

Faizon Sykes

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Friends forever family by choice

Commercialization Plan

Elevator Pitch: People with incarcerated parents need ways to stay connected to their families because I think that this is really important but hard at the same time to do, so I want to create a digital support group for kids with incarnated parents so they can stay in touch with the parent and meet new people.

Part 2 Executive Summary

The best way to find support is often by connecting with people who have had similar experiences because only they can truly empathize with you. Teenagers need a way to connect with other kids who are going through the same situation because I learned it's easier to deal with stress and your problems if you have a friend you can lean on and depend on. Friends Forever Family by Choice is going to be easy to use and navigate so that you can find friends close to you without getting lost or confused. This platform is going to be very social because you're only going to be able to talk to kids your age that way we can maintain internet safety. Children with incarcerated parents are more vulnerable than the average group and are more likely to have mental and behavioral problems than their friends so I want to allow video calls and facetime so that kids can see their parents. This platform will be free to use because we don't want paywalls getting in the way of support for those in need.

Part 3 Problem Summary and Proposed Solution

I plan on making a digital support group for kids to connect with one another because children with incarcerated parents are more vulnerable than the average group and are more likely to have mental and behavioral problems than their friends. I want to make a support group so they can have people that are going through the same situation. I'm going to use Critical thinking and creative thinking to make this happen.

Part 4. Summary of STEM Concepts & Principles Underlying the Overall Plan

If I create a digital support group for kids who have incarcerated parents that is safe and supportive, then these kids will find the support and understanding of what it is like to have a parent in prison. To create this I need to know the STEM concepts of a digital database so I started to research the coding about Facebook.

Facebook uses several different languages for its different services. PHP is used for the front-end, Erlang is used for Chat, Java and C++ are also used in several places (and perhaps other languages as well). Thrift is an internally developed cross-language framework that ties all of these different languages together, making it possible for them to talk to each other. This has made it much easier for Facebook to keep up its

cross-language development. Facebook operates, several traditional approaches to serving web content break down or simply aren't practical.

Facebook still uses PHP to this day. So I need to learn how to work PHP so when I make my support site in case any bugs or viruses attack I will know what to do and personally I think I need to learn more about coding .(Singh, 2021)

Part 5. Commercialization Assessment of the Overall Plan

The problem:

People with incarcerated parents need ways to stay connected to their families because I think that this is really important but hard at the same time to do. Teenagers need a way to connect with other kids who are going through the same situation because I learned it's easier to deal with stress and your problems if you have a friend you can lean and depend on

Proposed solution:

My solution is going to be easy to use and navigate so that you can find friends close to you without getting lost or confused it's going to be very social because you are only going to be able to talk to kids your age that way we can avoid linking up and becoming friends with older people who like kids I plan on making a digital support group for kids to connect with one another because Children with incarcerated parents are more vulnerable than the average group and are more likely to have mental and behavioral problems than their friends so I want to make a support group so they can have people that are going through the same situation.

Teenagers need a way to connect with other kids who are going through the same situation because I learned it's easier to deal with stress and your problems if you have a friend you can lean and depend on so I am going to make a website kinda like a group chat kids will be able to communicate with each other bullying will be not be tolerated on my site because it will be a safe place for people to vent with one another You will be able to group video call and text these are a couple of steps you need to access the site

1. Sign up for an account.
2. Make your profile how you want it.
3. Like and follow public pages

4. look at your timeline

5. Add friends

6. Post.

7. Add photos and videos.

These are a couple of community rules for my site

Think about how you want to be viewed

Be Nice always be nice, Be Helpful, Don't judge

I'm doing a digital support group so I'm not sure if I need anything bought but I'm going to need help making the site lucky I go to stem and a lot of my peers know about computers so if I need help I know where to go

Target customers and intended users: My customers will be teens who have an incarcerated parent and need support.

Competitors: There is no direct competitor but other social media platforms, like Facebook and Instagram, have support groups embedded.

Customer value proposition & competitive advantage: The advantage to my product is that it exists as its own platform so teens can participate without having to have or having to connect to their personal social media accounts.

Principal revenue streams expected:

I expect to make money off of my site because of ads and promos even though I'm not doing it for the money I'm doing because I know what it's like to be in this situation and I know how it feels to need help when you feel alone.

Principal startup and operating costs expected to be incurred:

Starting a platform like this can range from \$35,000-\$50,000 in order to cover the salaries of the programmers, coding, and server space.

