MOVE MINING COMPETITION – SME UNMSM

General description

Our goal is to improve the perception of mining in the world population and share its importance, for which we propose the app "Minerito" where people can find knowledge related to mining, from a base level to where their curiosity allows them to reach.

Minerito is a mobile app which fulfills the following functions:

- Using a map of the country, it shows us the location of the main mines and projects, with a click we can see the main works of positive social impact carried out in the area, as well as the benefited localities.

- Make known relevant characteristics of each mining unit in the country of importance, relevant data of public interest that allow generating a correct vision of mining in their country.

- Keep the population informed about relevant news in the mining field.

- Provide knowledge of mining issues in general, so that people have the notion of what mining is.

- Provide training through a virtual classroom to the inhabitants of the areas of influence of the mines and / or projects on issues of public management and budget execution so that they are active actors in the development of projects of positive social impact in their localities with the use of the mining canon.

- Encourage the population through the delivery of prizes for participating in trivia, surveys or games in general on the subject of interest.

Problematic

The misinformation of people on mining issues drags the rejection of this economic activity. For example, at present we can notice that there is a rejection of mining by society because the population associates mining with pollution, lack of support for the population and socio-environmental conflicts

Intent of the app

The intention of the application is to publicize: the positive social impact works carried out by mining companies in their areas of influence, teach mining users from the most basic to advanced topics, also provide a training space for the population through a virtual classroom on public management and citizen participation issues to support a better budget execution of the mining canon in their localities.

Additionally, keep the population informed about news of interest in the mining field, as well as seek the participation and entertainment of users through trivia, surveys and games that measure the knowledge acquired and allow them to acquire prizes.

Why an app?

According to official data, about 80% of the world population owns a cell phone with internet access, given the overcrowding of this device we believe it is convenient to use a cell phone application.

Investment

The development and implementation of our application will be around $ 3000, which includes development, maintenance and advertising of the application.

Strategic partners

The strategic partners considered are the state, mining companies, secondary companies and the population. Mining companies will benefit from our application because it will serve as positive publicity for their mining operations and projects, which will increase their social acceptance.

The benefit to the state will come because mining represents a large percentage of revenue to the treasury, if the population perceives the benefits of mining they will be in favor of it and will generate greater income to the government.

Secondary companies are strategic partners since they will provide the bonuses for the participation of the users of the app in exchange for their publicity.

Finally, the population will be the most benefited in every sense, since it will obtain knowledge acquisition, certified training and obtaining prizes for active participation.

Marketing strategy

We will use the social networks of the allied mining companies to promote the app, as well as the state media and the allied secondary companies.