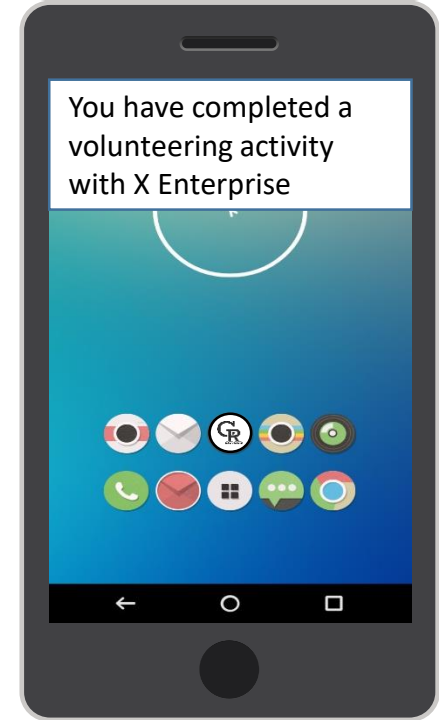
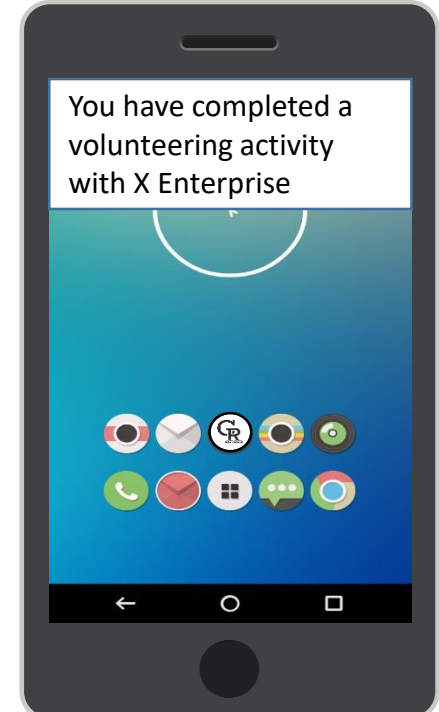
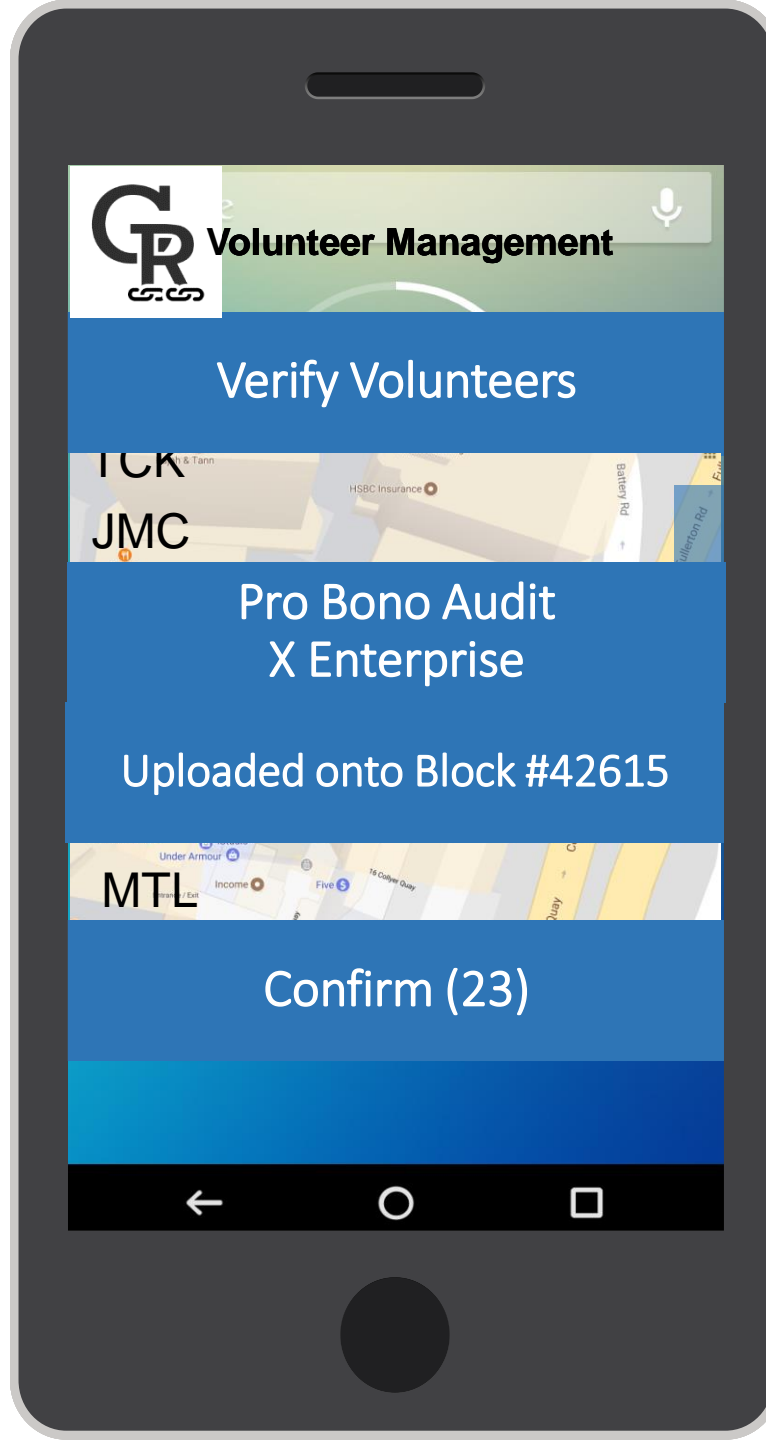
