NGO Development Plan

Irrepressible Voices

Make your voice heard!

NGO
Irrepressible Voices
www.irrepressiblevoices.org
Berlin, 2013
## Outline

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1. Vision and Mission

Irrepressible Voices means: empower people, raise awareness, create change!

Vision

“Ensure the **compliance of Human Rights worldwide** with help of **modern technology**”

Mission

- provide a **platform for videos about human rights** issues
- **empower local changemakers** by making their voice heard
- raise awareness for their cause through the **international media**
- create social **change with the help of a partner network** of NGOs and institutions

Sources:
- http://farm4.staticflickr.com/3711/11322288306_bc2600a5a0_d.jpg
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2. Societal problem and solution approach

3. Business model

4. Market opportunities and actors

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2.1 Practical societal problems

Censorship and access to information are the issues Irrepressible Voices wants to tackle

“Censorship is the biggest problem that I and many other activists face. [...] We have YouTube blocked since last year now.”

Farhan, fighting for minority rights in Pakistan

"There is a crucial need to properly inform democratic states and the whole world about what is really happening on the grounds of the Arab Spring and under the tables of authoritarian rulers. The image transmitted so far by the prevailing Western media is a garbled one that only serves the interests and agendas of their governments, while harming the rights and freedoms of the people fighting for true democracy on Arab streets."

Sherry, fighting for change in Egypt
2.2 Societal problem and the blackbox problem

The human rights violation dilemma: Pathway to problem solving is blocked due to censorship and low degree of information

Problem

Human rights violation occur → Change → Community acts off the radar screen → Solutions are not implemented

Solutions path 1

Media raises awareness → Institutions and Politics become active

Solutions path 2

NGOs, companies et al. become active

Change
### 2.4 Solution approach in detail

**Irrepressible voices provides a platform to make the creation of an all embracing solution with long-term benefits possible**

<table>
<thead>
<tr>
<th>Situation</th>
<th>Challenge</th>
<th>Small-step solution</th>
<th>Long-term influence</th>
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<tbody>
<tr>
<td>Human rights as fundamental rights for all human beings</td>
<td>Human rights violations occure</td>
<td>Modern technology, i.e. Smartphones</td>
<td>International media and politics raise awareness</td>
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<td>+</td>
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<td>+</td>
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<td></td>
<td>Censorship and uncertainty of actors lets them happen off the radar screen</td>
<td>Local activists and human rights community</td>
<td>NGOs and companies become active to initiate change</td>
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<td>+</td>
<td>+</td>
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<tr>
<td>Different levels of Human Right adherence on the globe</td>
<td>absence of perception by national and international media</td>
<td>user-generated footage of human rights violations</td>
<td>Fostering creation of local change initiatives</td>
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<td></td>
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<td>+</td>
<td>+</td>
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<tr>
<td>Development opportunities for human rights in some countries</td>
<td>lack of political pressure by the local and by the global community</td>
<td>Secure human rights video platform</td>
<td>Creation of sustainable Change</td>
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**Modern technology, i.e. Smartphones**

**Local activists and human rights community**

**User-generated footage of human rights violations**

**Secure human rights video platform**

**Cooperation with the global media**

**Human rights violations become visible**

**International media and politics raise awareness**

**NGOs and companies become active to initiate change**

**Fostering creation of local change initiatives**

**Creation of sustainable Change**
2.5 Benefits for all actors involved

International Media Companies and the Human Rights Community profit from their cooperation via www.irrepressiblevoices.org

### Human Rights Community

- A global platform for **uploading video footage** of human rights violation in a **safe and anonymous** manner
- A **communication tool** which allows it to get its voices heard by the international media
- A **voice raising instrument** to promote content and verifying it with help of the crowd
- An **interaction platform** for the curation of video material and the development of innovative ideas & solution strategies with other change agents
- A **tool for storytelling** to promote human rights

### International Media

- A **central content pool** of personal stories & background information usable for in-depth research of genuine stories
- Genuine **verified content** by IV’s user community
- Help in **content management** by guaranteeing **relevance** and avoiding **information overload**
- A **content verification tool** for media companies offering relevant, filtered and verified video content

Sources: [http://farm8.staticflickr.com/7004/6700513557_680386b27a_d.jpg](http://farm8.staticflickr.com/7004/6700513557_680386b27a_d.jpg)
2.6 Societal impact

Irrepressible Voices can give voice to citizen journalists and heavily influence the news landscape

“IV can help curate citizen journalism and thus change the way we perceive news from countries all over the world. It can also help to enhance the security of citizen journalists by giving them a respected platform to reach out.”

