



Profile Beyond Hunger

Summary AI-generated LinkedIn profiles of children's future

On LinkedIn, people speak in only one social language; potential. In this world's largest business-oriented network, people not only openly discuss their potential but also take each other's very seriously.

Therefore, we chose LinkedIn as a platform to introduce the potential of the children. We will visualize the children's potential by creating dozens of simulated LinkedIn profiles. Based on the children's real stories, such as their talents, interests, and dreams, AI will generate their future career stories, including future work experience, education, and skills that can be achieved if they can overcome hunger.

LinkedIn profiles will show the children's potential in great detail and reach out to the targeted audiences who share the same goal and passion as the child. This will ultimately convince them to download ShareTheMeal app.



Kisha Malual

Future Astronaut at SpaceX

Khartoum, Sudan

20,468 supporters

Support

Message



Future Work Experience



Astronaut
SpaceX
2045 –



Astronaut Candidate
NASA
2042 – 2045

Creative Insight

LinkedIn is a social network that runs by individual's aspirations. The connection between users is made to build one's future. Here, they speak in only one social language; potential. In this world's largest business-oriented network, people not only openly discuss their potential but also take each other's very seriously.

That is the reason we chose LinkedIn as a platform to introduce the potential of children suffering from hunger. By visualizing their future on LinkedIn in profile format, we will let the users find out how each of our children has unique potential.

Solution

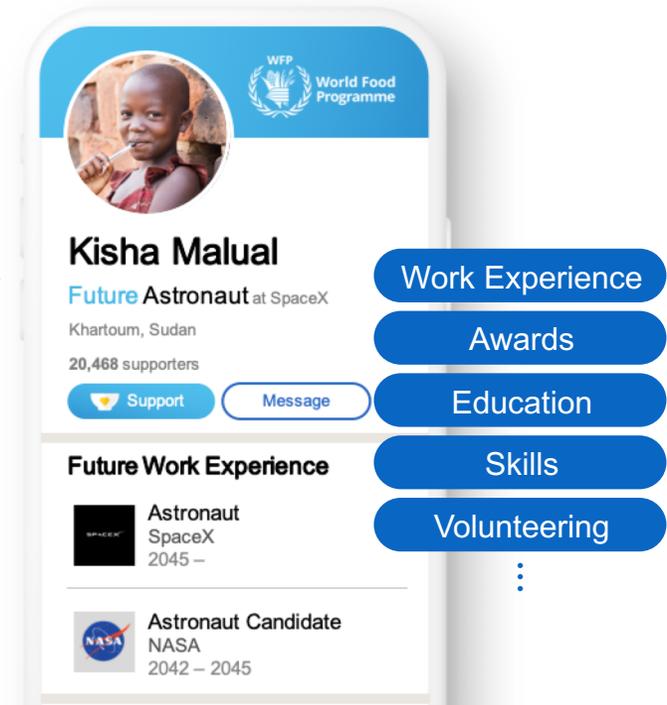
We will create simulated LinkedIn profiles of children's future. AI will generate future career stories based on each of kid's potential: their talent, interests, and dreams. Millions of data from LinkedIn on those who are already engaged in the interested field will be referenced to generate realistic and detailed profiles. These profiles include future work experience, education, and skills that can be achieved if they overcome hunger. LinkedIn profiles will easily visualize the children's potential in great detail and reach out to the targeted audiences who share the same goal and passion as the child. This will ultimately convince them to download ShareTheMeal app and support the children in need since they can truly appreciate their potential and feel more related than others.

Hi, I'm Kisha.
I am 10 years old
Living in Sudan.



I want to be an astronaut!
I am curious about the stars and the moon.
I scored 98% on my last science quiz!

AI generates future career profiles
based on children's actual stories



How Does It Work

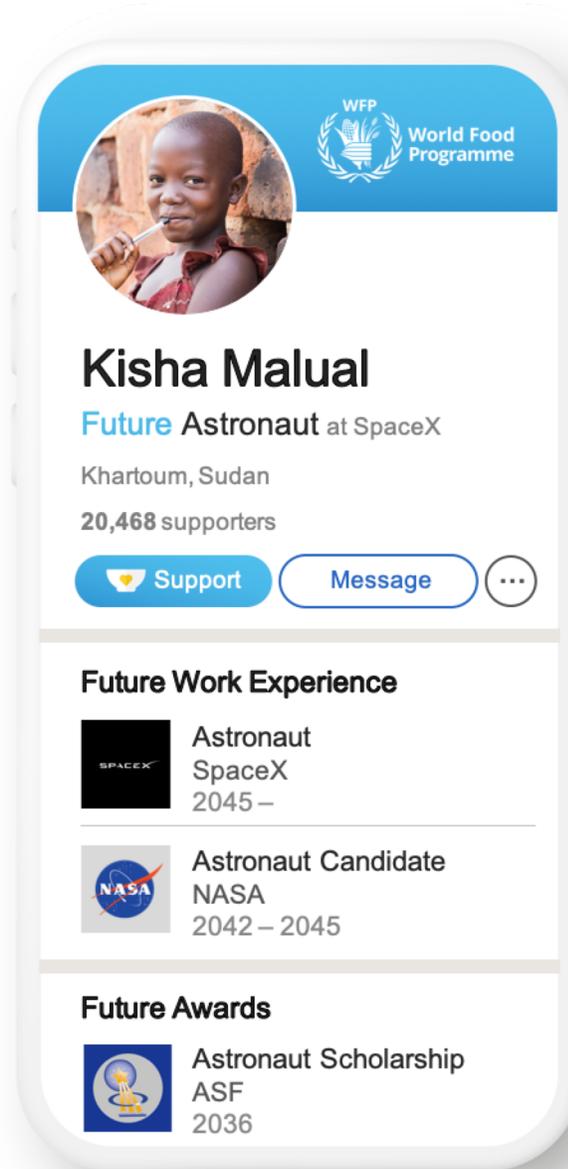
Dozens of LinkedIn profiles portraying children's futures will be generated by AI based on their real stories. The occupation of the profiles will be diverse, from pro soccer player to engineer, to reach out to users in various career fields.



