

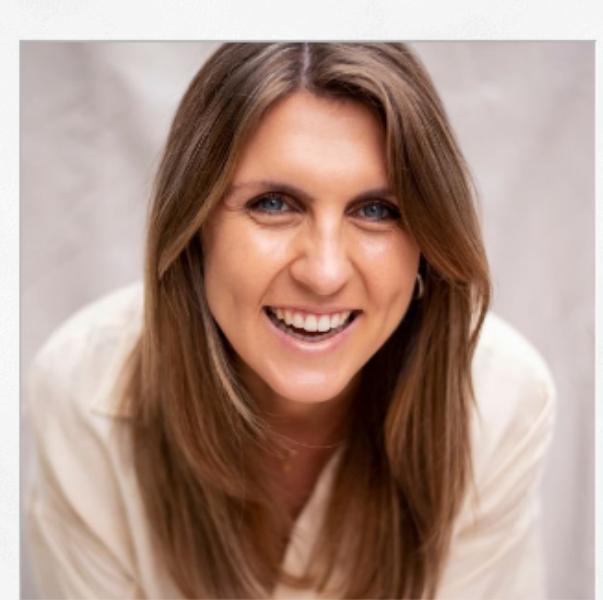


Co-funded by



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

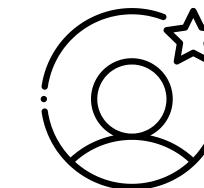
What if every nonprofit knew:

- 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, so you know who to target, and how much they can give



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



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



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

The Product

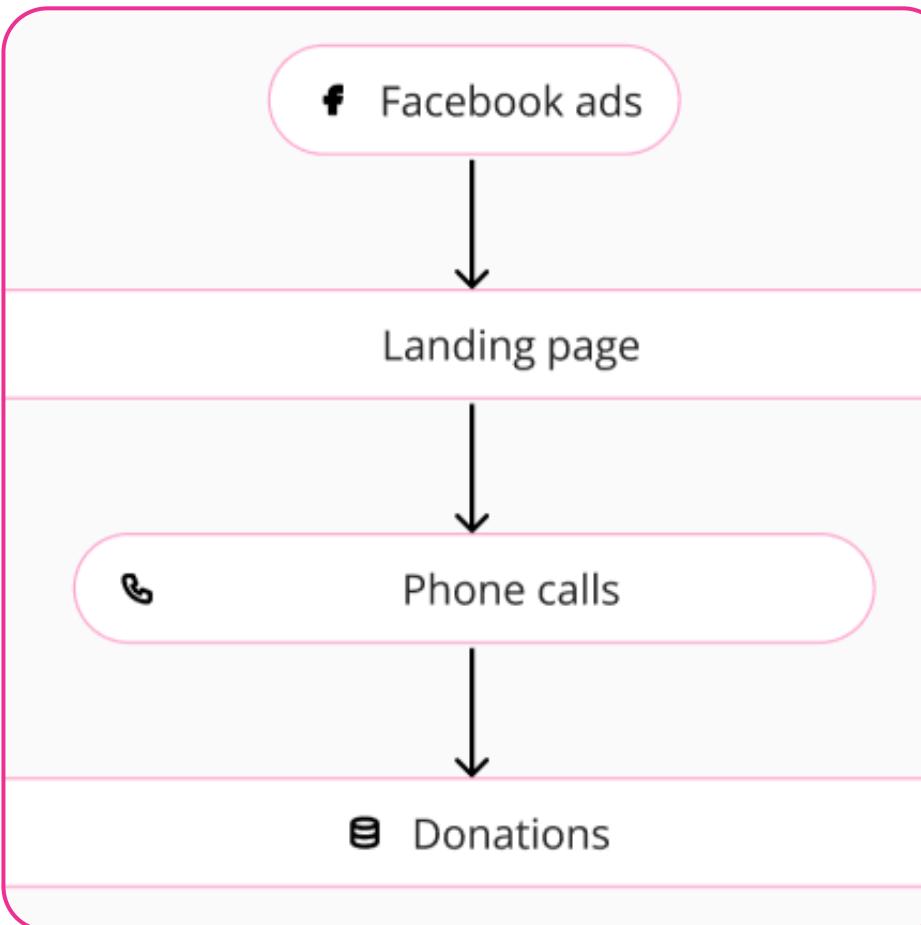
Big data driven predictions

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

Know who to target

Our pool of 100's of millions of GDPR compliant credit/debit card transaction data, coupled with proprietary data sets contributed by our research partners allows us to create incredibly precise donor personas

