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Feb 5, 2026

KARMAS

A SOCIAL NETWORK FOR GOOD

A HYBRID MODULE OF SOCIAL IMPACT
SOCIAL MEDIA & COMMUNITY PLATFORM

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India

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www.karmas.in.net

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PROBLEM STATEMENT

- **MILLIONS OF PEOPLE NEED HELP EVERY DAY**
- **NGOS EXIST, BUT:**
  - HARD TO DISCOVER
  - HARD TO COORDINATE
  - NO UNIFIED DIGITAL SYSTEM
- **REQUESTS SCATTERED ACROSS WHATSAPP, CALLS, POSTS**
- **NO TRACKING, NO TRANSPARENCY, NO SCALE**

SOCIAL HELP IS BROKEN, FRAGMENTED, AND OFFLINE.

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OUR SOLUTIONS

A DIGITAL PLATFORM WHERE :

- PEOPLE CREATE STRUCTURED HELP REQUESTS
- NGOS RECEIVE VERIFIED REQUESTS
- COMMUNITIES ENGAGE SOCIALLY
- IMPACT IS TRACKED END-TO-END

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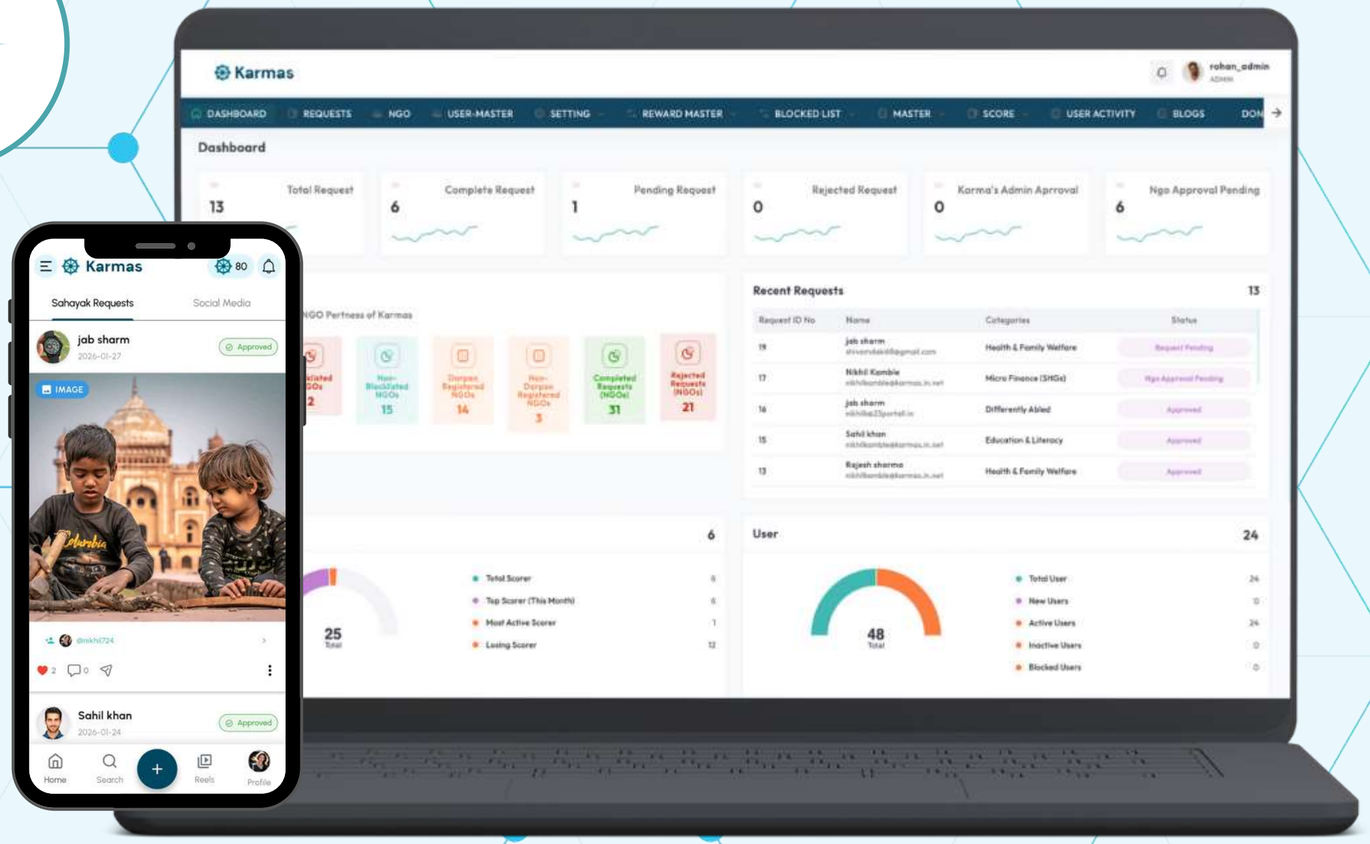
HOW IT WORKS

