



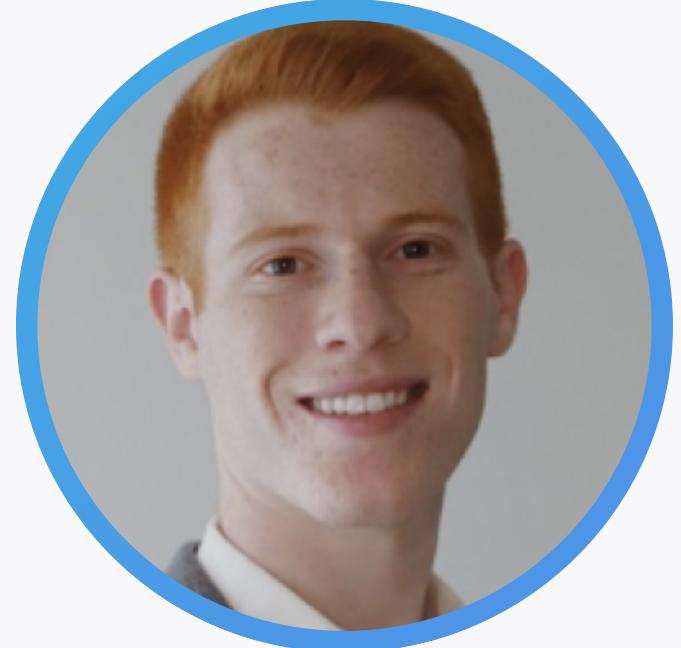
Fundwurx

HELPING BUSINESSES BETTER
ALIGN PROFIT WITH PURPOSE





Team



Ben Ford
Founder & CEO

Ford has extensive experience building and scaling startups. He previously founded Jersey Boy Apparel, a college clothing brand, and worked at Omneky, an Ad-Tech startup and first mover in the AI generative ad space. Ford also is a former analyst/consultant at the Blackstone Charitable Foundation

Blackstone

Charitable Foundation



Josh Goldstein
Head of Engineering

Goldstein has contributed to multiple startups working as both a software engineer and product manager, gaining technical fluency in full stack services. Josh most recent work experience is with Bloomberg Engineering where he served as a software engineer

Bloomberg
Engineering

Advisors



Linda Dickerson Hartsock

Founder at Blackstone LaunchPad, Syracuse University & Techstars mentor



Marc Snyderman

Attorney & serial entrepreneur specializing in technology



Doug Kaczmarek

Chief Data Officer for the largest marketing/fundraising company serving nonprofits in the US



Jay Frost

Top 10 Nonprofit fundraising consultant/expert in the US



Overview:

Companies today face a **demand** from employees to provide opportunities for community engagement as well as larger scale impact

The Problem:

There is **NO** easy way for businesses to both engage employees while also manage various Corporate Social Responsibility initiatives

Small HR and Impact teams. Limited capacity. Lack of Resources.

Why It Matters Now:

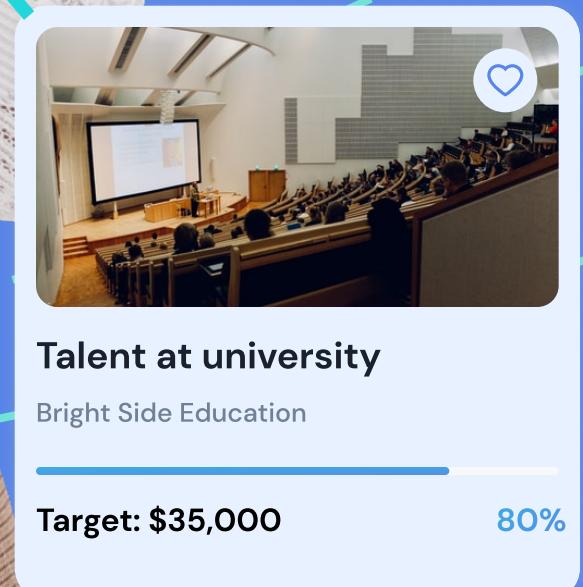
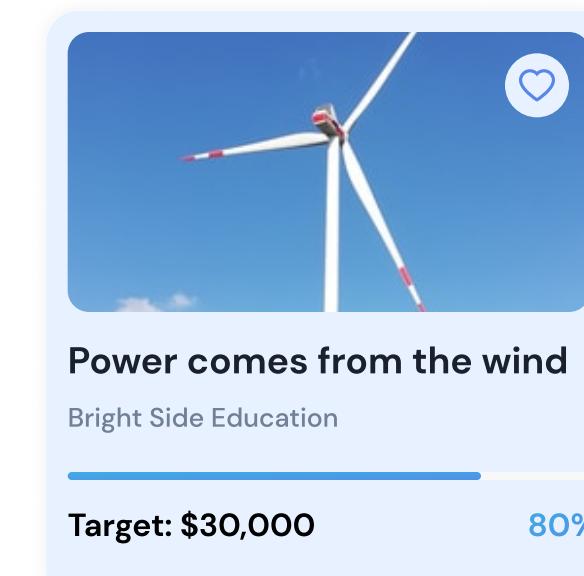
In a competitive business environment, it is important for companies to prioritize and fulfill employees interest to retain/attract top talent



Our Solution

Fundwurx, a platform
to help companies and their
employees better connect
with nonprofit organizations