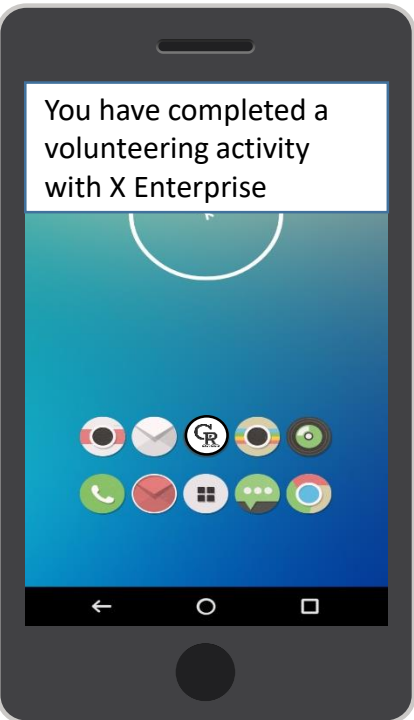
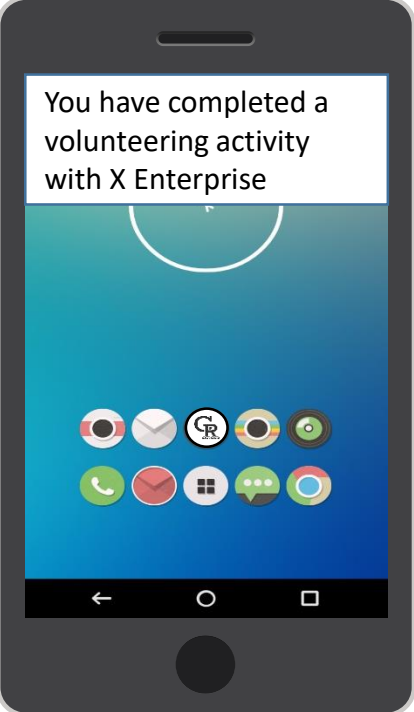




