

Hatch Get Ready to start

# Summary Plan

**Aware+Vision** 

Social Enterprise proposal





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# 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 1: 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 my ambition and passion suggestions I should give up and downgrade my aspirations.

### Solutions

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

### Services summary

#### Education and training

Access awareness project by developing information packs based on the existing content via the Plus Value Awareness website & the soon to launched Expressive awareness online

#### Products summary

Relationship and interaction guideline documents (for parents family members and other contacts of neurodivergent people). Personal development tools with 4 versions including developments planner solver and liaison (For the neurodivergent people)

### Social impact summary

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

### Existing alternatives

Awareness support charities provide also provide education and training. However they lack the perspective and context of lived experience. Some of the awareness approach can cause harm than good when they address type casting stereotyping and topics which is dehumanising in a humiliation way. Also they do not have any resources which enable a new divergent person to be organised and self-driven. Some awareness organisations have collaborated with companies and resets of lived experiences. However the development is limited against the wider perspective including the changing climate, social attitudes and changing expectations which can compromise positive progress for a neurodivergent person.

### 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. The sustainable product is aim to strengthen connections with stronger connections with stability. The connections products aim for a newer divergent to be self-driven and to enhance how they organise and manage their lives including becoming more strategic and adaptable. This prevents defensive reaction against pressure expectations and side effects of well being.

### 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

## Section 2: Awareness Element

### Customer segments

(Who are the target customers or users)

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. This includes young people (for youth clubs, student union at universities and many more), multicultural communities (for specific community and support groups and community health specifically for multicultural communities), activity & cultures (for events linked with music, fashion, culture & arts)

### Early adopters

(Who is struggling the most with this problem)

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.

### Costs

Further research needs to be made to provide an answer

### Revenue stream

(How you plan to make money)

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 thtre 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.

## Section 3: Creative Element

### Early adopters

(Who is struggling the most with this problem)

The proposal is not about solving a problem it's giving the audience an 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 organisations. 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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