

Blue Hope Supports Displaced People by Building with Uniform

Blue Hope is a young startup with a noble mission:

Enable professionals who have been forcibly displaced from their home countries to successfully relaunch their careers abroad.

Unfortunately, there is no shortage of individuals who have been driven from their homes because of wars, conflicts, violence, human rights violations, or natural disasters. And there is no straightforward route for these refugees to continue their professional lives in new places.



INDUSTRY:
Social impact



HEADQUARTERS:
United Kingdom



YEAR FOUNDED:
2022

QUICK STATS

2 weeks to plan and implement integrations

30 seconds to implement changes

80% success for first participants cohort

Challenges


- Use technology to create a professional network for displaced individuals
- Simplify technology integration without extensive technical expertise
- Quickly add website content and adjust experiences with a small team

Benefits

- Empowered non-technical team members to manage digital experiences
- Streamlined integration of multiple technologies
- Gained agility to rapidly modify content and support a changing business model
- Extracted greater value from technologies to assist displaced professionals

Tech Info

Tech stack: Notion, HubSpot, Airtable, Discord, Quench
Solutions: Agile Marketing



“By combining technology, education, and humanitarian work, we can create a path for individuals to resume their professional careers,” says Blue Hope Founder and CEO Leticia Galdón. “Helping refugees find employment does more than provide income. It helps them integrate into their new communities, rebuild their self-esteem, and strengthen their hope for the future. At the same time, it shows communities that refugees are not a burden—they can add tremendous value.”

From the outset, Blue Hope needed to create a robust digital experience that would help refugees forge new connections and access job-search education without losing the human touch. “Displaced individuals need to know they are supported by real, trustworthy humans,” says Galdón. “A chatbot wouldn’t work.”

Building a digital experience with multiple technologies

Creating a flexible, content-rich website was an essential first step in launching Blue Hope. The site had to enable talent acquisition, allow the creation of a sharable talent catalog, and facilitate contact with mentors and online communities while also promoting events and hosting educational materials.

The Blue Hope team adopted a range of technologies to support the website. For example, the team uses Airtable to collect information from user registration and qualify users. HubSpot helps Blue Hope communicate with registrants and track interactions. The team also established an online networking community using Discord. Quench powers the content hub that hosts videos and workshops. And Notion is key for producing and managing a variety of other website content, such as banners, blog posts, and event information.

In selecting all technologies, the Blue Hope team favors solutions that can be used and managed without deep technological expertise. “We have a very small team, and we want to stay focused on helping people, not managing technology,” says Galdón.

Early on, Galdón recognized the need to integrate all these distinct components and reduce overall management complexity. “We wanted to make sure we could support a growing volume of displaced professionals without changing our processes or needing to hire more staff,” says Galdón.

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Leticia Galdón,
Founder and CEO, Blue Hope

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Integrating components and avoiding steep learning curves with Uniform

The Blue Hope team decided to implement the Uniform digital experience composition (DXCP) to assemble together multiple technologies. Uniform helps create an integrated digital experience architecture that reduces management complexity.

By choosing Uniform, Blue Hope has gained not only a new, unifying technology but also a partner that can deliver a tailored solution. “Working with Uniform, our team felt heard,” says Galdón. “We didn’t have to spend time adapting our operational workflow to a new solution. With Uniform, it was the other way around: The Uniform team learned how we work and is developing something that works for us.”

The Uniform team continuously provides improved tools for deploying and updating content. “By working closely with Uniform, we’ve gained the capabilities we need to update our website much faster than before,” says Galdón.

Any new technology can be daunting for non-technical team members, but the Blue Hope team learned how to use Uniform quickly. “I’m not a technical person at all—my background is in social work,” says Blanca Bravo, the Blue Hope project manager responsible for updating content on the website. “But through just a few phone calls with the Uniform team, I learned that making web updates is really simple and fast—even without any technical skills.”

Gaining the agility to rapidly adjust strategies

Having launched in late 2022, Blue Hope is just beginning its journey. The company is initially focusing on assisting displaced tech professionals who have moved to the UK, where Blue Hope is headquartered. Over time, Galdón and team will adjust the company’s strategies to maximize benefits for these and other refugees.

“We are continuously fine-tuning our business model, in part through trial and error. We need technology solutions that let us experiment,” says Galdón. “With Uniform, we will be able to update content on our website—and modify our business solution—frequently and easily.”



Optimizing efficiency by streamlining management

Galdón's vision for Blue Hope has resonated with many people within the tech industry and beyond. Individuals, companies, and even some of the displaced tech professionals that Blue Hope supports have contributed skills and resources to help Blue Hope grow. But to manage day-to-day operations, Blue Hope relies on a very small team. As a result, operational efficiency is a top priority.

"We have to be super efficient, doing as much as possible with as little as possible," says Galdón. "By integrating multiple technologies, Uniform is simplifying our workflow. We don't have to jump between tools, which saves us a lot of time."

Laying the foundation for future growth


With its first, small cohort of displaced tech professionals, Blue Hope helped 80 percent succeed with their employment search. "Success for us means that these people are not only working. They also feel like they are adding value and thriving in their new communities," says Galdón.

The Blue Hope team next intends to double its cohort size while maintaining that impressive success rate. "We will keep growing until we've helped 1,000 people. Then we'll know we've proven our model and can start expanding to new geographies, additional industries, and younger refugees who need assistance," says Galdón.

The Blue Hope team has the confidence that the organization can keep expanding without having to overcome additional technical complexity. "If you want to build something super complex, you can do that with Uniform," says Galdón. "But with a startup like Blue Hope, our goal is to solve a problem quickly. Uniform allows us to be more agile and deliver better experiences fast, all with a very small team—and that's just what we need."

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Project Manager, Blue Hope



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Uniform DXCP is making composable digital experiences mainstream by turning headless and legacy stacks into a seamless end-to-end digital delivery pipeline.

A composable orchestration layer for legacy systems and headless APIs eliminates the need for complex custom integration code that doesn't create business value. Powerful no-code tools let marketers, merchandisers and other business users create digital experiences using content from any source - without submitting a developer ticket. And high-performance personalization delivered at the edge improves conversion and CX for every channel.

About Uniform

Uniform digital experience composition speeds time to value for composable-experience architecture, lowers the cost of development, and makes it easy for business users to build digital experiences.

The top brands that use Uniform to power their digital experiences include Cirque du Soleil, Life Extension, Sunweb, and Trimble.

Learn more at uniform.dev and follow us on [LinkedIn](#) and [Twitter](#).

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