

# Connecting the Dots

**Hetanshi & Surabhi**

## VALUE PITCH

Mapping employees ideologies within an activist era. To help enrich their inner beliefs and recognise their emotional strengths

# Hypothesis

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## Currently :

Employees feel conflicted because their inner beliefs (sustainability, gender equality) are not aligning in their workplace environment





# Test Card

Test Name

Deadline

Assigned to

Duration

## STEP 1: HYPOTHESIS

We believe that Employees feel conflicted because their inner beliefs (sustainability, gender equality, work ethics etc.) are not aligning in their workplace environment



## STEP 2: TEST

To verify that, we will Circulate an e-flyer through social media to test if students/ employees are willing to spend \$30 per month to maintain a healthy workplace lifestyle

## STEP 3: METRIC

And measure The number of Student/ employees who express their needs in terms of a healthier workplace culture and their willingness to pay for it



## STEP 4: CRITERIA

We are right if More than 50% of the people we test show a desire to pay for services pertaining to a healthier career and lifestyle practices

# Learning Card

Insight Name

Date of Learning

Person Responsible

## STEP 1: HYPOTHESIS

We believed that Employees feel conflicted because their inner beliefs (sustainability, gender equality, work ethics etc.) are not aligning in their workplace environment.

- Creates frustration at workplace
- Against-the-clock worklife
- A busy social life, no time for self

## STEP 2: OBSERVATION

We observed that students/ employees depend on different apps which focuses on very specific mental relieves.

- We observed that student/employees are hesitant to pay if the charges go overboard.
- Also, after speaking with a few employees in India we found a few organisations hire a third party agent to conduct such activities in times of hectic workflow.



STEP 3: LEARN From that we learned that A few facilitators express their frustration in terms of developing their course with irregular enrollment of consumers.

- After talking to a few facilitators in india we feel we need to test assumptions while designing our workshops.
- The existing platforms for mental relief have a specific genre. Hence, there is a space to create a platform with combined focus areas. (providing multiple preferences to consumers)



## STEP 4: DECISIONS AND ACTIONS

Therefore, we will

- Create a sustainable business model where-in the organisation pays to fulfill employee's needs.

# Test Card

We believed that:

- Employees feel conflicted because their inner beliefs (sustainability, gender equality, work ethics etc.) are not aligning in their workplace environment

We verify that we will:

- Circulate an e-flyer through social media to test if students/ employees are willing to spend \$30 per month to maintain a healthy workplace lifestyle

And measure:

- The number of Student/ employees who express their needs in terms of a healthier workplace culture and their willingness to pay for it

We are right if:

- Majority of the people we test show a desire to pay for services pertaining to a healthier career and lifestyle practices

# Learning Card

We believed that:

- Employees feel conflicted because their inner beliefs (sustainability, gender equality, work ethics etc.) are not aligning in their workplace environment.
- Creating frustration at workplace
- Against-the-clock worklife
- A busy social life, no time for self

We observed that:

- Students/ employees depend on different apps which focus on **very specific stress relievers**.
- Student/employees are **hesitant to pay** if the charges go overboard.
- Also, after speaking with a **few employees** in India we found a few organisations hire a third party agent to conduct such activities in times of hectic workflow.
- A few facilitators express their frustration in terms of developing their course with **irregular enrollment** of consumers.

From that we learnt that:

- After talking to a **few facilitators** in india we feel we need to test assumptions while designing our workshops.
- The existing platforms for mental relief have a specific genre. Hence, there is a space to create a platform with combined focus areas. (providing multiple preferences to consumers)

Therefore we will:

- Create a sustainable business model where-in the organisation pays to fulfill employee's needs.



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Transforming Lives  
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<https://www.unnatiunlimited.com>

## Create the Life you Desire & Deserve

The image shows two side-by-side promotional cards. The left card has a dark green background with a silhouette of a house and a family holding hands. The right card has a dark blue background with a silhouette of a person in a suit and a network diagram. Both cards have a red 'Take Action' button at the bottom.