HOW KARMAS WORKS

- User creates a help request
- Admin verifies request
- Request sent to relevant NGOs
- NGO approves / solves
- User earns Karmas Points
- Community sees impact
- No money in Phase 1 → only trust & community.



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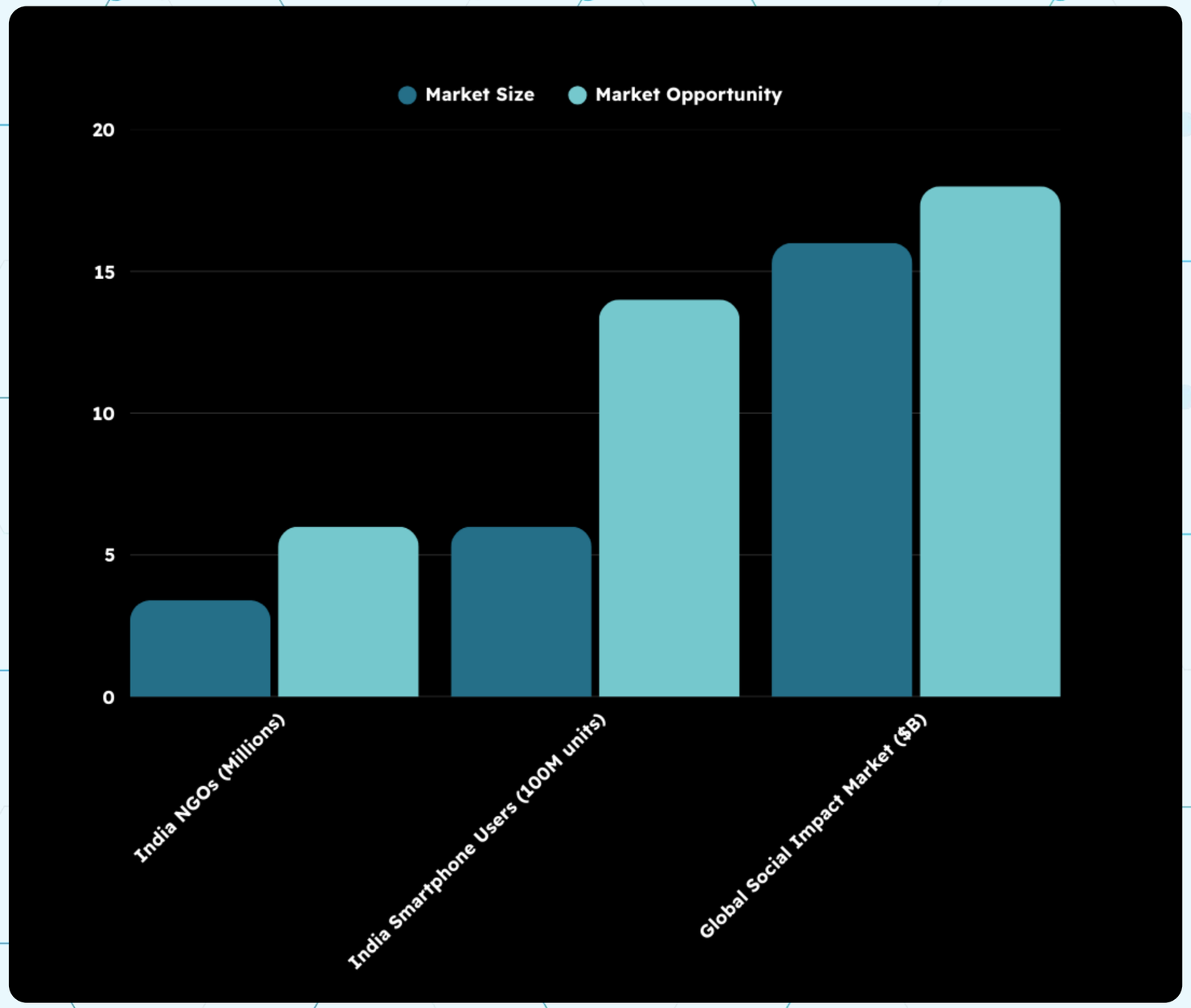
WHY NOW?

