

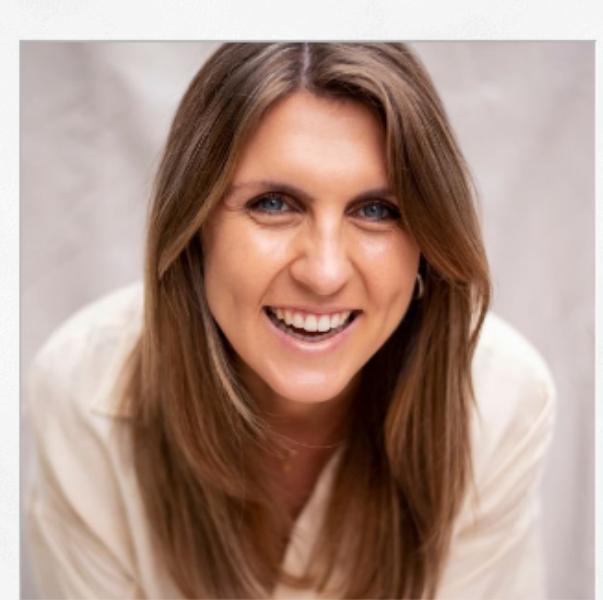


Co-funded by



**Solving the world's hardest problems by empowering the world's most passionate people**

# The Problem: Meet one of our first users, Fiona



Fiona, Director of  
Natalie Kate Moss Trust

Raises funds for ground-breaking  
brain haemorrhage research following  
the death of Natalie at 26 years old.

Goal is to become the leading brain  
haemorrhage charity in the UK.

**Fiona needs more donors to help her nonprofit grow  
but she:**

- ✗ Doesn't know who to ask
- ✗ Doesn't know how much to ask for
- ✗ Doesn't know how to reach her most passionate supporters
- ✗ Doesn't have data or resources to fix this on her own

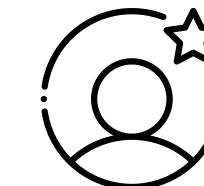
## What if every nonprofit knew:

- Who their ideal donors are
- Where to find them
- What to say to encourage them to give

# The Solution

### Meet Pravi: The AI Donor Aquisition Platform

Empowers nonprofits to find and convert new donors with ease, so they can focus on making a bigger impact.



Creates precise **donor personas**, down to the postcode, users know who to target, and how much they can give



Automatically builds **omnichannel, dynamic conversion funnels** tailored to the donor personas



Predicts the most effective messages, timing and strategy to **convert leads to donors and donors to regular givers**



Monitors fundraising campaigns and makes real-time **optimisations**

# The Product

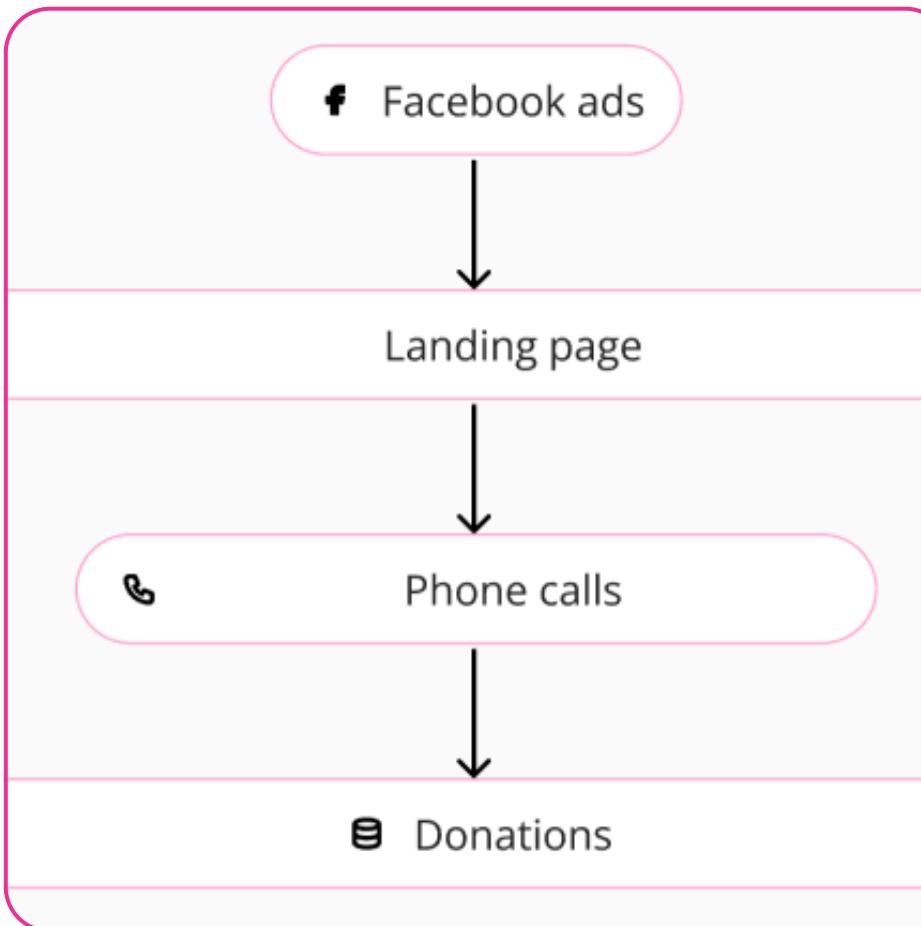
## Donor Discovery

Gender	Female
Age	25-34
Location	London
Interests	Environment, Arts
Salary	£50,000 - £70,000
Predicted num. of donors	<b>11,580</b>
Affinity	Very high
Predicted average donation	£35

### Precision targeting

Leveraging hundreds of millions of GDPR-compliant transaction records and proprietary datasets to craft highly accurate donor personas.