### Transform Your Life

Health.Time.Wealth

**Do you want to live an Extraordinary Life?**  
Learn the art of overcoming your fears, leading yourself and taking control of your life. Design a Healthy/Wealthy and Balanced 'You'. Don't settle for an ordinary life when you can create an extraordinary one!

[Take Action](#)

### Transform Your Business








Profit.Revenue.Team

**Do you want to grow your business exponentially?**  
Learn the art of creating consistency and predictability in your business, improve your sales and profits and build a rock solid professional team & organisation.

[Take Action](#)



# The Business Model Canvas for Connecting the Dots

<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Professors</li> <li>• External facilitators</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Self-analysing exercises</li> <li>• Brain challenging games</li> </ul>	<p><b>Value Propositions</b> </p> <p><b>Gain Creators</b></p> <ul style="list-style-type: none"> <li>• Self-evaluation</li> <li>• Recognising the utilization of personal believes in everyday life</li> <li>• Learning opportunity outside one's field of expertise</li> <li>• Providing in depth clarity to one's visions and goals.</li> <li>• Self-enhanced productivity</li> </ul> <p><b>Pain Reliever</b></p> <ul style="list-style-type: none"> <li>• Optimum utilization of potential - already recognised but not fulfilled due to conflicting personal and organisational values.</li> <li>• Shared space to meet similar mindsets</li> <li>• Stress relieving</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>• Informal communication</li> <li>• Reliability</li> <li>• Authentic Journey</li> <li>• Empathy</li> <li>• Interpersonal communication</li> <li>• Mutual learning</li> </ul>	<p><b>Customer Segments</b> </p> <p><b>Customer Jobs</b></p> <ul style="list-style-type: none"> <li>• The new schooler</li> <li>• Student Generation Z (roughly 20's)</li> <li>• Individual purpose: Activist by ideologies who is daunted by the shift in the socio-economic environment and strives for a regenerative future.</li> <li>• Wanting to be a part of an intellectual community</li> </ul> <p><b>Market Segment</b></p> <ul style="list-style-type: none"> <li>• Students at The New School (Full-time, part-time)</li> </ul>
<p><b>Cost Structure</b> </p> <p><b>Most expensive key resources are:</b></p> <ul style="list-style-type: none"> <li>• Technical equipments(Fixed)</li> <li>• Facilitators fee and space(Operating)</li> </ul> <p><b>Expected Monthly Expenditure are:</b></p> <ul style="list-style-type: none"> <li>• Total Fixed Cost : \$3,600</li> <li>• Total Operating Cost: \$680</li> </ul>		<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>• Customer is willing to pay for self-improved productivity.</li> <li>• We expect payments via credit/debit cards</li> <li>• We have a nuclear revenue stream in the form of customer fee</li> </ul> <p><b>Expected Monthly Income</b></p> <p>Gross Revenue: \$1200 Net income : \$476</p>		

