



# HUMAN CAPITAL AI

## The UNSDG Sustainable Business Challenge

Powered by SEL. Co – created by AI. Designing human-centered solutions for global sustainability

winter is coming

OB50F011  
OB50F012

## NOURISHTOGETHER

Affordable, Nutritious Meals. Stronger Communities.

A HUMAN-CENTRED SOCIAL ENTERPRISE • UNSDG 2: ZERO HUNGER

Helping people prepare practical meals through human guidance, learning, and community support.

HUMAN GUIDANCE

PRACTICAL LEARNING

COMMUNITY SUPPORT

2 ZERO HUNGER



### 01 HUMAN CRISIS + UNSDG

#### THE PROBLEM

Limited time and food budgets make it hard to prepare affordable, nutritious meals that fit people's cultures and circumstances.

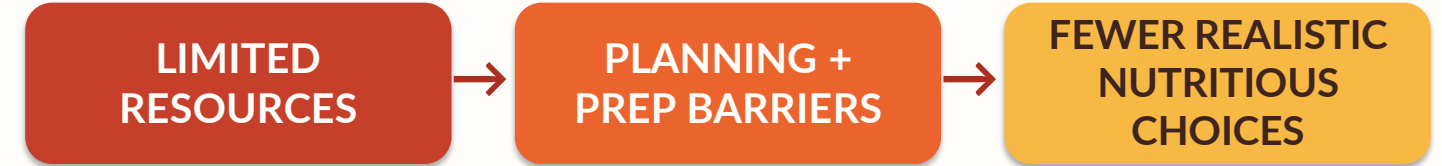
#### WHO IS AFFECTED?

Students & young adults • People on tight budgets • People with limited kitchen access

#### KEY BARRIERS

- TIME + BUDGET** Limited time and money
- COOKING SKILLS** Planning and preparation
- FACILITIES** Limited kitchen access

#### PROBLEM CHAIN



Food insecurity is not just a skills gap: some people know how to cook but lack money, time or facilities.

EVIDENCE BASE • Miller et al. (2023) • Shi et al. (2021) • Monsivais et al. (2014) • Sam et al. (2019)

### 02 HUMAN-CENTRED SOLUTION + SEL

Human-led workshops combine practical meal planning, cooking, personalized guidance and peer support.

#### THE SERVICE JOURNEY

- 01 CONNECT & LISTEN**  
Understand each person's needs.
- 02 PLAN TOGETHER**  
Fit plans to budget, local food and equipment.
- 03 LEARN BY DOING**  
Practice choosing ingredients and cooking meals.
- 04 SHARE & SUPPORT**  
Exchange tips and learn from peers.
- 05 REFLECT & FOLLOW UP**  
Review what helped and what remains difficult.

#### CASEL: TWO CORE COMPETENCIES

##### SOCIAL AWARENESS

Notice financial and cultural needs; adapt advice to real circumstances. Example: plan meals for a student with only a rice cooker.

##### RELATIONSHIP SKILLS

Communicate respectfully, solve problems together and share affordable meal ideas.

#### VALUE CREATED

PRACTICAL SKILLS MEAL CONFIDENCE REALISTIC CHOICES PEER SUPPORT

Listen before advising. Practice together. Learn from real experiences.

### 03 BUSINESS + REVENUE

#### WHO PAYS – AND WHO BENEFITS?

##### PRIMARY PAYERS

Universities, colleges and community organizations

##### BENEFICIARIES

Students and young adults facing budget, skill or kitchen barriers

#### VALUE PROPOSITION

Institutions buy a practical food-skills program with human guidance and an outcome report.

#### REVENUE MODEL

- CORE** Institutional program contracts
- FUTURE** Facilitator training
- FUTURE** Implementation and quality support
- OPT.** Sponsored workshops

#### CAMPUS PILOT • PROPOSED PACKAGE

20 participants • 4 workshops • Meal planning • Grocery guidance • Cooking • Follow-up

##### WILLINGNESS TO PAY

Test prices with buyer interviews and priced proposals. A paid pilot is stronger evidence than interest alone.

##### FULL COSTS + EXPANSION

Include facilitator time, food, venue, training, travel, administration and evaluation.

VALIDATE ONE MARKET BEFORE INTERNATIONAL EXPANSION

### 04 AI + TEAM REFLECTION

AI supports idea generation; human facilitators verify suggestions, adapt them with participants and make final decisions.

#### AI ROLE + HUMAN CHECK

##### AI CAN SUPPORT

Meal ideas • Ingredient swaps • Cost estimates • Workshop materials

#### THREE BLIND SPOTS SELECTED

##### RISK 01 • PEOPLE AS METRICS

High attendance can look successful while food access stays unchanged.

Human response: measure real-life skill use and participant feedback.

##### RISK 02 • AI OVERRELIANCE

AI may miss local prices, culture, equipment or dietary needs.

Human response: facilitators verify plans against each person's context.

##### RISK 03 • COST-CUTTING

Cost pressure may shrink human support and weaken the mission.

Human response: test full costs and protect minimum support.

AI identifies possible risks; humans decide what is acceptable and what evidence is needed.

#### MEASURE, TEST & REFLECT

##### OUTCOME + BUSINESS INDICATORS

- Completion and access
- Practical food skills
- Confidence and feedback
- Use of skills after workshops
- Delivery costs and paid renewals

##### AI EXPERIMENT

Prompt: "Critique our business model for realistic blind spots."

AI identified seven risks; the team selected 1, 5 and 6 to review. These are hypotheses to test, not proven failures.

##### HUMAN TEAM DECISION

Test whether the program creates real value, preserves human support and can cover delivery costs.

#### OUR ETHICAL BOUNDARIES

##### PEOPLE > METRICS

Measure practical change, not attendance alone.

##### HUMANS > AUTOMATION

Keep meaningful human review and interaction.

##### MISSION > SHORT-TERM SAVINGS

Do not cut essential support just to scale faster.

OUR MISSION • Build practical food skills and supportive relationships—without losing local relevance or human care.

