

# 1 An unexpected game changer

## Downloading

Whilst working together with ICA E-commerce and Mat.se on a strategy aiming to reduce food waste in online retailing, the Covid-19 crisis became all the more apparent. Initially it did not concern us significantly, but suddenly the crisis was no longer something we could ignore. We felt an urge to help and changed the direction of our project - leaving online retailing behind for something more urgent.



# incube

## How to find your way in



Start

Suspending

# 2 Taking a step back, how can we help?

## Seeing

As the Covid-19 virus increased its spread through the world, many students in Sweden were forced to study from home. Experiencing some of the challenges ourselves, we saw the difficulties this could bring to high school students with less experience of taking own responsibility - especially students who struggled before the crisis. It became clear that we wanted to support students in especially less privileged communities in the outskirts of Stockholm.



Letting go

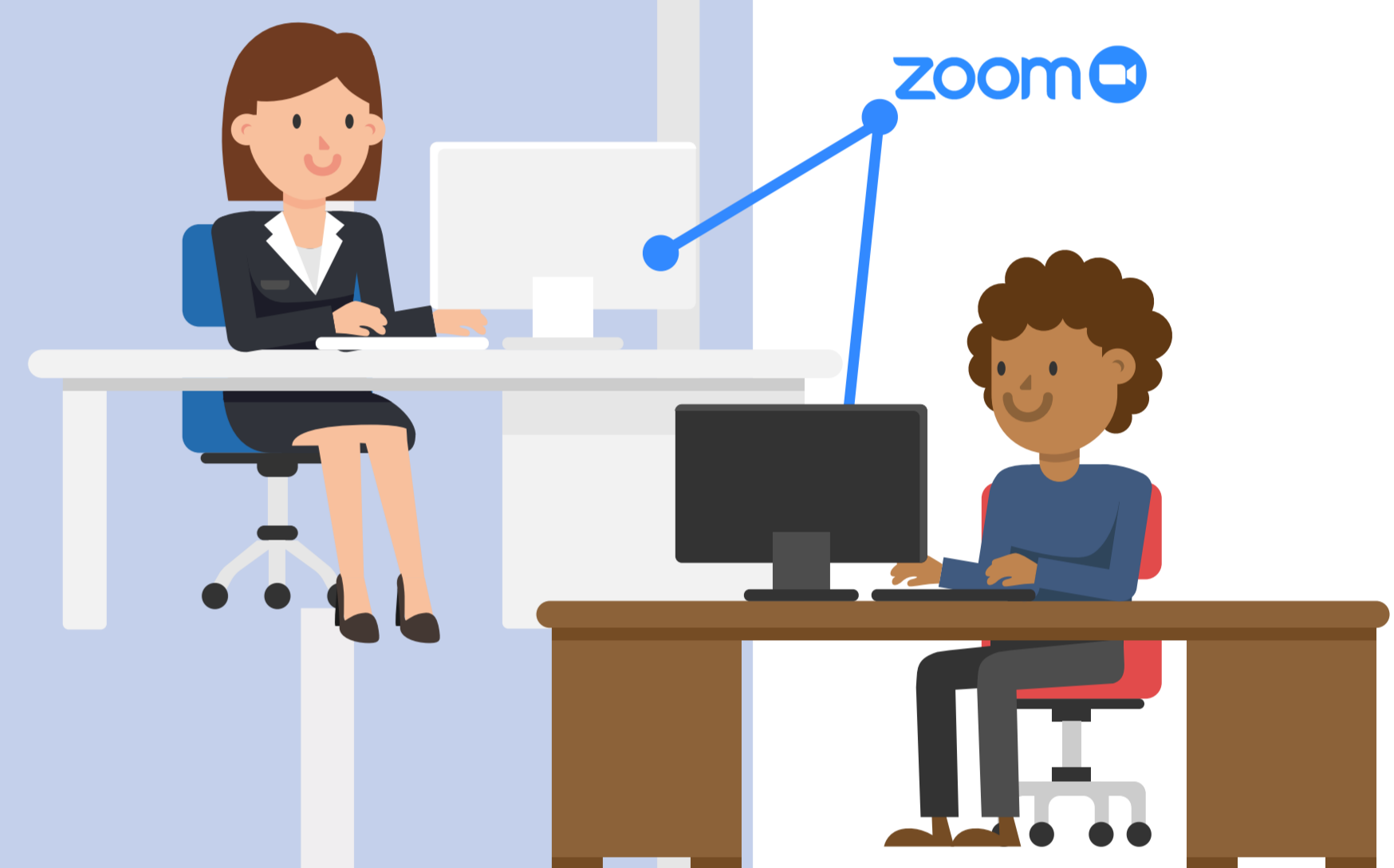
# 7 SCALING UP

During the project, the demand for our service grew considerably - eventually exceeding supply. From discussions, several high schools have expressed interest in our services beyond this project. There are plans to scale up during the fall of 2020 and create long-term mentorship programs, linking more SSE students as mentors to high school students around Stockholm.