Hauke Gierow
Head of Internet Freedom Desk
Reporters without Borders

“IV puts the mass-used video technology at the service of civil society developments and authentic information. [...] What already is happening informally or in other contexts, through IV this obtains a secure format with a safe procedure and therefore helps supporting democratic processes.”

Bernd Steinmeyer
Head Coach
Social Impact Lab
Outline

1. Vision and mission
2. Societal problem and solution approach
3. Business model
4. Market opportunities and actors
5. Planning and outlook
6. Organization
7. Website 2.0
## 4.1 Business Canvas

Irrepressible Voices sells video usage rights and offers verification services to gain financial independence and to foster sustainability

### Key partners

- **Activist community (content generation)**
  - Changemakers like
    - Citizen journalists
    - Human rights activists

- **Media (multiplication)**
  - Online newspapers
  - Television news editorials

- **NGOs/INGOs (change)**

- **Companies (change)**

- **Supplier**
  - Technicians
  - Other Human Rights communities for spreading

### Key activities

- **IV**
  - Online platform provision
  - Community building
  - Media addressment
  - NGO/Company addressm.

- **Activist community**
  - Verification of videos
  - Rating of footage
  - Curation of material

- **Media**
  - Provision and publication of movies

- **NGOs**
  - Change agent provision

- **Companies**
  - CSR investment provision

### Value proposition

- **Activist community**
  - Secure video sharing
  - Broad multiplication
  - Change agents

- **Media**
  - Verified video material
  - Rated footage
  - Single platform
  - Access to background stories
  - Reduction of correspondence threat and costs

- **Companies**
  - Sustainable CSR investments

- **NGOs/INGOs**
  - Change and human rights compliance

### Costumer relationships

- **Activist community**
  - Newsletter
  - Internal homepage areas

- **Media**
  - Direct conversation
  - Mailings
  - Contracts

- **NGOs/INGOs**
  - Direct conversation
  - Mailings
  - Cooperation agreements

- **Companies**
  - Direct conversation
  - Contacts

- **Global community**
  - SEO / SMM
  - News

### Costumer segments

- **Activist community**
  - Interested in improving human rights in their respective countries

- **Media companies**
  - Interested in reliable easy-to-access video and info material from conflict areas

- **NGOs/INGOs**
  - Interested in reliable information + change

- **Companies**
  - Interested in quality CSR investments

- **Global community**
  - Interested in reliable information

### Key resources

- **Tangible**
  - Verified video material
  - Online platform

- **Intangible**
  - Media partner network
  - Activist network
  - NGO network
  - Company network

### Channels

- **Online**
  - Irrepressiblevoices.org

- **Personal contact**
  - Multiplying activists, Change agents, NGOs

- **Mail / mobile**
  - Media partner, companies

### Cost structure

- **Human resources**
  - Wages

- **Infrastructure**
  - IT platform
  - Office

### Video donations per video sold to selected local projects

### Initial investment costs

- Marketing
- Traveling
- Legal advice

### Revenue streams

- **Via sale of rights of use for video material**
  - Channels: Online and TV

- **Via CSR investment of companies**
  - A share of 3% is given to IV

- **Via donation and awards**
  - Definition of allowed sources
4.2 Financial planning

