agreements with regional ONGs. (DIF) • Implementation of workshops and conferences. 	<ul style="list-style-type: none"> • Expand the distribution network. • Investment search. • Agreements with inclusive schools. 	<ul style="list-style-type: none"> • Process optimization. • National expansion. • Increase in production capacity. 	<ul style="list-style-type: none"> • Enter commercial chains. • Agreements with influencers. • Advice from the founders for logistics. • Agreements with national ONGs. (DIF)
Strategy	<ul style="list-style-type: none"> • Identify and target new regions with growth potential, using social media campaigns and local collaborations. • Collaborate with local foundations to launch awareness campaigns and joint workshops. 	<ul style="list-style-type: none"> • Seek an investment round to scale production and improve logistics infrastructure. • Consolidate existing alliances and establish new collaborations with educational and health institutions in more regions. 	<ul style="list-style-type: none"> • Explore nearby markets nationwide for controlled expansion in the coming years. • Implement technological tools to optimize inventory management, sales tracking and customer service 	<ul style="list-style-type: none"> • Carry out market studies to adapt the offer of products and services to the specific needs of these new regions. • Establish agreements with national distributors to ensure efficient distribution throughout the country. • Establish contact with the remaining DIFs in the country.



B2. Financial stability and profitability

UpDownLife has developed an effective strategy to finance its operations through donation campaigns, both physical and online via its website. These campaigns allow the company to maintain its financial independence and continue developing high-quality products and services for families with children with Down syndrome. Additionally, UpDownLife has established strategic alliances that, while not providing direct financial resources, offer valuable opportunities for promotion, advertising, conferences, and the provision of equipment and space for conducting various activities, all at no cost. This results in significant savings, as the aforementioned services could otherwise cost over \$700.00 CAD per month. These collaborations enable UpDownLife to expand its reach and strengthen its market presence, maximizing its impact and long-term sustainability.

UpDownLife's business model focuses on the sale of specialized products designed to meet the specific needs of its community. Each product is carefully crafted to offer tangible benefits to families with children with Down syndrome. For example, UpDownLife's magazine is dedicated to providing valuable information and expert-backed advice on the condition, helping parents to be better informed and prepared. Similarly, the exercise book and activity kit are designed to promote cognitive and perceptual skill development in children, effectively integrating learning and play. These products not only serve an educational and developmental purpose but are also structured with a financial model.

Here are costs, prices, and margins carefully calculated to ensure the sustainability and continuous growth of the company. (These data have fluctuated in recent days due to currency exchange rate changes.)

Product	Cost	Price	Profit Margin
Kit	\$40.33 CAD	\$72.95 CAD	44.7%
Informative magazine.	\$1.63 CAD	\$3.60 CAD	58.5%
Workbook.	\$1.63 CAD	\$5.11 CAD	65%



Cost Structure of the Kit (Has Varied)

Cost Structure of the Kit				
Conceit	Quantity	United	Unit Cost	Total Cost
Materials				
Chips	15	Pza	\$0.02	\$0.27
Felt Sheet	2.5	Meters	\$0.72	\$1.81
Velcro tape	1	Meters	\$0.46	\$0.46
Paper envelopes	17	Pza	\$0.12	\$2.04
Plastic ring	1	Pza	\$0.23	\$0.23
Rattles	8	Pza	\$0.24	\$1.92
White pompoms	20	Pza	\$0.07	\$1.34
Other resources				
White leaf notebook	1	Pza	\$1.08	\$1.08
Non-toxic glue	1	Pza	\$0.56	\$0.56
Tweezers	5	Pza	\$0.06	\$0.30
Stings	1	Pza	\$0.04	\$0.04
Broches	2	Pza	\$0.06	\$0.11
Closure	2	Pza	\$0.29	\$0.58
Non-Toxic plasticine	10	Pza	\$0.42	\$4.20
Sensory leaves	4	Pza	\$0.43	\$1.72
Bag with Non-toxic sand	1	Kg	\$0.38	\$0.38
Animal´s Puzzles	4	Pza	\$1.45	\$5.80
Plastic trail	1	Pza	\$2.19	\$2.19
Cards with numbers	10	Pza	\$0.01	\$0.11
Cards with vowels	5	Pza	\$0.04	\$0.18
School activity cards	19	Pza	\$0.01	\$0.21
Cards with colorful activities	10	Pza	\$0.01	\$0.14
Cards with colors	42	pza	\$0.01	\$0.42
Box of Crayons	1	Pza	\$0.47	\$0.47
Plastic die	1	Pza	\$0.11	\$0.11
foam ball	1	Pza	\$0.21	\$0.21
Ball with spikes	1	Pza	\$0.30	\$0.30
Globe ball	1	Pza	\$0.54	\$0.54
Slinky	1	Pza	\$0.21	\$0.21
Pipe cleaner	20	Pza	\$0.02	\$0.46
Bottle of fine stones	1	Pza	\$1.30	\$1.30
Bottle of foam toes	1	Pza	\$1.10	\$1.10



Foamy board with numbers	1	Pza	\$2.02	\$2.02
Foamy board with geometric figures	1	Pza	\$2.02	\$2.02
Foamy board with means of transport	1	Pza	\$2.02	\$2.02
Package of plastic assembly buckets	1	Pza	\$1.60	\$1.60
Bag of colored pompoms	1	Pza	\$0.67	\$0.67
Manufacturing costs	Quantity	United	Unit Cost	Total Cost
Impressions	17		\$0.0361	\$0.61
Packing	1		\$1.2996	\$1.30
Stickers "UpDownLife"	30	Pza	\$0.01	\$0.43
Costo total del kit				\$41.47

Cost Structure of the Magazine (Has Varied).

