

Stop the trafficking before it starts

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Executive Summary

We are Be Human - a San Diego based non- profit made up of four sophomores at Clairemont High School. The members in our team are Samantha (Sam) Fisher, Addyson (Addy) Gennerman, Kennedy Lin, and Claire Mounier. Together, we created our app Be Human which raises awareness about human trafficking in high schools. Be Human was created because of the lack of education about human trafficking in San Diego. Teenagers between the ages of 13 and 18 are the targets of human trafficking yet there is almost nothing being told to the people within that age group about human trafficking. Teenagers 13-15 years old make up an estimated ⅓ of all human trafficking victims worldwide[1].

Our app includes eight interactive stories, in total 30 informational pages about the different types of human trafficking, a map of the United States showing the national human trafficking statistics along with individual pages for each state, six hotlines, seven non-profits, and 47 survivor stories for users to read and get a first-person perspective on what human trafficking is like.

We hope our app will empower teenagers in our border region with valuable information about this crucial topic.

[1] ctdatacollaborative.org

Our Company

Mission

Our mission is to educate the youth of America and empower them to prevent human trafficking in their communities.

History

We are a nonprofit. Our limited sources of revenue are crowdfunding and donations. Those revenues will be used to support our operating costs. We have four important people in our business, Sam, Addy, Kennedy, and Claire.

Kennedy is our Chief Executive Officer (CEO). She coded the entire app, and made sure everything worked in our app and coded all the pages. She was the one to put everything into the app and was in charge of the layout and function of our app. Addy is our Chief Operating Officer (COO). She made nearly all of the graphic elements in our app, including most of the infographics for our information pages, and the infographics for the individual pages for each state in the map section of our app. She also designed most of our buttons and helped to come up with the layout of our app. Claire is our Chief Information Officer (CIO) . She helped to design all of our infographics and buttons, as well as, helped to remake the color scheme of our app when we needed to redo it. Even though we all had our own main roles in the creation of our app, we all helped each other with each part of it. Sam is our Chief Marketing Officer (CMO). She is our video producer which included making all the graphics for our videos and editing them together based on our script. Sam also coded together all of our interactive stories with the graphics, voice recordings and stories we all made together.

We collectively did the research about each type of human trafficking and about the human trafficking in each state in the US. We also all worked together to write up the scripts of our pitch video and technical video, as well as all had a say in the app layout and color scheme.

Our app includes eight interactive stories, in total 30 informational pages about the different types of human trafficking, a map of the United States showing the national human trafficking statistics along with individual pages for each state, six hotlines, seven non-profits, and 47 survivor stories for users to read and get a first-person perspective on what human trafficking is like. We have designed our app to be used by teenagers because they are the targets of human trafficking and should know about the dangers they are in.

Be Human was created because of the lack of education about human trafficking in San Diego. Those between the ages of 13 and 18 are the targets of human trafficking yet there is almost nothing being taught to that age group about human trafficking. Additionally, 13-15 year olds make up an estimated ⅓ of all human trafficking victims worldwide. We decided to take the lack of education issue into our own hands and create our app - made by students for students. When we came up with the idea of Be Human, one of our main goals was making it easy for teenagers to use and understand and we believe we have been successful at that.

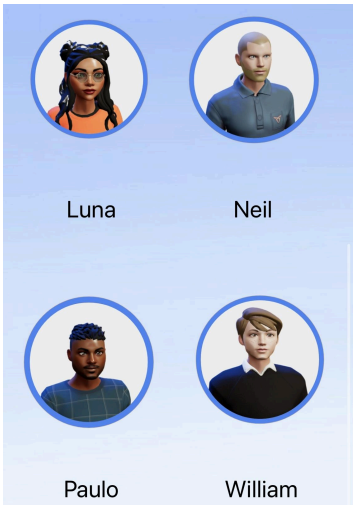
In the immediate future, we plan to significantly improve our interactive stories and add two more stories to our eight. We want to add more recent statistics to keep users as updated as possible. Another goal for the immediate future would be to promote our app in not only our high school, but in other neighboring high schools as well. We also want to get an abundance of feedback from a variety of people. A part of our vision for the long term future is our app reaching audiences within the same age group in much broader geographic regions such as other border regions in the US.

