

THE FUTURE IS UNBIASED

#STEREOGRAP

PROJECT SCOPE & MISSION STATEMENT

2023



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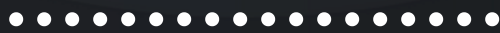
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ABOUT US



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We're story focused.

Founded with a vision of creating a world free from the chains of prejudice and labels, #Stereocrap is dedicated to raising awareness about the deep-seated effects of bullying, mobbing, and discrimination. We understand that behind every stereotype lies a story untold, a potential unexplored.



WHO'S BEHIND

Driven by a fervor for equity, diversity, and inclusion, I navigate life with a simple mantra: 'Do as you will, while harming none.' At the heart of every action, every decision, you'll find my unwavering empathy, ensuring that every step I take resonates with understanding and compassion.



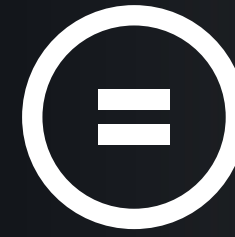
DENIS F. LIXANDRU

Owner & Founder

CORE VALUES

Having a limited number of values offers several advantages:

- Clarity
- Focus
- Consistency
- Memorability
- Alignment & Decision Making
- Increased Commitment
- Effective Communication



Equality

Regardless of gender, sexual orientation, race and/or disability.



Empathy

Sits at the core of #Stereocrap



Sharing

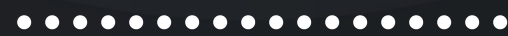
True progress is realized when we uplift one another.



Inclusion

Moral imperative

TOOLS & MISSION



OUR TOOLS

STORIES

Submitted publicly or anonymously



Narratives of accounts of events and/or experiences

INTERVIEWS

Recorded and/or written



Structured or semi-structured conversations aimed at getting to know the storyteller

Raising awareness in our audience



COMPANY MISSION

In a world where labels and preconceptions often dictate our judgments, we stand as a beacon of truth, challenging these assumptions. Our mission is rooted in amplifying voices that have faced the harsh realities of bullying, mobbing, discrimination, and the weight of stereotypes. Through powerful storytelling and in-depth interviews, we strive to shed light on the raw, unspoken tales that many silently bear.



SWOT



SWOT SECTION

Our SWOT analysis will show
#Stereocrap's framework.

S

Strength

- Unique approach
- Diverse perspectives
- Emotional resonance
- Educational values

W

Weakness

- Potential bias
- Emotional toll
- Validation concerns
- Audience reception

O

Opportunity

- Partnerships
- Multimedia expansion
- Workshops & programs
- Funding & grants

T

Threat

- Backlash
- Data Privacy
- Saturation
- Emotional Factors

PROCESS

Beauty lies in simplicity

A simple process promises efficiency and speed while staying scalable at all times. It's also easy to understand, cost-effective, offers flexibility and is easily adaptable to our ever changing environment. Simple processes lead to more consistent outcomes as there's less variability in execution. This ensures uniformity in quality and results.

STORY
RETRIEVAL

1

Using personal social media networks and contacts to expand #Stereocrap's footprint, stories are typically received directly through personal social media channels.

DRAFT REVIEW

2

The story is reviewed for any typos. We do not modify the structural contents of the stories, but take it on ourselves to correct any grammatical mistakes etc.

FEEDBACK

3

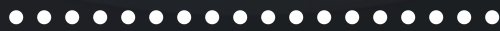
Feedback is given to the storytellers on corrections made, and gets final acceptance.

PUBLICATION

4

Story is published on our website and shared via social media channels.

REGIONS





REGIONAL COVERAGE

Two-dimensional focus

Romania & Belgium

Eastern European and Western European cultures have developed unique identities over centuries influenced by geography, history, religion, and external powers. While both regions possess a rich and diverse cultural tapestry, they exhibit distinct characteristics in various aspects of society. Each region will pose its particular challenges in terms of audience sensitivity and openness.

THANK YOU

FOR YOUR TIME