**The story «Time is money, time is trends»**

**Chapter 1. «Time is trends!»**

Early academic student morning, the classrooms of the Academy are half empty as always, after the introduction of an impulsive form of education, the part of students who attend lectures and seminars has tripled. Only those who love live communication with teachers and classmates, as well as the smell of clean sheets of paper, who become less and less with each lesson, continue to come in. Among them is Lilya.

She is a wonderful, charismatic, and intelligent girl. The freckles on her face seem to represent all the achievements that she has made during her academic time: the best student of the year, more than thirty different diplomas for scientific conferences, term papers and other practical work. No one doubts either her knowledge or her abilities. She is an example for many.

This school morning was just like all of them. The schedule included several lectures, one on the History of the development of the Tutigram, the other on Mental Culture, as well as a practice in technological language (yes, in 2026 they taught to speak correctly in the language of computer programs).

The lectures were easy and interesting, and all because the teachers were professionals in their fields. The year 2026 was marked by a tough selection of the teaching staff at the university. The strongest ones passed, those who had AT LEAST 10 videos in such a way that flew into the recommendations and became the trends of the platform, as well as those who were in the topic and knew all the slang languages of students, understanding all the interests of students.

The only thing that had not changed in 10 years is the eternal desire of students to eat and sleep, to the last lesson. No matter how interesting it was, the desire to eat a tasty slice of pizza and fall on a soft sofa at home did not let anyone go.

There were 10 minutes left before the end of the lecture, the floating numbers of the dial were slowly counting down the time, the silence was broken by a jogger who entered the office, it was Valeria Ilyinskaya.

Joggers are the best university students, opinion leaders. Only those who have more than 50,000 subscribers in Tak-Tak and have scored more than 900,000 "5" on their videos can become a jogger. They were known, admired, and followed. Almost every one of the joggers was in study halls (educational houses of outstanding students, where videos were shot daily for Tak-Tak)

«Guys, hello everyone! I have come to you with very important news!

The academic year is coming to an end, very soon you will not only have an exam session, but also you’ll have to defend an eco-project! You know very well that an eco-project is your pass to senior courses, you cannot do without its successful defence. But few people said that a successful defence of an eco-project is a pass-through ticket to the Academy's Jogger community.»

Surprised sighs swept through the class.

«Your task is in 2 weeks, paired with a person with an impulsive form of education, is to develop an eco-project that can turn student life 360 degrees! You can find a partner for a joint project development on the Moodl-Tok platform!»

«Valeria, why are we given so little time?» a voice of one of the students was heard.

«Because it's important to create trends! And be the first in everything! Open your eyes, it is 2026! Time is trends! You can't build a successful career without them!» Valeria loudly proclaimed.

«You can take a look at the projects of last year on the platform under the tag – trend 2025. I wish you all good luck! If you have any questions, come visit us via WhatsApp!»

As quickly as she stunned us with the news, Lera left the audience.

Lilya sat rooted to the spot, it didn't matter to her what kind of project it was, with whom to do it, how long it took. In her head, the red carpet ran only one thought: «I want to be among the Joggers!»

**Chapter 2 «In search»**

Joggers are the elite of the university, you can get into the number of joggers either by creating your own training house and pumping Tak-Tak, or through defending projects in the second senior year. The best places in the top leading companies of the country – bananas, gueye, McPrutin, CicaCela, and many others are prepared for Joggers.

To be among the Joggers = to have a successful career in the future, which is why the struggle for the best eco-project was the fiercest every year. On the Talk Tube, you could find thousands, if not millions, of battles of various eco-projects of students of previous years.

Lilya understood: time is short, but there is a lot of work, it is urgent to find a partner and start implementing the project. Having registered in Lilia's Moodle-Tok, she immediately came across a questionnaire that was the most suitable in all parameters. It seemed as if two puzzles had found each other. It remained for a small matter - to meet and start working.

An anonymous friend replied quickly: «Hello! I suggest we meet as early as possible!»

«Yes, I'm free» Lilya typed.

«Super! Then let's go near the wisdom computer in the backyard of the academy. I'll be wearing a holographic dress and a yellow iPad! See you later.» the anonymous person wrote.

With quick, confident steps, Lilya went to the backyard of the academy.

Surprisingly, today it was empty, usually at lunchtime a lot of guys sit under a large information tree, in groups or by themselves. Lilya, stopping not far from the tree, turned her gaze to the academy. A large, minimalistic building – huge panoramic windows, blue outline, white ceilings, the building resembled a cloud floating in the air. That's how it felt, it was very comfortable to spend school days in the building, soft poufs, no typical student classes, lessons were like meetings of the Alcoholics Anonymous club: everyone sat in a circle, on a par with each other, taking notes in student iPods or notebooks. And also ... the flow of thoughts was interrupted by the beep of the phone. An SMS message flashed on the phone screen: «I'm here.»

Lilya turned her gaze to the tree and saw her.