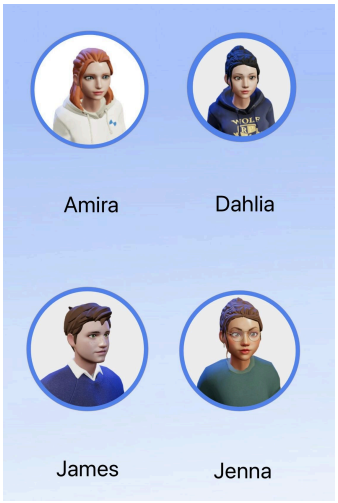
Product Description

Main Features

Our app includes six features. The first, and most important are our interactive stories. We have designed eight interactive stories for users to go through. In each story, users are assigned a character. Users are told the character's name, age and a little bit about their life. For example, a user may be told, "the story of Amira. Amira is twenty-one. She is homeless and lives in downtown San Diego. Amira is homeless because she used her rent money to pay for drugs which she is sadly addicted to." With the newly given information, users go through a scenario with that character and users see how their choices affect the character's life and how easy it is to make the wrong decision which can end up with someone in a human trafficking ring. Each character is related to a different type of human trafficking. We have stories for eight of the ten types of human trafficking. We do not have stories for the last two types (forced marriage, and organ trafficking) because they are not common in San Diego and we wanted to keep the stories we had relevant to the current problems in San Diego. The characters and their stories are as follows:

Luna	Debt Bondage
William	Forced Criminality
Neil	Labor Exploitation
Paulo	Drug Trafficking
Dahlia	Child Trafficking
James	Sexual Exploitation
Jenna	Domestic Servitude
Amira	Forced Begging





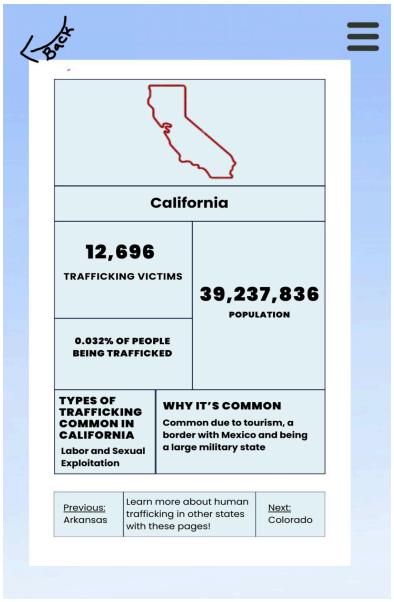
Our interactive stories are designed to put the user into the experience of being human trafficked and to emphasize how their decisions can affect their lives.

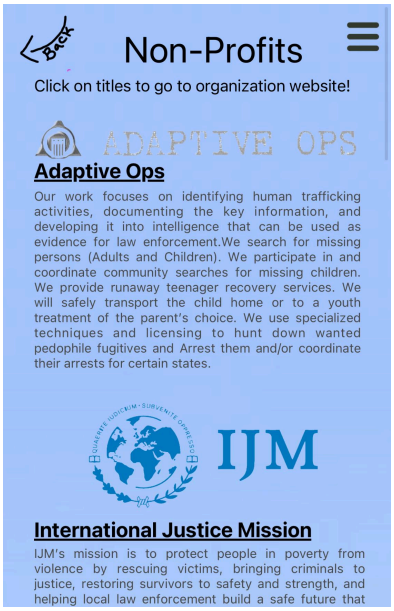
The next feature of our app are our informational pages. We have three informational pages for each of the ten types of human trafficking. In those pages, we have an overview which says what that type of human trafficking is, and where it is most common, and why.