Empowering businesses to create
positive change in the world.





How Employees Use Fundwurx

Modernizing the workplace giving & engagement experience

Charity Search Tool

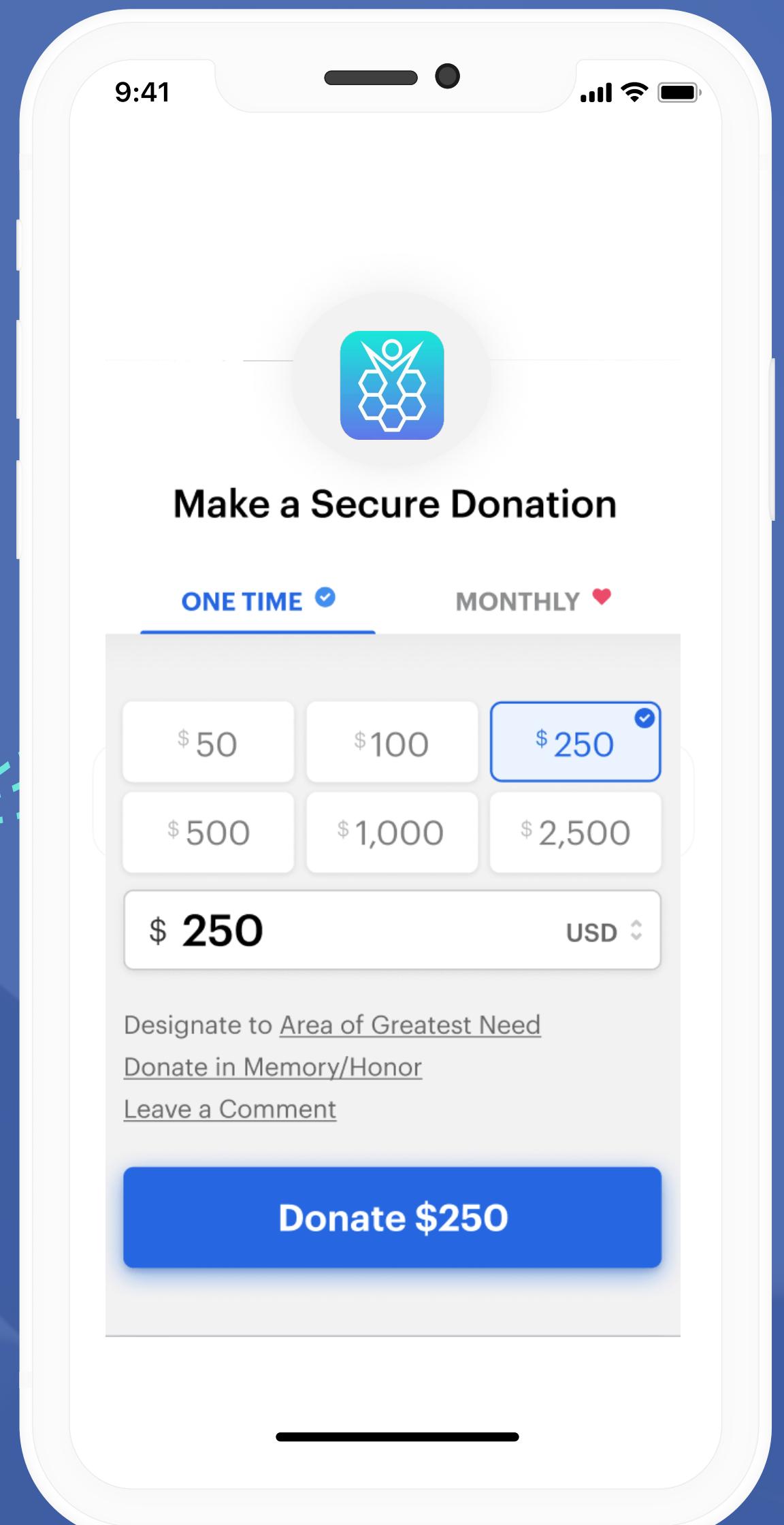
Find charities to donate to, volunteer with, or join nonprofit boards that align with individuals values, interests, and passions

