



HUMAN CAPITAL × AI

The UNSDG Sustainable Business Challenge

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

(ThriveBasket)

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THRIVEBASKET

HELPING FAMILIES SAVE MONEY WHILE IMPROVING NUTRITION

1. THE HUMAN CRISIS & UNSDG TARGET (SDG 2)

- Crisis (UNICEF): More than 4 in 5 households with children reported that rising costs had affected the quality or quantity of food their children eat.
- Root Vulnerabilities: Traditional multi-tiered retail supply chains add heavy middleman markups that drain household budgets individually.



Problem Chain :



Global Inflation



Middleman Markups



Households Overpaying



Compromised Nutrition & Education Cuts

2. THE HUMAN-CENTRED SOLUTION + SEL MECHANISM

A Cooperative direct-to-consumer bulk buying network where neighborhoods aggregate grocery orders directly from local supplier, dropping costs by 20-30%



RELATIONSHIP SKILLS

Monthly community coordination circles to pool orders and build mutual trust.

RESPONSIBLE DECISION - MAKING

Collective budgeting workshops where families evaluate wholesale options and ensure fair distribution.

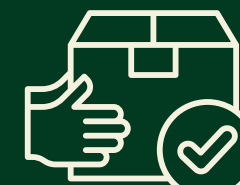
Member Journey :



Join Circle



Pool Orders



Direct Delivery



Shared Prep

3. SUSTAINABLE BUSINESS & REVENUE MODEL

Value Proposition: Families save 20-30% on fresh, high-quality staple foods while supporting local farmers. Local producers secure guaranteed bulk demand without exploitative middleman cuts.

CORE REVENUE STREAMS



Membership Dues: A low-cost monthly cooperative subscription fee that covers digital coordination tools, logistics, and local storage overhead.



Handling Margin: A transparent 3-5% operational markup added to bulk orders to maintain self-sustainability without squeezing families.



B2B Contracts: B2B supply contracts with schools and local community centers for bulk meal ingredients.

FINANCIAL SELF - SUFFICIENCY: Achieves operational break-even within 4 months through active neighbourhood membership growth and predictable bulk turnover.



4. AI COLLABORATION & TEAM REFLECTION

AI contribution:

We used generative AI as a collaborative sounding board to elaborate and refine the initial concepts in our minds, structuring our raw thoughts into a formal social enterprise model.

AI Evaluation

AI helped us critically analyze our venture by generating a balanced breakdown of the plus sides (cost reduction, direct farm-to-table supply) and minus sides (logistical hurdles and initial trust barriers).

AI Scope Expansion vs. - Human Focus:

AI suggested immediately bundling school supplies like laptops, tablets, and mobile phones into our offering to tackle education cuts. However, our human team rejected this suggestion for now, deciding to start strictly with food security first.

Human Team Decision:

We recognized that building deep household trust around daily nutrition must come first; once that foundation and customer trust are established, we can expand into providing educational gadgets in the future.



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SCAN TO WATCH
Our 3-4 minute
presentation