On the next page we have common lures that are used to pull victims into the human trafficking rings (such as through a family member or through a relationship or job), why the most common victims of human trafficking are, why they are the most common victims and why a person might willing go into that type of human trafficking. On the last page we have other details that are good to know about that type of human trafficking.

We have statistics about human trafficking (ex. Children account for 27% of human trafficking victims around the world), warning signs that someone might be in a human trafficking ring, who the common victims are, and whether or not that type of human trafficking is common in society.

Next, we have our map pages. In our map we have color coded each state in the US to show how many people get trafficked in that state each year, from there users can click on the name of each state to see more details about it, and we have individual pages for all fifty states. Each page includes: how many people are trafficked in that state each year, what percentage of the population is being trafficked, the common types of trafficking in that state and why those types of trafficking are common. Some pages also include the most common trafficking victims and why they are the most common victims. We are still putting together the pages for each state but we are almost done with them and they will be finished by the time we present our app.







Next, we have a non-profits page in our app. We have linked seven different non-profits, each actively working to fight against human trafficking and raise awareness for it, in the United States and around the world. Each non-profit has its description and clickable website link in our app. Along with our non-profits, we have included six hotlines that a user can call if they feel they are in danger or know someone in danger of being human trafficked. Each hotline has a number that can be called by clicking on it and the hotline's web page for reporting human trafficking to those organizations.

The final part of our app is the Learn More page. We have found 47 stories of victims who survived human trafficking and now are sharing their stories. We have included those stories in our app, each story is categorized under which type of human trafficking it displays and in order to keep users from clicking on something they may not want to see.

We are planning to test out different animating websites and do further research into what would be good information for our users to have. As we test different animation websites we plan to remake our interactive stories to significantly improve their graphics and functionality. We also plan to add two more interactive stories, one for forced marriage and another for organ trafficking so each type of trafficking

has a story that goes along with it, and that Be Human thoroughly covers all ten types of human trafficking, including the ones that are less popular where our app is based. When researching, we discovered that organ trafficking is actually alarmingly common in the United States and that has given us a further sense of urgency to make these last two stories.

Future Features

We are planning to test out different animating websites and do further research into what would be good information for our users to have. As we test different animation websites we plan to remake our interactive stories to significantly improve their graphics and functionality. We also plan to add two more interactive stories, one for forced marriage and another for organ trafficking so each type of trafficking has a story that goes along with it. When researching, we discovered that organ trafficking is actually alarmingly common in the United States and that has given us a further sense of urgency to make these last two stories.

Marketing

Brand

We named our app Be Human because a part of human trafficking is dehumanizing the victims and by preventing human trafficking you are being humane and treating people as humans. Our brand is made to educate students and young people about the dangers of human trafficking and help them feel empowered to protect their communities from human trafficking.

Marketing Strategy

The first step we will take in publishing our app is publishing it as a web app for mobile phones. We are doing this as our first step because it is free and will be very easy to get a lot of user feedback.

Once we publish Be Human as a web app, we are publishing our app in the Google Play Store. Publishing on the Google Play Store is a good first step because it does not cost us a lot of money and the Google Play Store is a very large platform. By starting on one publishing platform and then moving to another we can get a good handle on how to run an app. The Google Play Store is also an easier app publishing process than the Apple App Store which will be good for us because we are a new group of publishers.

In order to market our app we will do presentations at our local high schools and middle schools. In our presentations we discuss what human trafficking is, along with the types of human trafficking, the lures and dangers of human trafficking, statistics, our pitch video, a kahoot for students to show what they learned and one of our interactive stories where the audience can collectively make the decisions in the story.

Feedback

At first, we did not have a large marketing plan, our goal was just to create the app and spread awareness in our high school, however we couldn't just keep doing that. We were brought to a competition in our school district to present our project and our app. At this competition, several people asked us how we planned on raising awareness for human trafficking on a large scale and how we were going to distribute our app. This is when we learned that we needed to come up with a larger-scale plan.

