

Hatch Get Ready to start

One Page Plan

The information is divided between, Enterprise Summary,
Awareness, Creative & Dancing

Aware+Vision 

Social Enterprise proposal





Hatch Get Ready to start

Summary Plan

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Summary Plan

Section 1: Enterprise summary

Name of the Social Enterprise:
Aware+Vision

Tagline / Mission Statement

Aware+Vision is a multi-purpose social enterprise concept that incorporates three core elements: awareness, vision and focus.

Its mission is to celebrate and empower neurodivergent minds by creating inclusive dance spaces, awareness initiatives and creative products that foster validation, confidence and positive inspiration for all.

In summary:

“Connecting society” (with understanding, encouraging inclusion and inspiring positive change.)

Unique Selling Point

Awareness Element

The awareness aspect focuses on how products and specific services are developed. A key strength lies in creating customised solutions through education, training, research and consultation. Drawing from lived experience and insight, Aware+Vision aims to make a meaningful difference by inspiring and enabling positive steps forward within communities and wider society. The objective is not only to inform, but also to inspire and, where appropriate, empower individuals and organisations.

Vision Element

The vision aspect centres on original creative design. The aim is to develop items that inspire creativity, promote a positive mindset and encourage individuals to feel confident and forward-thinking in their life journey.

Read the focused elements for details of the following

The Problem

The Solution

Unique value proposition

Channels are you reach your customers

Revenue stream

Section 2: Awareness Element

Problem

1. Despite there are developments in existing education and training, or judgment can arise to to miss understanding of the experience. This means a person can be wrongly demonising for on exercise their human rights and dignity.
2. Through listening to various experiences, there is a lack of accessible help and support for new divergent people, parents and other contacts.
3. From my experience I observe controlling attitudes discouragement and lack of visibility within society. There is often due to stigmatising narrative in news and politics with demonise a person's difficulties and their challenges. The stigma has affected my safety in public places and open spaces including controlling abuse and shaming. the stigma expands when my local MP disrespected me

Solutions

I can provide solutions and possibilities through my existing content and 25 years of my neurodiversity awareness experience.

Services summary

Education and training

Products summary

Relationship and interaction guideline documents

Personal development tools with 4 versions including developments planner solver and liaison

Social impact summary

Public awareness campaigns based on existing content available online,
Selected community activities Including focused workshops for neurodivergent,
Selected communities accessing A display of social responsibility posters and flyers

Existing alternatives

Awareness support charities provide also provide education and training. However they lack the perspective and context of lived experience. Other organisations which including selected lived experiences are limited against the wider perspective

Unique value proposition

The products It can enable sustainable relationships and connections when having informed perspective and context food lived experiences along with validating and embracing. The projects and supported materials can explore forward thinking possibilities and move away from traditional unrealistic expectations which can damage a near divergent self-worth.

Channels are you reach your customers

Education & Trade fairs

Teaser guides & marketing through Social media & video

Partnership of marketing and distribution with awareness support organisation &

Fee paying Online video from a particular service & products

More to be added

Social responsibility Poster marketing at locations of community & awareness locations

Customer segments

Awareness supports charities, parents & families, communities and support groups on parenting, disability and Neurodiversity (including groups for neurodivergents)

Selected public services including police, legal services emergency services and healthcare.

Neurodivergent people (through awareness support organisations, university, training & education providers). Beyond the short term through my fourth coming awareness strategy a potential in expanded audiences link with the planned evolved awareness content. More details to be confirmed

Early adopters

Parents who are finding support difficult for a neurodivergent adult.

Parents who cannot cope when a neurodivergent is facing negative side effects which causing mental health, irrational thoughts. Employers & neurodivergent who facing increasing employment tribunals. Neurodivergent who are compromised through being compromised lack of assistance

Costs

Further research needs to be made to provide an answer

Revenue stream

Education and training will be chargeable related to workshops and ongoing consulting.

The products are proposed to be available to purchase directly online and at exhibition stands and at education and trade fairs.

