



Aid Rich



Reach: Empowering Aid. Enriching Lives

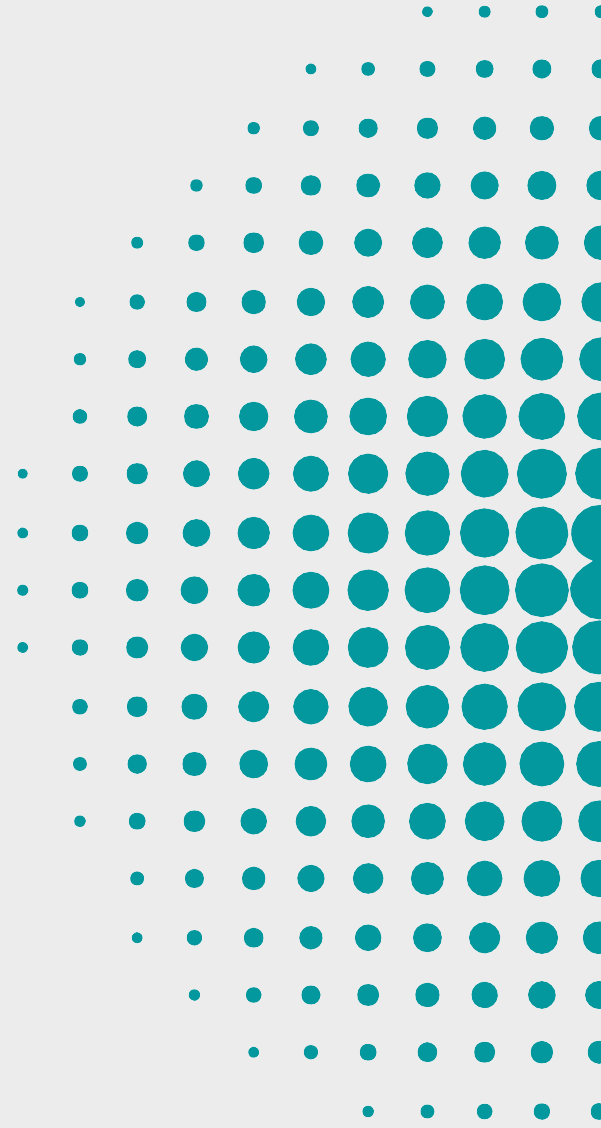
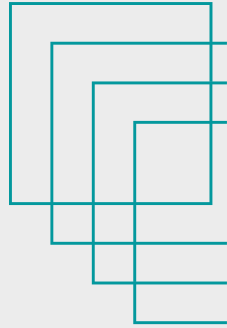
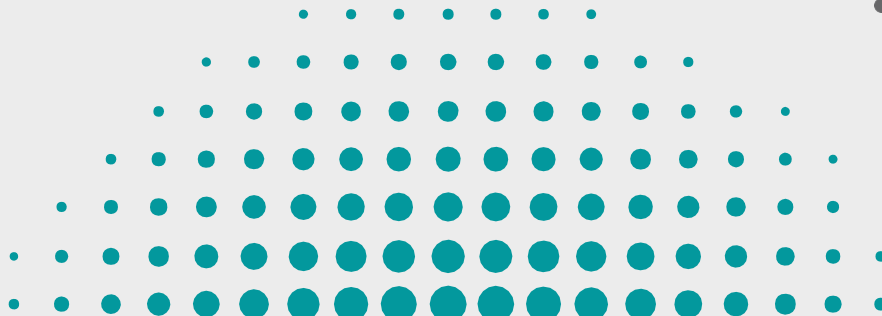




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Problem

1. **Traditional Aid Distribution:**
Complex, and **centralized** system
leading to **inefficiencies** and **delays**.

2. **Challenges:**

- Lack of Transparency in Fund Allocation
- Slow and Centralized Aid Distribution
- Limited Accountability and Traceability
- Inequitable Access to Aid for Vulnerable Communities

3. Despite receiving over **2567.55 Million USD** in 2021, Kenya struggled to transparently and efficiently distribute the aid to those in need.





Solution

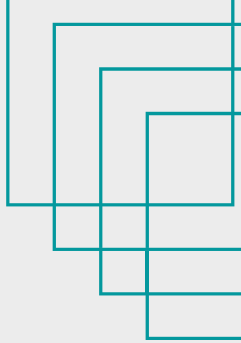
- **Overview of "Reach" Platform**

- Blockchain-based Decentralized Humanitarian Aid Platform
- Transparent, Efficient, and Accountable Aid Distribution

- **Key Features & Benefits**

- Transparent Fund Allocation & Traceability
- Real-time Decentralized Aid Distribution
- Immutable Records for Enhanced Accountability
- Equitable Access to Aid for All Communities
- Decentralized governance and voting

Transforming Humanitarian Aid Distribution

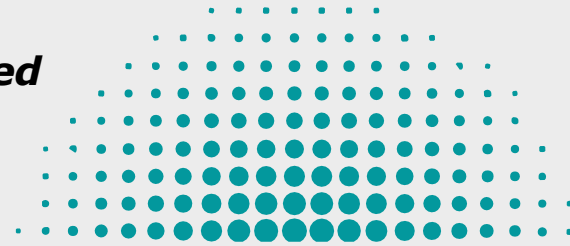




How It Works

1. **NGO Registration and Verification:** NGOs sign up on "Reach" platform, submit docs for verification. Verified NGOs gain access to the fund pool.
2. **Donor Contributions:** Donors contribute Filecoin tokens to the smart contract. Transactions recorded on blockchain for transparency.
3. **Automatic Fund Release:** Funds released automatically when conditions are met. Swift access to funds for verified NGOs.
4. **Real-time Aid Distribution:** Verified NGOs initiate aid projects with released funds. Donors track project progress in real-time.
5. **Immutable Records & Accountability:** Aid distribution records stored securely on blockchain. Transparent, accountable, and auditable.