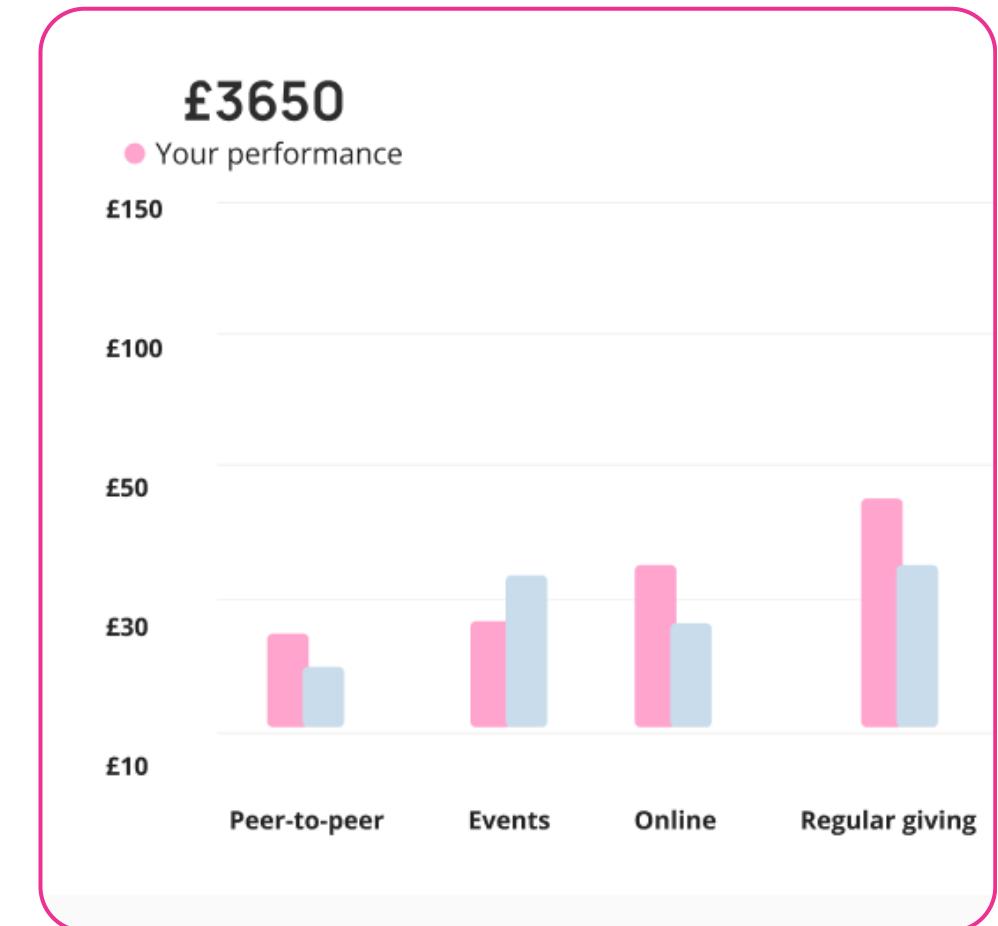
## Outreach Engine



### Campaigns that convert

Machine learning applied to 1000s of donor journeys to build and dynamically manage fundraising campaigns that convert.

## Live Benchmarking



### Never miss an opportunity

By monitoring our customer's results we can tell individual nonprofits what's working well and where they should focus.

# Why now?

## Nonprofits Face Increasing Challenges

Grant funding is competitive and restrictive, while donor retention rates are at an all-time low. Nonprofits **urgently need** better tools to grow unrestricted revenue.

## Data and Technology Gap

99% of nonprofits lack access to the data and machine learning tools that the top organisations use to dominate 65% of all donations.  
**Pravi levels the playing field.**

## Regulatory and Market Tailwinds

In markets like the U.S., nonprofits are **required** to diversify their funding sources, **driving demand** for donor acquisition solutions.