Section 3: Creative Element

Problem

when they are creative technologies available for people to use including artificial intelligence this could limit creativity authenticity and it could affect building trust and value within an organisation, especially without design and creative knowledge.

Solutions

Through my education of art, design and marketing I can produce high quality, authentic creative work. My pots combines in the basin and ongoing strategy not just attracts attentively short term but build long-term trust and future opportunities.

Services summary

Services related to graphic design, selected visual art, selected website building (using website editor. Not programming or coding). Also selected digital interactive documents on PDF

Products summary: Original creative items

This will be developed with three levels to maximize audience appeal

1. Premium: High value digital art this would be for business leaders and ceos display at offices
2. Relatable: This is related to visual imagery which people are likely to generate interest for. From printed mugs, t-shirts, postcards, clothing & many more For example love and relationships, animals, combine montages (such a star signs and zodiac, stylised quotes and many more
3. Style: Abstract visual imagery. Designed onto printed mugs, postcards, greeting cards, clothing, calendars, diaries and war planners with special persons during the student term year

Social impact summary

Selected community location could access creative projects such as, Branding, Website development (who's in webpage builder only), Visual art design

Some designed items could be donated to community spaces to enhance wellbeing and inspiration A combined social mission of insight and showcase as a newer divergent person link with creativity dance and awareness.

Existing alternatives

There are many artists and designers who do similar things. What I bring to table is an alternative and giving customers a real choice

Unique value proposition

There are a variety of design and marketing agencies who present creativity with emphasis on friend but not necessarily quality which enable a brand to grow authentically.

Channels are you reach your customers

Social media, Creative and design events and festivals, Trade Business fairs, Online Festivals & events in communities, music, fashion, design, creative arts. Networking at events outside my field for potential clients. A future PR activity to be featured as an expert which potentially attracts more clients, Video marketing via YouTube and social media platforms & Email newsletter

Customer segments

(Who are the target customers or users)

Initially the services would reach charity activity organization community-based organizations and social Enterprise. General products including young people an event to do with music fashion and the arts. For high quality products the audiences including corporate and business leader for offices along with art shops premium retailers and museums.

Early adopters

(Who is struggling the most with this problem)

The proposal is not about solving is not about a problem it's giving the audience and alternative and a choice on what can be possible.

Costs

Further research needs to be made to provide an answer

Revenue stream

The service will have a charge

The products can be purchased directly online, distribution and via exhibitions at events

Summary Plan

Section 4: Dancing Element

Problem

Through my participation and lived experiences, an increase in amount of barriers divisions and discrimination which can affect inclusive dancing environments.

Solutions

Through my existing dancing awareness content along with my experience and expertise I can provide a range of solutions and recommendations to create more inclusive environments.

Services summary

Currently no plans for a service as more research is need to be made on what could be possible

Products summary

Currently no plans for products as more research is need to be made on what could be possible

Social impact summary

Using the existing content linked with my dancing awareness initiative embrace dancing I can provide examples such as

Education talks

Specialist projects

inclusive campaigns through collaboration

Dancing inclusive resources

Trial inclusive reference documents

Existing alternatives

(Who else is solving this problem)

There are other existing organizations on dancing link with disability neurodiversity and invisible disabilities.

However, Because of feedback by the co-founder of one of the countries and most respecting Latin dancing organizations. My efforts and literatives were commented as they rare, this also applies to me as a neurodivergent Latin dancer.

This means the projects linked with the embraced dancing in this it is as far as I know unique I'm not like to be duplicated in the manner I have approached the projects and content.

Unique value proposition

(Unique offering to benefit and help customers)

Channels are you reach your customers

Social media

Embrace the dancing email newsletter

A series of video content including guidance and insight

Networking face to face at dancing related events fares and conventions

Also at the mentions events, exhibition stands video demonstrations and prototype materials on display.

Customer segments

(Who are the target customers or users)

Early adopters

The majority of latin dancing envionments. (More research needed

Costs

Further research needs to be made to provide an answer

Revenue stream

Currently a social mission activity only. In the future it could potentially be a revenue stream

Aware+Vision

Aware+Vision is a Social Enterprise proposal

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