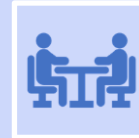




Safeguarding the future of philanthropy



Team: Hack14



Members: Kenk, Mabel, Ashton, Nuode, Reily



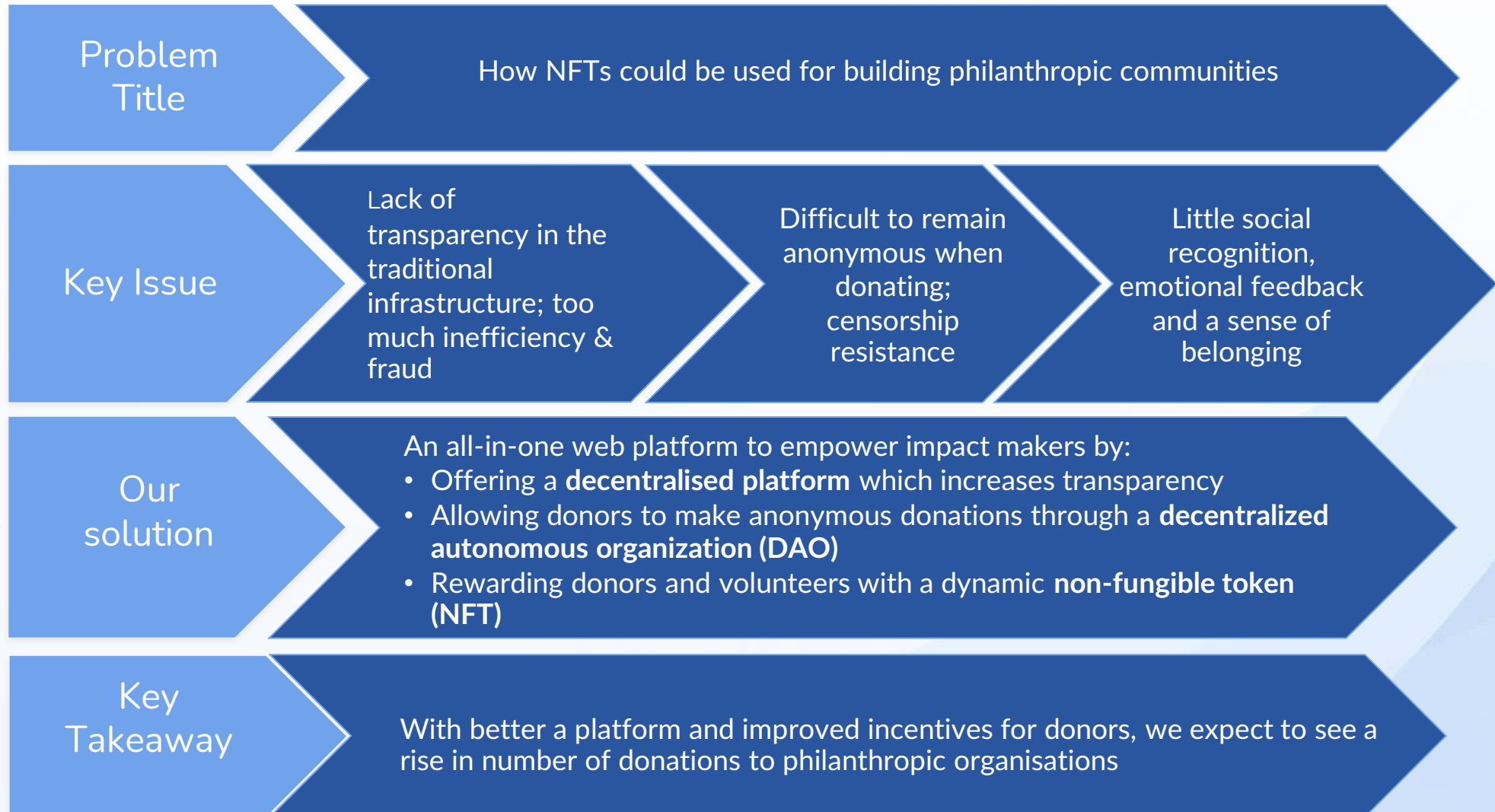
Workspace Name: Team14-Giv3



GitHub Link:

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

Problem statement



Problem

Censorship and anonymity issues prevent individuals from making donations to 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

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

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

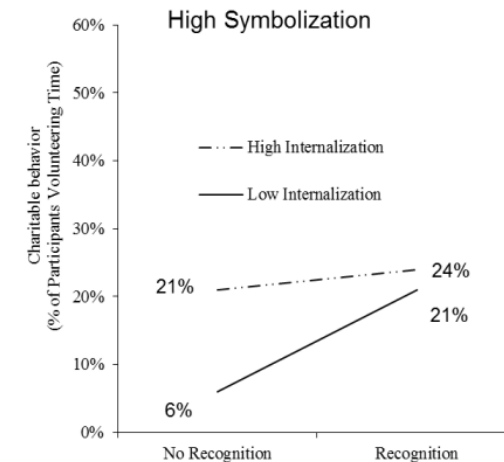
Insight 1

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**. s 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 Customer Journey



Revenue Streams



Commission + forex rate

Giv3 will charge **1%** of the donation amount as commission. Any positive slippage relating to **forex rates** will be accounted as revenue as well.

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



Selling of advertising spaces on Giv3's platform

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

$\$4 * 6.6 \text{ million} = \text{\$26 million}$ 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 billion

USD \$287
billion

Serviceable Available Market

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

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.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/>
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- <https://thegivingblock.com/>
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- <https://techcrunch.com/2015/06/22/gofundmes-valuation-rises-to-nearly-600m-650m-in-latest-funding-round/>