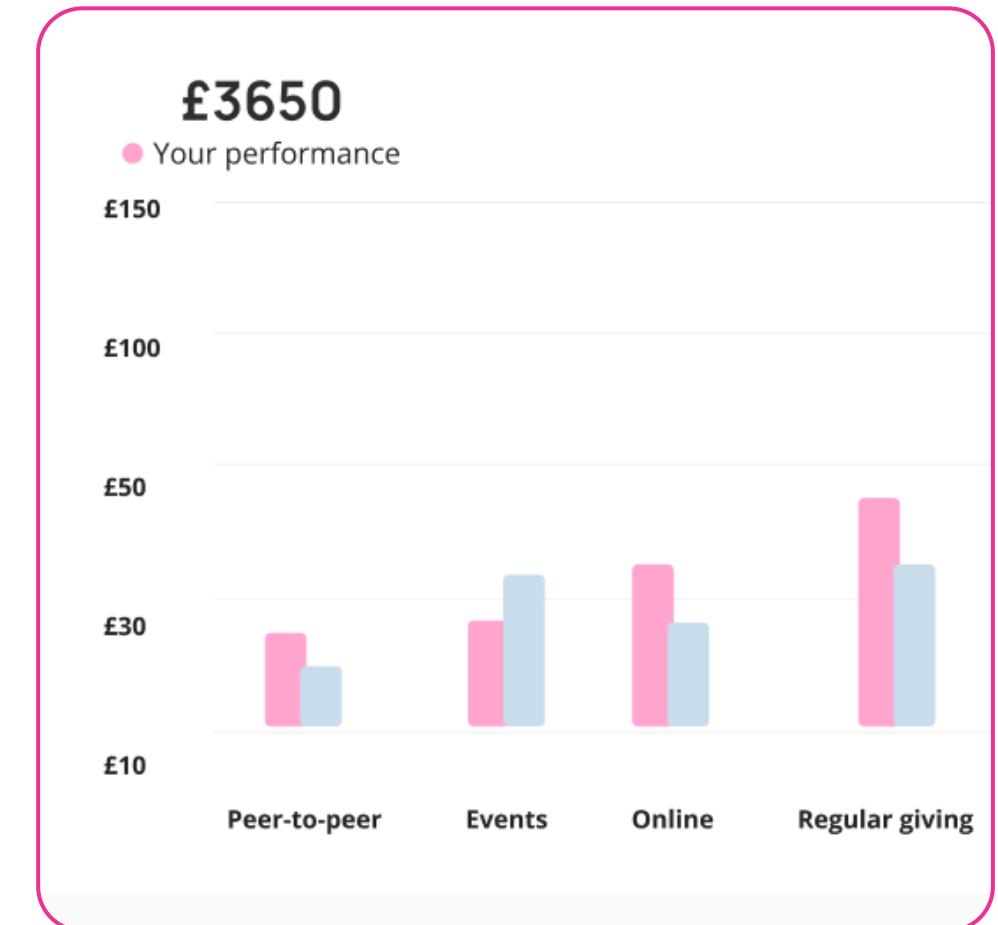
Machine learning generates funnels



Campaigns that convert

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

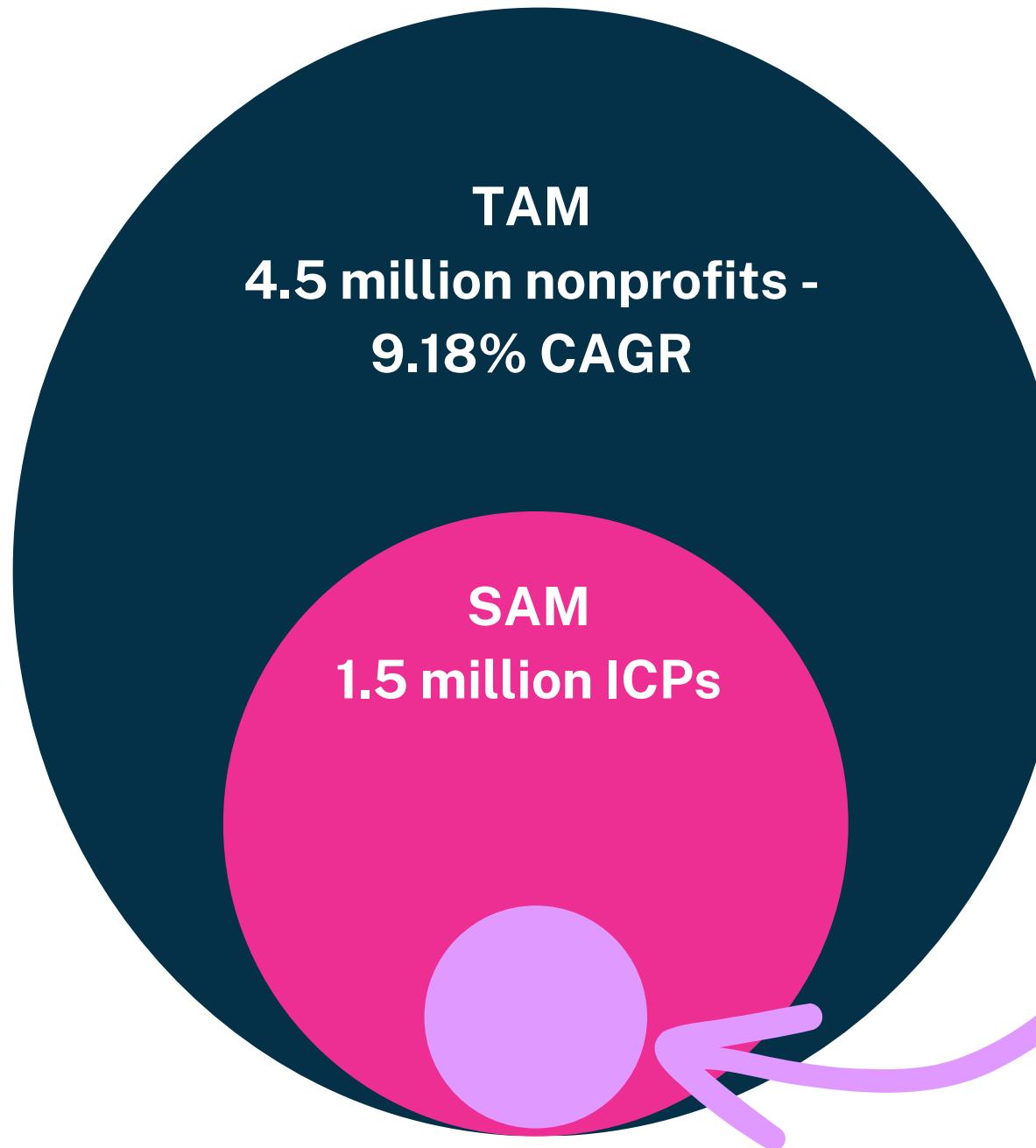
Live benchmarking



Never miss an opportunity

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

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