# Interview

#25

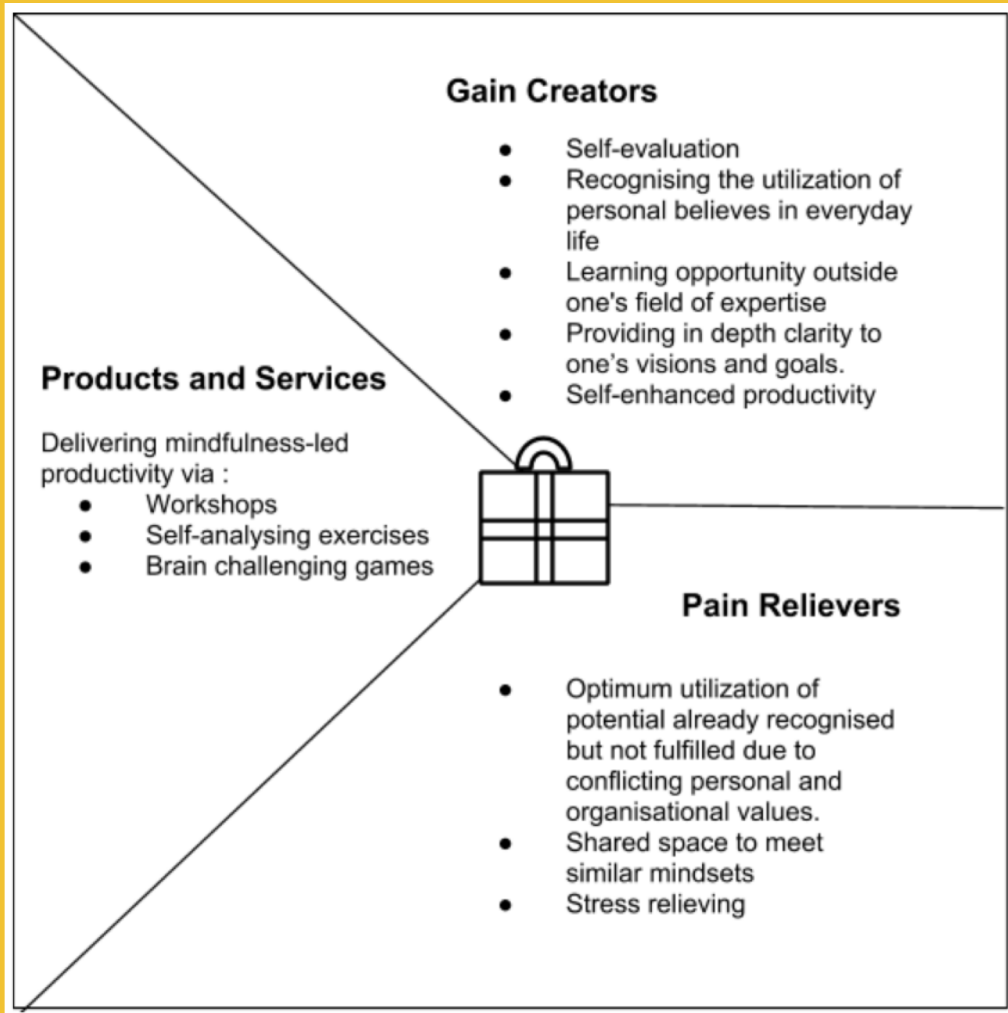
#5 Facilitators

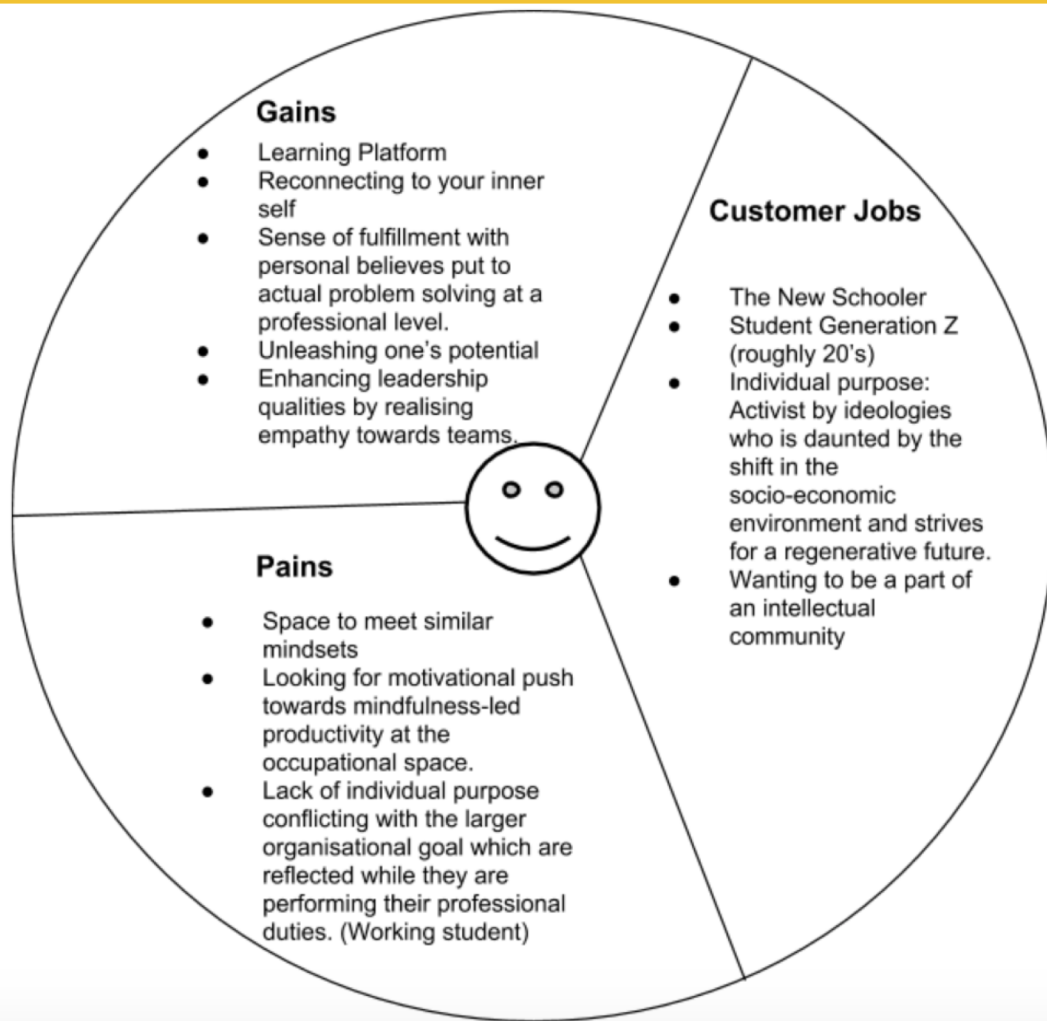
#20 Potential Customers

Feedback

Survey (workshop)

#8









cdt\_nyc

Edit Profile



6 posts

44 followers

25 following

### Connecting The Dots

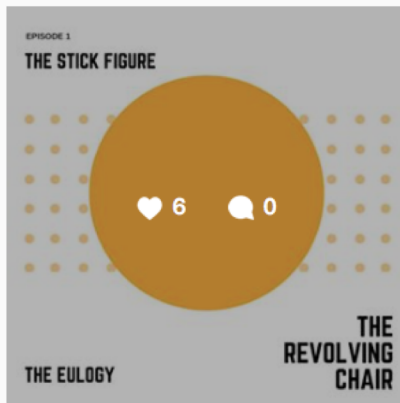
Activist Era | Be mindfull of your ideologies | Interactive club | Scent of self awareness for working activists

POSTS

IGTV

SAVED

TAGGED



# APPENDIX



dailylife.com\_

Following



266 posts

10.1k followers

448 following

dailylife.com

Helping you discover your full potential, one day at a time. 🙌

Mind, Body & Soul.