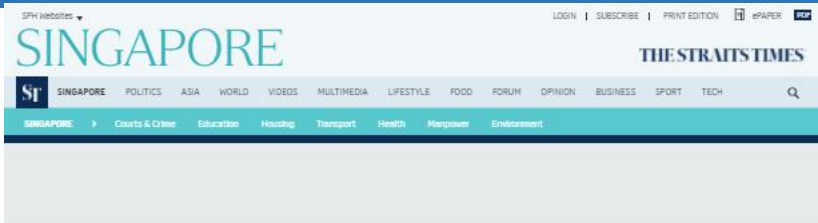
# PROJECT CHAIN REACTION

*(LinkedIn + Kickstarter)<sup>AI</sup>*

For the social sector



# Our Problem



## NVPC sees green wave in volunteerism; donations to charitable causes double to \$2.18b



The study found the proportion of green volunteers grew from 7 per cent of survey respondents in 2014 - when the last survey was done - to 14 per cent in 2016. ST PHOTO: CHEW SENG KIM

PUBLISHED: MAR 15, 2017, 4:44 PM SGT



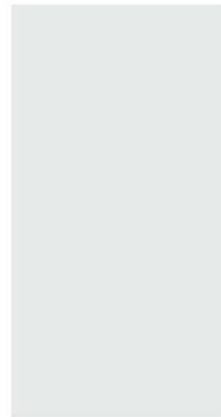
Audrey Tan

SINGAPORE - There has been a green wave in volunteerism here, going by the findings of a biennial survey that aims to find out how people in Singapore open their hearts and wallets to social causes.

Over the past two years, volunteers supporting green efforts such as gardening, environment protection, recycling and haze relief have doubled, the National Volunteer and Philanthropy Centre (NVPC) said on Wednesday (March 15) during a briefing on the findings of the latest study.

The study found that the proportion of green volunteers grew from 7 per cent of survey respondents in 2014 - when the last survey was done - to 14 per cent in 2016.

Anti-haze volunteer group PMHaze (People's Movement to Stop Haze) has benefited from the



### ST VIDEOS



Recommended by Outbrain

# Our Problem

“We see the signs of a new revolution in the giving space where Singapore is seeing a greater **informal** and **peer to peer** action with the rise of ground-up movements, social enterprises and purpose-led business.”

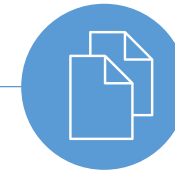
NVPC Chief Executive Melissa Kwee

# Our Problem

“**Donations** to organisations almost **doubled** from \$1.25 billion in 2014 to \$2.18 billion in 2016. Total number of **volunteer hours** saw a similar increase, from 66 million hours in 2014 to 121million hours in 2016.”

# Our Problem

**VUCA**  
Multifaceted needs  
with no fixed metric  
to evaluate



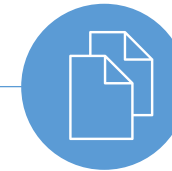
**SILOED**  
Information  
centralized within  
each organisation



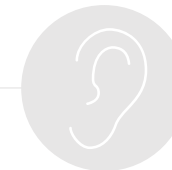
**BLACK BOX**  
Little  
communication  
within sector

# Blockchain+

**Digital**  
High flexibility and  
dynamism  
**smart contracts**



**Collaboration**  
Decentralised public  
ledger  
**AI tools**



**Ease of Use**  
Anyone can join the ledger  
and participate  
**DApps**

# BUSINESS MODEL

## CUSTOMER-END



### Collaboration

- Working together to improve social sector
- Skilled volunteers, NPOs and philanthropists



## CHANNELS



### Existing Infrastructure

- Educational institutions
- Think-Tanks
- CSR departments
- Tech-centric social good enterprises



## RESOURCES



- Front-end server host for user interface such as GoogleCloud, AWS, Azure
- Hyperledger Fabric
- Ethereum Foundation



