Pitch deck

GoodCall

Team 33
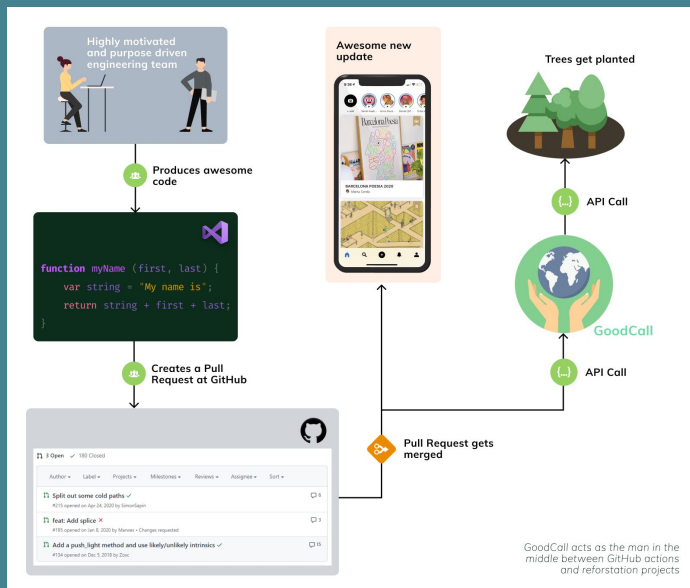
Problem

Which relevant customer problem(s) do we solve?

Motivated and **purpose-driven software developers** are not always able to work for NGOs or "good" companies. Yet, they **want to have a positive impact** on the world **within their day to day work**.

Solution
How do we help our customer?

Our solution connects software development processes like GitHub actions or API call **with** reforestation, humanitarian, or ocean preservation projects.

While the software developers do the daily work they also have a positive impact, giving them the good feeling of giving back.

Target customer

Who has this problem?

Software Tech companies or departments (> 250 employees) using Enterprise GitHub (84% of Fortune 100 use GitHub) like Version Control solutions.

Partner organizations (reforestation, humanitarian, or ocean preservation projects) will be the secondary beneficiaries.

Prototype
What our Product could look like

Figma Prototype
- Engaging dashboard
- Integration options

GitHub Use Case

Zapier Integration
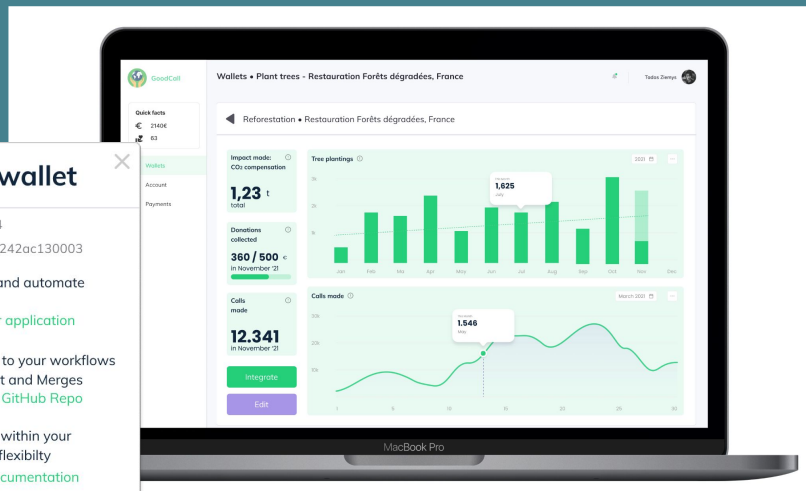
USP
What makes our product special and better than others?

Market:
- GitHub had 73M users in 2020
- 84% of Fortune 100 use GitHub

Differentiator:
- Focus on high volume micro-transactions within software development processes
- Focus on Fortune 500 and hyper-scale tech companies (> 250 employees)
- Offering reforestation, humanitarian, or ocean preservation projects

Competition:
- https://ecologi.com/ (50 employees) funded 6 Mio trees in Q2 '21 via B2C subscription model or enterprise customizations.
- https://digitalhumani.com/ based in Canada funds ~11k trees per month via their pure API offering

Business Model
How do we make money?

GitHub Users	73,000,000	
	Optimistic view	Pessimistic view
Users %	5.00%	2.00%
Users using	3,650,000	1,460,000
PR merges per month	10	5
Fee per PR merge	$0.25	$0.15
~ GoodCall Fee	5.00%	5.00%
Donations made, monthly	$9,125,000	$1,095,000
GoodCall revenue, monthly	$456,250	$54,750
CO2 offset (t), monthly	6,022,500	722,700

Timing
Why is <u>now</u> the right time for our solution?

The Corporate Sustainability Reporting Directive (<u>CSRD</u>) will get into in 2022. Organizations with >250 employees and 40 Mio annual revenue will need to disclose their efforts in terms of environmental and social impact and efforts first by 2023.

This reporting will be a spotlight on a lot of organization's environmental and social impact on the world, creating a bigger need to compensate.

Vision...
What and where should our company be in 10 years?

Be the leading marketplace connecting philanthropic organizations through easy-to-use APIs and automation with nature, humanitarian, or social projects, helping to solve the problems on this one planet we live on.

Impact ...
What impact can you create at scale?

While GitHub will grow (<u>100 million software developers by 2025</u>) we aim for the bigger by connecting dozens of reforestation, humanitarian, or ocean preservation projects making an impact on numerous SDGs

The impact is hard to quantify but we would like to give this:

<u>Imagine the 100 million software developers just doing one good call per year, imagine what that would do to our world.</u>

Team
Why are we the best team for this specific topic?
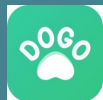
#start-up/founding experience **#software development** **#experience with marketplaces**

Tadas Ziemys

Co-Founder – Dogo
APX'18

#funding #tech

Alexander Bahlk

Interim Product Manager via Product People
Former Head of Product – Nebenan.de
Co-Founder - WeSource.io

#product #tech