**Chapter 3 «Ex-girlfriends»**

Inna, a classmate and part-time former best friend. Inessa was a wonderful, active, intelligent girl, but she was different. Inna was a lighter, in trend, was technological and flexible, did not like to be tied to the terrain, she loved to be everywhere and nowhere at the same time. The second-best student in the group, but she studied not traditionally, but impulsively.

It was important for her that the material was short, clear, understandable, and that not a single minute was spent on unnecessary things. Time is money, time is trends, every minute counts when it comes to your professional future. Inna, like Lilya, aspired to work in the leading companies of the country, but they were different ways, completely different. This, in fact, became a stumbling block in their friendship.

Lilya chose textbooks and lessons, and Inna chose freedom and creativity. Inna chose to develop outside the university, she actively developed on the intranet, was a bright activist of the university, she was out loud. Lilya chose development through the study of the depth of the material, through working with real living people, and not intranet robots. From that moment misunderstandings, quarrels began, common topics crumbled like pieces of glass, and everyone decided to go their own way. Until this day.

«Holy nets! What people! Lilya, I'm glad to see you!» Inna said mockingly.

«Amazing! And I thought you were completely out of human form, becoming a copy of your tablet! Hello, Inna.» Lilya quipped.

«How is your life? What's new?» Inna asked.

«Everything is exactly the same, I go to lessons, take first places at various competitions and conferences, write articles, work with teachers. In general, I continue to study, and not kick the fool, as you once chose to do! How are you?» looking inquiringly at Inna, Lilya said.

«Hmmm, kicking a fool? Do your textbooks give you as much freedom and time as impulsive learning? Why swim in a sea of boring information, if you can take the main thing and immediately apply it! For example, this year, in addition to traveling around the world to different countries, in which, by the way, I have taken several new courses in Moodle-tok, I have thoroughly promoted my Tak-Tak! There is very little left and I will run for the school house!» Inna said cheerfully.

Lilya felt her blood boil: «In general, everything is as usual, you travel to different countries and feed your brain program with all sorts of stuff. Nothing new...»

Silence. Shattering silence. Everyone understood that there was no way back, there was no way to find another partner, and it was impossible to work with this one, but there was no way back, the project defense and the opportunity to join the ranks of joggers seemed out of reach.

**Chapter 4 «Finding a way out»**

Inna decided to break the silence first: «We have no choice, there is no way to find another partner, and it is important for each of us to defend the project. All we can do is unite and do something incredibly cool!»

Sighing sadly, Lilya said: «I know you're right about that, where do we start?»

Looking up at the sky, smiling broadly, Inessa said: «Hmmmm, to begin with, I suggest finding a convenient place!»

Having fallen into the coworking area, throwing aside sarcastic jokes, both plunged into the analysis of the current situation. Two girls, two radically different ways of thinking. One is able to work with a huge amount of material, analyze, compare facts, build logical chains. The second is an idea generator and opinion leader. Her strength is that she knows how to influence, she knows how to persuade everyone she meets on the way. Together they are an explosive bomb, they used to create very interesting projects working together, but, unfortunately, with the advent of technology, life has separated them in different corners.

An hour passed, paper sheets of one flew to the side and digital notes to the basket of the other. Dead end. No ideas.

«What can students want in general, living in the world of digital technologies? After all, they have absolutely everything!» thought Lilya.

Access to education from anywhere in the world, short notes, online testing, teachers' blogs, learn, live and develop. The problem was how much the technological world was harming nature.

iPods, phones, computers, holographic trees, lamps, batteries - all this could not be disposed of. All this accumulated and polluted the world, but it was already impossible to abandon it...

«I have an idea!» Inna jumped up from her seat.

«Then tell me.» Lilya said.

Waving her arms artistically, Inna began her speech: «What if we create an annual event with the leaders of the country's leading companies, where every student will be able to offer eco-innovations!»

Seeing the uncomprehending look of her friend, Inna continued: «Look, agree, we will not be able to take and exclude all the equipment that we have! But we can make sure that the amount of energy consumtion is reduced!»

Thinking about it, Lilya asked: «And how can we do this? We don't understand anything about this, do we?»

«That's the point!» exclaimed Inna: «We will call the leading specialists of the companies that are engaged in the supply and development of technologies for our university and we will think together with them! They understand the process of creating technologies, and we know what we need as students for a beneficial educational process! Together we will be able to create technologies to reduce the pollution of the environment!»

Lilya wondered: «The idea is good, but are you sure that we will be able to find people who have ideas for the conference?»

Frowning and striking a pose, Inna said: «My 170,000 subscribers in Tak-Tak is some kind of joke for you? Of course, we will! I suggest you just divide the tasks! I will search for people, and you will develop the program of the event.»

Exhaling, Lilya said: «It suits me, let's try! How much time do we have?»

Thinking, Inna began to chatter: «I propose to do this, within three days - you write a project plan, I recruit people, then we meet in WhatsApp and put all the dots on Q!»

Having already lost the habit of Inna's manner, Lilya smiled and replied: «Agreed! Then we'll be in touch!»