## ACTIVITIES



- Blockchain protocol design
- Community building to improve user understanding





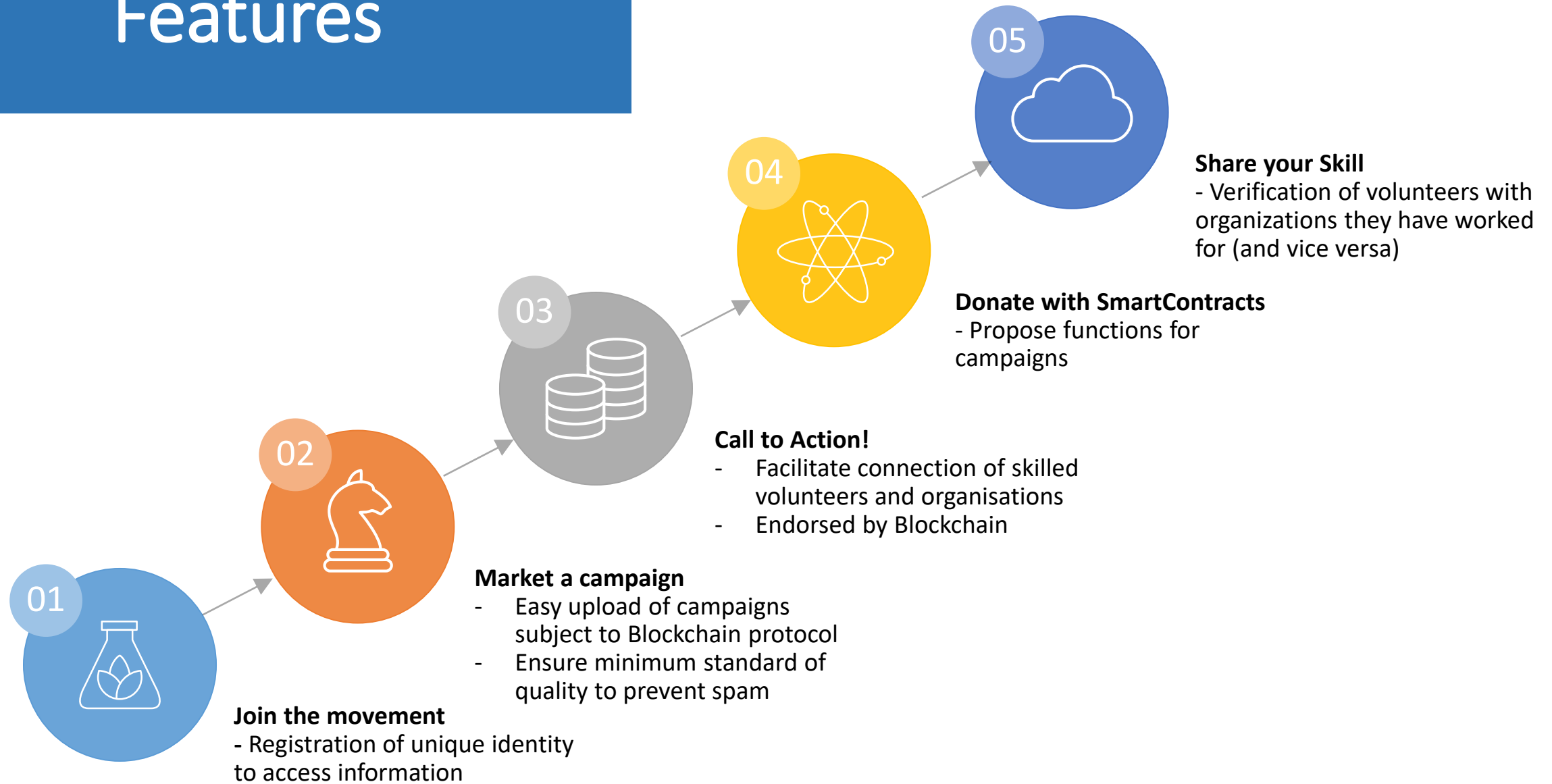
# BUSINESS MODEL

## Expected Costs

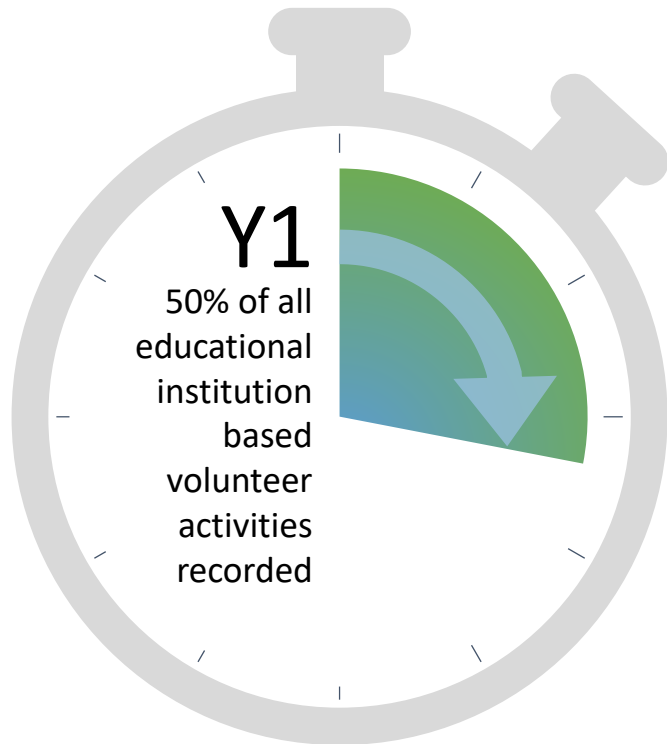
Cost Type	Time Period	Funding Source
Front-end Server Costs	Proof-of-concept onwards	Proof-of-concept Funding. Expected cost - \$40/month for AWS server services
Administrative Costs (Team and Project Management)	All times	Grants + Transaction Fees
Product Development	Mainly first 2 years	Grants + VC funding
Distributed server- incentivizing nodes	Upon product Release	VC funding
Blockchain development	All times	Grants for initial stage Transaction fees after deployment  Mainly rely on skilled volunteers to inform protocol updates to serve sector best

**\*Transaction Fees** refer to possible nominal fees charged to charities every time volunteers and donations are recommended/given to them.