Break-even point reached between year 2 and 3

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform revenue</td>
<td>148.500,00 €</td>
<td>219.000,00 €</td>
<td>337.250,00 €</td>
<td>385.000,00 €</td>
<td>395.250,00 €</td>
</tr>
<tr>
<td>Other revenue</td>
<td>24.000,00 €</td>
<td>27.000,00 €</td>
<td>26.000,00 €</td>
<td>19.000,00 €</td>
<td>19.000,00 €</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td><strong>172.500,00 €</strong></td>
<td><strong>246.000,00 €</strong></td>
<td><strong>363.250,00 €</strong></td>
<td><strong>404.000,00 €</strong></td>
<td><strong>414.250,00 €</strong></td>
</tr>
<tr>
<td>Costs (salaries)</td>
<td>163.875,00 €</td>
<td>219.750,00 €</td>
<td>219.750,00 €</td>
<td>219.750,00 €</td>
<td>219.750,00 €</td>
</tr>
<tr>
<td>Costs (other)</td>
<td>55.854,00 €</td>
<td>58.654,00 €</td>
<td>70.254,00 €</td>
<td>73.404,00 €</td>
<td>73.654,00 €</td>
</tr>
<tr>
<td><strong>Costs total</strong></td>
<td><strong>219.729,00 €</strong></td>
<td><strong>278.404,00 €</strong></td>
<td><strong>290.004,00 €</strong></td>
<td><strong>293.154,00 €</strong></td>
<td><strong>293.404,00 €</strong></td>
</tr>
<tr>
<td><strong>Profit/Loss</strong></td>
<td><strong>-47.229,00 €</strong></td>
<td><strong>-32.404,00 €</strong></td>
<td><strong>73.246,00 €</strong></td>
<td><strong>110.846,00 €</strong></td>
<td><strong>120.846,00 €</strong></td>
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7 Financial planning
8 Website 2.0
4.1 Competitive analysis
Our main Competitors are diverse

Platform competitors
(user generated content on a bundling platform)

YouTube
- biggest internet video platform
- does not provide anonymity to the user, white noise
- No human rights focus

CNN iReport / Guardian witness
- citizen journalist platform where people can upload their stories
- No thematic focus
- No videos included

Content competitors
(provision/verification of user generated video material)

Storyful
- Uncovers news stories via social media and verifies them
- Top-down information flow, no true crowd focus

Informacam
(NGO Witness & The Guardian)
- App for submitting video material
- Focus on breaking news
- No interaction platform
4.2 Partner and networks

Irrepressible Voices has strong partner networks

Network and content support

Strategic support

Technical support

- Bertelsmann Stiftung
- FutureChallenges
- Reporters Without Borders
- For Press Freedom
- Global Voices
- Advocacy
- Defending Free Speech Online
- Witness
- See It, Film It, Change It
- Global Eyes Production
- Internet & Society
- Co:llaboratory

- SAP
- Social Impact Lab
- Agentur Gerhard
- Digital im Kopf, Analog im Herzen

- Sourcefabric
- Dence
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5.1 Past development and achievements

Irrepressible Voices timeline of events

05/12 **idea was born**
- IV was born as a result of the initiative on “Human Rights & Internet” @ Co:lab

03/13 **Social Impact Lab**
- the Lab stipend has provided us with an office and working environment

05/13 **Finalists @ EIB**
- IV was nominated as finalist in the Social Innovation Tournament by the European Investment Bank Institute

09/12 **first partners**
- Witness.org, Reporters without border Germany and many more support IV as partner

02/13 **First Homepage**
- Developers offered one whole weekend @givecamp to build our first beta-page

06/13 **IT4Change price won**
- “IT4Change” Stipend of Ashoka won, IV accessed financial support in contacting advocates and further coaching

11/13 **team grows**
- Started by mainly 2 people, the team consists of 6 persons and many supporters

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**Sources:**
- [http://images.derstandard.at/2010/12/26/1293369690640.jpg](http://images.derstandard.at/2010/12/26/1293369690640.jpg)
Irrepressible Voices aims to become a global story network initiating social change by offering the best citizen journalist video toolkit.

