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## INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or  
name of the social enterprise:**

**Idea of tomorrow- “Generation Bridge in IT”**

Keywords (max. 5) describing  
your social business idea:

E-learning training packages for each generation, IT for All

Online curriculum development team, volunteers

Developing and facilitating learning tasks, smartbooks

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team representative:**

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**Team members:**

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**Represented country:**

Hungary



## EXECUTIVE SUMMARY OF PROJECT

### < IDEA OF TOMORROW- “GENERATION BRIDGE IN IT”>

#### ▪ **Summary of the motivation of your team to develop this particular project idea**

The Idea of Tomorrow is a social innovation business which, on one hand, coordinates the access of students to smartbooks and the appropriate online curricula, together with the promotion of the method and, on the other hand, it operates a development centre where educational programs and applications supporting learning are developed with the involvement of professionals and volunteers. The members of our team are IT engineer students, who would like to create a company after graduation by which they could help the various generations of the society to develop their digital literacy and have access to digital information. The activities of the company are dual: on one hand, it coordinates services supporting teaching which can ease the burden on schoolchildren by replacing the heavy textbooks with the much lighter Smartbook, which would contain the curriculum of textbooks broken down per age group, and, on the other hand, we plan to set up an online curriculum developer team who would develop various applications supporting learning and e-learning packages in Hungarian and English language, for different age groups.

1. The task of the online curriculum coordination centre is: to purchase tablets, organize online curricula into databases and to coordinate them, furthermore, to popularize the method. We would not like to completely replace the printed curriculum, as it is important to practice writing. For this reason, we would keep the workbooks and notebooks, but the heavy textbooks, maps and dictionaries would be contained in the Smartbook. Today, the members of Generation Z constitute the primary school students whose needs are other than those of the members of the previous Generation Y. Persons born at the end of the 1990's and the even younger people were born into the world of digital technology, in which it is unimaginable to live without using the Internet, mobile phones and other digital and communication devices. The learning habits of members of Generation Z have completely changed. This trend sets new challenges also in the field of education, primarily in teaching methods. We offer a solution to meet this needs by using the Smartbook. We think that the use of Smartbook can improve the attitude of students towards learning and the other applications enhance their motivation to learn. The system would provide extra talent development exercises to the talented children. The extra exercises and applications would not be free of charge, but free access would be provided to disadvantaged children.
2. The task of the development team is: to develop applications and e-learning training packages with the help of mentors and the involvement of volunteers (undergraduate





IT engineer students, trainees, talented high-school students spending their public service placement period). The applications are based on learning support (practicing exercises, maps, dictionaries, etc.), development and talent management exercises (which would be developed with the participation of the associates of the talent management centre operated at the university campus). The e-learning training packages would be aimed at the improvement of digital literacy of 4 age groups, supporting the realization of the “IT generation bridge” (1. primary school children, 2. young people under 25 years, 3. people between the ages of 25 and 65 years, 4. seniors) The generational differences in digital literacy markedly manifest themselves. Our goal is to provide an opportunity for the different generations to learn about IT solutions and to have access to digital information by taking advantage of our educational packages. Our slogan: Digital literacy for everyone - let's have equal opportunities in the field of IT!

The packages offered by us are the following:

1. Generation of tomorrow package (for children (development and talent management exercises) (up to the age of 14 years))
2. Digital activators (young people under 25 years)
3. Computer literates (people between 25 and 65 years)
4. Anti dinosaurs (seniors)

- **How does your project answer the social need? (Social impact, value propositions, activities)**
- **Describe the social need you address with the project – please mention the international dimension, if any**

In the current social system, it is very easy to get some kind of a smart device, but it is not the case in the education system, or they are used only to a very limited extent, despite the fact that there is a great potential in them. The current generations rely much more on smart devices. This raises an option to replace the paper-based textbooks. As a consequence, it could save a lot of paper, thereby reducing the environmental burden. Furthermore, the students would have to carry much less weight, which would have a positive impact on their health as the number of juvenile scoliosis could be significantly reduced. The quality and efficiency of education is an important social issue, which could be affected by the activities of our company, as we offer online curriculum and applications, packages supporting learning which can make teaching more efficient, motivate students and help those lagging behind in the field of digital literacy to catch up. The operation of our business is managed by mentors and professionals, but we plan to implement operative activities with volunteers. Our goal is to integrate disabled persons into work. We wish to support disadvantaged children by providing the applications and packages to them for free. We would like to start our operation in the local incubator house (due to the favourable conditions), but later on, as the business develops, we would like to have an own office and a development centre which would be realized on the basis of the green office concept. The applications and packages will be available in Hungarian and English language, and we plan to involve foreign



professionals and trainees (exchange program) into the development work and - as a long-term strategy - we plan to build out an international network.

▪ **What resources do you need to meet the social need? (human, tangible)**

Human resource needs:

Managers: they are responsible for the company's future, they conclude negotiations and provide financial background.

System administrators: they maintain the servers, the network, the database and the IT devices.

PR or customer service: the communication of the company with the outside world takes place through them. Promotion, customer service and help desk service.

Development engineers (as mentors) and volunteers.

Tangible resource needs:

Office rooms: the rooms necessary for the coordination activities of the business and the work of the developer team. (Incubator house - support for the initial activities of start-up enterprises)

Personal computers / laptops / office equipment.

Server: the server is necessary to be able to store the curricula under proper circumstances, so that they can be available to students 24 hours a day.

Server room: it is necessary to store the server under circumstances necessary for its proper operation.

Educational curriculum: the electronic version of physical curricula (books). E-learning packages.

Smartbook: the physical device (tablet) used by the students instead of textbooks and by which they can have access to the curricula stored in our database, based on access levels.

Database: the database stored on the server that contains the students' data necessary for the access to curricula, together with the relevant access levels, the curricula and the applications supporting learning.

▪ **Who and how will benefit from the project? (stakeholders, customers)**

Students: easier and more efficient learning, development and talent management, i.e. provision of a more efficient training.

Members of different generations: we help them to acquire and develop digital literacy, furthermore, to have access to digital information.

Teachers of schools: provision of practicing exercises, facilitating differentiation and making teaching easier and more efficient.

Volunteers, trainees: they will gain work experience while performing work that is useful for the society.

Textbook publishers: with their help, we can provide the electronic curriculum.

Media: promotion of the teaching method and the services.

Natural environment: by replacing paper-based textbooks and establishing a green office, we can reduce the environmental burden.



- **Explain how you guarantee the financial sustainability of your social enterprise?**

The business would start its operation in the local incubator house, the main function of which is to facilitate the initial operation of start-up businesses by providing favourable conditions. Our team members would be the management. Our two academic teachers would ensure mentoring. The development team would consist of IT engineer students (by dual training), trainees and volunteers. Beyond the core capital put together by them, the three owners would like to finance the initial operation from sponsorships and funds from applications. Later on, the business would make profit from the subscription fees of the applications and packages.

- **How feasible is it to start your social enterprise in reality? Which thresholds do you see?**

We would like to realize the enterprise after graduation. We have already started the development of applications, in parallel with our studies. We already have the developed business plan and budget. As soon as we receive our diplomas and manage to collect the material resources, we will start the operation of our business.

- **Explain why your social enterprise is innovative.**

The innovative character of the project lies in the idea itself to introduce Smartbook devices, by which we can replace the current paper-based textbooks with the much lighter electronic devices, thereby helping the even easier development of Generation Z in the digital world and motivating them to learn. On the other hand, we offer applications and program packages in Hungarian and English language which support the digital literacy of different generations.

