

# КАК ПУТЕШЕСТВОВАТЬ ПО МИРУ БЕСПЛАТНО

Посещая форумы и конференции, участвуя в конкурсах и хакатонах

# ПРОГРАММА

- Что такое воркшоп?
- Как готовить заявки на участие в международных форумах, конференциях, проектах?
- Каких кандидатов ждут организаторы подобных проектов?
- Ежегодные международные форумы, в которых каждый может принять участие
- Конференции, форумы, проекты с полным и частичным покрытием расходов
- Как участвовать стартап-баттлах, конкурсах социальных проектов, хакатонах
- Примеры интересных проектов
- Ответы на ваши вопросы

# КАКИХ КАНДИДАТОВ ХОТЯТ ВИДЕТЬ ОРГАНИЗАТОРЫ?

*"I think of it often and imagine the scene clearly.  
Even if they come to kill me, I will tell them what  
they are trying to do is wrong,  
that education is our basic right."*

*~Malālah Yūsafzay*



# ЗАЯВКИ НА УЧАСТИЕ

Расскажите о себе (факты)

Где вы демонстрировали свой лидерский потенциал

Почему вы хотите стать участником нашего форума

Чем данный форум может вам помочь?

Какой вклад вы можете внести в данный форум?

Ваше видение текущей ситуации

# ПРИМЕРЫ ЗАЯВОК

Name \*

Мой ответ

Surname \*

Мой ответ

Email \*

Мой ответ

Retype Your Email: \*

Мой ответ

Country&City \*

Industry (If you are Company/Entrepreneur):

Мой ответ

What is your field of interest? \*

Мой ответ

Do you require a visa to travel to Croatia? \*

Yes

No

How LEAP Summit can help you? \*

LEAP Summit is the place where Changemakers LEAP into action! Please let us know how we can help you in your personal and professional development - can we connect you with someone/can we do something for your business/can we help you somehow and we will try everything to make environment in which you will be able to grow as a person and as a leader.

# TIPS

- 1. Досконально изучить тематику мероприятия
- 2. Не пытайтесь вместить все в одно эссе.
- 2. Чем я отличаюсь от других?
- 3. Не бойтесь быть честными
- 4. Не бойтесь показаться странным
- 5. Цепляйте эмоциями

# МОТИВАЦИОННОЕ ПИСЬМО ДЛЯ ФОРУМА ИЛИ КОНФЕРЕНЦИИ

- Акцент на инициативах (лидерстве)
- Акцент на предыдущих проектах
- Акцент на амбициях (будущих проектах)
- Акцент на релевантном опыте
- Акцент на возможном вкладе
- Акцент на ценностях
- Акцент на возможностях
- Акцент на проблемах комьюнити
- Creating a better future
- Global citizenship (culture ambassador)

# ОШИБКИ

- Писать о нерелевантных вещах
- Хэйтить свою страну или community
- Не изучить цели конференции или форума



# ЕЖЕГОДНЫЕ ФОРУМЫ, КОНКУРСЫ, КОНФЕРЕНЦИИ

- Hansen Summer School -USA -January
- Watson Summer School - October
- Many language –one world USA -
- Open Con, Germany
- One Young World
- Model ASEM
- Yenching Global Symposium

# ESSAY CRITERIAS

## Essay Criteria for Assessment

### Appropriate Selection of Problem

- Relevance to the plenary                      актуальность для пленарного заседания
- Justification for the choice                      обоснование выбора

### Knowledge and Understanding of Problem

- Can talk in detail about the different facets of the problem                      можно подробно рассказать о разных аспектах проблемы
- Views the problem from more than one perspective and appreciates its subtleties                      рассматривает проблему с разных точек зрения и ценит
- Persuades the reader that this is indeed a problem                      убедить читателя, что это действительно проблема

### Appropriate Selection of Solution

- Relevance to the problem                      отношение к проблеме
- Relevance to the plenary                      актуальность для пленарного заседания

### Reasoning behind the Solution

- Your essay should be persuasive                      эссе должно быть убедительным
- Details why this is a solution to the problem                      детально почему это решение проблемы
- Details why this solution will create a positive change to wider society                      подробно почему это решение создаст положительные изменения для общества в целом

# ONE YOUNG WORLD

## What is One Young World?

One Young World was founded in 2009 by [David Jones](#) and [Kate Robertson](#). We are a UK-based charity that gathers together the brightest young leaders from around the world, empowering them to make lasting connections to create positive change.