**The Story Network for International Media**
- Global user community network to upload content
- Various cooperation with TV, online and print media companies around the globe
- Raising awareness for human right violation issues in TV, online and in newspapers

**The Global Catalyst for Social Change**
- Collaborations with global NGOs and change agents in various countries
- An online platform on which people can verify, curate and vote for an issue video and develop crowd-sourced solution proposals

**The Best Citizen Journalist Toolkit**
- Webpage with high usability for comfortable user experience as bets online Citizen Journalist Toolkit
- Co-developed mobile live broadcasting app in tandem with our IT-partner Sourcefabric.org

**Promoting Successful Initiatives on the Globe**
- Motivate individuals and collectives to upload video stories of their own initiatives, social start up, campaigns or NGOs dealing with human rights in a creative way
- Our platform shares them with companies who seek alike/affine projects for their CSR strategies

Sources:
- http://www.flickr.com/photos/cindeesniderre/8559056240/
- http://www.flickr.com/photos/paulgi/264806933/
- http://www.flickr.com/photos/bassclarinetist/5250770318/
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6.1 The founding team

Irrepressible Voices founding team consist of 4 people with backgrounds in political science, media and human rights

Isabel is a journalist for TV, online and print and has been documentary filmmaker for arte and other TV Channels. She studied Political Science (B.A.) and Visual Anthropology (M.A.), and was project manager of an Initiative on “Human Rights and the Internet” by Internet and Society Collaboratory.

Linda is currently working as a research assistant at European-University Viadrina and is writing her PhD about the impact of the internet on the understanding of human rights. She’s been volunteering for Amnesty International and gained experiences in the German Federal Foreign Office.

Eike is project manager for social media campaigns at Omnicom Media Group. Prior to this he’s been Social Media Manager in different contexts and has his own agency for digital communication (grundhitze). He studied Political Science / Media Science.

Ole studied Political Science, Social Science and Economics in Kiel, Gothenburg and Greifswald. He holds a PhD in Political Philosophy. Currently, he works at the Bertelsmann Stiftung as a head of the project futurechallenges.org. He is member of the German Government 2.0 Network and the virtual think tank Collaboratory Internet and Society.
## 6.2 Advisory board

Irrepressible Voices advisory board covers knowledge from the fields of online security, online networks, user experience, law and global media.

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<tr>
<th>Name</th>
<th>Title and Affiliation</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Ole Wintermann</td>
<td>Senior Project Manager @ Bertelsmann Stiftung</td>
<td>User community advisor and expert for crowd-based online solutions</td>
</tr>
<tr>
<td>Dr. Florian Kerschbaum</td>
<td>Chief Research Expert @ SAP</td>
<td>Security advisor and expert for online IT</td>
</tr>
<tr>
<td>Dr. Matthias C. Kettemann</td>
<td>LL.M. (Harvard) Post-Doc, Cluster of Excellence “Normative Orders” @ University Frankfurt / Main</td>
<td>Legal advisor and expert for human rights on the internet</td>
</tr>
<tr>
<td>Dr. Stefanie Huber</td>
<td>Senior User Experience Design Specialist @SAP</td>
<td>User experience advisor</td>
</tr>
<tr>
<td>Christian Mihr</td>
<td>Chief Executive @ Reporters without Borders Germany</td>
<td>Media advisor</td>
</tr>
</tbody>
</table>
6.3 Organization chart

Irrepressible Voices organizational structure

**Irrepressible Voices e.V.**

**Directors**
- Linda Walter
- Isabel Gahren
- Eike Leonhardt
- Dr. Massimiliano Marcon

**Advisory board**
- Dr. Ole Wintermann
- Dr. Florian Kerschbaum
- Dr. Matthias C. Kettemann
- Dr. Stefanie Huber
- Christian Mihr

**Web development**
- Dr. Massimiliano Marcon
- Dr. Stefanie Huber
- Alessandro Sposato

**Community building**
- Sophie Larkin
- Linda Walter

**Media network**
- Isabel Gahren
- Eike Leonhardt

**Partnerships**
- Linda Walter
- Isabel Gahren
- Dr. Ole Wintermann

**Organizational development**
- Tobias Schmidt

**Law & Legal**
- Dr. Matthias C. Kettemann

**Marketing**
- Agentur Gerhard
- Isabel Gahren
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Video details and rating

Upload Date
01/05/2013

Duration
06.25 min

Location
Belgrade, Serbia

Author
Anonymous

Video Description
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EMPOWER PEOPLE
RAISE AWARENESS
CREATE CHANGE
Thank you for your attention

Irrepressible Voices

c/o Linda Walter
Sparrstr. 20
13353 Berlin

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