



# TRANSFORM

## PILOT PROJECT

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- Outcome



<https://globalsocialenterprise.org>



# Global Social Enterprise: Pilot Project TRANSFORM

The project will be run in Geneva canton of Switzerland



## Objective/Scope

Main goal is to test the viability of the new economic model through engagement, technology and impact. Therefore, the scope is limited to a selected number of providers, sponsors with the existing volunteer network, as well as business partners.



## Participants/Roles

Global Social Enterprise: ecosystem orchestrator  
Providers: businesses that contribute excess capacity  
Sponsors: NGOs, associations offering volunteer projects  
Members: volunteers  
Partners: finance, tech, media



## Technology

- The MVP version of the social wealth ledger (database), algorithm, application and UX design
- Dual-currency transaction technology
- Integration, quality management, support



## Duration/Timeline

The Pilot will run for 4 months to test and validate its assumptions and technology. Pre-Pilot phase includes:

- Fundraising: 8 months
- Partnerships: 6 months
- Technology: 4 months
- Marketing: 3 months



## Metrics/KPIs

KPIs related to the economic model and system performance:

- adoption rate
- social wealth generated
- capacity monetisation
- volunteer base growth
- revenue model
- tech performance



## Outcome

The following are expected results, if Pilot is successful:

- new mindset seeded
- stakeholders engaged
- ecosystem created
- technology tested
- economic and social value created and shared