We stage an annual Summit where the most valuable young talent from global and national companies, NGOs, universities and other forward-thinking organisations are joined by world leaders, acting as the One Young World Counsellors.

At the Summit, delegates debate, formulate and share innovative solutions for the pressing issues the world faces.

At past Summits delegates were joined by a line-up of Counsellors that included Justin Trudeau, Emma Watson, Archbishop Emeritus Desmond Tutu, Sir Bob Geldof, Kofi Annan, Sir Richard Branson, Meghan Markle, Professor Muhammad Yunus, Jamie Oliver, Jack Dorsey and Mary Robinson. Click [here](#) to find out more about past Counsellors.

After each Summit, the delegates, who are then known as One Young World Ambassadors, work on their own initiatives or lend the power of the One Young World network to those initiatives already in existence. Of those in employment, many return to their companies and set about creating change from within, energising their corporate environment.

## Who can be a One Young World Ambassador?

One Young World delegates are 18-30 years old who have demonstrated leadership ability and a commitment to effecting positive change. Many have already had an impact in their home countries on a range of issues, including the role of business in society, transparency in business and government, the impact of climate change, global health and hunger relief.

If you think you meet the requirements, we welcome you to apply to attend the 2018 Summit by creating a candidate profile. If your profile is approved it will be displayed on the One Young World website and you can seek the necessary funding to attend the Summit.

At the Summit Closing Ceremony, delegates graduate as One Young World Ambassadors, joining a network of young leaders who are creating positive change around the world.

[Find out more](#)