Efficient Giving

Automate giving on a monthly or annual basis through our advanced payment system

Personal Dashboard

Track and manage all personal engagement activities, including ability to export tax receipts by the click of a button





How Companies Use Fundwurx

An all-in-one product suite to automate & streamline CSR operations

Saving businesses time, effort and resources.



Charity Finder

Find nonprofits to write grants to that match a company's DNA or address issues of interest



Communication Tools

Create campaigns and design email content quicker



Gift Matching Approval

Simplify gift matching requests from employees



Real-Time Reporting

Seamlessly track and report on all employee metrics via company dashboard



Customer Value Props

Employee Retention

Engaged employees are 87% less likely to leave their company (AON Hewitt)

Productivity

Engaged employees are 21% more productive (Harvard Business Review)

Company Reputation

55% of consumers are more willing to pay for products from companies that support societal causes (Nielsen)

Companies that invest in their employees & CSR efforts see a range of **benefits**.

Talent Attraction

66% of millennial's consider a company's social commitment when deciding where to work (Deloitte)

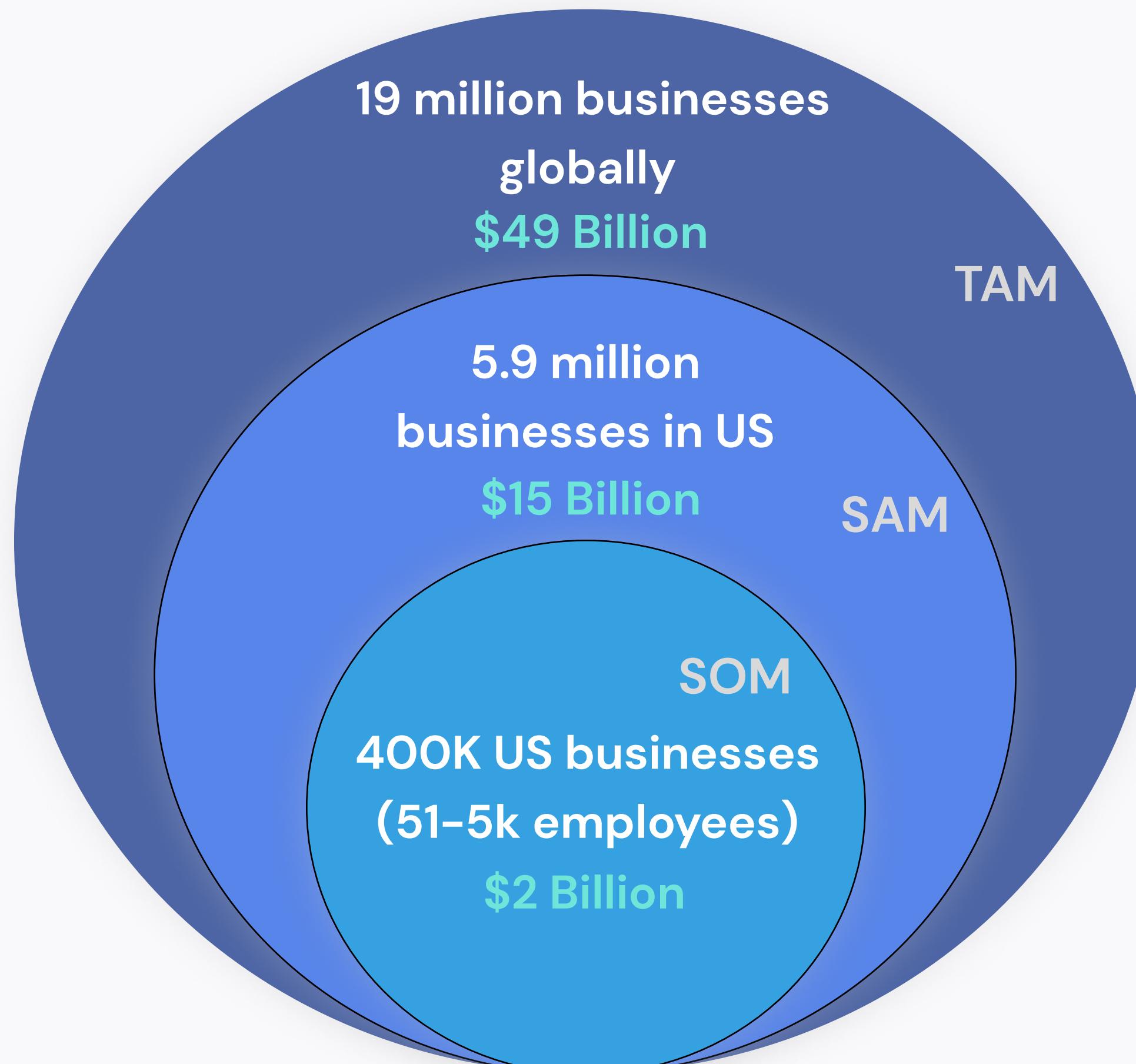
Build a purpose-driven culture that drives impact.



