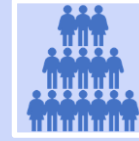
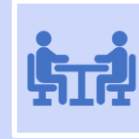




# Giv3: Safeguarding the future of philanthropy



Team: Hack14



Members: Kenk, Mabel,  
Ashton, Nuode, Reily



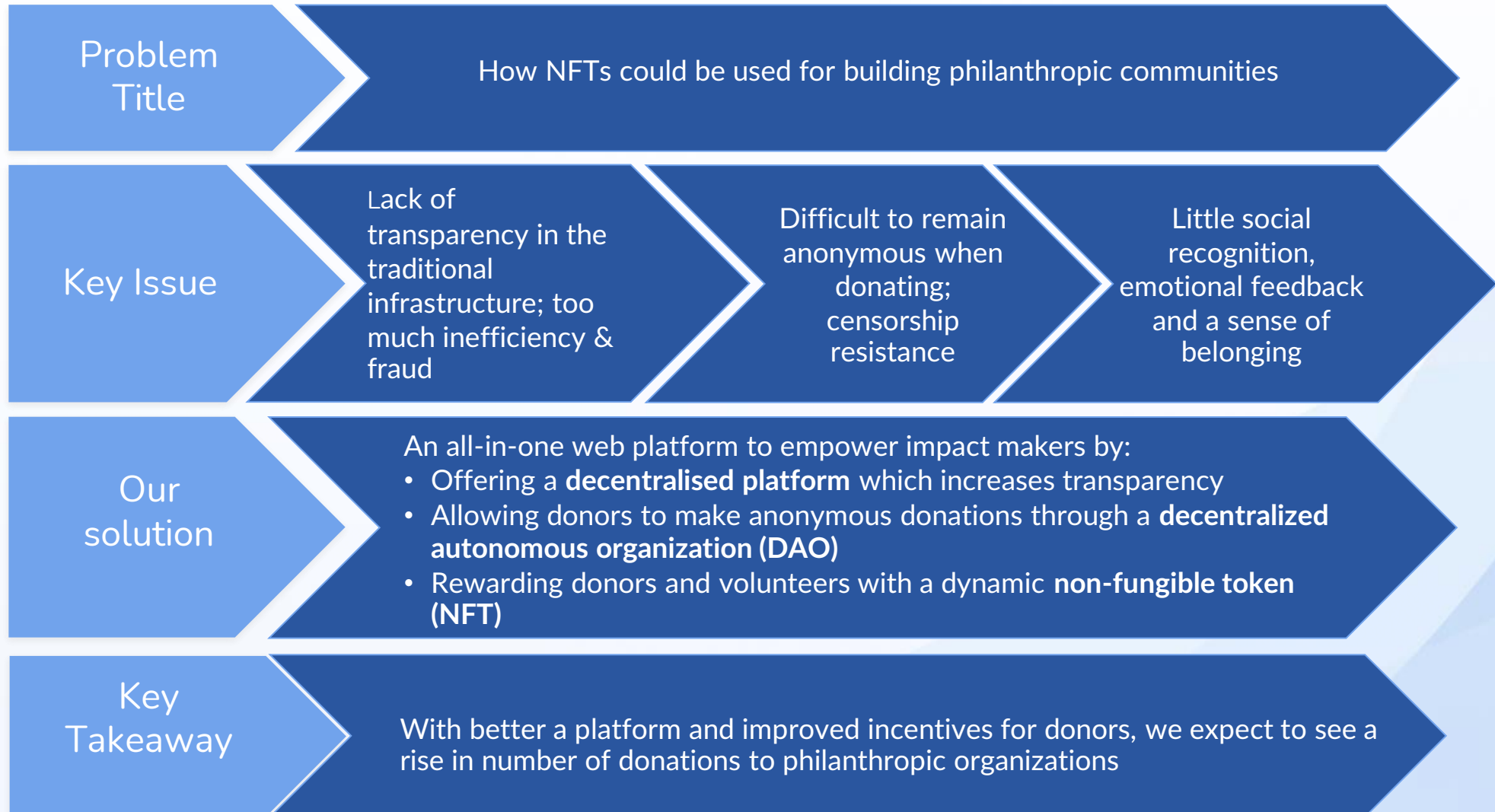
Workspace Name: Team14-  
Giv3



GitHub Link:

<https://github.com/Hackhaton-2022/giv3-core>  
<https://github.com/Hackhaton-2022/giv3-interface>

## Problem statement



## Problem

Fewer people are donating due to a lack of transparency and trust in philanthropic organizations

### Insight 1

Only half of U.S. households donated to charity, **worst rate in decades**.

### Insight 2

According to a study done by the Indiana University Lilly Family School of Philanthropy, **declining levels of trust** among Americans for institutions and each other contributed to the **move away from charitable giving**.

### Insight 3

African Americans and Hispanics/Latinos also became less likely to say assessing charity trust is “**easy**”, going from **24.4%** to **15.1%** and from **25.6%** to **9.9%**, respectively.

Individuals would be encouraged to donate if there is a trust system in place to efficiently **track their donations**.

Giv3 provides an infrastructure which **promotes transparency** through a **decentralized system**, fostering the trust of donors and therefore resulting in higher donations.

## Problem

### Censorship and anonymity issues deter individuals from making donations to philanthropic organizations

#### Insight 1

In a dataset of more than \$44 million in online donations, it was observed that **21%** were made while opting to be **anonymous** to the public.

#### Insight 2

Donors might **not want to be associated with** controversial organizations they support or causes that are not widely endorsed by their community.

When individuals know that their identity will **remain anonymous** while donating to philanthropic communities, they would be more **encouraged to make donations**.

Giv3 allows individuals to donate anonymously through a **decentralized autonomous organization**, resulting in more donations.

## Problem

# The lack of social recognition and a sense of belonging discourage donors from making donations

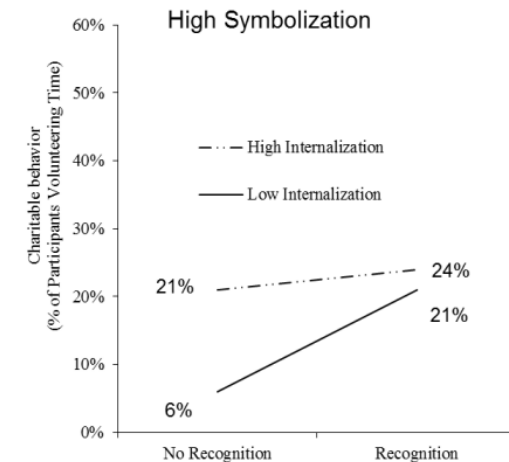
### Insight 1

According to a research paper titled “Selective Recognition: How to Recognize Donors to Increase Charitable Giving”, it was observed that **all forms of recognition** have a **positive impact on increasing donations**, with selective recognition having the most significant effect.

### Insight 2

In another study titled “When Does Recognition Increase Charitable Behavior?”, individuals are **3-15%** more likely to volunteer their time when they receive **recognition**. Donors might **not want to be associated with** controversial organizations they support or causes that are not widely endorsed by their community.