- INDIA HAS 3.5B+ SMARTPHONE USERS GLOBALLY (HUGE DIGITAL ADOPTION)
- NGOS ARE GOING DIGITAL POST-COVID
- GEN Z WANTS PURPOSE-DRIVEN PLATFORMS
- CSR SPENDING IN INDIA IS MANDATORY
- NO DOMINANT “SOCIAL IMPACT NETWORK” EXISTS YET
- TIMING IS PERFECT.



MARKET SIZE

MARKET OPPORTUNITY

- **MARKET OPPORTUNITY**
- **INDIA:**
  - 3.4 MILLION NGOS
  - 600M+ ACTIVE SMARTPHONE USERS
  - CSR MARKET: $4B+ ANNUALLY
- **INGLOBAL:**
  - SOCIAL IMPACT / CIVIC TECH MARKET = $50B+
- **WE START WITH INDIA → EXPAND GLOBALLY.**

TRACTION (EVEN IF EARLY)

CURRENT TRACTION (MVP)

- **PRODUCT BUILT: ANDROID APP LIVE**
- **CORE MODULES :**
  - REQUESTS
  - NGOS
  - SOCIAL FEED
  - TRACKING
- **NGOS ONBOARDING IN PROGRESS**
- **FOUNDER-LED USER TESTING**
- **EARLY STAGE MVP, VALIDATING WITH NGOS AND COMMUNITIES**

BUSINESS MODEL

MONETIZATION (PHASE 2+)

- CSR partnerships
- Featured NGOs
- Sponsored campaigns
- Corporate dashboards
- Premium NGO tools
- Phase 1 = growth
- Phase 2 = revenue

COMPETITION

CURRENT ALTERNATIVES :

- WHATSAPP GROUPS
- FACEBOOK PAGES
- GOOGLE FORMS
- NGO WEBSITES

NO PLATFORM DOES ALL :

- REQUESTS
- NGOS
- SOCIAL MEDIA
- TRACKING
- REWARDS

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UNIQUE ADVANTAGE

WHY KARMAS WINS

- End-to-end workflow (request → NGO → impact)
- Built as a social network (not a directory)
- Gamification via Karmas Points
- Community-first design
- Founder is building from real NGO problems

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PRODUCT ROADMAP

PHASE 1: CURRENT (LIVE)

Core Platform Features

- User registration & login
- NGO registration & verification
- Admin verification system

Help Request System

- Users create help requests (self or others)
- Structured forms with basic & contact details
- Admin-level request verification
- Auto-forwarding to nearby relevant NGOs
- NGO review, approve or reject with remarks

NGO & Volunteer Module

- NGO dashboard
- Request management panel
- Volunteer discovery
- NGO member management (User Master)
- Designation & role management

Social & Community Layer

- Social feed (posts, images, videos)
- Request cards as posts
- Like, comment, share, tag
- Messaging & discussion section
- Reels for impact stories

Tracking & Transparency

- Live request tracking
- Status: pending / approved / rejected / solved
- Full request history
- Public impact updates

Rewards & Engagement

- Karmas Points system
- Leaderboard & ranking
- User engagement metrics
- Recognition-based rewards

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PHASE 2: FUTURE (PLANNED)

Donation & Payments

- Integrated donation system
- Secure payment gateway
- UPI / Cards / Net banking
- Direct NGO payments

CSR & Corporate

- Corporate CSR onboarding
- Employee volunteering programs
- NGO adoption by companies
- Sponsored social campaigns
- CSR impact reports

Advanced Analytics

- NGO performance dashboards
- Impact reports
- CSR metrics
- Donor analytics

Monetization & Scale

- Premium NGO tools
- Featured NGO listings
- Sponsored campaigns

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VISION

TO BUILD THE WORLD'S LARGEST SOCIAL IMPACT NETWORK

WHERE:

HELPING OTHERS IS AS EASY AS POSTING ON SOCIAL MEDIA.

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FOUNDER

- Nikhil Kamble
- CEO & UI/UX Designer
- Building Karmas from scratch
- Deep understanding of user behavior
- Mission-driven founder from India

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ASK

WHAT WE'RE RAISING

- **Raising: Pre-seed / Seed**
- **Use of funds:**
  - **Product development**
  - **NGO onboarding**
  - **Community growth**
  - **Core team**
- **Looking for:**
  - **Mentorship**
  - **Network**
  - **scale**

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GET IN TOUCH WITH US

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