We decided that we were going to talk to our local high schools (and some middle schools) about the problem of human trafficking in San Diego. We made presentations and worked hard to be able to give them out to the youth of our community. In addition to presentations, we made a social media account (on Instagram) where we post things such as human trafficking statistics, what the greatest risks are for being human trafficked and how people can protect themselves. By the end of 2024 we hope to have 300+ followers on that account. Another strategy we were thinking of using in the future is putting up fliers and posters around in our community where the public can learn about human trafficking and our app via a QR code on the flier.

Pricing and Promotions

Be Human is going to be a complete free app with no premium components. Human trafficking is a massive problem that specifically affects people living in poverty, with unstable housing, and people who need to make money quickly. The main population who needs to learn about human trafficking is in their living situation because of a lack of money, therefore it would make no sense to have an already poor population need to use the money they have to pay for an app to protect themselves, on top of everything else. We want to have our app available to everyone, especially the populations who need it the most

In order to promote and distribute our app we will be telling our local community and schools about it as well as posting about it on our social media account. In the future we might also look into crowdsourcing[2] in order to make as many people as possible aware of our app. Two websites we might use if we decide to use crowdsourcing are Kickstarter[3] and Start Engine Seed Invest[4].

Company Functionality

Once the app is produced our team will work to promote it within our community, through our presentations in local high schools, our team social media and our personal social media accounts. We will also discuss how we can improve our app, such as with new features and more recent statistics. Our team will begin to plan for next year and work on fundraising and how we can better promote our app in the coming years.

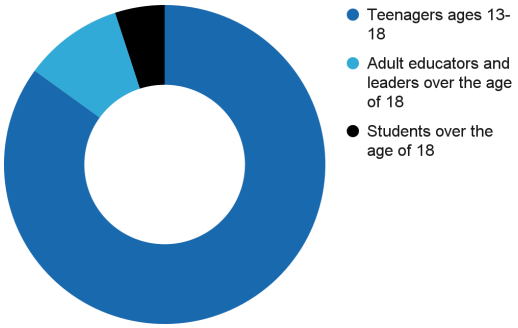
[2] Obtaining information or input with the services of a large, unpaid population, usually from the internet
[3] https://www.kickstarter.com/
[4] https://www.startengine.com/seedinvest

Market Analysis and Key Competitors

App Prediction

We think our app is going to do very well in the market. Our app is aimed towards teenagers and designed by them, we understand how to keep a teenager's attention and what will keep them engaged. We designed our app to be easy for teenagers to use and understand; no one wants to pay attention to something that bores them so we have created our app based on how we think other students our age will respond to it.

Target Users



- Both men and women
- All races

Competitive Market

1. The first of our competitors is BAN (Balkans ACT Now!) Human Trafficking[5]. Their app and website are available in most countries which includes interactive stories, and some basic information about what human trafficking is.
2. The STOP APP[6] is a second competitor, they have a website that discusses human trafficking. Their website is very hard to navigate and understand the purpose of. They do not have an app and it is unclear what countries their app is available in.
3. Be My Protector[7] is the third competitor our app will have. Their interface is only available in Southeast Asia and cannot be accessed elsewhere in the world.

BALKANS ACT NOW!

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD

Be My Protector
Tenaganita and Change Your World, 2018

[5] https://banhumantrafficking.com/en/
[6] https://www.stopthetraffik.org/
[7] https://respect.international/be-my-protector/

Competitive Analysis

BAN human trafficking is our first competitor, they were the first interface we came across when researching other companies with similar apps. This app/website was founded by the European Union in an attempt to raise awareness for human trafficking in 2000. Overall, the app is fairly good and discusses human trafficking very well. BAN human trafficking has six interactive stories about different types of human trafficking. It also has two very short sections about human trafficking and smart paragraphs about six of the ten types of human trafficking. They have also included a brief, twelve question quiz about the topic discussed throughout the app. The app is also available in nine different languages in order to make it available for people all over Europe. There are a few weaknesses that make the app less than its potential. There is not a very long section for people to learn about human trafficking and the dangers of it. People do get the education they need about human trafficking if they do not have the resources to learn about it. The quiz answers are also very misleading and kind of hard to understand. The app also has several bugs including buttons not working and the app being laggy. There are many benefits to using this interface but there are many improvements that it needs.