Cost structure of the magazine				
Conceit	Quantity	United	Unit Cost	Total Cost
Materials				
Opal leaves	24	Pza	\$0.05	\$1.18
Other resources	Quantity	United	Unit Cost	Total Cost
Materials				
Impressions	24		\$0.02	\$0.29
Total Cost of the magazine				\$1.47

Cost Structure of the Work Book (Has Varied).

Cost Structure of the book				
Conceit	Quantity	United	Unit Cost	Total Cost
Materials				
Opal leaves	24	Pza	\$0.05	\$1.18
Other resources	Quantity	United	Unit Cost	Total Cost
Materials				
Impressions	24		\$0.02	\$0.29
Total Cost of the book				\$1.47



To ensure growth and strengthen its business, UpDownLife has developed an activity kit that is adaptable to benefit a wide range of individuals, allowing it to explore and enter different markets. These markets include not only children with Down syndrome but also children with other physical or mental conditions, children without any conditions, and older adults experiencing the early signs of dementia. Although the benefits of the kit are consistent across all groups, the time it takes for these benefits to manifest may vary depending on the individual characteristics of each person. This flexibility and adaptability not only expand UpDownLife's reach but also ensure its relevance and long-term sustainability by offering effective solutions for various needs at different stages of life.

Like any other business, UpDownLife faces a series of risks that could impact its finances and complicate the growth of the project. These risks include:

- Problems obtaining trademark registration.
- Not have copyright.
- Can be replicable.
- Not getting investors for social causes.
- Not having the investment capacity.
- Not having the production capacity.
- Not having enough human talent.
- Not have agreements with the government.

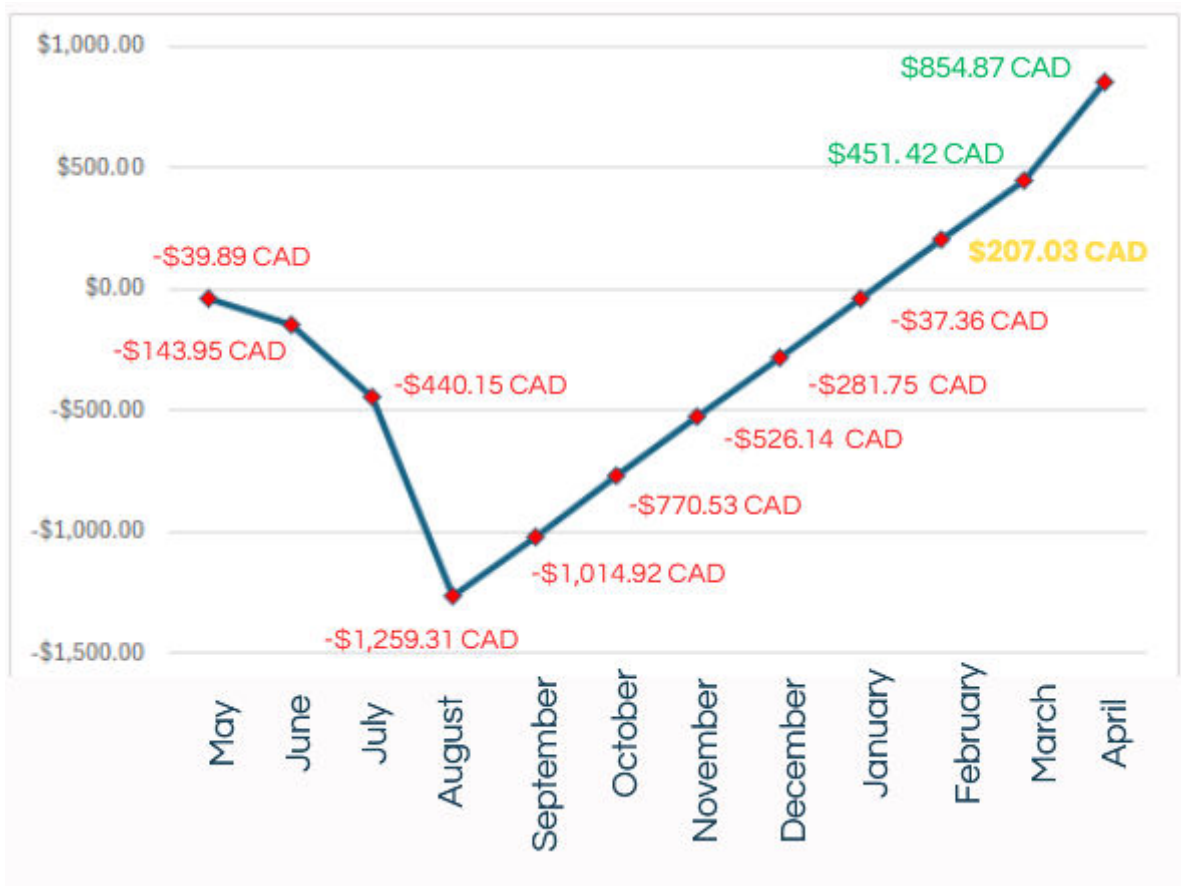
The following graph illustrates the initial journey of UpDownLife from its market entry to the projected forecast for the first year of operations. As shown, the first few months were particularly challenging financially. This was due to the initial investments required to conduct fundamental research, establish brand identity, and increase visibility in a competitive market.