# ONE YOUNG WORLD APPLICATION FORM



About Us ▾

The Summit ▾

Attend the Summit ▾

Community ▾

Impact ▾

Media ▾



**What global issues are you most passionate about and why? \***

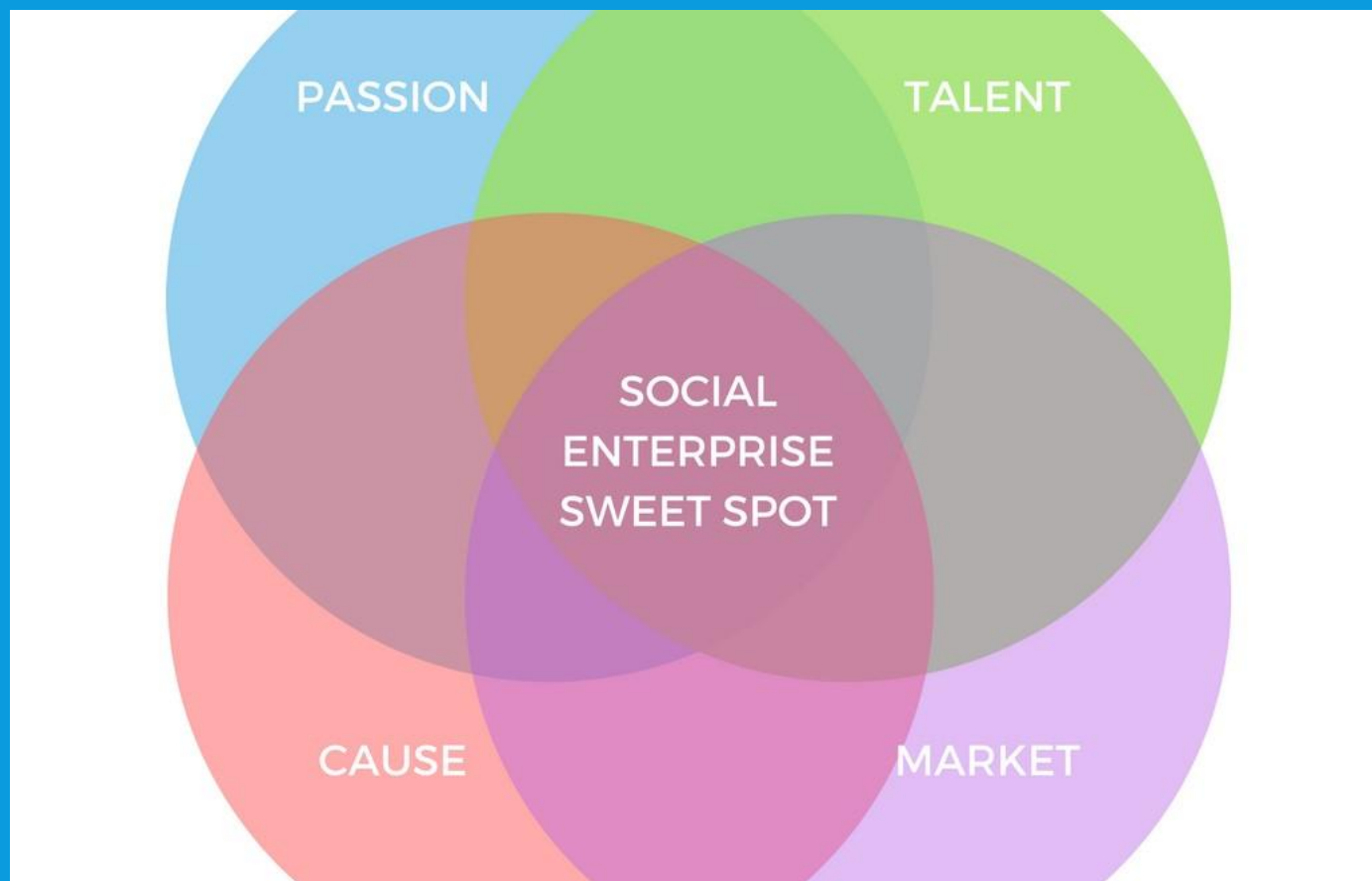
**How are you making an impact on your community, country or the world at large? If possible, please give examples of any organisations, projects or campaigns for positive social change you have founded or have been involved with. \***

**If possible, please give an estimate of the number of people who have been positively impacted by the actions listed above and explain how these people have been impacted. \***

# КАК ПИСАТЬ ЭССЕ НА КОНКУРСЫ?

- Rules
  - Brainstorm
  - Hooks
  - Details
- 
- Письмо – обращение к CEO
  - Эссе от третьего лица
  - Одна история

# СОЦИАЛЬНЫЕ ПРОЕКТЫ



# ЦЕЛИ ООН УСТОЙЧИВОГО РАЗВИТИЯ



Baking/Cooking for a Social Cause



## 7. BAKING/COOKING FOR A SOCIAL CAUSE

Water for everyone!



