

# SuperHeld

by Fabiana, Daniela & David

## Punchline

SuperHeld - an easy-to-use, free of charge platform helping people in need reach volunteers based on availability and proximity.

## Inspiration

Inspired by the consequences of COVID-19, which emphasized the weaknesses of our society and the importance of unifying forces to help each other survive. Vulnerable people being unaided is a problem that was always there, but nothing concrete was done about that. *We believe that, in such difficult times, communities can do amazing things when they come together.*

After witnessing some amazing initiatives coming from both individuals and groups proving that there is the need and will, but still lacking an easy-to-use tool that would *offer continuity to human kindness in Luxembourg.*

SuperHeld is creating a solid playground, with a straightforward operating process in order to lead the awareness into the right direction.

## Problem

Analyzed from 3 perspectives, our problem consists of

- Vulnerable people. Today, tomorrow, in a month or 5 years they will need help. Post-COVID-19 period will not release them from the need to carry heavy groceries, doing the line in pharmacies and post offices, daily walking their dog and changing a light bulb. *We need to be here for them, because they also were once here for us.*
- Superheroes. Eager to help but can't find opportunities to do so. Considering them being available just for a limited period and preferably not involved in any official volunteering organizations, there is no clear tool yet in place for them to offer their help.
- Local authorities. We have no doubts that local authorities are doing a good job offering their support to vulnerable people. What we want is to complement their mission, covering some small needs in the society that they can't. Our continuous reports will give them a better understanding of the population's needs in a bid to anticipate problems rather than react to the consequences.

## Solution

We are developing a platform that would serve as a “meeting point” for people in need and our volunteering superheroes who happen to be nearby. Our focus is to help those who need the most support for their basic needs, other than permanent care and supervision, but more like assistance with small tasks and everyday activities (grocery shopping, pharmacy, post office). The goal is *to fortify community spirit* and establish trust between the two categories of users in order to reach a long-term, help-based relationship.

SuperHeld’s **vision** is to reshape Luxembourg and make it a better place to live in for vulnerable people (during and after COVID-19) and offer our heroes recognition for their community engagement.

The platform will be designed for Luxembourg and include all the basic facilities located in this country, operate in the 4 national languages and offer us close contact to local authorities.

SuperHeld offers Unique Value Proposition to both categories of users:

<b>I need help</b>	<b>I can help</b>
Getting operative assistance from the superheroes in their immediate surroundings for absolutely no cost. Therefore, they will avoid unnecessary efforts and exposure to risk. For this category we target vulnerable citizens: <ul style="list-style-type: none"><li>• Elderly people</li><li>• People with disabilities</li><li>• Sick or injured people</li><li>• Heroes working in COVID-19 front line (and their families)</li></ul> 2 simple steps are needed: <i>register on our platform &amp; dare asking for help.</i>	<i>SuperHeld is where everyone gets superpowers.</i> Thus, every hero living or working in Luxembourg is invited to participate. Their efforts will be transposed on their activity score, which will be calculated on the amount of completed missions and hours spent on volunteering. With the support of our partners, SuperHeld will make sure that the high-activity-score volunteers will get their well-deserved recognition.

## Partnerships

We are interested in partners that share the same values: proactivity, social orientation and collaboration. During and after the crisis, businesses, governmental and non-governmental organizations look for trustworthy and reliable means to reach and engage citizens in their projects. If their goals comply with our mission, SuperHeld will be open to collaborate in order to assure effective communication and achieve tangible social results.

From our side, we look for partners that can help us build awareness and informational campaigns around our mission and provide rewards and recognition for our active superheroes.

## **Next steps**

Mutual passion for social-related meaningful activities and a strong desire to do something enduring gathered a team of three - Fabiana, Daniela and David. Our passion was translated into a first prototype, convincing the jury of „Hack the Crisis Luxembourg 2020” that our idea deserves the winning prize in the category „Save communities and social bond” (25/04/2020).

Now, being fully engaged into the process of designing our MVP and releasing it as soon as possible, we are lucky to have our first partners - Nyuko and China-Luxembourg Chamber of Commerce, whose guidance and support will help us move faster, with full confidence towards our settled destination. Nevertheless, we constantly call on our actual networking for further information, opinions and brainstorming.

*As our platform will take off the ground, we will be extending our team with those having complementary skills and, obviously, a strong desire to do things that matter.*