During this period, UpDownLife allocated significant resources to building a solid foundation, which is essential for ensuring long-term success. However, this approach also involved a period of limited revenue, making the early months financially tight.



As we move towards September, UpDownLife is expected to start meeting current demand and achieve its first significant sales. This milestone will be a crucial point in our journey, as it will allow the company to generate revenue and demonstrate the viability of its business model.

With a focus on organic growth and without the need for external investment, we project to reach breakeven in February 2025. This achievement will reflect not only UpDownLife's financial stability but also its ability to grow sustainably, building a solid foundation for its future in the market.





To gain a more detailed view of our operations during the first year, we invite you to access the complete information via the provided QR code. This code will direct you to an interactive resource where you can explore key data about our growth strategies, financial projections, and performance metrics that will guide our progress in the market.

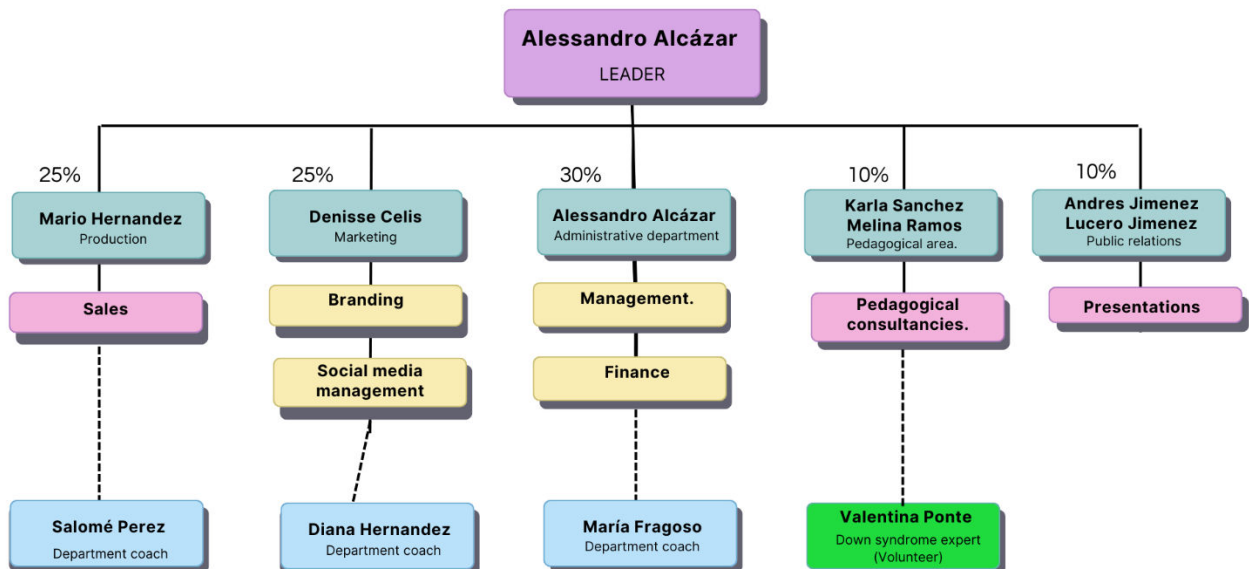


B3. Team and leadership

In the presented organizational chart, the structure of UpDownLife is detailed, showing how departments are divided and the responsibilities assigned to each of the founding partners. This chart is crucial for understanding how each partner contributes to the development and growth of the project, performing distinct but interrelated activities that complement each other to achieve the company's objectives.

Each department has a specific role and is led by one of the partners, who, through their actions, ensure that all areas of the company function cohesively.

This approach allows each partner to specialize in a key area, while collaboration and coordination among them ensure that UpDownLife operates efficiently and effectively. The organizational chart not only illustrates how responsibilities are distributed but also how these functions integrate to drive the development and success of the project as a whole.





What are the skills of each member?

Alessandro Alcázar



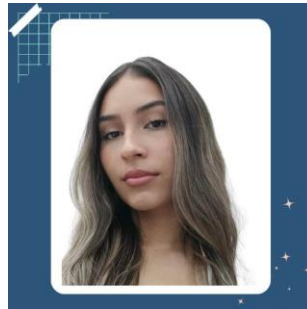
Activities carried out:

- Leader.
- Project management and research.
- Market surveys.
- Finance.
- Sales.

