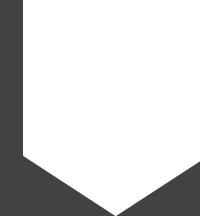




EVERY FUND STORY MATTERS.

Community-Driven & Transparent Contribution Platform





FOUNDER'S STORY

The rise of online fundraising has been met with a growing crisis of trust, with donors increasingly concerned about scams, mismanagement, and a lack of transparency. I've seen the devastating impact this can have, both in my personal experience as a survivor of Typhoon Yolanda in 2013 and throughout my professional journey.

After Typhoon Yolanda, despite billions in aid, receiving basic necessities like food, water, and healthcare was a struggle. Corruption diverted much of the relief, leaving victims with only minimal supplies. Witnessing this first-hand fueled my desire to drive change. As a former teacher in a medical school, I participated in various donation drives for victims of earthquakes, storms, and even war refugees in Mindanao. Later, in 2021, I founded Dream Ventures PH, where I connected with global clients who donated to the calamity victims.

This experience led me to create VeriFund, a blockchain-based platform designed to combat corruption in fundraising by offering complete transparency. By giving contributors visibility into how their contributions are used, VeriFund restores trust and ensures that funds genuinely help those in need. My journey from a survivor to a community leader has shaped my mission: to build a fair, accountable fundraising platform that prevents the injustices I once experienced.





PROBLEMS WE'RE SOLVING

Lack of Transparency. Donors struggle to track the flow of their contributions, leaving them unsure if their money is truly making an impact.

Trust Issues. The prevalence of fraudulent campaigns and misuse of funds has created a climate of skepticism, hindering genuine causes from receiving support.

Limited Community Involvement. Traditional platforms often lack mechanisms for donors to actively participate in decision-making and project oversight.

Inefficient Fund Allocation. Without proper transparency and accountability, funds may not be allocated efficiently or effectively to the intended beneficiaries.



Filipinos Like Typhoon Relief Transparency

By Lawrence MacDonald

NOVEMBER 14, 2013

Something surprising happened this week after my colleagues Vijaya Ramachandran and Owen Barder posted a call for donors providing help in the wake of Typhoon Haiyan (a.k.a Yolanda) to rapidly post data on their plans and actions. Their post, [Let's Not Help the Philippines Like We Helped Haiti](#), which argued for helping the Philippines *better* through aid transparency, went viral overnight as thousands of Filipinos around the world visited the page and “liked” it on Facebook. For us at CGD a couple of dozen Facebook “likes” on a blog post is a good showing; we rarely get more than 100. As I write, four days after the post went live, the FB button on the page says 6.6k; oh, wait, it just turned over to 6.7k.



State auditors found “various deficiencies” amounting to P67.3 billion in the health department’s funds that led to “missed opportunities” in the country’s pandemic response.

This was contained in the audit report on the Department of Health (DOH) for 2020, released on Wednesday, August 11.

“Various deficiencies involving some P67,323,186,570.57 worth of public

EDITORS' PICKS

NGO founder ‘shocked’ at USAID rap of funds misuse

By: Nancy C. Carvajal - @inquirerdotnet

Philippine Daily Inquirer / 02:09 AM September 15, 2012

MANILA, Philippines—An emotional Ma. Cecilia Flores-Oebanda on Friday denied the charges filed against her by the US Agency for International Development (USAID) for allegedly falsifying documents to hide the misuse of at least P210 million (\$5 million) in funds donated to the Visayas Forum Foundation Inc. (VFFI), a nongovernmental organization she founded in 1991.

