



Erasmus+

S U Y S E

Module 2

Your Idea

Case study from Bulgaria:

<https://www.facebook.com/character.bg/videos/525021017670865/>

Name: Social start up Character.bg

Product: Positive animation for kids

Positive animation is a service specifically designed for children's activities that help shape and build well-being and their character through entertaining experiences. Animation addresses challenges such as diversifying and comprehending the free time of children outside the home, kindergarten and school, their optimal development and their preparation for life with skills such as resilience, integrity, cooperation, flexibility. The lessons are science-based, practical and individualised. They are performed by trained skilful mentors who, with their personal role model, deliberately influence and interact positively with children aged 4-14. The animation could be delivered in hour- based activities, several daily programs and public events.

The mentors involve children in entertaining, useful and meaningful activities designed to shape and develop character and skills through experience. In this animation, a search for treasure finds scrolls with strong aspects of character, consciously constructing vocabulary and understanding in children, and with an interesting story by the mentor, the game shows the strengths found, such as persistence, teamwork and goodwill.

The clients are hotels with social and educational itinerary, kindergartens and schools, municipal administrations, companies, parents, teachers, small towns and villages, vulnerable communities such as ethnic neighbourhoods, children with disabilities and diseases.

The competitors such as private providers (corporations, schools and agencies, public municipal complexes, development centres, youth homes and school clubs) online sites provide similar services to the childcare market. Most of them are limited to fun, access to a base without or with insufficiently prepared animators, no goals or short-term ones. The character.bg competes with them on the basis of the quality and innovation of the service, relying on the following features: more added value (fun, practicality, development and skills) better conditions for results with material providing, practical activities and meaningful experiences, living example, interesting stories; long-term thematic support for children through access to online materials, tools and services on www.character.bg

Team: 4 members

Dimitar Tatarski contributes with knowledge of well-being and character, operatively animating, relationships with teachers and schools. Metodi Belchin is a professional DJ, involved in the operative conduct and responsible for the animation technique. Stiliana

Petkova is experienced in the hotel business, dealing with the popularization of the animation among hotels in the area and its security with games, tools and materials for creativity. Valeria Jordanina is a professional coach, educating mentor-animators and participating actively in animation. The team is assisted by members in a social start-up community. Currently, they are trying to expand their team and profiling in 3 functions: technology and operational realisation, sales, branding and marketing.

Initial Investment: appr. 14 000 euro