Certifications:



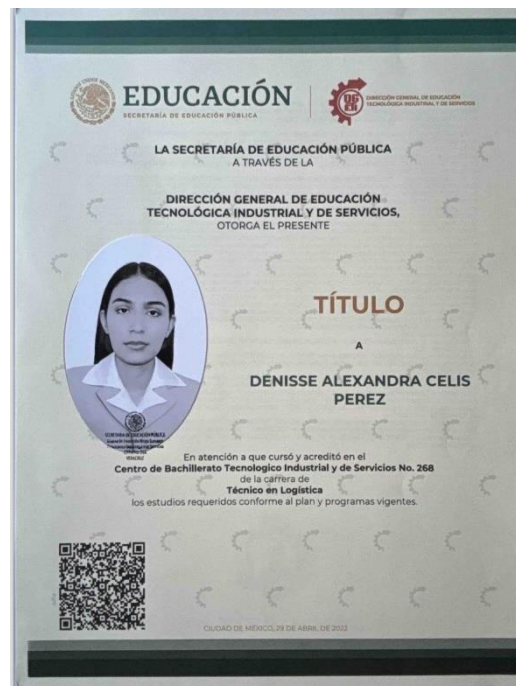
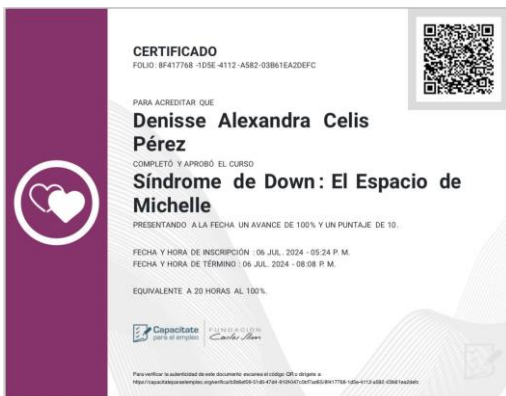
Denisse Celis



Activities carried out:

- Branding
- Marketing digital.
- SEO.
- Video editing for SBC rounds.

Certifications:





Mario Hernandez



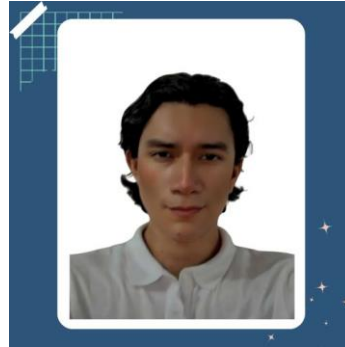
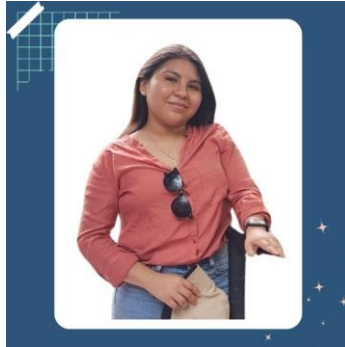
Activities carried out:

- Public relations.
- Development and maintenance of the website.
- Production manager.

Certifications:



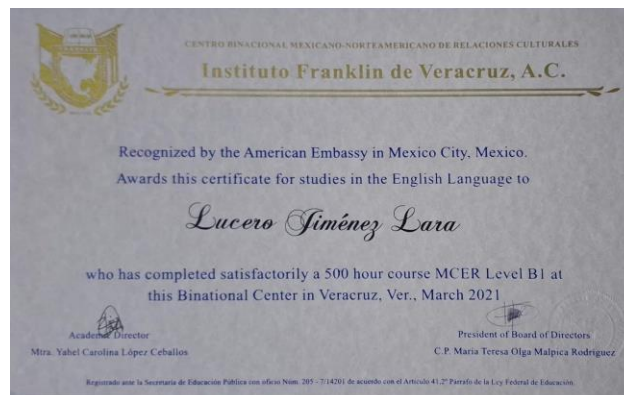
Lucero Jimenez and Andres Jimenez



Activities carried out:

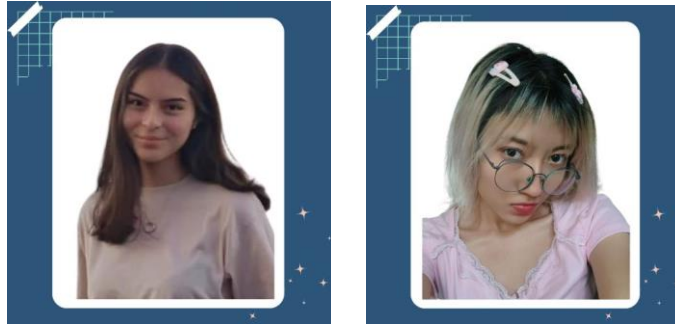
- Translators
- Presenters.
- Public relations.

Certifications:





Karla Sanchez and Melina Ramos



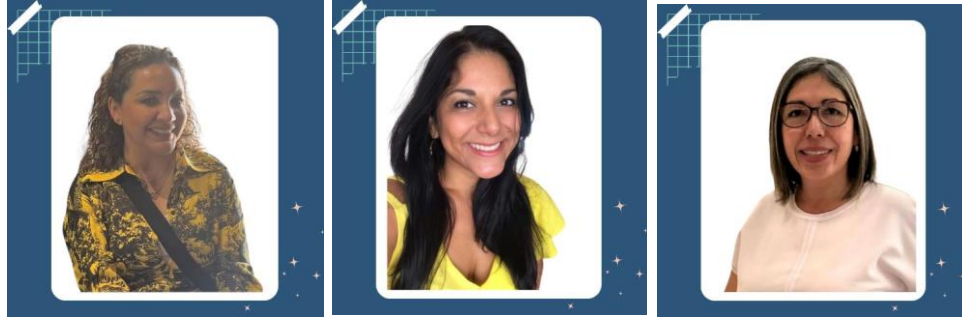
Activities carried out:

- Specialization in the pedagogical part of the project.