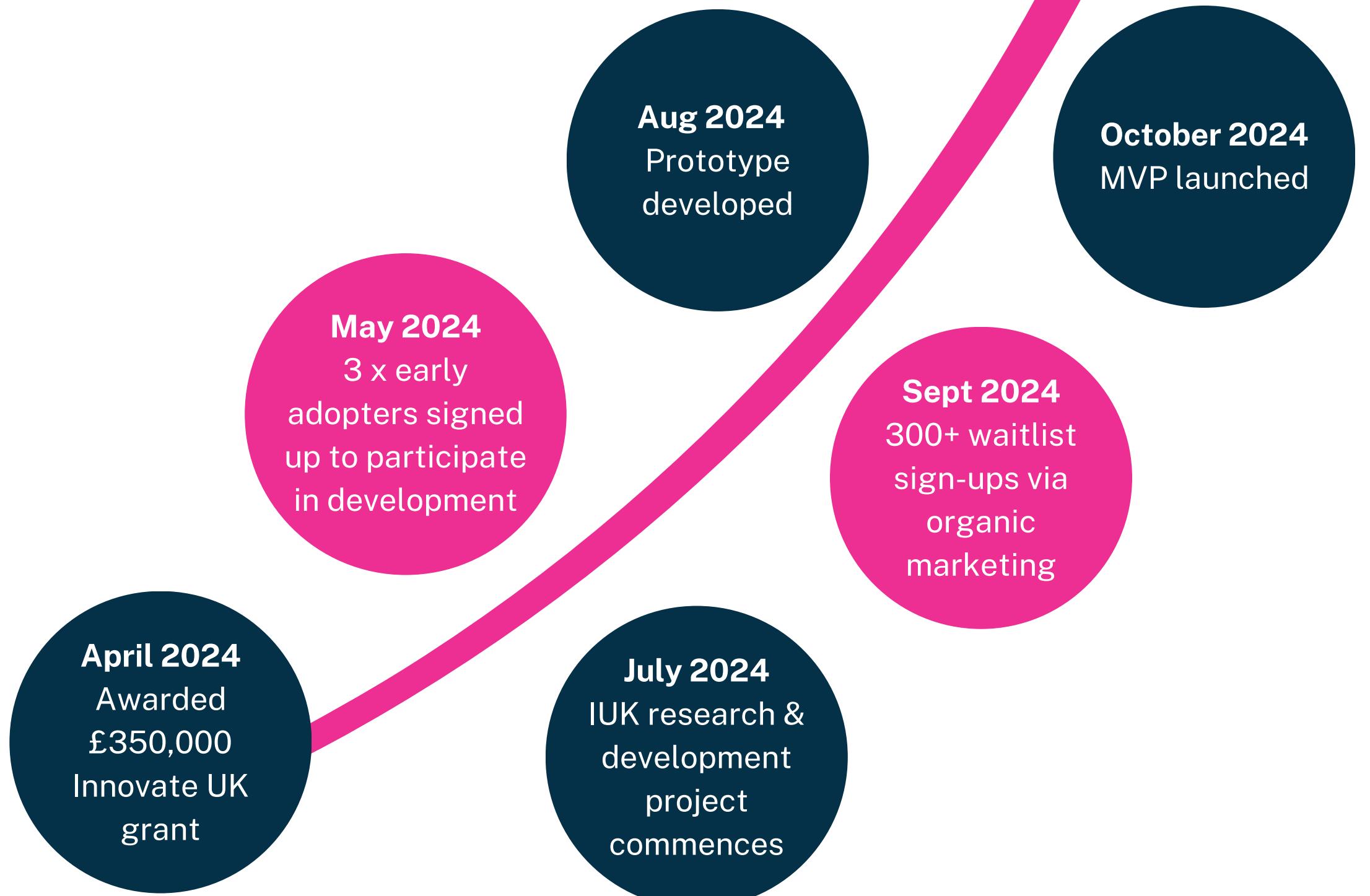
5% market penetration by year 5 for revenues of ~£80,000,000

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.

Market Traction:

MVP launched 31/10/24: We are onboarding an average of 3+ early adopters a day



Some of our 300+ waitlist:



Amber
transforming lives

women's aid
until women & children are safe



Our Team



Jeremy Healsmith, Co-Founder

Successful previous entrepreneur. Experienced in leading high performing teams and delivering digital projects worth £10Ms.



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 connections and experience in the nonprofit sector. Has built a highly engaged and growing audience fitting our ICP.



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.

