



The very beginning of everything...

After a successfully organized **charity event** for children with special needs, **supported by signed jerseys of celebrities** as an incentive for donation, the founder of Smilehood realized that it is quite possible to fulfill his lifelong desire. He and his team started to develop the idea for **easier, faster and more transparent donations**, but something was not quite right.

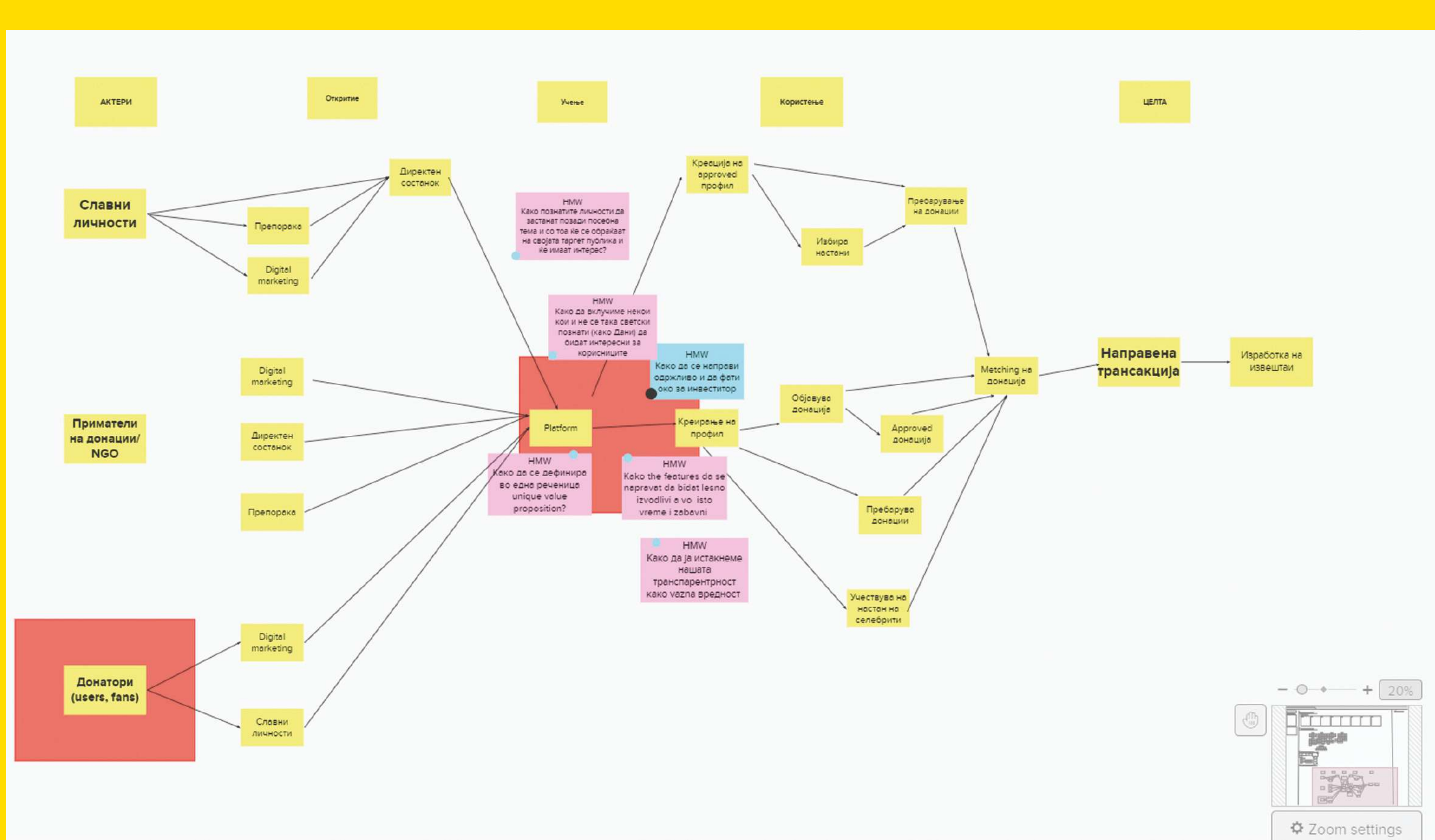
They needed to come up in front of investors with a more realistic and tangible version of the idea and strong foundations in financial projections, **but how?**

That is when the founder of Smilehood found **Networker**.

Every problem is just a challenge to overcome

The main aim of the idea was to target **fundraisers, donors and celebrities**. Current forms of fundraising had a **lack of transparency, slow fundraising models**, excluding the interests of the younger generations.

On the other hand, celebrities influence their fans but only for marketing purposes. The main challenge was to design a **user flow** that will attract the above mentioned three stakeholders at the same time.



Setting the idea in a way investors prefer

The founder's goal was to describe his business in the best possible way in front of investors, so the idea was supposed to be set up the way potential investors prefer.

With the initial circumstances there were no chances for a professional pitch deck, considering the facts that the idea was **not validated, not tested on IBP, neither had a prototype**.



From a childhood business dream to a high fidelity prototype in 5 days

Motivated with his idea, the founder contacted an investor who liked the idea but was clear about one thing: **"I would only believe this business is a good business if you validate it."**

It was a clear sign, he needed to act **quickly**. The **Design Sprint methodology** enabled **fast validation** of the business without the expense of building and launching. In the 4th day of the Sprint the founder's idea was put on paper i.e the **first version of prototype was built**.



Neutralizing potential risk using expert interviews

The idea for a **social network** for celebrities under humanitarian cause, was a challenge, especially in targeting them through building platforms that will meet their needs properly.

Networker arranged **interviews with celebrities** as a part of the expert interviews on the first day of the Design Sprint. On that same day, as experts were invited the CEOs of a crowdfunding platform and the CEO of a well-known socially responsible platform.

Accordingly, the mentioned **multidisciplinary team** of experts is almost impossible to be formed individually and arranged in only one day, talking on the same topic.

Transforming Smilehood's idea in numbers

The **designed prototype** of the application was tested with **5 ideal buyer personas** carefully selected by the guidelines of the Google methodology.

The whole testing process was recorded and letters of interest were collected. Based on those findings, **realistic financial projections** were made, presenting Smilehood as an attractive investment.