How Does It Work

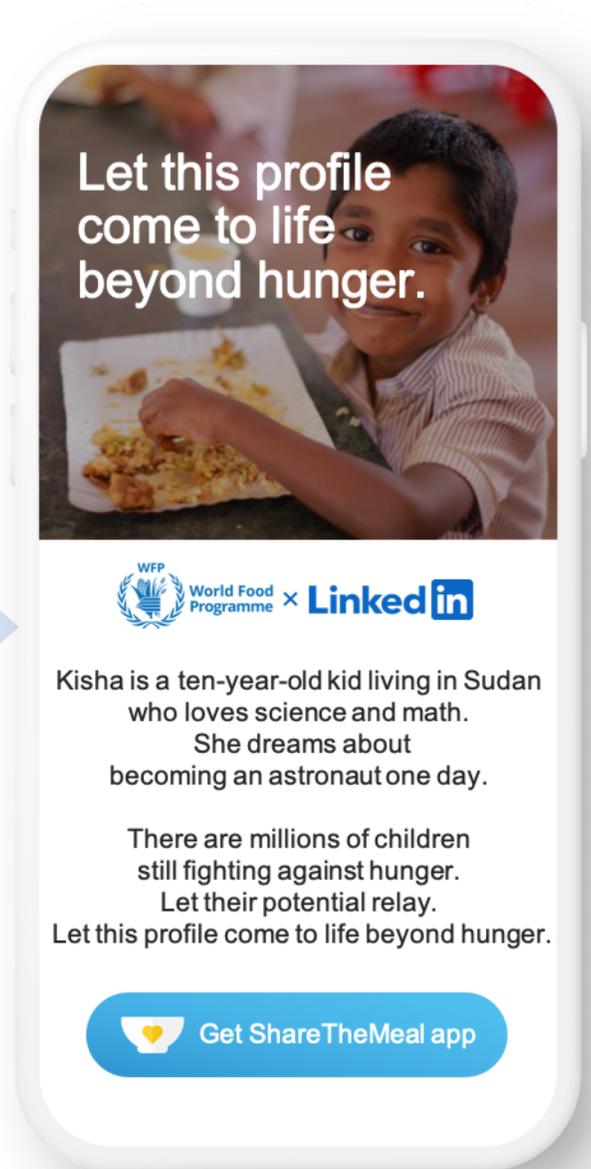
The profiles contain future work, education, skills, and even awards that can be achieved if they overcome hunger.

Instead of the 'Follow' button, the 'Support' button will appear, which leads to the campaign page with a call-to-action to download ShareTheMeal app. Moreover, users can send heart-warming messages to the children via the 'Message' button.



The screenshot shows a profile for Kisha Malual, a ten-year-old child from Khartoum, Sudan. The profile header includes a circular profile picture of Kisha and the WFP World Food Programme logo. Below the name, it lists her future work experience: 'Astronaut at SpaceX' in Khartoum, Sudan, with 20,468 supporters. There are buttons for 'Support', 'Message', and a menu icon. The 'Future Work Experience' section lists two roles: 'Astronaut' at SpaceX (2045-) and 'Astronaut Candidate' at NASA (2042-2045). The 'Future Awards' section lists 'Astronaut Scholarship' from ASF (2036).

Tap
'Support'



The campaign page features a large image of Kisha eating. The headline reads: 'Let this profile come to life beyond hunger.' Below the image is the WFP World Food Programme x LinkedIn logo. The text describes Kisha as a ten-year-old kid living in Sudan who loves science and math, dreaming of becoming an astronaut. It states that millions of children still fight against hunger and encourages users to let their potential relay. At the bottom, there is a blue button with a heart icon and the text 'Get ShareTheMeal app'.

How Does It Work

The profiles will be exposed in the 'My Network' section, curated to people in the same industry or career league. Among numerous profiles, children's profiles will stand out when their faces are shown, deriving attention to visit their profiles.