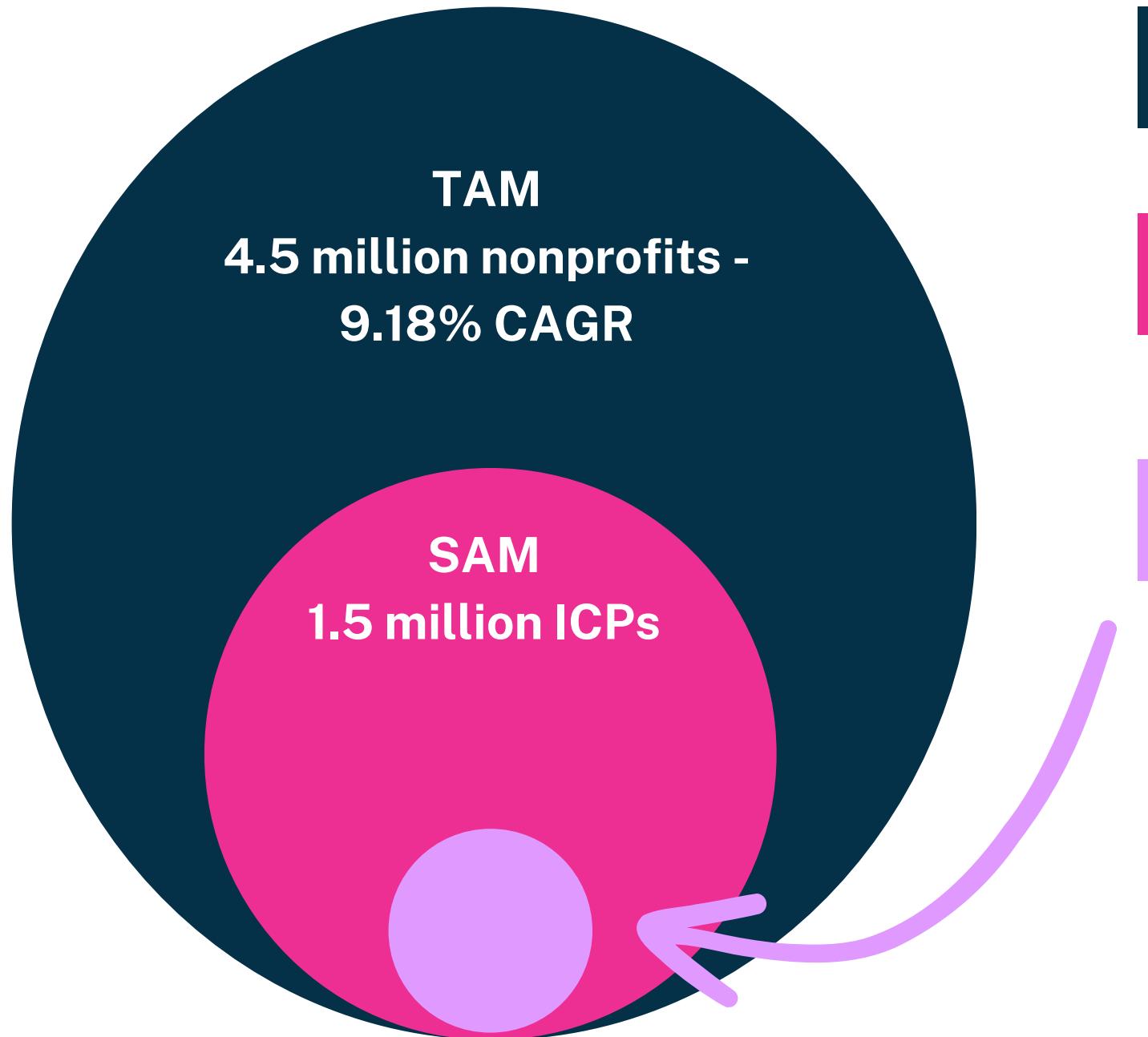
## Proven Market Growth

The global nonprofit sector is **expanding at a CAGR of 9.18%**, creating a massive, underserved market for Pravi's scalable SaaS solution.

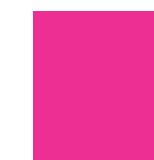
## Technological Maturity

Advances in **machine learning and big data** now make it possible to deliver precise, actionable donor insights at scale and at a cost nonprofits can afford.

# Market Opportunity



**4.5m nonprofits** across the developed world with a CAGR of **9.18%**



SAM of **1.5m nonprofits** with revenues between £100k-£3.5m as indicated by the profile of our rapidly growing waitlist



**5% market penetration** by year 5 for **revenues of ~£80,000,000**

**Our customer's details are public and searchable.**

**Our CaC will be low and our sales velocity will be high because all nonprofits are government registered with publicly available annual income data.**