## 21. WATER FOR EVERYONE!

Educational travel company



## 18. EDUCATIONAL TRAVEL COMPANY

Social products and employment for the underserved



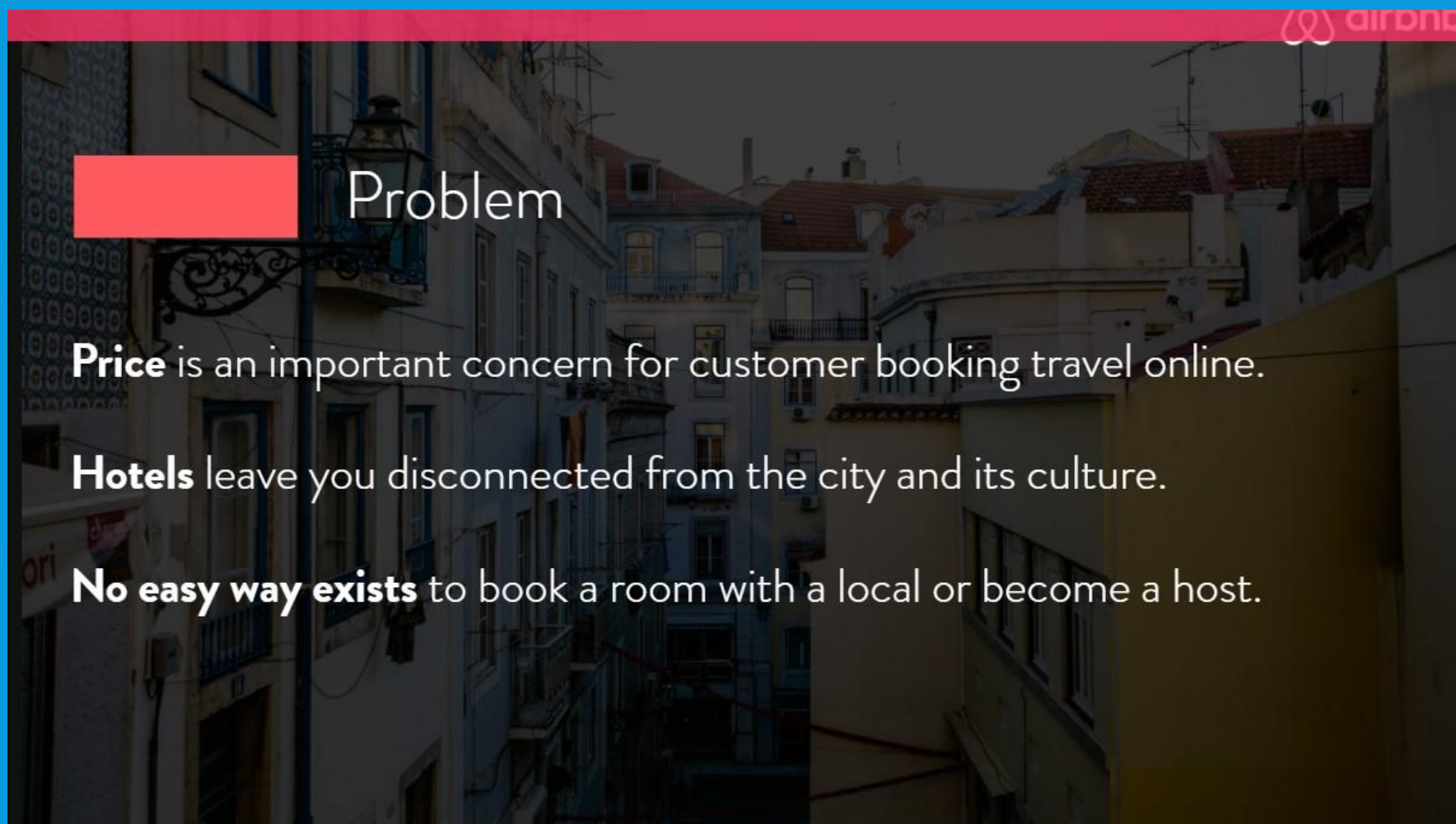
## 20. SOCIAL PRODUCTS AND EMPLOYMENT



# ПРЕЗЕНТАЦИЯ СТАРТАПА

- Проблема
- Предлагаемое решение
- Бизнес-модель проекта
- Лежащая в основе магия/технология
- Маркетинг и продажи
- Конкуренты на рынке
- Команда
- Прогнозы и вехи
- Статус и таймлайн
- Итог и призыв к действию

# ПРОБЛЕМА



**Problem**

**Price** is an important concern for customer booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

# РЕШЕНИЕ

**Solution:** A web platform where users can rent out their space to host travelers to



**Save Money**  
when traveling



**Make Money**  
when hosting



**Share Culture**  
local connection to the city

# ВОЗМОЖНОСТИ РЫНКА



## Market Validation

couchsurfing.com

670,000

TOTAL USERS

craigslist.com

17,000

TEMPORARY  
HOUSING LISTINGS

In SF & NYC from 7/09 to 7/16

# РАЗМЕРЫ РЫНКА

Market Size



2

Billion +

**Trips Booked (WorldWide)**  
Total Available Market

560

Million +

**Budget&Online**  
Serviceable Available Market

84

Million

**Trips w/AirBnB**  
Share of Market

15% of available market

\*source: Travel Industry Assn. of America and World Tourism Organization.