Certifications:



Salome Perez, Diana Serrano and Maria Fragoso.



Activities carried out:

- Consulting.
- Guide.
- Reviews.
- Support with necessary contacts.

Certifications:



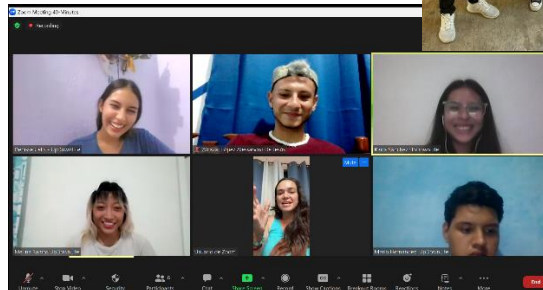


How is our Synergy and teamwork?

At UpDownLife, we promote a work environment where unity and trust among team members are fundamental. This collaboration is clearly reflected in how we carry out our daily activities. The positive relationships we share create a work atmosphere that is both productive and positive, where every team member feels valued and supported.

We make important project decisions collectively, ensuring that every voice is heard. All team members have the opportunity to contribute their opinions, and this inclusive approach allows us to leverage the diversity of perspectives and experiences within our team. Additionally, we work closely with our coaches to integrate their knowledge and expertise into our decision-making process. Together, we always strive for the greatest benefit for UpDownLife and the community we serve.

This collaborative approach not only strengthens our team but also enriches our strategies and contributes to the continuous evolution of our project. At UpDownLife, we believe that success is built through teamwork and collaboration, and we are committed to maintaining an environment where every member plays an important role in achieving our goals.



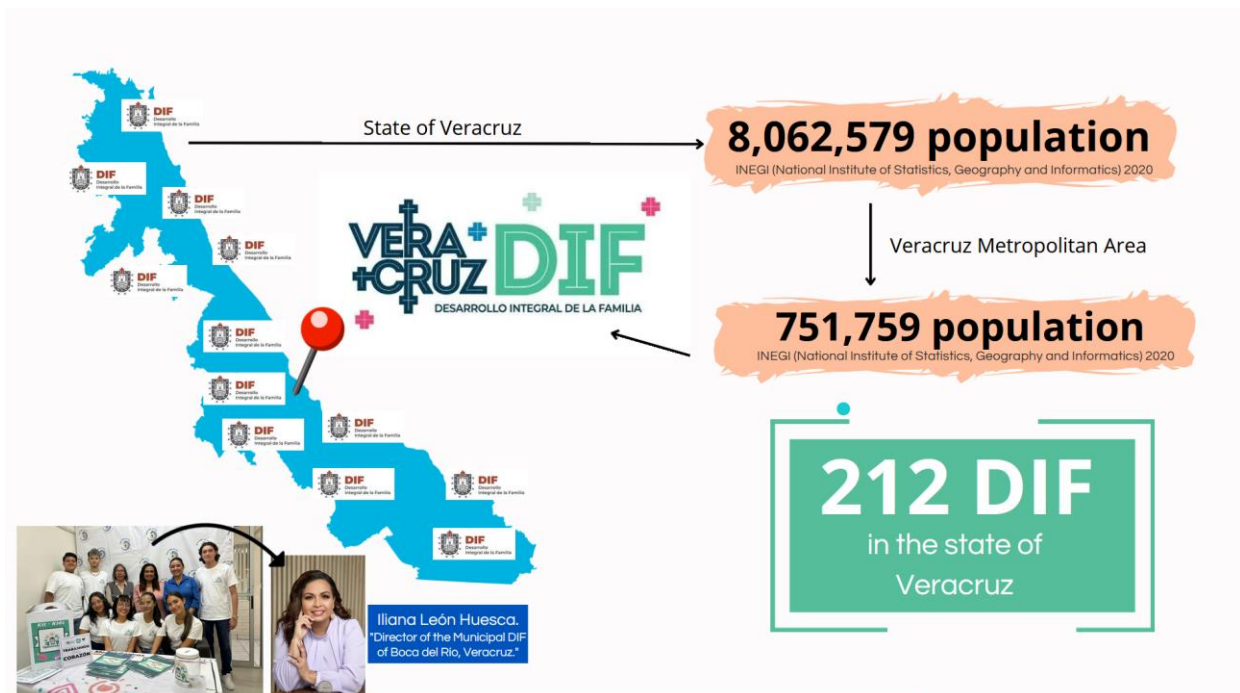


B4. Partnership and collaboration

Currently, at UpDownLife, we continue to seek strategic collaborators to help us advance our project and amplify our social impact. Our latest partnership approach has been with DIF Veracruz, a public organization with a presence in every municipality of the state. This collaboration represents a significant opportunity to expand our reach and connect with a larger number of potential stakeholders, thereby generating broader positive impacts.