# Competitors

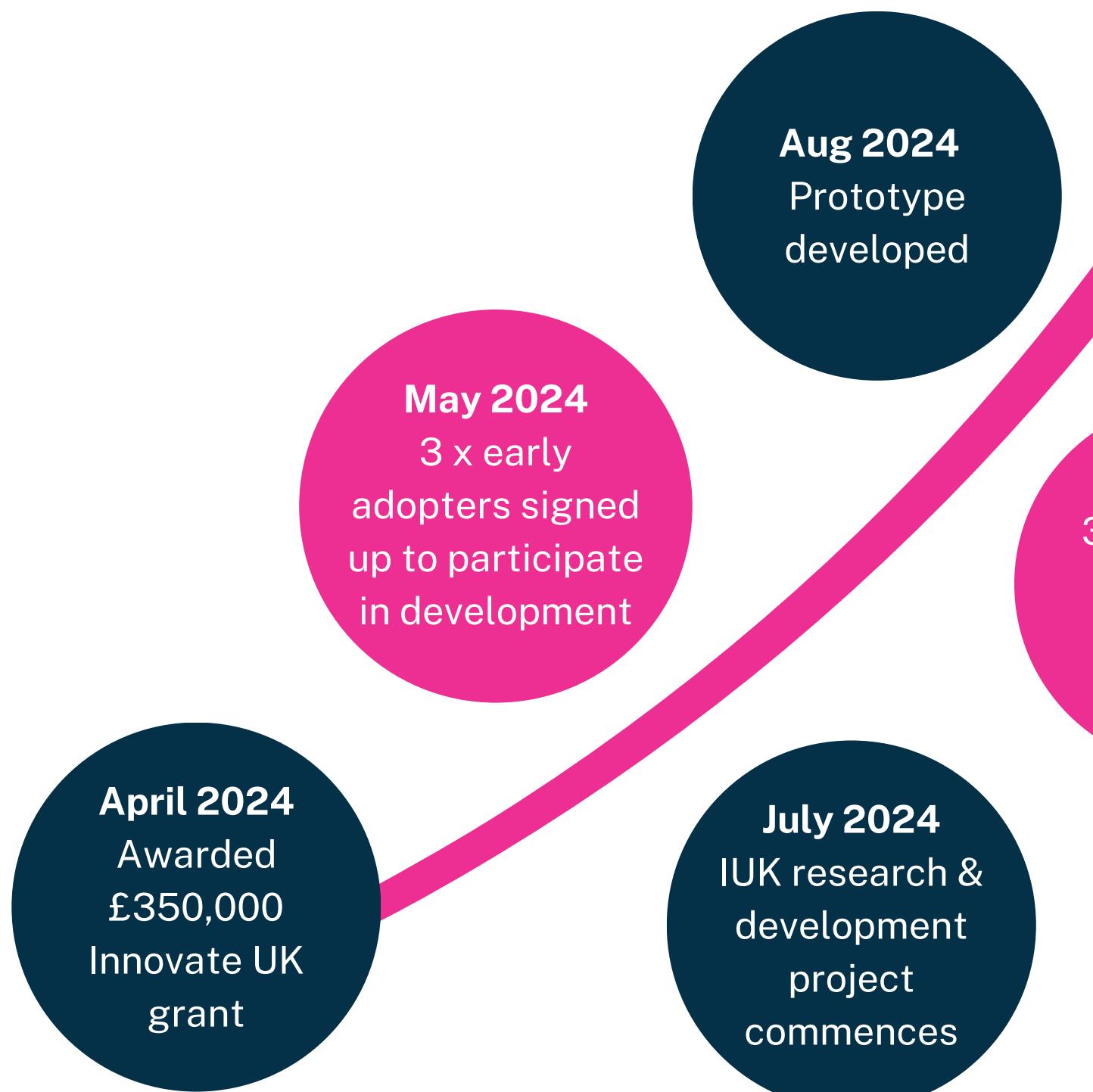


- Competitors focus on large nonprofits with pre-existing, well organised lakes of data.
- Their products optimise nonprofit's existing donor base, rather than finding new donors.

	AI-powered donor insights	Live Benchmarking	Creates and manages donor acquisition funnels	Works without an existing database	
	✓	✓	✓	✓	
	✓	✓	✗	✗	<p>Other platforms focus on optimisation, Pravi focuses on growth</p>
	✓	✓	✗	✗	
	✗	✗	✓	✓	

# Market Traction:

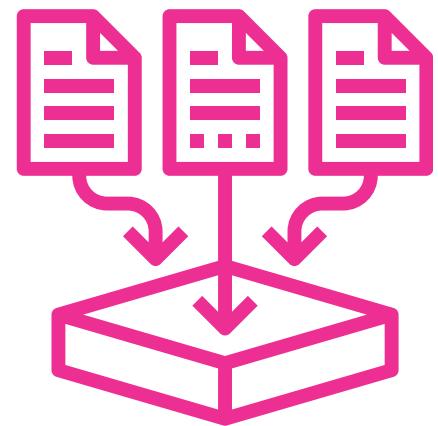
16 trial users currently testing the platform



Some of our 350+ waitlist:



# Business Model: B2B, SaaS, Big data, Network effect as our engine of growth



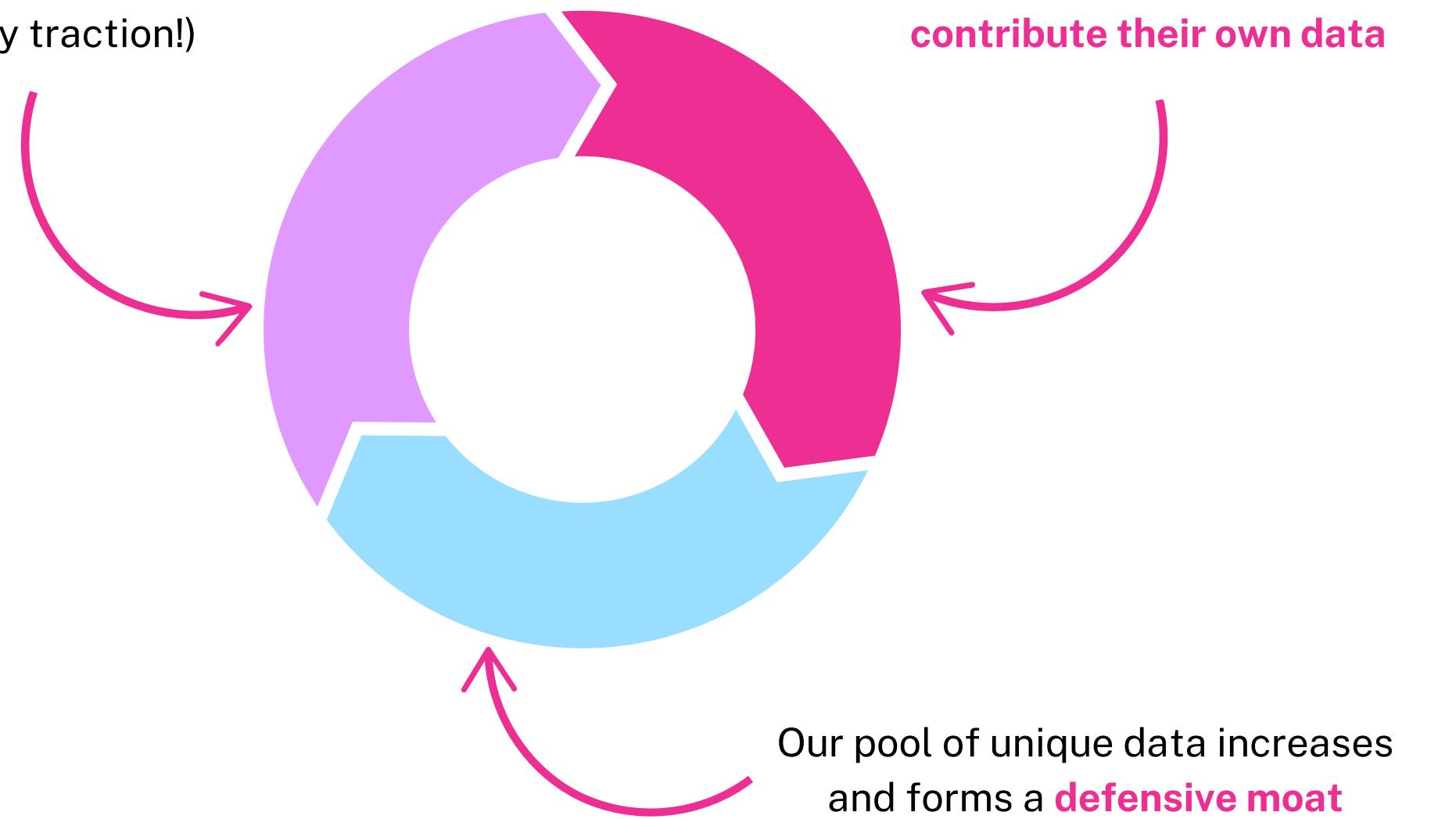
## Our secret sauce is our Unique IP

We have launched our MVP with a unique feature set composed of:

- Proprietary data provided to us exclusively by our pool of early adopters
- 654 million GDPR compliant credit/debit card transactions
- Public tax records of 100,000's of nonprofits
- Census data in our target markets

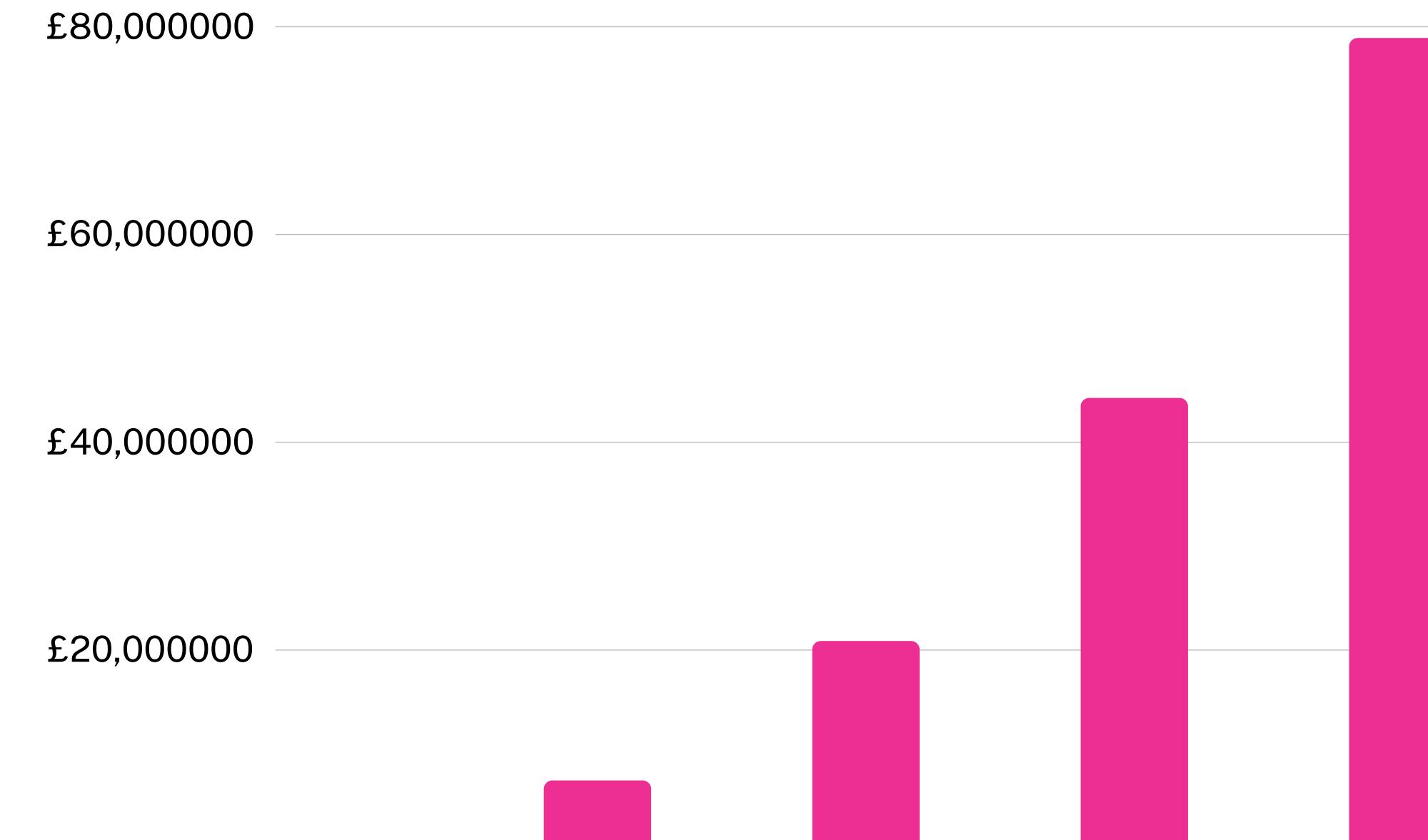
**Customers want our data** (proven by our early traction!)

