

CHALLENGE 2 OF 3

Challenge 2: Proof of impact people can see

The certificate proves, the story moves. One is anonymous and on chain, the other waits behind its QR code with the founder's voice in it. Build the second and the link to it.

Challenge Owner: Jochen Moninger

The problem

Every supported workshop starts with a story: why the founder applied, whom she wanted to hire. It is collected once and never used again. What travels instead is a spreadsheet row and a photo captioned "Laptop". The buyer abroad keeps asking whether the machines are really there. The donor reads a number and never sees the workshop, the machine, or the woman running it. ImpactProtocol already issues a static PDF certificate, to put on the wall, but it doesn't really tell a story.

Who you are building for

Anna Beier, 38, in Munich, gave to a workshop project last year. She wants something she can keep, show a friend and pass on. A PDF does none of that.

Dawit Alemu, 34, garment workshop in Addis, nine employees. He told his story once, on a form. He can record a voice note in Amharic in one take, and wants the buyer to see the machines.

Selam Girma, 26, machine operator there. She is in the clip everyone will see. Asked per clip she would allow the funder's page, refuse a public post, and may change her mind.

What to build

Two layers, and the challenge is keeping them apart.

The impact certificate lives on the blockchain, and ImpactProtocol already issues it. Do not rebuild it. It carries anonymised impact only: date, region, SDG indicator, milestone, coverage or amounts, hashes, a blurred image. No personal data, ever.

The story is a separate artefact, off chain, reached by scanning the QR code printed on the certificate. The founder's voice belongs there, with consent per person and per purpose, revocable, and deletable without touching the chain.

You build the storytelling device and the link from the certificate's QR code. The form is yours: a moving card of about 1.5 seconds, Live Photo style; a 30-second narrated clip; a shareable web page; a WhatsApp-native story; a voice postcard in Amharic with English captions. An on-chain form is always the certificate layer, never where a story or a face lives. The NFT is one possible form, not the assignment.

Minimum demo, two days. From one voice note, one clip or burst, and one milestone line, produce two things: a story artefact that plays on a phone, and the resolvable link. Scan a QR code standing for the certificate, land on the story, and see the certificate's anonymised fields beside it (region, date, SDG, hashes). What the certificate carries and what the story carries are two different questions, and the demo answers both.

"Working" means it runs live on Saturday's material, from an unseen clip.

Stretch ideas:

- A series across milestones: one workshop, four cards, one arc.
- AI-stylised motion in one house look.
- A generator that returns the story in three formats from one input.