Iliana León Huesca, the Director of DIF Veracruz, has extended an invitation to UpDownLife to join the project "An Inclusive Veracruz." This project is designed to support people with all types of disabilities, and our participation will focus on supporting individuals with Down syndrome.

The alliance with DIF Veracruz will allow UpDownLife to expand our products and services throughout the region, benefiting a greater number of people and families. Iliana León Huesca highlights that our project and values perfectly align with the objectives of the "An Inclusive Veracruz" project, reinforcing the compatibility and potential positive impact of this collaboration.





To confirm the alliance with "DIF," we are adding a signed letter that demonstrates the commitment to the collaboration with UpDownLife.



H. Veracruz, Ver; a 13 de agosto de 2024

Estimados miembros de UP DOWN LIFE:

En mi carácter de directora general del Sistema DIF y Coordinadora de Organismos Sociales, escribo la presente para hacer de su conocimiento que nos es un gusto colaborar con ustedes como aliados estratégicos en el trabajo por las familias con miembros con Síndrome de Down.

Siendo testigos de las necesidades de dichas familias un proyecto como este abona en el aspecto social, familiar y económico de las familias permitiéndoles ser visibles y tener oportunidades en una sociedad que poco a poco trabaja por la inclusión.

Este proyecto se sumará a los objetivos que tiene el DIF Municipal para llevarlo a nivel nacional e incluso internacional para vivir una realidad más inclusiva para toda la sociedad.

ATENTAMENTE

"Nuestro Puerto, Nuestra Casa"

MTRA. ILIANA LISETH LEÓN HUESCA
DIRECTORA GENERAL DEL SISTEMA DIF
MUNICIPAL DE VERACRUZ

Av. Ignacio Bustamante S/N
esq. Mariano Matamoros,
Fracc. Los Pinos, C.P. 91870
Veracruz de Ignacio de la Llave,
Teléfono: (229) 961. 0100 Ext. 103

veracruzmunicipio.gob.mx





In addition to our collaboration with DIF Veracruz, we have also established partnerships with businesses such as "Burrocks" and "La Rancherita." These alliances not only help promote our project through their social media platforms but also have a direct and positive impact on our operations.

One of the fundamental services that UpDownLife offers is providing people with Down syndrome the opportunity to access employment that is suited to their abilities. In this regard, the collaboration with companies like "Burrocks" and "La Rancherita" is crucial. These companies are committed to offering job positions adapted to the skills and abilities of the interested individuals, thereby providing them with a valuable opportunity to develop in the professional and employment sphere.

In addition to offering job positions, these companies work alongside us to train the hired individuals, ensuring that they receive the necessary training to successfully perform their assigned tasks. This collaborative approach not only promotes the growth and inclusion of people with Down syndrome in the workforce but also strengthens our ability to offer meaningful and sustainable employment opportunities.

The alliance with "Burrocks" and "La Rancherita" is an excellent example of how strategic collaborations can create real and tangible impact, supporting the professional development of people with Down syndrome and contributing to the success of our mission at UpDownLife.





To confirm the alliance with "La Rancherita," we are adding a signed letter that demonstrates the commitment to the collaboration with UpDownLife.



H. Veracruz, Ver; a 13 de agosto de 2024

Estimados miembros de UpDownLife:

Por medio de la presente, en mi carácter como propietario de "La Rancherita" ubicado en Boca del Río, Veracruz, expreso mi interés y disposición como aliado estratégico para colaborar con el proyecto UpDownLife.

Entiendo que UpDownLife es una iniciativa que busca conectar empresas inclusivas con personas con síndrome de Down, con el objetivo de brindarles oportunidades laborales. Como empresa comprometida con la inclusión y la diversidad, nos complace formar parte de este valioso proyecto.

Mediante esta carta, confirmo nuestra disposición para:

1. Considerar la contratación de personas con síndrome de Down en puestos adecuados dentro de nuestra empresa.
2. Trabajar en conjunto con UpDownLife para identificar roles y responsabilidades apropiados.
3. Proporcionar un ambiente de trabajo inclusivo y acogedor.
4. Participar en cualquier capacitación o orientación necesaria para asegurar una integración exitosa.

Creemos firmemente que esta colaboración no solo beneficiará a las personas con síndrome de Down, sino que también enriquecerá nuestra cultura empresarial y la comunidad de Veracruz en general.

Quedamos a su disposición para discutir los detalles de esta colaboración y avanzar en este importante proyecto.

Atentamente,

Josue Zamudio

Propietario de "La Rancherita"

Michoacán 30, Luis Echeverría, 94298 Boca del Río, Ver.



To confirm the alliance with "Burrocks," we are adding a signed letter that demonstrates the commitment to the collaboration with UpDownLife.



H. Veracruz, Ver; a 13 de agosto de 2024

Estimados miembros de UpDownLife:

Por medio de la presente, en mi carácter como propietario de "Burrocks" ubicado en Boca del Río, Veracruz, expreso mi interés y disposición como aliado estratégico para colaborar con el proyecto UpDownLife.