To access all features **customers contribute their own data**



Our pool of unique data increases and forms a **defensive moat**

# The path to 5% market share



	Year 1	Year 2	Year 3	Year 4	Year 5
Total revenue	£687,400	£7,446,920	£20,867,100	£44,268,588	£78,916,420
Total customers	5,310	15,240	39,082	65,561	103,872

## Year 1

Q4 '24 MVP launch (UK)

Q1 '25 Benchmarking feature launch, USA platform launch

Q2 '25 Conversion funnel feature launch, 1000 customers

## Year 2

Q4 '25 Real-time campaign monitoring feature launch

Q2 '26 10,000 customers

**Q3 '26 Series A round to fund expansion into EU**

## Year 3

Q1 '27 Stewardship feature launch

## Year 4

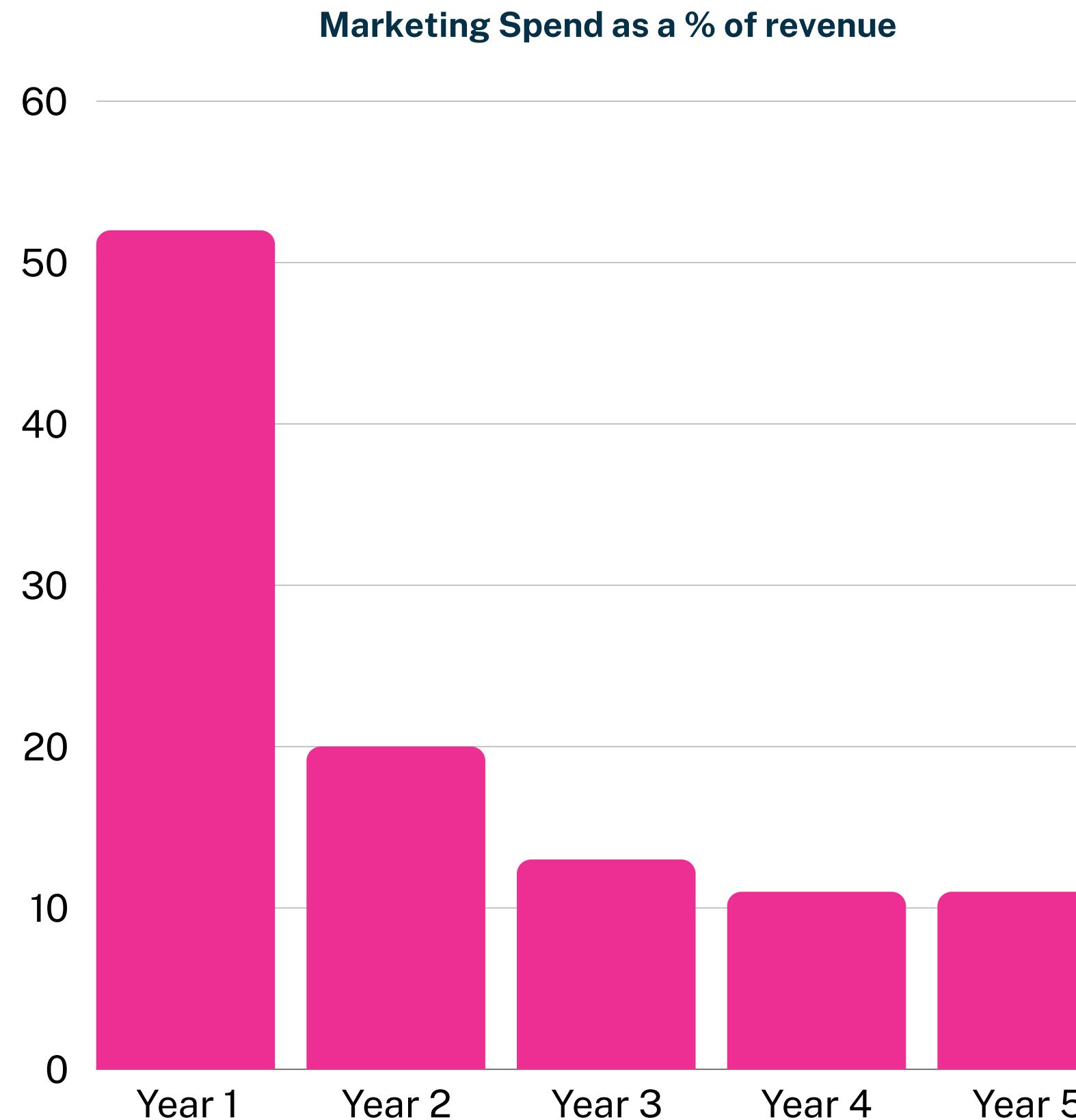
Q1 '28 50,000 customers

## Year 5

Q3 '29 100,000 customers

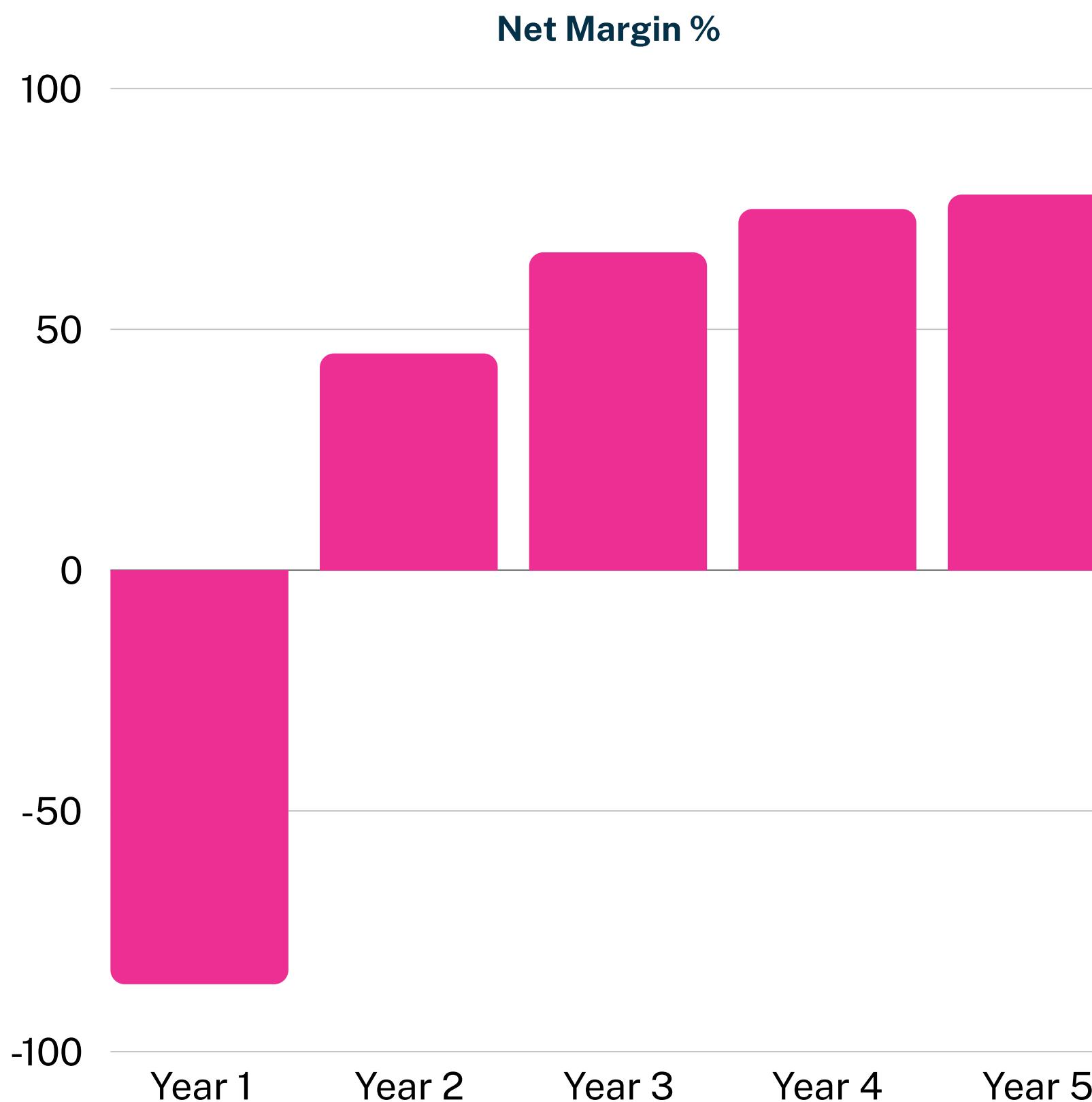
**5% of our target market of nonprofits with revenues between £100k - £3.5m (assuming 9.18% CAGR)**

# Targeted outreach and regulatory tail wind will keep CAC low



- Nonprofits in our target markets **must be registered**. Their revenue, income streams, senior officers, mission and contact details are **publicly available**.
- This means we don't have to guess, **we know exactly who our ICPs are and how to contact them**.
- In the US, our largest target market, **nonprofits must raise at least one-third of income from donations** or membership fees to maintain their nonprofit status. In other words, they can't accept government grants or corporate sponsorship without growing their individual donor base.
- This means the **2 million US nonprofits cannot grow unless they grow their donor base** - they need Pravi.
- This ease of targeting and our organic-first strategy results in a predicted **average CAC of £85**.