EDITORS' PICK

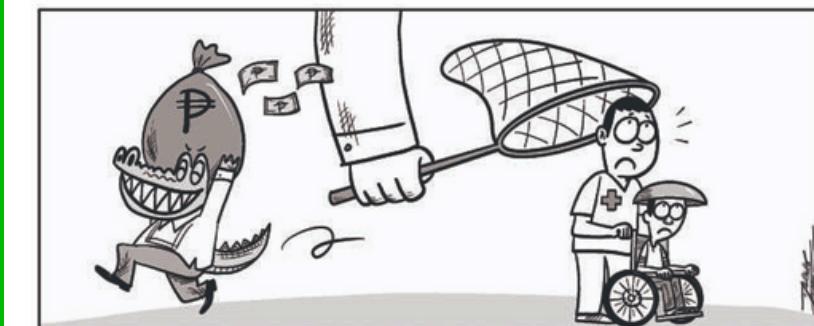
MOST READ

ENTERTAINMENT
Heart Evangelista among Paris Fashion Week SS25 top influencers

ENTERTAINMENT
Alden Richards debuts on Instagram page of Kathryn Bernardo's mom

Red Cross in the crosshairs

Philippine Daily Inquirer / 04:08 AM September 15, 2021



In the continuing theater of the absurd, President Duterte has trained his sights firmly on, not Pharmally Pharmaceutical Corp., but the Philippine Red Cross. The trading company that bagged billion-peso contracts for medical supplies despite a mere P625,000 as paid-up capital would have been a logical target in his whiff-of-corruption campaign. But instead he is coming for the Red Cross and its chair, Sen. Richard Gordon, who also chairs the Senate blue ribbon committee that is investigating Pharmally’s role in an apparent huge rip-off of public funds.

<https://opinion.inquirer.net/144203/red-cross-in-the-crosshairs>

<https://newsinfo.inquirer.net/270912/ngo-founder-shocked-at-usaid-rap-of-funds-misuse>

<https://www.rappler.com/phippines/coa-says-poor-use-billions-covid-19-funds-led-missed-opportunities/>

<https://www.cgdev.org/blog/filipinos-typhoon-relief-transparency>

TARGET MARKET OPPORTUNITY

Market Size. The crowdfunding market is projected to grow from **USD 166.95 billion in 2024** to **USD 2,801,290,000,000 billion by 2032**, exhibiting a compound annual growth rate (CAGR) of **42.3%** during the forecast period (2024 - 2032).

Positioning. VeriFund stands out by prioritizing transparency through blockchain and community governance, differentiating itself from traditional platforms that often lack these features.

Competitive Advantage. Compared to platforms like GoFundMe and Kickstarter, VeriFund offers enhanced transparency, transparent evaluation system, and impact tracking.



TARGET AUDIENCE DATA

Summary of Findings

1. **Demographics:** The majority of respondents are young adults (18-24) and predominantly male.
2. **Engagement:** A significant portion of respondents are not currently involved in fundraising but show interest in donating and volunteering.
3. **Motivations:** Emotional connection and trust are key factors influencing donations, highlighting the need for transparent practices.
4. **Donation Behavior:** Most donations are modest, and tracking progress is crucial for donors.
5. **Features:** There is a strong demand for features that provide updates and transparency.
6. **Blockchain Awareness:** While many are somewhat familiar with blockchain, there is interest in how it can enhance donation transparency.
7. **Challenges:** Trust and transparency concerns are significant barriers, underscoring the importance of building credibility and providing clear information.



TARGET AUDIENCE DATA

Recommendations

- **Enhance Transparency:** Implement features that allow donors to track fund usage and campaign progress.
- **Build Trust:** Foster trust through testimonials, case studies, and transparent reporting.
- **Educate on Blockchain:** Increase awareness and understanding of blockchain technology and its benefits in fundraising.
- **Engage Volunteers:** Develop a volunteer program that highlights opportunities and recognizes contributions.

Respondents: 75
Age: **18-34 years old**

Gender: **Male & Female**
Location: **Philippines**



THE COMPETITION

| Features | GoFundme | GoGetFunding | Kickstarter | Fundly | VeriFund |
|----------|---|---|--|---|--|
| Country | United States | United Kingdom | United States | United States | Philippines |
| Type | Donation-based crowdfunding | Donation-based crowdfunding | Rewards-based crowdfunding (for creative projects) | Donation-based crowdfunding | Community-driven and transparent donation platform with TES |
| Fees | 0% platform fee (processing fees apply, usually around 4.5% + \$0.30 per transaction) | 6.9% platform fee (including payment processing fees) | 5% platform fee + payment processing fees (3-5%) | 4.9% platform fee + payment processing fees (2.9% + \$0.30) | 3.8% platform fee and 1% conversion fee (deposits & withdrawals) |

THE COMPETITION

| Features | GoFundme | GoGetFunding | Kickstarter | Fundly | VeriFund |
|---------------------------------|--|--|---|--|---|
| Progress Reporting Transparency | Campaigns show updates from organizers, but no structured reports. | Offers periodic updates, but lacks in-depth progress tracking. | Creators are encouraged to post updates, but some projects lack them. | Simple progress updates, but lacks detailed reporting tools. | VeriFund will introduce a structured milestone tracking and frequent progress reports for transparency. VeriFund will include verified user reviews, offering a transparent evaluation of fundraisers and funders. |
| Power of Community (Forums) | Limited community engagement outside campaign pages. | Lacks a strong community forum or discussion space. | Strong community, but forums are mostly campaign-specific. | Limited community engagement tools. | Verifund will include a forum system for backers to discuss projects and give continuous feedback with an integrated review system. |
| Transparent Evaluation System | No formal evaluation or rating for projects. | No rating system for campaigns. | Limited accountability post-campaign, no strict evaluation system. | No transparent evaluation system. | VeriFund can introduce a dynamic community forum with real-time feedback and transparent campaign evaluation. |



OUR SOLUTION

Transparent Transactions. Every transaction is immutably recorded on the blockchain, providing a verifiable and auditable trail of funds.