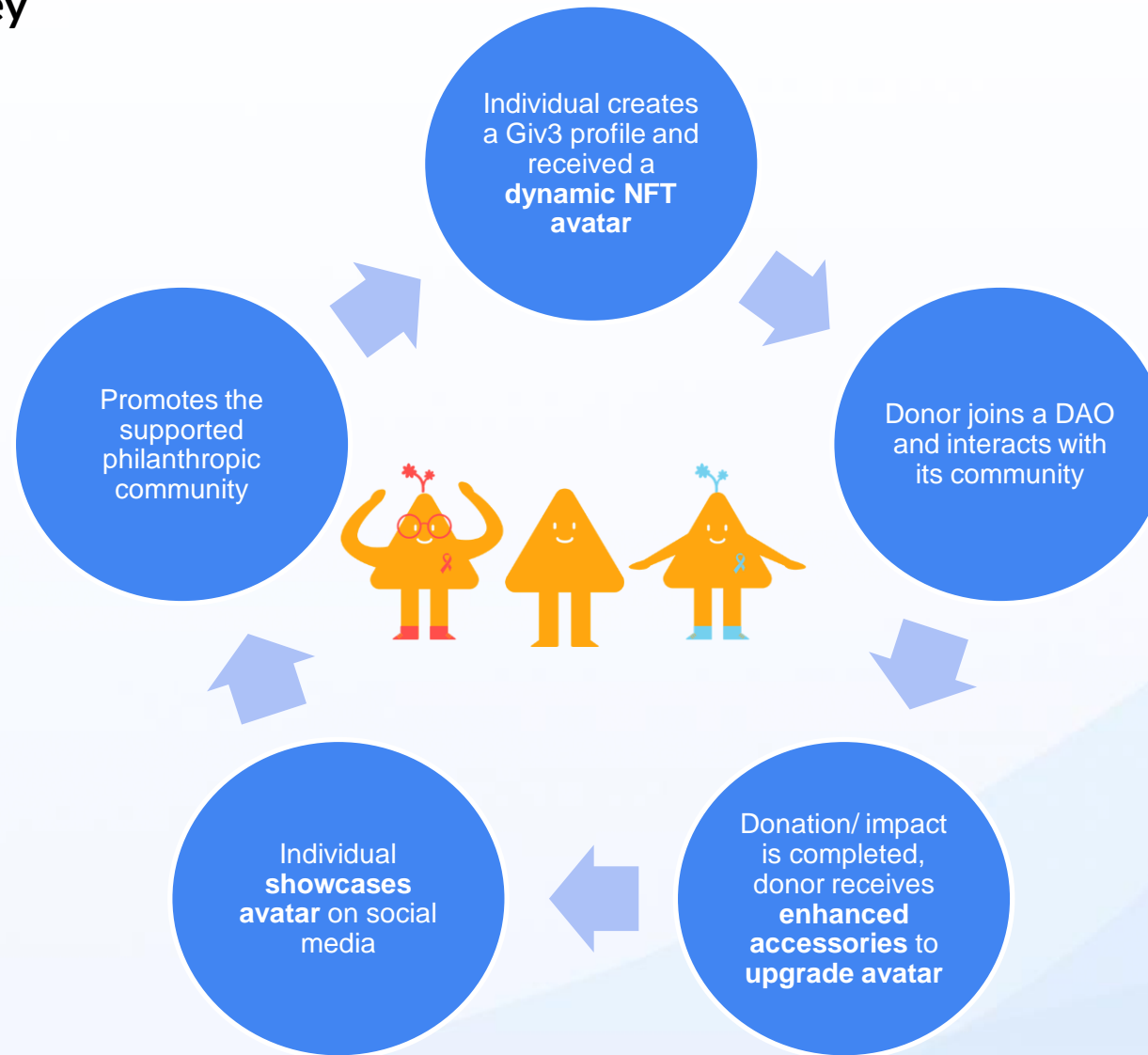
FIGURE 2  
Volunteering as a Function of Moral Identity Internalization and Symbolization and Recognition of Donation (Study 2)



Giv3 rewards donors with a **dynamic NFT** when they join our platform and **additional accessories** when they make donations, which they can **upload and display** on their social media accounts.

# Product Demo

## Product Customer Journey



### Revenue Streams



#### Commission

Giv3 will charge **1%** of the donation amount as commission.

$6.6 \text{ million} * \$1400 * 1\% = \textbf{\$92.4 million}$   
in annual commission fee.



#### Selling of advertising spaces on Giv3's platform

We project to make **\$4** in ad revenue per user per year.

