THEORY *of* CHANGE

PaparazMe

What are the problems we are trying to solve?

From over 3 billion photos that are shared daily through multi-platforms, many of them are not shared, therefore they never end up where they ultimately belong.

What do we invest into the project?	**What are we doing to bring about change?**	**What will change in the short term?**	**What are the wider benefits we work to achieve?**	**What is our purpose / long term change?**
Inputs	**Activities**	**Outputs**	**Outcomes**	**Impact**
Software R&D High-qualified professionals Service tutorial for clients	Service's Research & Development: An app for personal picture identification Engagement with a target audience Marketing and commercialization activities	An innovative photography service that enables seamless photos sharing in real-time Technology development Enhanced connections between market demand and a service provider	Developed technology that enhances the quality of image recognition The potential creation of a new marketplace by democratizing the photography industry – using other people's cameras to send and get one's photos.	To create a new social interaction & communications between people around visual content

Beneficiaries

Clients: singular people and organizations

Stakeholders

Public and private partners
Singular people
App developers