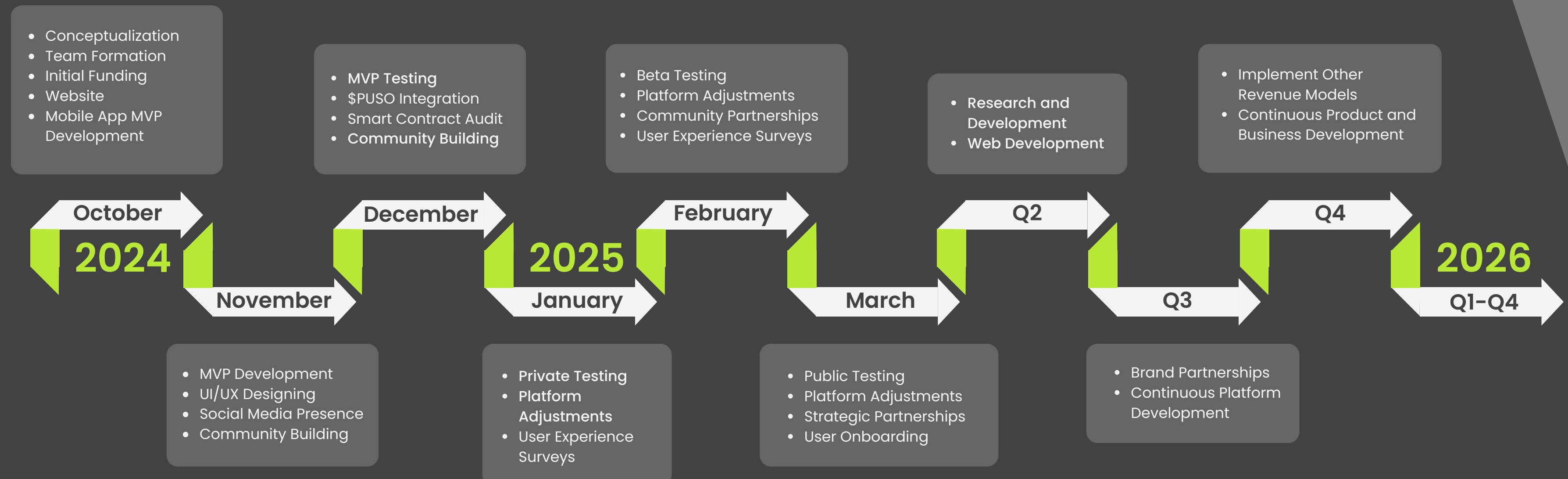
Transparent Evaluation System (TES) -
Designed to ensure accountability and integrity in the proposal review process. Under this system, our dedicated team of full-time professionals conducts thorough assessments of each submitted proposal, utilizing clear criteria and open communication.

Feedback and Impact Tracking. Donors receive regular updates on how their contributions are being utilized, fostering a sense of connection and impact.





WHERE WE ARE RIGHT NOW



Note: The roadmap is subject to changes as the platform evolves. Updates will be communicated accordingly to reflect any adjustments in timelines or priorities.





VeriFund



GTM STRATEGY

| Phase | Objective | Strategies | | | Key Metrics |
|--|---|---|---|--|---|
| Phase 1: Pre-Launch (Month 1-3) | Build awareness, anticipation, and community around VeriFund. | Launch a Pre-Registration Campaign | Collaborate with Nano Content Creators and Early Adopters | Content Marketing & Educational Resources | Pre-registrations, website traffic, app downloads, and engagement on social media channels. |
| Phase 2: Launch and Initial Traction (Month 4-6) | Attract and onboard initial users and fund managers. | Leverage Community Building with Referral Program | Campaign Targeting Nonprofits and Fundraising Entities | Launch a Testimonial and Case Study Program | Number of fund managers onboarded, total donations raised, initial feedback from users. |
| Phase 3: Growth Acceleration (Month 7-12) | Scale user base and engagement on the platform. | Incentivize active users through gamification | Reward Verified Users for Contributions | Launch Targeted Campaigns by Region or Cause | Active users, engagement rate (e.g., pool submissions, donation frequency), successful fundraising pools, volunteer applications. |
| Phase 4: Maturity and Retention (Month 13-18) | Establish retention mechanisms and foster long-term engagement. | Tiered Loyalty System | Engage in Local Partnerships and Host Offline and Online Events | Platform Updates and New Feature Rollouts | Retention rate, percentage of verified users, lifetime value of users, community growth rate. |