A Smarter Way to Reach Those in Need





Unique Value Proposition

1. Transparent Fund Allocation & Traceability

- Donors can track their contributions on the blockchain.
- NGOs and beneficiaries have visibility into fund usage.

2. Equitable Access to Aid for All Communities

- No geographical barriers for aid distribution.
- Ensures vulnerable communities receive timely assistance.

3. Real-time Decentralized Aid Distribution

- Swift and direct access to funds for verified NGOs
- Immediate aid response in crisis situations.

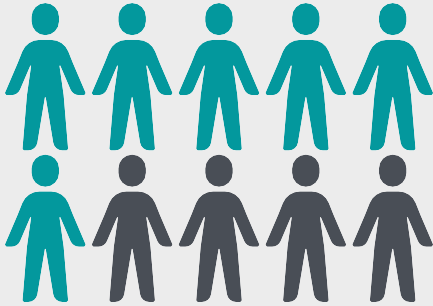
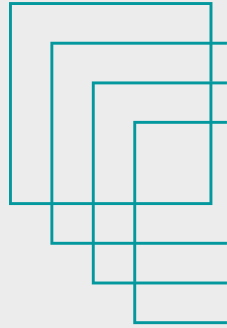
4. Immutable Records for Enhanced Accountability

- Trustworthy audit trail of all aid transactions.
- Ensures accountability and minimizes fraud.

"Empowering Humanity, Together"



Competitive Advantage



1. Decentralized & Transparent Technology
2. Seamless Integration of Filecoin & FVM
3. Trustworthy Partnerships
4. First-mover Advantage
5. Efficient & Swift Aid Distribution
6. Robust Security & Data Protection
7. User-Centric Design & Support
8. Social Impact at the Core

Leading the Way to Humanitarian Innovation



Market Size



1. Addressable Market Today:

- Trillions of dollars allocated for global humanitarian aid.
- Growing demand for efficient and transparent aid distribution.

2. Future Market Growth:

- Increasing need for swift response in crises and disasters.
- Emerging economies expanding philanthropic efforts.

3. Statistics and Trends

- Global aid expenditure projected to reach \$2.3 trillion by 2030.
- Tech adoption in humanitarian sectors growing at a CAGR of 8
- Emerging economies witnessed a 15% increase in philanthro initiatives.

4. Global Reach

- Providing aid to underserved and remote areas.
- Extending beyond borders for international impact.

A Market Ready for Disruption





Business Model & Financials

1. Revenue Model:

- Transaction Fees: Small percentage from aid transactions.
- Subscription Tiers: Premium features for verified NGOs.
- Strategic Partnerships: Collaborative projects and sponsorships.

2. Costs:

- Development & Maintenance: Platform enhancement and updates
- Marketing & Outreach: Attracting NGOs, donors, and partnerships.
- Operational Expenses: Support, infrastructure, and legal.

3. Pricing Strategy:

- Tiered Subscription Plans for NGOs:
- Basic: Free for access to core features.
- Standard: Affordable fee for additional tools.
- Premium: Advanced features and priority support.





Go-to-Market Strategy

1. **Sales Approach:** Direct Sales to NGOs, Partnership Collaborations, Donor Engagement.
2. **Marketing Model:** Digital Marketing, Social Media Campaigns, Content Marketing, PR & Media Coverage.
3. **User Acquisition:** Early Adopter Campaigns, Referral Programs, Donor Engagement.
4. **Growth Strategies:** Localized Outreach, Data-Driven Decision Making.
5. **Scalability Plan:** Expanding to New Regions, Leveraging Network Effects.
6. **Investment in Community:** User Feedback Integration, NGO and Donor Advocacy.



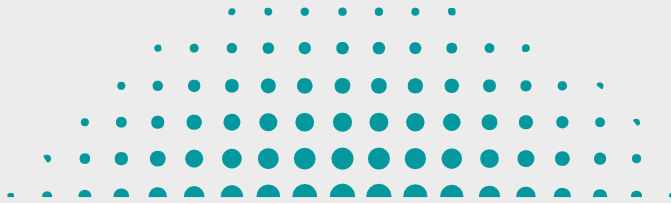
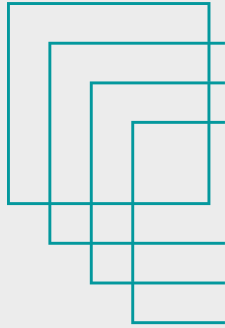
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Thank You



AidReach
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