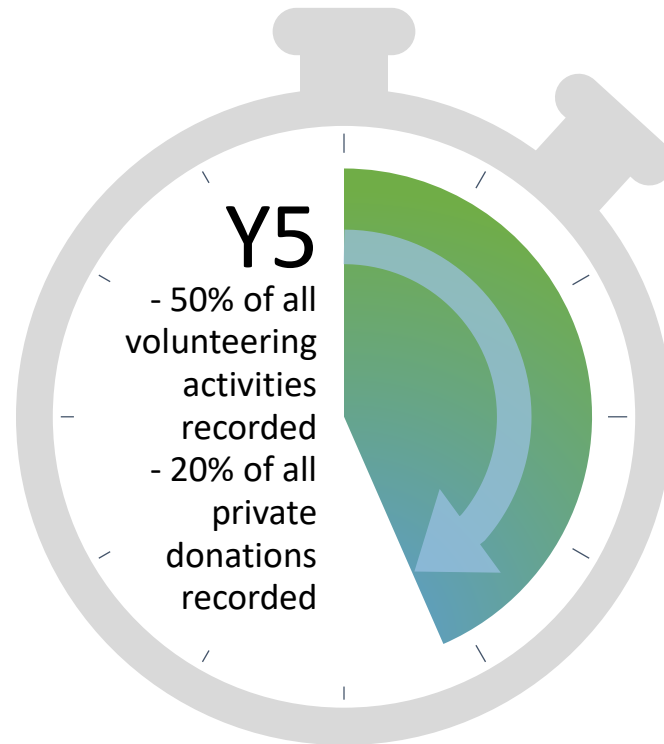
# Features



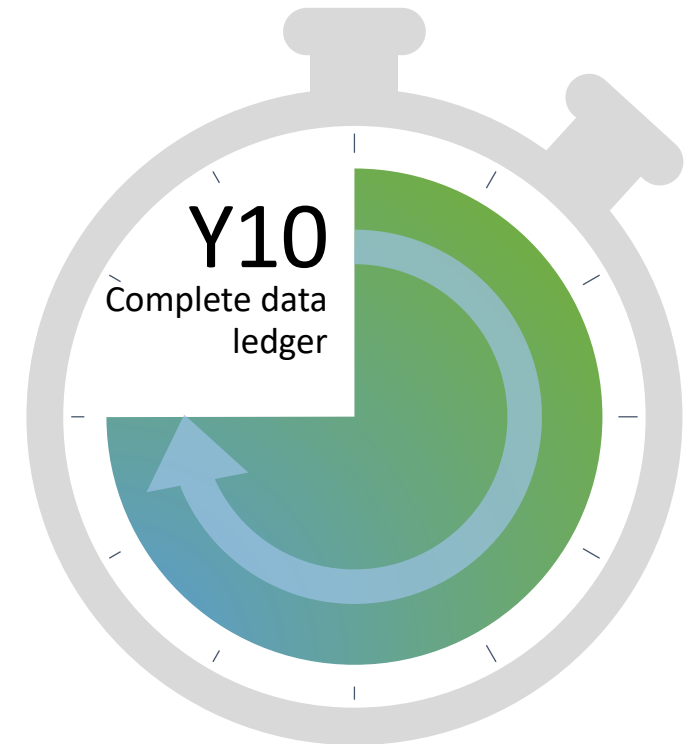
# TIMELINE



Ecosystem development



Productisation



Develop Technologies

# BUSINESS MODEL

<b>Key Partners</b>	<b>Customer Relationships</b>	<b>Channels</b>	<b>Key Resources</b>
SmartNation office's National Digital Identity System	Collaborative: working together to improve social sector	Educational institutions	Front-end server host for user interface such as GoogleCloud, AWS, Azure
Ethereum foundation		Research Centres such as NVPC, LKYCIC	Hyperledger Fabric Open Source Blockchain Tech
Colony.io	<b>Customer segments</b>	CSR departments in corporations	<b>Key Activities</b>
NVPC	Skilled volunteers, NPOs and philanthropists	Tech-centric social good enterprises	Blockchain protocol design
			Community building to improve user understanding

# FINANCIALS

## Expected Costs

Cost Type	Time Period	Funding Source
Front-end Server Costs	Proof-of-concept onwards	Proof-of-concept Funding. Expected cost - \$40/month for AWS server services
Administrative Costs (Team and Project Management)	All times	Grants + Transaction Fees
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**\*Transaction Fees** refer to possible nominal fees charged to charities every time volunteers and donations are recommended/given to them.

# LANDSCAPE

Volunteer	Non-Profit Organisations (NPOs)	Corporate Donors
<b>No product to allow for convenient skills-based volunteering.</b>	No product for easy financing and manpower support for social programmes	No product to find out past performance of NPOs or donation utilisation
<b>YouthCorp's platform <u>does not</u> give you this option</b> <b>Working adults <u>do not</u> even have a volunteer opportunity portal.</b>	Other social financing platforms <u>charge a standard rate of 3.4%</u>	All existing platforms <u>do not</u> track donation utilisation NPOs <u>do not</u> share their performance metrics due to <u>lack of standard metric</u> for comparison

# DETAILED TIMELINE

2018 First Year	2023 5 <sup>th</sup> Year	2028 10 <sup>th</sup> Year
<b>50% of all educational institution based volunteer activities recorded on blockchain</b>	50% of all volunteering activities recorded on blockchain  20% of all private donations on blockchain	All volunteering activities recorded on blockchain  50% of all private donations on blockchain
Ecosystem Development	Products	Technologies
<ul style="list-style-type: none"> <li>• Algorithm design</li> <li>• Easy to use user interface</li> <li>• Professional board oversight</li> <li>• Local Community-building for brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Super-user training</li> <li>• Smart contract tools</li> <li>• Volunteer management tools</li> <li>• Local Community-empowerment to inform product offerings</li> <li>• Expand internationally</li> </ul>	<ul style="list-style-type: none"> <li>• Liberalisation of blockchain development</li> <li>• International community-building</li> <li>• Local Community-driven effort</li> </ul>