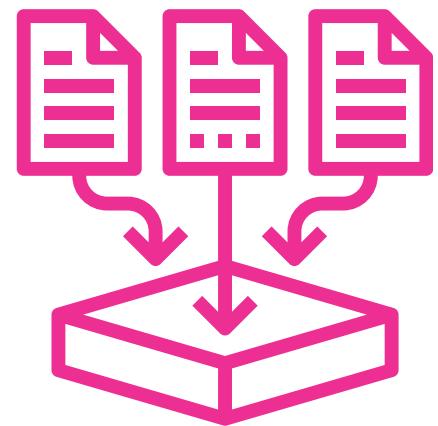


Tom Dolton, Experienced frontend developer



Ali Rasheed, Experienced backend developer

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

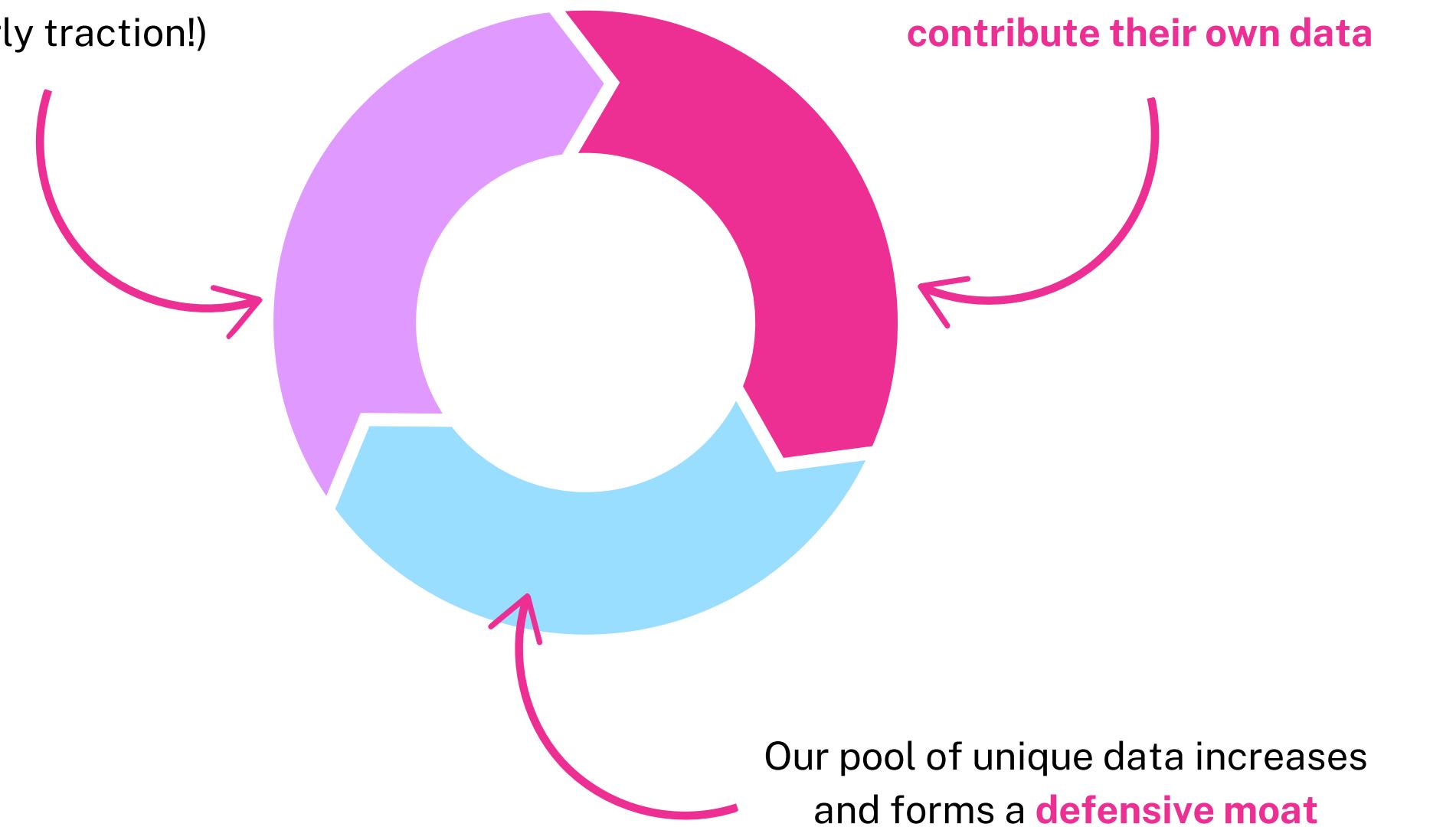


