

IDEA #3

College Curries

”The idea is to produce high quality organic curry powder according to an Indian woman’s household recipe. It would be sold in Germany and across Europe to fund the study-fees of Indian children who are in need of help. We encourage people to share their local knowledge and see it turning into a valuable resource that serves to educate their children. This way we aspire to generate a continuous flow of money without the requirement for goodwill donations of individuals, but align a good cause (higher education) with the potential of market forces. The goal is to fund as many different students from all over India and South Asia as possible, as well as to make available a diversity of authentic curry-powders to European consumers. Once the curry powders work (economically), we can think of a wide variety of similar products that would go in line with our vision.”

Needed competences:

- marketing (labels, flyers, email campaign, social media content creation)
- sales