Inna, quickly getting up, ran away towards the coffee shops, because somewhere she needs to find a beautiful background for recording videos in Tak-Tak. Lilya watched her go, the old image of her ex-girlfriend surfaced in her head, and only one phrase escaped from her lips: «How much she has changed!»

Three days stretched into a week. As it turned out, it was not so easy to find people among 170,000 subscribers! Some were afraid, others were lazy to think with their heads, and the third was so small that they wanted to cry from disappointment.

The work on writing the project was also hard. What is the goal to set so that market leaders can get interested? What topics should be discussed? What projects should students provide? And where to get funding from? My head was spinning, along with the written sheets lying on Lily's desk.

Tired, rubbing her eyes, Lilya accidentally touched her elbow with a cup of coffee, which mercilessly flooded all the sketches of the last idea.

«Not those sheets!» hissed Lilya. Feeling her blood boil in her veins, she blurted out: «Who needs these technologies at all if everyone wants a good job, and not a new tablet charging from sunlight!»

Pause. The eyes widen. The thought in my head: «EXACTLY! WE NEED TO GO IN A DIFFERENT WAY»

Grabbing a blank sheet of paper, the project began to be created before our eyes.

**Chapter 5 «Defense»**

At 9 a.m., Inna and Lilya were already sitting in the cafeteria, talking over the presentation of the project again and again. A small shiver ran through the body of each.

«Ohhhh, how worried I am! What if it doesn't work out?» said Lilya excitedly.

«It can't fail! You spent 2 weeks of sleepless nights creating a program, and I erased the phone screen when recording videos in So-So to attract attention! It just can't! It should work out!» Inna shouted.

The excitement was interrupted by Valeria passing by, the same one who said about the project a few weeks ago: «Girls! Glad to see you! Are you ready to defend the project?»

A loud "No" sounded unanimously in the air, laughing, Valeria sat down next to her: «Excitement is normal, once I defended my first eco-project with shaking knees!»

Raising sad eyes to Lera, Lilya asked: «How could you cope with excitement?»

Laughing, Valeria replied: «No way, I was very scared and anxious. But I knew one thing, my project is a new growth point for students, if, of course, the teachers accept the project into implementation! My task was to tell about the project so that every teacher and Jogger sitting on the jury fell in love and lit up with this idea! So that they themselves ask me not to back down and implement it! Actually, that's exactly what happened!»

«The question is different! Will we be able to do this!» Inna said worriedly.

Jogger, sitting in front of the girls, was seriously surprised: «Are you still in doubt? I've seen all your Tak-Tak in Tutigrams! I am sure you will conquer our hearts! So get ready! We need you!»

Smiling, looking at each one, said Lera.

There were less than thirty minutes left before the start of the project presentations, having gathered all their strength, the girls moved into the presentation hall. And then, everything flashed by in one breath!

Coming on stage, Lilya was the first to speak: «We have been wondering for a long time, what does every student really want? Are these the new soft poufs in the classrooms? Or maybe an improved drinking fountain? No, no and no!»

A quiet chuckle swept between the teachers in the hall.

«Absolutely everything has been created for students for a convenient, comfortable study at the university! The matter is different! Every student wants to build a successful career and get internships in the leading companies of the country!»

After exchanging glances between each other, the jury nodded positively.

Taking a deep breath and making her voice as confident as possible, Lilya said: «That's why we propose to create a three-day conference Opinion Leaders. Student commotion.»

CEOs of companies were once exactly the same students as us. Someone studied traditionally, someone impulsively, someone did not study at all, everyone had their own way. The important thing is that in their development they saw no boundaries, they embodied those ideas that just lived in their heads! Only for this they needed more time, effort and money, because there were no people nearby who would support them.»

Looking at Inna, Lilya continued: «In our opinion, the best projects are those that are created in a cooperation between an intelligent and an ideological student, between a student of a traditional learning format and an impulsive one! This battle of minds, the battle of skills leads to the creation of trending ideas!

We propose to create an annual conference, the purpose of which will be to develop the creative potential of students of different study groups. The task is to create a project that will help reduce the emission of toxic gases into the atmosphere by leading companies, and students will get the opportunity of a MONTH-long internship in the best companies in the country.»

Inna joins the speech: «You can ask, but which companies will agree? And will they agree at all? And we will boldly say yes! At the moment, companies such as Bananas, Symsung, Tokota, Pukersoft and others have agreed to work with us.

And also, more than twenty students are ready to develop projects for these companies, in return for a month-long internship! Thus, we kill two information birds with one stone!

We are working to reduce environmental pollution, and also help students find employers for graduation from university!»

The way the girls painted the idea colorfully and for a long time convinced each of the jury that the project would become a new trend. The joggers were happy to support Inna's idea with Lily, and the teacher’s offered ideas for improving the project.

I think it's not worth writing that both Lilya and Inna took their places of honor in the Joggers, it was clear, two bright, two smart, two creative minds that could not be overlooked! But I think it is important to say that thanks to their joint work, they regained the friendship that was between them, they were able to restore and return the bond that bound them from the very beginning of their studies at the university. They found each other again and realized that together they are stronger than alone! And no training format will be able to break their strong friendship anymore!