# High margins, low costs and low headcount enabled by AI



- Experienced Founders focused on capital efficiency—maximizing impact, minimizing waste.
- We already use cutting-edge AI tools to greatly enhance our development, customer service and marketing processes. These tools are only going to get better over time, reducing the need for large headcount.
- Your investment supports year 1 investment in marketing and development.
- The marketing investment kick starts the network effect engine of growth, which grows our data set. The investment in development builds the tools to use that unique data set.
- Together, this forms a defensive moat that ensure healthy margins for years to come.

# Our Team



**Jeremy Healsmith, Co-Founder**

Successful previous entrepreneur. Unique combination of technical skills, product vision and industry understanding. Deep experience in building teams, delivering digital change, controlling costs and leveraging big data as a executive at a major financial institution.



**Sathish Sankarpandi, Ph.D, Data Scientist**

Dr Sankarpandi is one of Europe's leading data science and AI experts. A Horizon Europe scientist, he has designed and released multiple commercially successful AI products.



**Robyn Greaves, Co-Founder**

Successful previous entrepreneur. Deep experience and connections in the nonprofit sector. Has built a highly engaged and growing audience fitting our ICP and is a recognised global speaker on leveraging AI to transform the workplace.



**Antonio Redono Plata, Product Lead**

Highly experienced UI/UX expert. Long track record of designing and launching successful products across multiple domains all over the globe.