Our secret sauce is our Unique IP

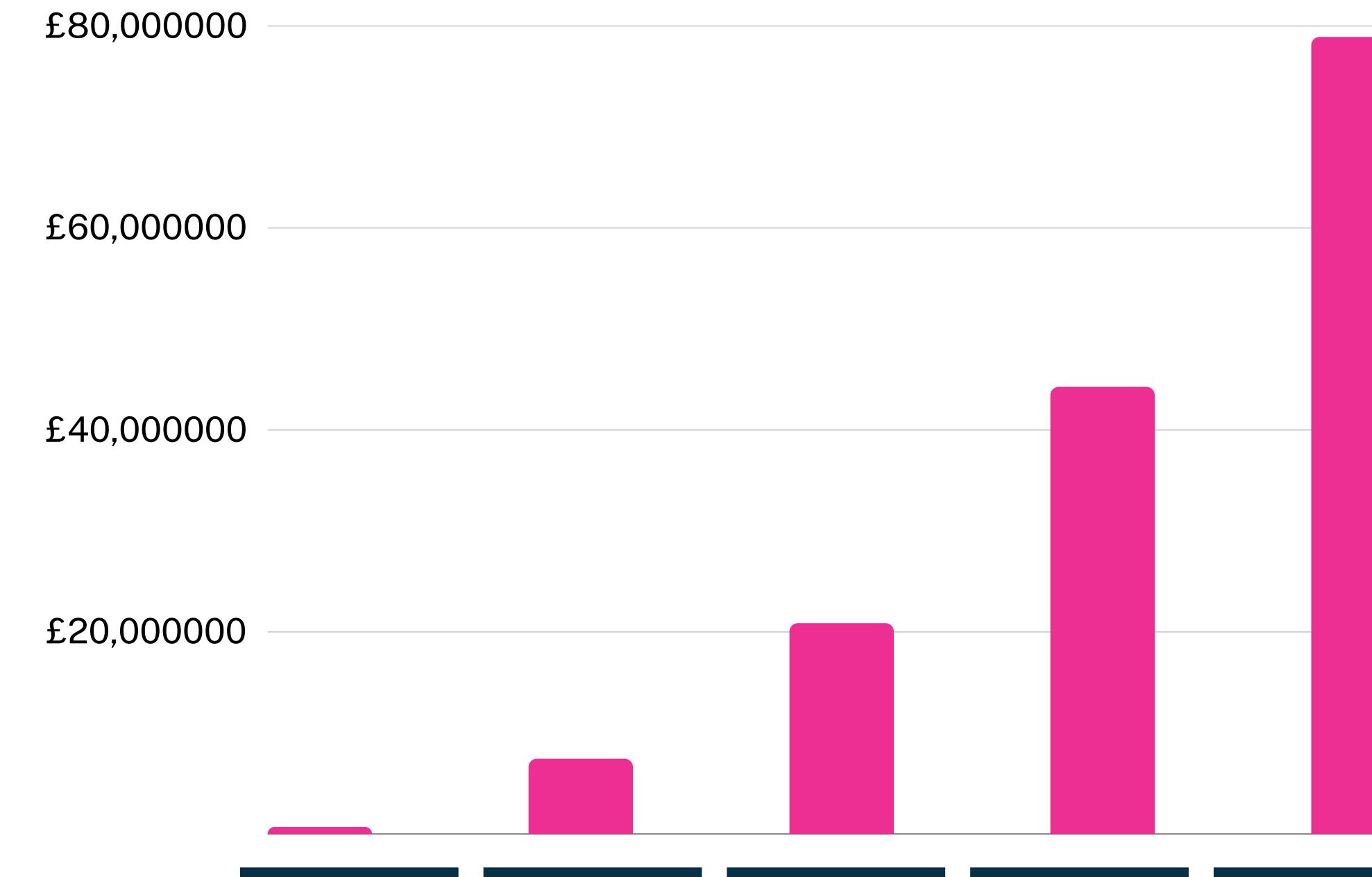
We have launched our MVP with a unique feature set composed of:

- Proprietary data sets 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 (proved by our early traction!)