# 6 IMPACT

## Performing

The results have proved to be far greater than expected. We have had online presentations for the students of two high schools with considerable attendance on both occasions. Since then we've had personal Zoom-meetings with 42 students and have mainly shared experience and helped students with studying techniques and applying for summer employment.



Embodying

# 3 Gaining the attention of students

## Sensing

With a rough idea of what we could bring to the table we wanted to get a better understanding of what the students needed. We contacted principals of different high schools to get a grip of what the students generally lacked and what help they would benefit from. The next challenge was to figure out a way to reach the students. We wanted to create a cool experience for the students to get intrigued by. In this time of social distancing, creating such an experience would prove to be our biggest challenge, as communication and interaction was forced to online mediums. We soon realised this was a great opportunity.



Letting come

42

CLIENTS

SINCE THE CRISIS



# 5 Our prototype: Incube mentorship program

## Prototyping

Through discussion we constructed a Zoom-program for students covering three main areas of support.

- 1 Improving study techniques and envisioning future studies
- 2 Solving job related issues: CV's, personal letters, job application and interviews
- 3 Encouraging entrepreneurship: First steps to creating a business

We created a pilot presentation designed for Zoom, optional for students to attend. We booked personal Zoom-meetings with the students contacting us. A majority of students needing help with job related issues - getting employed. Since the Zoom-meetings we have continued our correspondence with the students and given further support.



Enacting

Our biggest challenge

Our biggest opportunity

## THE TEAM



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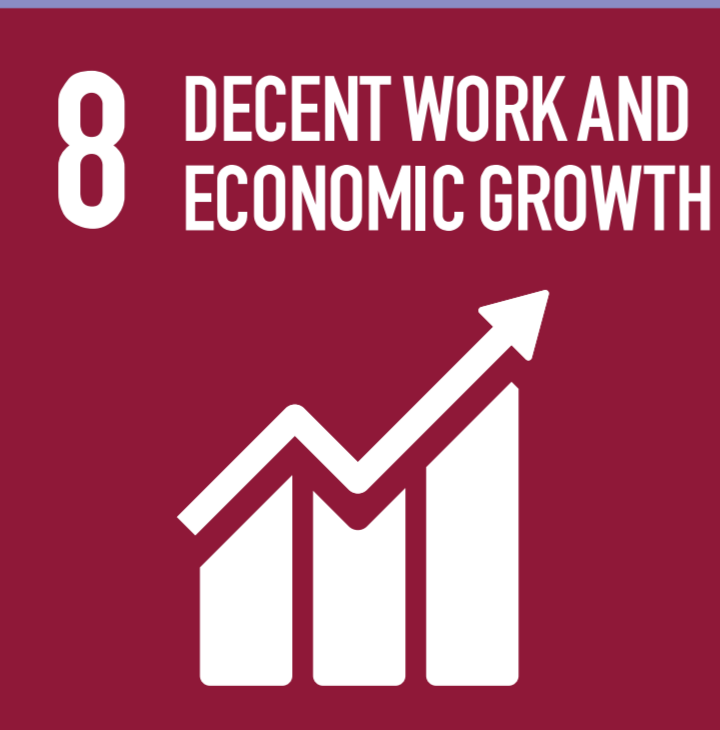


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## SDGs



# 4 Our vision: Help people get in without going outside

## Crystalizing

From discussions with the school boards, a vision came clear: By designing an online mentorship program we could utilize our combined competence to help students bypassing the barriers to employment, admission to universities and building small businesses - in line with SDG 8 and 10. Especially as these barriers to economic inclusion have a tendency to be amplified, due to language and prejudice barriers, for many of the students in question - first, second or sometimes third generation immigrants. The aim being to promote economic inclusion of all regardless of sex, race or ethnicity.