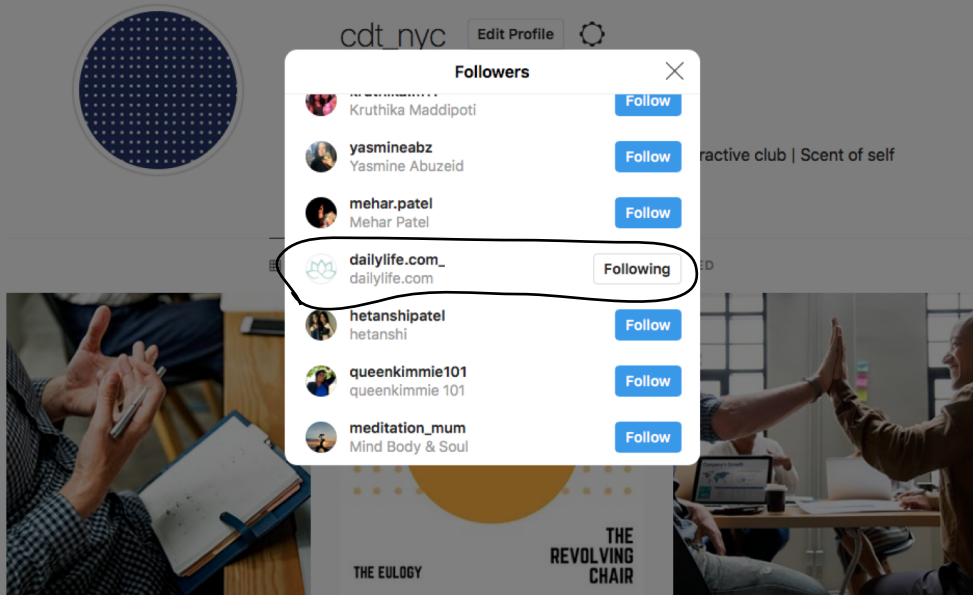
[www.dailylife.com](http://www.dailylife.com)

Followed by believetribe

At Daily Life:

You'll find a platform to engage in conversations about **creative** and **sustainable solutions** for your **personal life**.

We know that **awareness**, engagement and **connection** are just the first steps on a much **grandier journey**.



CONNECTING THE DOTS  
**IN AN ACTIVIST ERA**

**A SERVICE TO BE MINDFUL  
OF YOUR IDEOLOGIES AND  
UTILISE IN PROFESSIONAL  
LIFESTYLE**



ORGANISATION

# REGISTRATION

FEE \$30/EMPLOYEE | 2 WORKSHOPS/MONTH

- ENRICH INNER BELIEF
- RECOGNISE EMOTIONAL STRENGTHS
- HEALTHY CAREER & LIFESTYLE PRACTICES

WE'RE HERE TO MAKE YOU:

- DISCOVER AND SURPASS YOUR OWN LIMITATIONS
- LEARN THE SECRETS TO REPROGRAM YOUR SUBCONSCIOUS FOR POWERFUL RESULT

For more info contact us today!  
+917 34 9048 • [connectingthedots@gmail.com](mailto:connectingthedots@gmail.com)

CONNECTING THE DOTS

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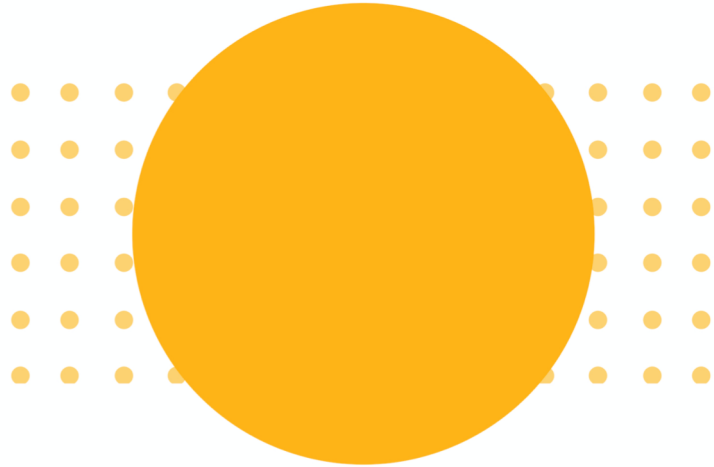


## NOW

- Companies have a sustainable outlook, example New School, Volansis
- Organisations have counselling departments
- Against-the-clock worklife
- A busy social life, no time for self
- Employees feel conflicted because their inner beliefs (sustainability, gender equality) are not aligning in their workplace environment

## FUTURE

- Multiple organisations will start collaborating with each other on the grounds of common beliefs
- A community with healthier mind sets in terms of work life balance affecting the socio economic environment



# Thank You

**Hetanshi & Surabhi**