

The Internet and the World

United Kingdom United Kingdom
R B




Organization type:

for profit

Budget:

\$10,000 - \$50,000



- [Community development](#)
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- [Marketing](#)
- [Networking](#)
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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Aiming for more of a wide understanding of what goes on behind the company in a positive straight forward and meaningful happy way!

About Project

Problem: What problem is this project trying to address?

The problem in my eyes is a connection of Ben & Jerry's to its consumers and future consumers.

Solution: What is the proposed solution? Please be specific!

The solution is to draw consumers closer and new consumers in by using the internet with social networking sites. Having regular new updates, information, pictures and video of the behind the scenes of making Ben & Jerry's and other up and coming ideas and creations, a constant attention of the online following is what is needed, to combine Ben & Jerry's and the consumers together!

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

The main competitors are other companies who do similar things, for example Coca-Cola, but they haven't kept it up and constant so they are less noticed online. The needs is a constant stride forward.

About You

Organization:

(Would be a hired organization)

Background Information

First Name

Reuben

Last Name

Turner

Twitter URL

Facebook URL

The competition is only open to people between 18-34 years-old and resident in UK, Ireland, Sweden, Denmark or the Netherlands. Does this apply to you

Yes.

Country of residence of entrepreneur

Tell us about your personal background. Why are you passionate about this issue? Making an idea a reality takes innovation, dedication and strong leadership. Do you have the necessary entrepreneurial skills to realize your vision?

Enjoy sorting out outcomes and new ideas for business success.

About Your Organization**Organization Name**

(Would be a hired organization)

Organization Country

Country where this project is creating social impact

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

The Model: Walk us through a specific example of how your solution makes a difference; include your primary activities

I makes a difference by never not being on the screen or on your phone or anywhere online within the social networking side. It will always draw interest by always having something different than the previous post, picture, video or info. Whether that be on Facebook, Twitter, YouTube, anywhere!

Select the stage that best applies to your business

Operating for 1-5 years

Social Impact

What is the social impact you have had to date and how you measure it?

I know how to make something stand out and make a positive effect to individuals, groups or companies.

What barriers might hinder the success of your business? How do you plan to overcome them?

A lack of constant new material of interest to put forward. Too much social networking at one time. Forward planning will solve these though.

Sustainability

How does your model address financial, social, and environmental sustainability?

To what ever group/company hired the should be thoroughly investigated into their past work and there ability to product what is needed.

Awareness & learning

How do you see social entrepreneurship contributing to the improvement of developing countries?

In real life yes, it is how it originally was before the more developed counties started using the internet to such an extend it made a difference to this.

What aspects of your stay in Uganda as part of the competition do you think you will find most challenging and rewarding?

I personally wouldn't do that, the hired group/company would.

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