The STOP APP is our second competitor, their interface is a website. Their website is focused around providing money for organizations built to prevent human trafficking around the world. This is done through the launch of several projects worldwide to help human trafficking victims and root out traffickers. The STOP APP was founded in 2005 as a global effort to prevent human trafficking and raise awareness for it. It includes some information about six of the ten types of human trafficking and gives a general summary of the crime and the signs of it. The website also includes a detailed summary report of human trafficking statistics and sightings. There is not an abundance of information but certainly enough to give the reader some baseline knowledge. In the website you can also report human trafficking. Unfortunately, the website does not include nearly enough information or resources for users to learn with. While the STOP APP has been vital in numerous projects against human trafficking their website is lacking the knowledge needed to make a large digital impact.

Our third competitor is Be My Protector. This interface is only available in Southeast Asia and not anywhere else in the world. The strengths and weaknesses are unknown because the app is not available in most places around the world.

Financial Projections

Budget

Full budget for the years 2024 to 2028 can be found here: Be Human App Financial Model
The first year of our budget is as follows:

Be Human
2024 - 2028 Projections
P&L - Monthly

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Revenue												
Download Revenue	$ -	$ -	$ -		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Ad Revenue	$ -						$ -	$ -	$ -	$ -	$ -	$ -
Donation Revenue	$ 45	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Revenue	$ 45	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Cost of Revenue												
Hosting	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10
Total Cost of Revenue	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10
Gross Profit	$ 35	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)
Gross Profit %												
Operating Expenses												
Sales & Marketing	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
R&D	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
G&A	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Operations	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Operating Expenses	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Earnings (Loss) From Operations	$ 35	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)
Other (income) expense												
Interest (income) expense				$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Licenses, Fees, Taxes												
Total Other (income) expense	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Earnings (loss) before taxes	$ 35	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)	$ (10)
Total Expenses	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10	$ 10

Current Revenue

Currently, we have around $30 and we are using it to pay for a pro account on the website we are using to create our app.

Profit Projections

When we first publish Be Human as a website it will not make money. Users do not need to pay to access web apps most of the time and we do not want to make Be Human a paid application.

By publishing our app in the Google Play Store we will not make any money. If we decide we do want to make money through our app users then we will need to include in-app subscriptions and ads. Once our app reaches a minimum of 1,000 downloads[8] on the Google Play Store, we will go through the process to have our app published on the Apple App Store, in our second year of business.

We are planning to present at eight different high and middle schools within our school district. While only 69% of people worldwide have Android phones and will be able to download our app, we estimate

[8] 1,000 downloads is typically considered a successful app on the Google Play Store

that only 30%-40% of students and teachers who hear our presentation will download our app. Therefore, we estimate that we could get anywhere between 2,324 and 2,570 downloads from our presentations alone. If we are unable to present at all eight schools and can only present at say three or four schools, then we could potentially get anywhere between 701 and 1,262 downloads.

Once we reach 1,000 downloads and add our app to the Apple App Store we will be paying $99 per year for an account while generating $2 per download. While only about 21% of people worldwide are Apple users, it would be a worthwhile investment in order to grow the popularity of our app. We estimate that between 30% and 40% of students and teachers who use an iPhone and see our presentations then we could get anywhere between 736 and 746 downloads in our second year. From these downloads in the Apple App Store we would make between $1,104 and $1,492.

We estimate that we will get 15% of people who learn about our app through social media and fliers will download it. This will give us 36 more downloads from Android users, and 1 more downloads from Apple users ($22 dollars).