USER JOURNEYS

| Phase | Awareness | Acquisition | Retention | Scaling |
|---|--|--|--|---|
| Phase 1: Pre-Launch (Month 1–3) | Social Media Campaigns, Local Communities and Organization Partnerships | Referral Program, Community Activations | Private Testing, Focused-Group Discussions, Exclusive Community Meet-up | Social Media Challenges and Extended Referral Program |
| Phase 2: Launch and Initial Traction (Month 4–6) | Nano Content Creators Onboarding and Community Outreach Programs, Social Media Ads | Referral Program and Community Activations | Public Testing, Focused-Group Discussions, Exclusive Community Meet-up | Affiliate Program |
| Phase 3: Growth Acceleration (Month 7–12) | Micro Content Creators, Press Release, Public Speaking Engagement, Conferences, Social Media Ads | Referral Program and Gamification, and Community Activations | Gamification, Focused-Group Discussions, Exclusive Community Meet-up | Affiliate Program |
| Phase 4: Maturity and Retention (Month 13–18) | Content Creators, Key Opinion Leaders, Public Events Engagement, Social Media Ads | Referral Program and Gamification, and Community Activations | Leaderboard System, Account Monetization, Unlock More Milestones, Meet-Ups and FGD | Affiliate Program |

OUR REVENUE MODEL



7-Year Pre-Revenue Projection

| Year | Target Donors | Average Donation | Total Funds Raised | 3.8% Platform Fees | 1% Conversion Fee | Total Revenue |
|-------|---------------|------------------|--------------------|--------------------|-------------------|---------------|
| 2025 | 5,000 | ₱5,000 | ₱25,000,000 | ₱950,000 | ₱250,000 | ₱1,200,000 |
| 2026 | 10,000 | ₱5,000 | ₱50,000,000 | ₱1,900,000 | ₱500,000 | ₱2,400,000 |
| 2027 | 20,000 | ₱5,000 | ₱100,000,000 | ₱3,800,000 | ₱1,000,000 | ₱4,800,000 |
| 2028 | 40,000 | ₱5,000 | ₱200,000,000 | ₱7,600,000 | ₱2,000,000 | ₱9,600,000 |
| 2029 | 80,000 | ₱5,000 | ₱400,000,000 | ₱15,200,000 | ₱4,000,000 | ₱19,200,000 |
| 2030 | 160,000 | ₱5,000 | ₱800,000,000 | ₱30,400,000 | ₱8,000,000 | ₱38,400,000 |
| 2031 | 320,000 | ₱5,000 | ₱1,600,000,000 | ₱60,800,000 | ₱16,000,000 | ₱76,800,000 |
| TOTAL | | | | ₱121,125,000 | ₱31,875,000 | ₱150,300,000 |
| | | | | \$2,125,000 | \$559,210 | \$2,636,842 |

Note: This pre-revenue projection does not account for potential future revenue models that may be implemented.



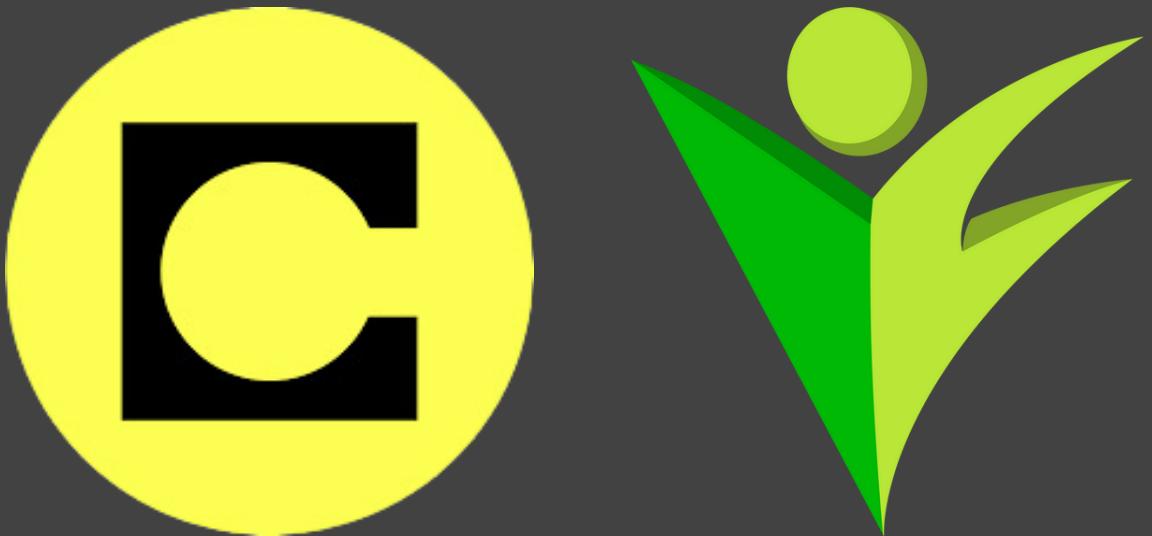
WHY CELO NETWORK?