Part 6. Science and Technology Proof of Concept

Young teenagers need ways to deal with mental illness because I think that when caught in an earlier stage they are more likely to find the help they need. Children with incarcerated parents are more vulnerable than the average group and are more likely to have mental and behavioral problems than their friends(Parents' Imprisonment Linked to Children's Health, Behavioral Problems. PRB. (2021). Retrieved 9 September 2021) “range of risk factors facing children of incarcerated parents. It also cautions against universal policy solutions that seek to address these risk factors but do not take into account the child's unique needs, the child's relationship with the incarcerated parent, and alternative support systems Although each case is unique and each child responds differently, research has established that a parent's incarceration poses several threats to a child's emotional, physical, educational, and financial well-being”(National Council on Family Relations, 2021)

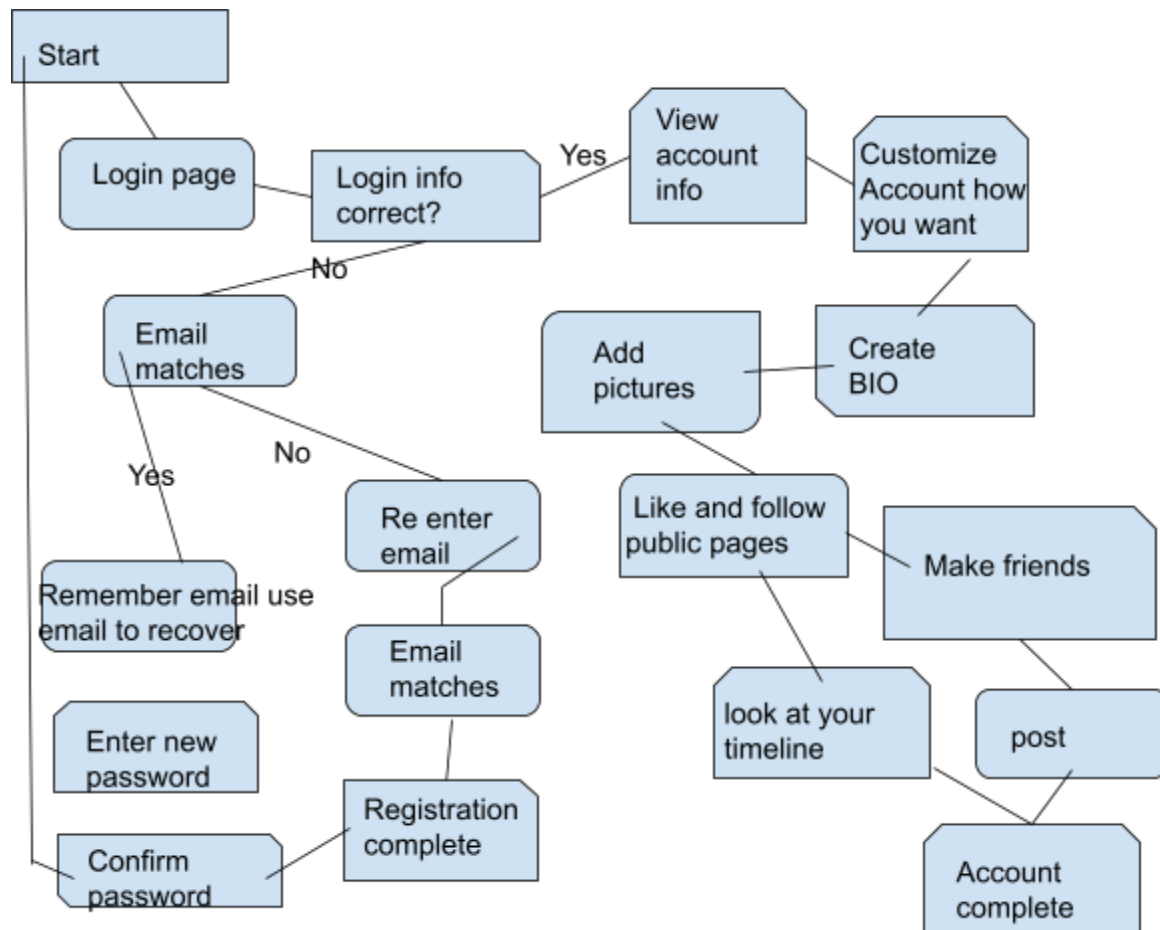
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“About 5 million children (approximately 7% of all minor children) have experienced the incarceration of a residential parent at some point during childhood” (National Institute of Justice, 2017)

Hypothesis: Teenagers need a way to connect with other kids who are going through the same situation because I learned it's easier to deal with stress and your problems if you have a friend you can lean on and depend on. My solution is going to be easy to use and navigate so that you can find friends close to you without getting lost or confused. My solution is going to be very social because your are only going to be able to talk to kids your age that way we can avoid linking up and becoming friends with older people who like kids

Design-based discussion: I plan on making a digital support group for kids to connect with each other because Children with incarcerated parents are more vulnerable than the average group and are more likely to have mental and behavioral problems than their friends so I want to make a support group so they can have people that are going through the same situation, I am going to use Critical thinking and creative thinking so make this happen My site is going to be easy to use and navigate so that you can find friends close to you without getting lost or confused. My site is

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Part 7. Acknowledgments

Coach Shecalf helped me both in and out of class. She was able to answer my questions 100 times a day. There are times where she helped me with things I didn't even know I needed help with.

Part 8. References

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