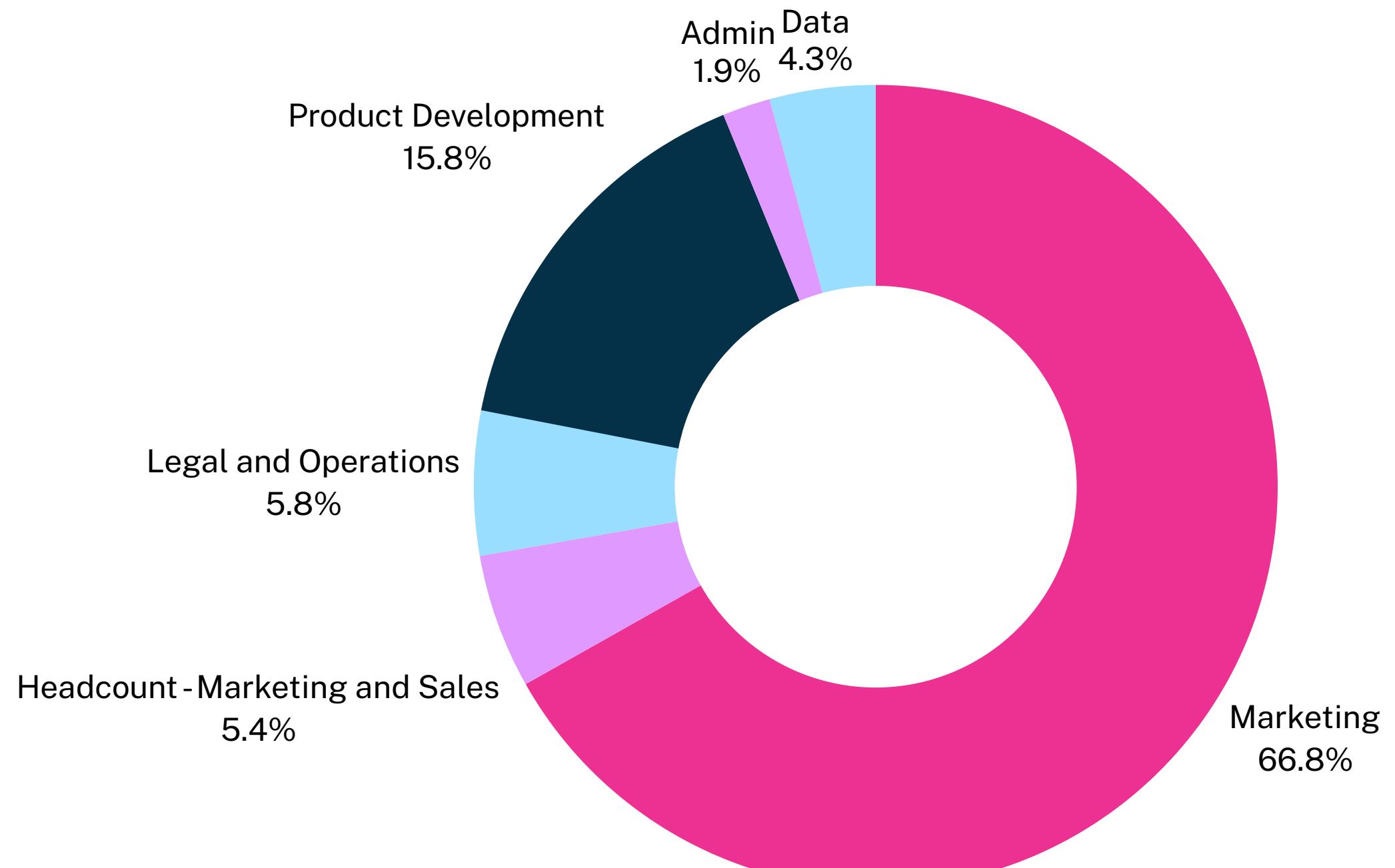


**Tom Dolton, Experienced frontend developer**



**Ali Rasheed, Experienced backend developer**

# The Ask



Co-funded by



Innovate  
UK

**£500,000 to reach 15,000 customers and £7,450,000 ARR in 24 months**  
(SEIS/EIS advance assurance granted)

We are recipients of a **£350,000 non-dilutive grant** to develop our tech, which means **new investment will drive growth**, not development

# Be part of the future of nonprofit fundraising



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**Website:** [pravi.ai](http://pravi.ai)

# Appendix

# Accessible pricing to drive explosive growth

	<b>Monthly cost</b>	<b>Run off rate</b>	<b>Lifetime value</b>	<b>Features</b>
Basic Tier	£20	15%	£133	<ul style="list-style-type: none"> <li><b>Affinity Module:</b> Access our data to build precise donor audiences, estimated donations and the likelihood of converting those audiences into recurring donors.</li> <li><b>Benchmarking Module:</b> Use the live benchmarking feature to understand exactly how fundraising campaigns are performing, where improvements can be made and where new opportunities can be found.</li> <li><b>Chatbot:</b> Fine tuned chatbot able to produce high quality material tailored to donor predictions.</li> </ul>
Silver Tier	£40	5%	£800	<p>Everything in the Basic Tier plus:</p> <ul style="list-style-type: none"> <li><b>Conversion Module:</b> Our conversion module which automatically provides data driven donor funnels that adapt based on what works for similar nonprofits, seasonal trends, and the specific channels nonprofits use.</li> </ul>
Gold Tier	£180	10%	£1,800	<p>Everything in the Silver Tier plus:</p> <ul style="list-style-type: none"> <li><b>Automated Campaign Manager:</b> Dynamically executes and manages the donor acquisition funnels suggested by our conversion module across multiple channels, including social media, email, and search engine marketing.</li> </ul>

# Roadmap