\*\*source: comScore

# ТЕХНОЛОГИЯ

The screenshot displays the Airbnb website interface. At the top, a dark blue header features the text "Search by city" in white. Below this is a white search bar with the Airbnb logo on the left and three input fields: "Anywhere", "Anytime", and "1 guest". On the right side of the search bar, there are links for "Become a Host", "Help", "Sign Up", and "Log In".

Below the search bar is a navigation menu with the following items: "FOR YOU" (highlighted), "HOMES", "EXPERIENCES", and "PLACES".

The main content area is titled "Experiences" and includes a "See all >" link on the right. It features a grid of six experience cards:

- Card 1:** A woman in a yellow shirt holding a dish. Price: \$36. Description: "Salvage food and Enjoy amazing home-style dishes!". Rating: 5 stars, 17 reviews.
- Card 2:** A woman holding a bouquet of blue hydrangeas. Title: "GIULIA Floral Gardens". Price: \$117. Description: "Rome's secret gardens unveiled during floral class". Rating: 5 stars, 16 reviews.
- Card 3:** A view of a building in Lisbon. Price: \$48. Description: "Live and eat in Lisbon like local people do". Rating: 5 stars, 2 reviews.
- Card 4:** A large stone archway. Price: \$45. Description: "National Museum from eye's of an archeologist".
- Card 5:** Hands working on a wooden handplane. Price: \$126. Description: "Make your own timber bodysurfing handplane!".
- Card 6:** A woman in a green Yukata. Price: \$50. Description: "Wearing Yukata by yourself and do japanese dance.". Includes a right arrow icon.

Below the "Experiences" section is a "Homes" section with a "See all >" link on the right. The bottom of the page shows the beginning of a row of home listings.

# МАГИЯ

Book it!



View Photos

🔥 \$375 per night

[Overview](#) [Reviews](#) [The Host](#) [Location](#)

## Malibu By The Sea Beachfront Apt

Malibu, CA, United States ★★★★★ 96 reviews



Connie

Check In      Check Out

mm/dd/yyyy      mm/dd/yyyy

Guests

1 guest

Book

100% refundable · You won't be charged yet

🏠  
Entire home/apt

👥  
2 Guests

🛏️  
1 Bedroom

🛏️  
1 Bed

# БИЗНЕС -МОДЕЛЬ



## Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

**Trips with AirBnB**  
15% of Available Market

\$25

AVERAGE FEE

**\$80/night**  
for 3 nights

\$200

MILLION DOLLARS

**Revenue**  
Projected by 2011



# МАРКЕТИНГ



## Market Adoption

### EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

### PARTNERSHIPS

cheap/alternative travel

- GoLoco
- Kayak
- Orbitz

### CRAIGSLIST

dual posting feature

# КОНКУРЕНТНЫЕ ПРЕИМУЩЕСТВА

## Competitive Advantage



### First to Market

for transaction-based temporary housing site



### Host Incentive

they can make money over [couchsurfing.com](http://couchsurfing.com)



### List Once

hosts post one time vs. daily on craigslist



### Ease of Use

search by price, location & check-in/check-out dates



### Profiles

browse host profiles, and book in 3 clicks



### Design and Brand

memorable name will launch at historic DNC to gain share of mind

# ФИНАНСЫ

## Financial

We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast

\$500K

Angel Round

initial investment opportunity

80K

Trips w/AirB&B

avg \$25 free

\$2M

Revenue

over 12 months

# ROME HACKATHON

## INDABA

### MAKE AN ORDINARY ACTION EXTRAORDINARY

- Indaba app allows to purchase food close to expire for a discounted price
- 50% of royalties fund projects for local empowerment o  
agriculture
- Economic gains for resellers and consumers
- It's social!

Слайд: 7 из 11



# SLIDE

