



Business Plan



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VOTTO - Social Enterprise
(digital platform)

2



VOTTO is a neutral, digital-focused initiative aimed at increasing youth participation in elections.

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The Problem

Low youth turnout in elections – due to lack of information, disinterest, and political hopelessness.

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Our solution

We offer a mobile app, social media campaigns, guides, and workshops that make the voting process simple, engaging, and motivational for youth.

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Target Group

Young voters aged 14-25, especially first-time voters.

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Market Analysis

Social media platforms that young people follow such as Refresher, Hey Fomo, Startitup, but also news.

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Marketing Plan

Trough Social Media Platforms, going to schools, “get to know yourself” campaign.

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Operations Plan

Ariana – Product Manager
Aybike – Full-Stack Developer
Zoja – UI/UX Designer
Yasmine – Civic Content Creator
Martina – Community & Marketing Lead

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Financial Plan

Aprox. 70k euros for salaries, app development and marketing

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Strategic Planning

Increase youth voters by 5% in Eastern Europe, by getting them to know their values and desires

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Positive Impact

Increasing political education, participation in voters and making education fun

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Final Summary

The best political app in Eastern Europe, that increased political education by 5%

1

VOTTO

Social Enterprise (digital platform)



What is Votto?

Votto is a digital project that shows young people that politics isn't boring – and that voting actually matters. It doesn't tell you who to vote for – just why you should.

- Teach how elections work in a simple way
- Helps you think about what really matters to you
- Makes you to understand politics by playing games everyday.

Why we do what we do?

Because if you don't vote, someone else decides for you.

The Problem

Young people in Eastern Europe lack modern civic education tools. In the 2024 EU elections, only 36% of under-25s voted — far below older age groups.

Across the region, youth turnout is consistently 20–30% lower. Without engaging, digital-first solutions, many young people remain uninformed, disengaged, and vulnerable to disinformation — putting democratic participation at risk.

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Our solution

Votto is a mobile app that teaches civic education through short lessons, quizzes, and gamification — all in under 2 minutes a day. It helps young people understand voting, public institutions, and their rights, using simple language and engaging tools. Votto turns confusion into clarity — and apathy into participation.

Target Group



Primary Audience

- Age: 16–24
- High school & university students
 - First-time voters
- Digitally active, politically disengaged
 - Prefer TikTok over textbooks
 - Want clarity, not complexity



Behavior

- ✓ Scrolls daily on Instagram, TikTok
 - ✓ Low trust in institutions
 - ✓ Short attention span
- ✓ Curious, but overwhelmed



Secondary Audience

- Civic education teachers
 - Youth NGOs & schools
- Institutions promoting democratic participation

Competitors

duolingo

Vote.org

iCIVICS

Local civic education
platforms

Instagram/TikTok creators



Khan Academy

Marketing Plan

Target:

Young people (16–30), students, and first-time voters.

Channels:

- TikTok & Instagram for educational content and challenges
- Partnerships with schools, teachers & NGOs
- Google & Meta Ads targeting civic interests
- Email campaigns for educators and civic groups

Tactics:

- Launch campaign: “Know Yourself Before You Vote”
- Social media challenges & gamified quizzes with monthly prizes
- In-person school activations & workshops

KPIs:

10K installs in 3 months, 30% retention, 15+ partners in Year 1

Goal:

Make civic education fun, and increase the percent of the young voters

Operations Plan

Ariana – Product Manager

Aybike – Full-Stack Developer

Zoja – UI/UX Designer

Yasmine – Civic Content Creator

Martina – Community & Marketing Lead



Resources Needed

€20,000 for development, content, and marketing.

We need laptops, design/dev tools, and skills in app development, UI/UX, civic education, and social media.



Team Strengths

A skilled all-female team combining tech, design, education, and marketing:

Financial Plan

For our project to really work, we estimate a total budget of around €70,000. Most of this will go into building the app, creating useful content, and reaching young people where they are—online and offline.

Here's a quick breakdown:

- App development (coding, testing, updates): ~€25,000
- Design (clean and youth-friendly interface): ~€6,000
- Educational content (guides, short videos): ~€7,000
- Marketing & outreach (mainly digital): ~€10,000
- Workshops & events (for community engagement): ~€8,000
- Admin & hosting costs: ~€4,000
- Pilot testing (to collect real feedback): ~€5,000
- Volunteer & team support: ~€5,000

We're planning to apply for EU funding—mainly through Erasmus+, CERV, or the European Youth Foundation.

For long-term sustainability, we're thinking of partnerships with NGOs and universities, open-source elements, and maybe even light sponsorships or premium features in the future.

Strategic Planning

Strategic Plan

Phase 1: Build & Validate (Months 1–3)

- Develop MVP with core features: short lessons, quizzes, gamification
- Test with a small group of students and educators
- Gather feedback and improve product based on real usage

Phase 2: Launch & Grow (Months 4–9)

- Launch the app publicly on iOS and Android
- Run targeted TikTok and Instagram campaigns
- Partner with influencers, schools, and youth NGOs
- Aim for 10,000+ active users across Eastern Europe

Phase 3: Expand & Monetize (Months 10–18)

- Launch premium features (advanced lessons, certificates, teacher dashboards)
- License the platform to NGOs and education institutions
- Expand to at least 3 new countries with localized content
- Apply for grants and government funding for civic tech initiatives

Key Metrics

- 10,000+ active users within 6 months
- 30+ school or NGO partnerships
- 1 million lessons completed within the first year

Positive Impact When Young People Vote and Engage in Politics:

- **A better future for the younger generation** – Politicians will have to address issues that matter to young people (climate, housing, education).
- **Stronger democracy** – Active young citizens create a more vibrant and fair society.
- **Changing the system from within** – Young people can influence politics not just by protesting, but by making real decisions.
- **More representation** – When young people vote, there's more pressure to include young voices in politics and leadership.
- **Long-term effect** – Those who get used to voting and staying informed remain active citizens throughout life.

Final Summary

We are a team of five young women passionate about democracy, education, and technology.

Trough our civic education app, we aim to empower the next generation with the knowledge and tools to participate actively and responsibly in democratic life.

With the right support and resources, we can turn civic learning into a fun, accessible, and impactful experience for thousands of young people.