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	5310	15240	39082	65561	103872

Year 1

Q4 '24 MVP launch (UK)
Q1 '25 Benchmarking feature launch, USA platform launch
Q2 '25 Funnel builder feature launch, 1000 customers

Year 2

Q4 '25 Dynamic funnel 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)

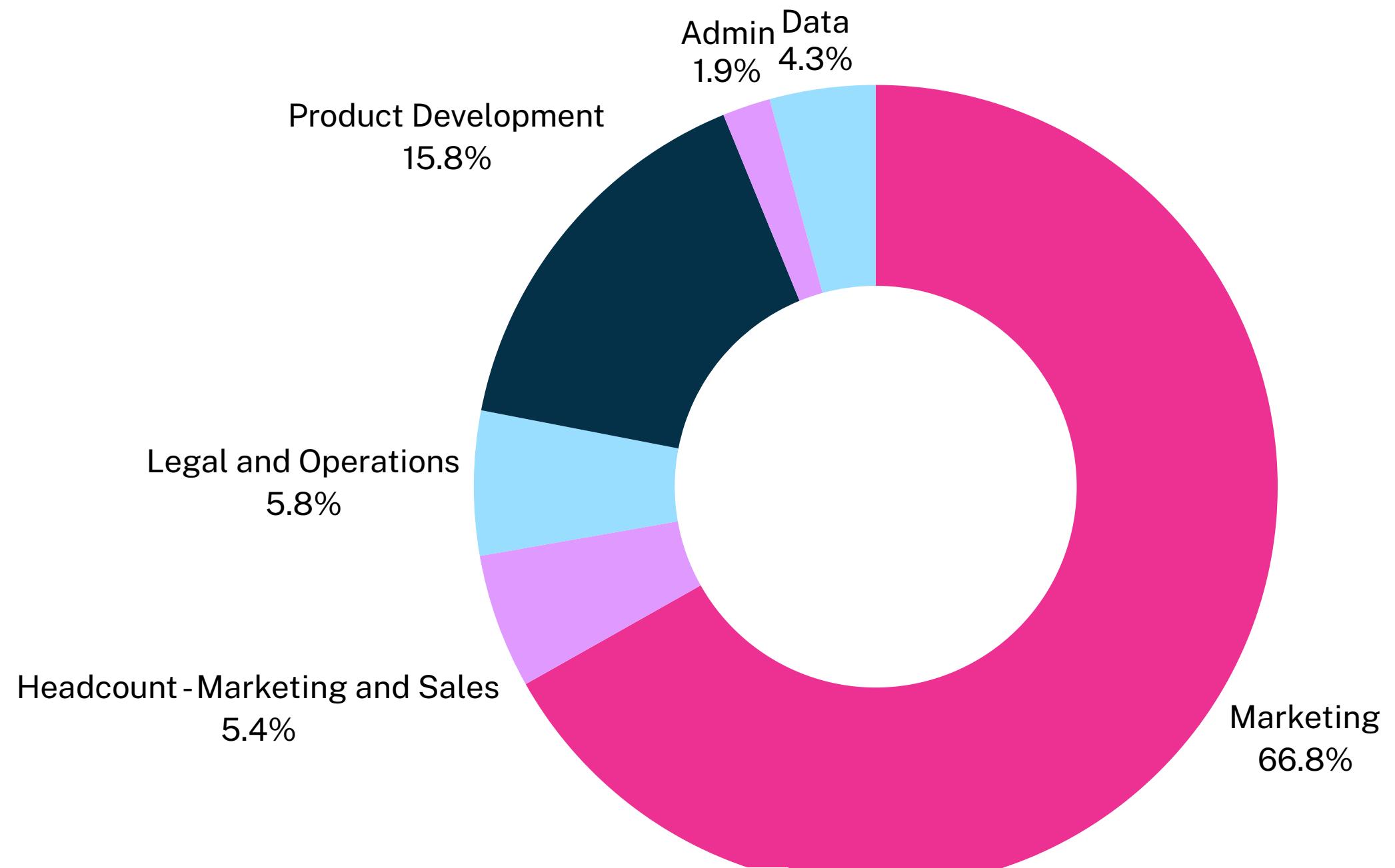
Competitors



- 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	
	✓	✓	✓	✓	
	✓	✓	✗	✗	
	✓	✓	✗	✗	
	✗	✗	✓	✓	Other platforms focus on optimisation, Pravi focuses on growth

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 obtained)

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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