$\$4 * 6.6 \text{ million} = \textbf{\$26 million}$  in annual ad revenue.

- Here we used conservative data on average donation. Average American donation in 2020 = \$1400
- More than 50% of Americans made donations last year. 4% of US donors = 6.6 million users

**\*All figures are in USD**



## Market Sizing (estimate)



USD \$11.48  
billion

### Serviceable Obtainable Market

Assuming we can capture 4% of the market  
-  $\$287 \text{ billion} \times 4\% = \$11.48 \text{ billion}$

USD \$287  
billion

### Serviceable Available Market

70% of donations are made by individuals  
-  $70\% \times \$410 \text{ billion} = \$287 \text{ billion}$

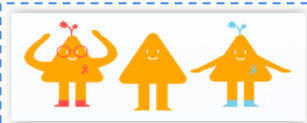







USD \$410  
billion

### Total Addressable Market

Total giving is anticipated to rise 4.1 percent in 2021 and 5.7 percent in 2022

\*All figures are in  
USD

Competitor analysis

			
 Market	Global	United States	United States
 Payment	Crypto + Fiat	Crypto	Crypto + fiat
 Percentage Fee	1% for Crypto and fiat	5% for crypto	1% for crypto 2%-3% for fiat
 Community Interaction	All-around community	Nil	Nil
 Profile Building	Avatar profile can be upgraded over time	Nil	Nil

## Competitor Valuation



Shift4 Buys Crypto  
Donation Firm The  
Giving Block for Up to  
\$300M- CoinDesk

Company valued at \$300  
million



GoFundMe's Valuation  
Rises To Around  
\$600M-\$650M In  
Latest Funding Round -  
TechCrunch+

Company valued at \$600-  
\$650 million

\*All figures are in  
USD

Behind the scenes

## Our team



**Kenk**

Solution Architect



**Mabel Khaw**

UIUX designer



**Ashton Goh**

Full-stack  
Developer



**Nuode Chen**

Full-stack  
Developer



**Reily Lim**

Business developer

# Appendix

- <https://www.cbsnews.com/news/charity-donations-us-households-decline/>
- <https://www.give.org/docs/default-source/donor-trust-library/2020-donor-trust-report.pdf>
- <https://www.nature.com/articles/s41467-019-11852-z#:~:text=In%20a%20dataset%20of%20more,attributable%20to%20any%20egoistic%20goal.>
- <https://www.aefonline.org/blog/why-clients-decide-donate-publicly-or-anonymously>
- [https://www.researchgate.net/publication/256062061\\_When\\_Does\\_Recognition\\_Increase\\_Charitable\\_Behavior\\_Toward\\_a\\_Moral\\_Identity-Based\\_Model](https://www.researchgate.net/publication/256062061_When_Does_Recognition_Increase_Charitable_Behavior_Toward_a_Moral_Identity-Based_Model)
- [https://www.chapman.edu/research/institutes-and-centers/economic-science-institute/\\_files/WorkingPapers/Red-Cross-2015.pdf](https://www.chapman.edu/research/institutes-and-centers/economic-science-institute/_files/WorkingPapers/Red-Cross-2015.pdf)
- <https://fortune.com/2021/06/15/americans-gave-a-record-471-billion-to-charity-in-2020-pandemic/>
- <https://nonprofitssource.com/online-giving-statistics/#:~:text=By%20the%20end%20of%20last,donated%20money%20to%20nonprofit%20organizations.>
- <https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=42>
- <https://blog.philanthropy.iupui.edu/2021/02/19/the-outlook-for-charitable-giving/>
- <https://thegivingblock.com/>
- <https://www.every.org/>
- <https://www.coindesk.com/business/2022/03/01/crypto-donation-firm-the-giving-block-bought-by-payment-services-provider-shift4/>
- <https://techcrunch.com/2015/06/22/gofundmes-valuation-rises-to-nearly-600m-650m-in-latest-funding-round/>



**Thank you!**