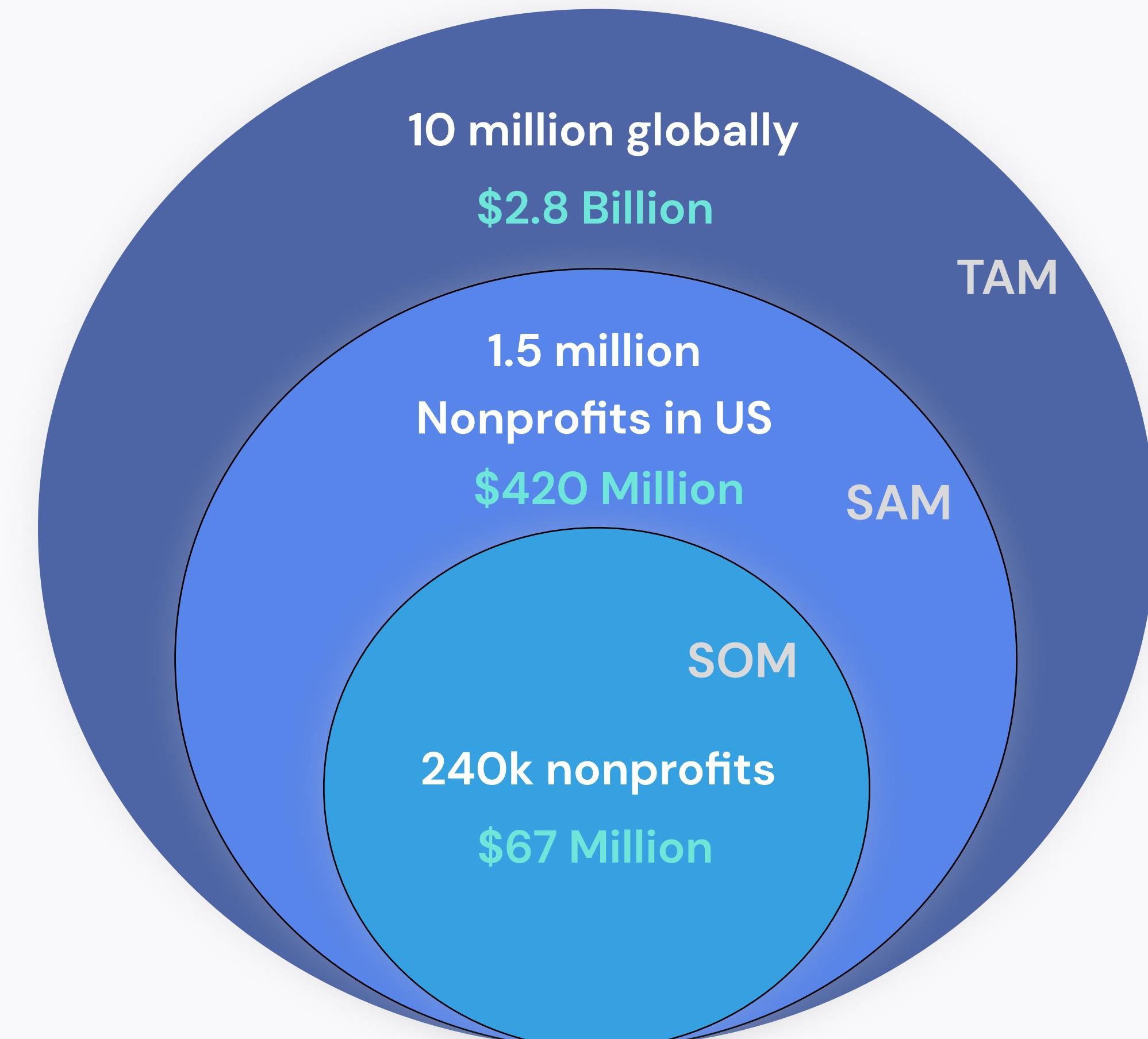
The Market

The global CSR software market size was **\$669 million** in 2021 and forecast to reach **\$1.3 billion** by 2030, growing at a compound annual growth rate of 7.9% (MarketWatch)

Businesses



Nonprofits





Customer Segments

Target Decision Makers: VP of People, Chief People Officer, CSR Managers/Social Impact Teams, and HR Personnel

Mission Driven

- Registered Benefit corporations
- Corporate Foundations
- Companies with established gift matching programs
- Impact driven industries (i.e. healthcare, E-learning, health/wellness, etc.)