Entiendo que UpDownLife es una iniciativa que busca conectar empresas inclusivas con personas con síndrome de Down, con el objetivo de brindarles oportunidades laborales. Como empresa comprometida con la inclusión y la diversidad, nos complace formar parte de este valioso proyecto.

Mediante esta carta, confirmo nuestra disposición para:

1. Considerar la contratación de personas con síndrome de Down en puestos adecuados dentro de nuestra empresa.
2. Trabajar en conjunto con UpDownLife para identificar roles y responsabilidades apropiadas.
3. Proporcionar un ambiente de trabajo inclusivo y acogedor.
4. Participar en cualquier capacitación u orientación necesaria para asegurar una integración exitosa.

Creemos firmemente que esta colaboración no solo beneficiará a las personas con síndrome de Down, sino que también enriquecerá nuestra cultura empresarial y la comunidad de Veracruz en general.

Quedamos a su disposición para discutir los detalles de esta colaboración y avanzar en este importante proyecto.

Atentamente,

Daniel Velasco Vela

Propietario

Costa Verde / Av. Cuauhtémoc esquina Lerdo



C. ESG reporting

UpDownLife is committed to sustainability and corporate responsibility, aligning its operations with an ESG (Environmental, Social, and Governance) report. By doing so, UpDownLife not only reinforces its commitment to responsible practices that minimize its environmental impact but also strengthens its social responsibility by supporting families with children with Down syndrome. Additionally, it ensures ethical and transparent governance in all its activities. This approach enables UpDownLife to identify and mitigate risks, seize strategic opportunities, and enhance its market reputation, creating long-lasting value for its stakeholders and ensuring the long-term sustainability of the company.

C1. Measurement and reporting

Our business activities have a direct impact on ESG (Environmental, Social, and Governance) frameworks. To assess this impact, we have structured a table that details both the positive effects we generate in these areas as well as the potential negative impacts. This evaluation is crucial for understanding the full scope of our operations and for identifying areas for improvement.

The table shows how our actions contribute positively to the environment, society, and governance, as well as the challenges we face in each of these aspects. The negative impacts identified are areas we recognize as opportunities for improvement, and we are firmly committed to developing and implementing strategies to minimize these adverse effects.



	<i>Positive impacts:</i>	<i>Areas of opportunity:</i>
Environmental	<ul style="list-style-type: none"> • Promotion of the Ecological Footprint Culture. • By collecting bottle caps and delivering them to the relevant organization, we generate a positive environmental impact. 	<ul style="list-style-type: none"> • Waste generation from our product packaging. • Waste generation from the production process.
Social	<ul style="list-style-type: none"> • Visibility of a Vulnerable Group. • Access to resources that contribute to the empowerment of families with members who have Down syndrome. • Integration of a community. • Improvement of the quality of life for families and individuals with Down syndrome. 	<ul style="list-style-type: none"> • Inability to fully serve 100% of the vulnerable group. • Inability to integrate all individuals with Down syndrome into the labor market due to their varying needs and abilities.
Governance	<ul style="list-style-type: none"> • Compliance with regulations to support vulnerable groups. • Transparency on social media about our working methods. • Promotion of a culture of visibility for this vulnerable group. • Management of the entire team guided by an organizational code of ethics based on addressing the SDGs. 	<ul style="list-style-type: none"> • Lack of proposals that address this vulnerable group. • Inability to strengthen government partnerships to obtain information and resources for this vulnerable group.

Aligning our operations with ESG frameworks is not only a matter of social responsibility but can also be a key differentiating factor in our sector. In specific cases, proper alignment with these standards can set UpDownLife apart from other companies or projects with similar objectives, highlighting our commitment to ethical and responsible business practices.



UpDownLife is dedicated to continuously improving our impact and ensuring that our practices contribute positively to the community and environment. Through constant evaluation and the adaptation of our strategies, we aim not only to meet ESG standards but to exceed them, strengthening our position as leaders in social responsibility.

C2. Compliance with ESG standards and frameworks

To ensure that our operations align with ESG (Environmental, Social, and Governance) frameworks, we have established a series of Key Performance Indicators (KPIs). These KPIs enable us to effectively assess our governance criteria and measure UpDownLife's impact and perception in society.

These indicators are fundamental to us, as they not only reflect our commitment to ESG principles but also provide a clear view of how we are perceived by the community. Maintaining high social standards and receiving positive feedback from the community are indicators of the high engagement and support that UpDownLife generates.

The established KPIs allow us to monitor our progress in key areas, identify opportunities for improvement, and ensure that our actions are in line with our values and objectives. These indicators also help us maintain transparency and accountability in our operations, ensuring that our practices benefit the community and align with social and governance expectations.

UpDownLife is committed to using these KPIs to continuously improve and strengthen our mission of supporting parents, children, and adults with Down syndrome. With a constant focus on meeting ESG frameworks, we aim to create a positive and lasting impact on society.

- **Carbon Footprint:** This KPI measures the total amount of greenhouse gas emissions generated by our operations. It is crucial for assessing our environmental impact and helps us identify areas where we can reduce our



carbon footprint, promoting more sustainable and environmentally responsible practices.

