



**Politecnico  
di Torino**

**Guidance for generating full campaign copy  
creatives.**

**Objective: the amount of valuable content.**

1. What inspired the foundation to work on this project?

- to create a bridge between students and innovative organizations and startups with social impact
- to help startups to attract talents
- to help students to put into practice the theory they learn at University

2. How has the foundation's life been in the following areas? Brief explanation

2.1. Describe three difficult situations that the foundation encountered in its early years:

- difficult to build partnerships
- difficult to engage students
- some students have difficulties paying the fee

2.2. What are your top three foundation aspirations?

- Let 12 students per year take part in the mobility program

What impact did this project have on the foundation?

1. Personnel: specific changes.

- team building and people raising (Matteo and Jacopo)
- Jacopo took part in the mobility program, and now he is helping us with the program (taking care of student's questions and issues)
- we have met new organizations and startups and built new partnerships

2. Spiritual: punctual feelings

- go beyond borders
- have an impact also outside of Italy

3. Financial: specific amounts and over what time frame? Specific amounts and over what time frame?

- we did not do revenue yet
- we are applying for European funding (erasmus+ small scale)

How does this cause increased student opportunities?

1. Personal: (focus answers: mind, body, emotions, energy).

- Personal growth
- Reconnection with dreams
- Security

2. Spiritual: new sensations, satisfaction

- The personal willingness of the student to leave his or her comfort



zone

- Gratification from new experiences
- meet yourself

3. Financial: punctual economic improvement

- At the labor level
- the project opens the doors
- International experience

4. Health: Specific: particular physical transformations

- Working on mental problems,
- fears
- insecurities

What reasons and motives should the student have for investing in this cause?

1. Personal: Because at a personal level, the donor will improve in...

- The students want to improve in interpersonal and cultural relationships
- Because they will have one of the best experiences of their lives while also growing professionally.
- Because they would find out if what they worked on met their expectations.

2. Spiritual:

- Because helping people, their spiritual will grow

3. Financial:

- Access to a fantastic opportunity at a low cost

- because they understand how important it is to know another language in order to compete

4. Health:

- Because the student wishes to feel useful by actively assisting others

What problems or difficulties will the student never have again?

1. Personal:

- They will never stop taking risks
- They will not be afraid to face the world
- No more communication problems.

2. Spiritual:

- No more depression issues.
- No, believe that new sensations will never arrive

3. Financial:

- No more believe that studying away is financially impossible.