SMBs

- Employee size range: 51-999
- Industry agnostic

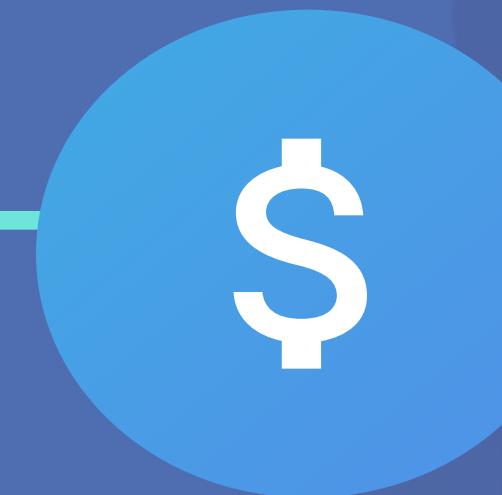
Mid-Market

- Employee size range: 1k-5k
- Industry agnostic



Revenue Drivers

Business Model: B2B



Businesses

Tiered Subscription
Pricing Model

Nonprofits

Freemium/One time
Implementation Fee

Partnerships

Revenueshare
Agreements



Competition

The CSR software market is broken into enterprise and SMBs. Fundwurx will compete on the SMB side of the industry with the following competitors

Important Note: No company dominates market share (Selflessly and Millie are also startups)

	Fundwurx	selflessly®	millie	Bright Funds
Company dashboard to track metrics	✓	✓	✓	✓
Highly personalized charity search/feed	✓	✓	✗	✗
Email Marketing Communication tools	✓	✗	✗	✗
Board membership opportunities	✓	✗	✗	✗
Serve nonprofits & provide donor insights	✓	✗	✗	✗



Traction

Customers

Signed customer LOI from **Pursuit Lending** (located in Albany, NY)

Built a waitlist of over **400** registered nonprofits from across the country

Product

Secured **signed LOIs** from strategic product partners such as Boodle.AI, CoastalOne, and Double the Donation

Clickable prototype completed

Funding

Non-Dilutive

\$9,500 - Business pitch competitions

\$5,000 - grant from Syracuse University

\$1,000 - Global Student Entrepreneurship Award Finalist



Fundwurx Roadmap

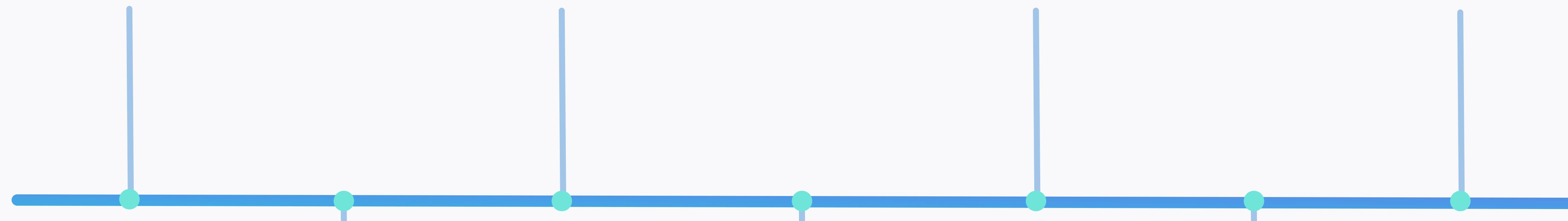
6-9 month roadmap

Secure Customer
LOIs

Build Beta with
Overseas Team

Launch Closed
Beta in April

Raise Seed Funding



Raise Pre-Seed
Funding

Quality Assurance
Testing

Operate Functional
Beta



Pre-Seed Funding

Total Investment Sought
(via SAFE)

\$300k

Use of Funds

Projected Runway: 12-14 months

- Full-time Founder Commitment
- Product Development
- Software Fees (APIs/Plugins)
- Product Marketing
- Legal, Accounting, and Insurance Fees



Why is the timing now?

84% of millennial **employees** expect their company to help them get involved in the communities in which they live and work
(Charities.org)



Driving Forces

Generational Shift

- By 2025, millennial's will represent 75% of the global workforce and in the next 10 years, over \$30 trillion will be passed down from baby boomers to millennial's and Gen-Z

New Policies

- Government and public policy catalyzing enhanced CSR practices for business
 - India government mandates that companies spend at least 2% of profits on CSR



Join us on our journey
to build the **future** of
socially responsible business.



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