- **Energy Efficiency:** We assess how we use energy in our operations to ensure that we are maximizing efficiency and minimizing waste. High energy efficiency not only reduces operational costs but also decreases our environmental impact, contributing to more responsible resource management.
- **Job Satisfaction Index:** We measure employee satisfaction to ensure a positive and productive work environment. Job satisfaction is crucial for maintaining a motivated and committed team, which in turn improves the quality of our work and strengthens our organizational culture.
- **Compliance Audits:** We conduct regular audits to ensure that our practices and operations comply with legal and regulatory requirements. This KPI ensures that we are operating ethically and according to established standards, minimizing legal risks and improving our governance.
- **Fines and Penalties:** We monitor any fines or penalties received as a result of non-compliance or errors. This KPI is a direct reflection of our ability to maintain high compliance standards and allows us to identify areas for improvement to avoid future issues.
- **Risk Management:** We evaluate how we identify, assess, and mitigate risks associated with our operations. Effective risk management is essential to prevent problems that could negatively affect our mission and operations, ensuring the continuity and stability of UpDownLife.
- **Community Participation:** We measure our level of participation and the impact we have on the community we serve. This KPI is vital for understanding how our activities affect the community and for ensuring that we are fulfilling our mission to effectively support parents and children with Down syndrome.

By using these KPIs, UpDownLife is committed to continuously monitoring and improving our processes to ensure that our operations not only meet ESG standards but also provide significant value to the community and the environment. Each of



these indicators provides us with valuable insights to strengthen our practices and reaffirm our commitment to social responsibility.



D. Learning curve

Round after round, SBC has been fundamental in our training process. It has provided us with a series of specialized courses that have allowed us to understand and apply the necessary guidelines to develop our project effectively.

In the table below, you can see the completed courses and the knowledge gained at each stage. These courses have not only enriched our understanding but also optimized the way we implement UpDownLife's strategies. Each course has significantly contributed to our growth, helping us improve the quality and impact of our work.

In the course "Social Innovation":

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:

- 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).

In the course "Business Model":

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:

- 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.

In the course “Business execution”:

We learned about the importance of planning steps for organizational development, considering future prospects and its potential impact, focusing on topics such as:

- 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.

In the course “Social Impact Acceleration”:

We learned that the economy means a lot within a business, which is why it is recommended to use successful strategies such as the participation of leaders, the creation of value, knowing your acceleration of impact, maintaining social and environmental values, including sustainability in the corporate culture, integrating global initiatives and social movements and trends.

Thanks to this ongoing training, UpDownLife has been able to develop its project more effectively, ensuring that each stage is executed to the highest standards and that our initiatives address the needs of the community we serve. Continuous training is a key element in our commitment to providing solid and effective support to parents with children with Down syndrome.

The SBC competition has not only provided us with theoretical knowledge but also played a crucial role in our personal development and the evolution of the



UpDownLife project. Throughout each round, we have faced challenges that have tested not only our technical skills but also our resilience and adaptability.

The table we present reflects how our strategies have continuously evolved to align with our initial goal: providing genuine support to those in need. Each course and experience has contributed to our transformation, not only in terms of acquired knowledge but also in the development of our mindset and behaviors.

	Round 1	Round 2	Round 3	Round 4
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	We realized that our project needed greater visibility. We recognized the importance of continuous improvement and that we all have weaknesses, but instead of feeling discouraged and ignoring them, we should take action to turn them into strengths.
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.	We felt nervous about speaking on the radio and television, but we also formed new alliances, and more people were drawn to the project, which made us happy. Despite having practiced, English remains a weakness, but we feel fortunate to be able to integrate people who have that skill and turn it into a strength.
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.	We took advantage of media opportunities to increase the project's visibility. We implemented a team-strengthening strategy by including members with complementary skills, such as English language proficiency, and developed a more comprehensive approach by leveraging the strengths of each member.

The competition has been a catalyst for our growth, driving us not to remain stagnant. Despite the problems that have arisen at each stage, we have learned to resolve them and continuously improve. We firmly believe that the true purpose of this competition is to fail, learn, and improve. We have not given up; on the contrary, each obstacle has reinforced our commitment and our ability to adapt and move forward.

UpDownLife moves forward with the conviction that every challenge is an opportunity to strengthen our mission and to provide more effective support to the community we serve.



Do you remember what we imagined at the beginning? We imagined a world where every parent feels supported, every child is valued for their unique abilities, and every adult with Down syndrome has the opportunity to shine. Today, that world is closer to reality thanks to our collective effort.

UpDownLife is not just a business project; it is a social project with a deep mission. We are building a community where challenges become opportunities and where mutual support and the appreciation of each individual are the pillars of our work. Our goal is to demonstrate that, despite the difficulties, together we can overcome obstacles and create an environment where everyone can thrive.

This is our vision, and every step we take brings us closer to it. In this round, we have made significant progress, reaffirming our commitment to this noble cause. As we close Round 4, we want to remind you that UpDownLife is more than just a name; it is a declaration of our determination to make the world a more inclusive and supportive place.

That's all for Round 4. We are UpDownLife, and we will continue to work with passion and dedication to achieve a future where everyone has the opportunity to shine.



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