Mobile-First Approach: Celo's mobile design ensures easy access for users in emerging markets, aligning with VeriFund's goal of facilitating donations via smartphones.

Lower Transaction Costs: Celo offers significantly lower transaction fees, allowing more donor contributions to reach their intended causes, which fosters user trust.

Stablecoin Support: Utilizing Celo's stablecoin (\$PUSO) provides reliability, reducing volatility concerns and encouraging more people to donate.

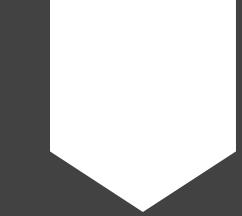
Transparency and Trust: Celo's blockchain technology enables clear, immutable records, allowing donors to track fund usage and reinforcing trust through VeriFund's Transparent Evaluation System.



Community Governance: Celo's emphasis on community governance aligns with VeriFund's mission to empower users and adapt based on their feedback.

Social Impact Focus: Celo's vision of fostering prosperity aligns with VeriFund's goal to leverage blockchain for meaningful community change.

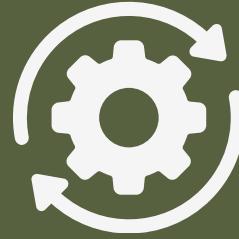
Development Community: The vibrant Celo developer community offers valuable resources and partnerships, facilitating rapid development and scaling of VeriFund.



THE GOAL

We are seeking a **Grant from CELO Foundation** to fuel the rapid growth and development of Verifund during its initial phase (pre-launch and launch period).

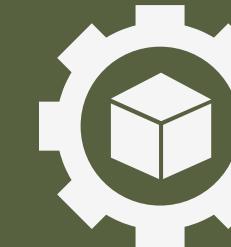
This grant enables us to:



OPERATIONAL MANAGEMENT
Enhance its operational efficiency.



BD & COMMUNITY
Foster growth and partnerships.



PRODUCT DEVELOPMENT
Ensure our MVP meets the needs of users & drive further innovation.



MARKETING & GROWTH
Expand user base and overall growth.



MANAGEMENT
Compensate the management.

MEET THE TEAM



Trexia Olaya

Founder

Trexia Olaya leveraged her web3 influence and startup network to transition from academia into key leadership roles in the web3 space.

Her experience as **Chief Community Officer**, **Regional Marketing Director**, and **Project Manager** has sharpened her business development acumen, enabling her to forge partnerships, drive growth, and expand market reach in emerging sectors.



Ron Austria

Operations

Ron Austria is a seasoned creative lead with **3+ years** of experience in web3 projects, adept at organizing IRL events and ensuring seamless project execution.



Luis Leandro

Marketing & BD

A well-versed direct-response marketer that made a total revenue of over **\$900,000** from disruptive and comical campaigns.

His expertise in product launches, sales, and lead generation will significantly enhance the protocol's marketing and production value.



Peter Flores

Tech Lead

Peter Flores is a seasoned software engineer with **11+ years** of expertise in smart systems, embedded systems, game development, and blockchain.

His leadership at companies like **AlterMyEgo**, **FrozenHub**, **Prym 8Solution**, and **DCGlobal** showcases his ability to pioneer innovative tech solutions.



WHY NOW?

The global crowdfunding industry, projected to reach **USD 2,801,290,000,000 billion** by 2032 presents a lucrative opportunity.

VeriFund solves the **crisis of trust** and **corruption** of crowdfunding through its blockchain platform by providing complete transparency into how donations are used.



VeriFund

EVERY FUND **STORY** MATTERS.





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