



ALTRUIZE

altruism
/'altrʊɪz(ə)m/

noun

unbiased and selfless concern for the well-being of others.

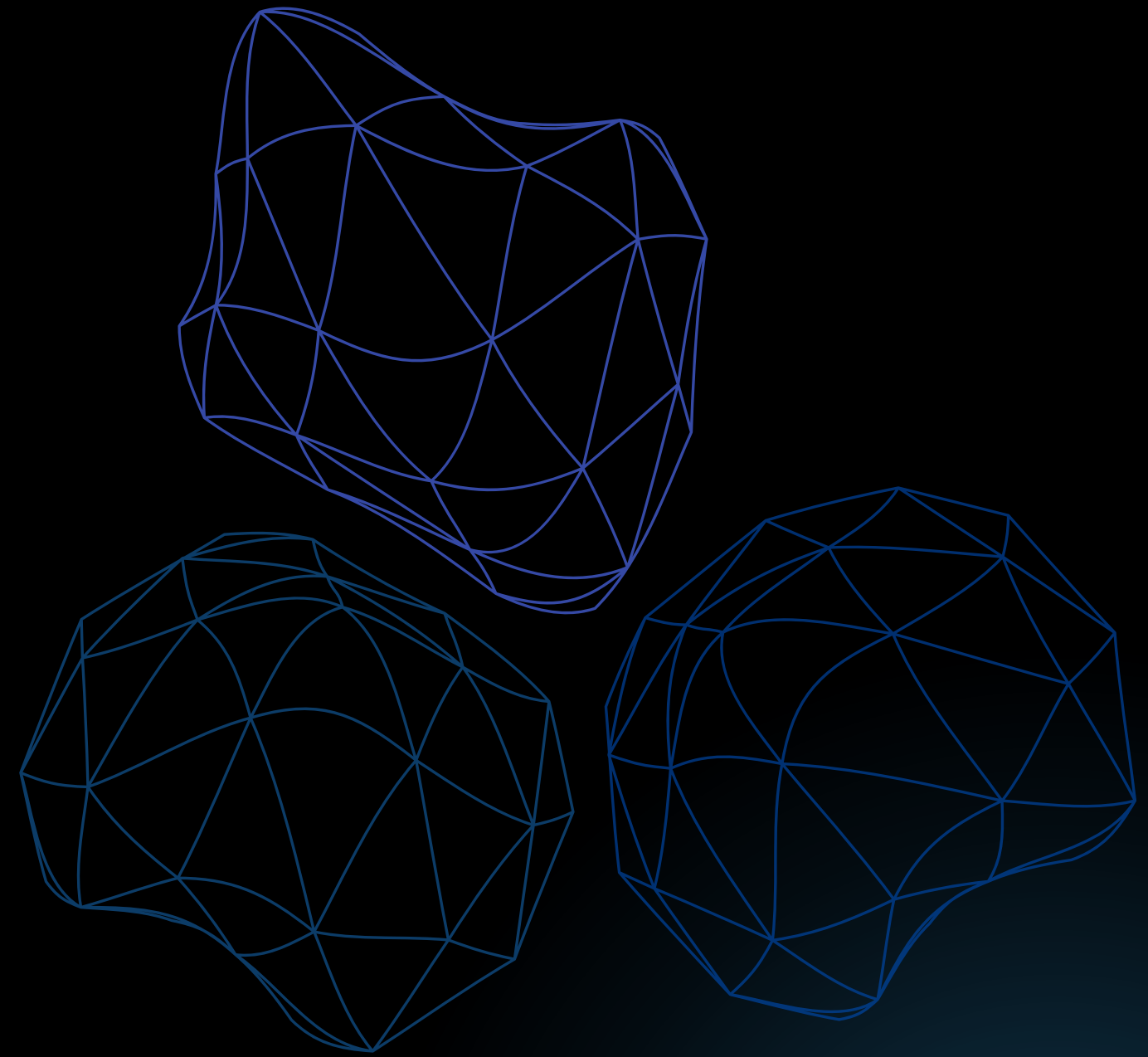
Your Mission, Their Values, Our Platform

by

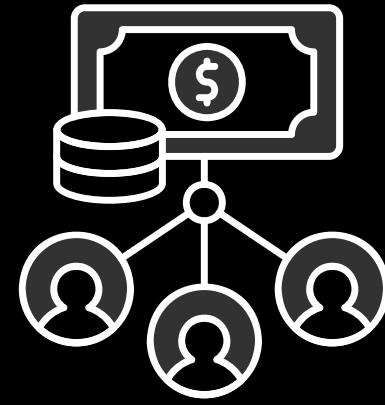
INVICTUS

THE PROBLEM

- Decline in giving: **10% year-over-year decrease.**
- **Increased competition** among nonprofits.
- Rising costs of fundraising.
- Staffing crisis within the non profit sector.
- **Service Reduction:** The financial strain from increased National Insurance contributions may force some nonprofits.



INVICTUS



OUR SOLUTION

- AI-powered platform for matching donors with charities.
- Personalized profiles based on values and goals.
- Focus on vision and global impact alignment.

INVICTUS

HOW ALTRUIZE WORKS

A SEAMLESS EXPERIENCE

- Donors and charities create detailed profiles.
- AI algorithm matches based on shared values and goals.
- Platform facilitates direct donations.
- Gamification elements to enhance engagement.
- Social media integration for sharing impact.

INVICTUS

CHARITIES AND US

- Increased reach and **seamless collaborations.**
- **Lasting** donor engagement through gamification.
- Reduced fundraising costs.
- Data analytics for **informed decision-making.**



INVICTUS



DONORS AND US

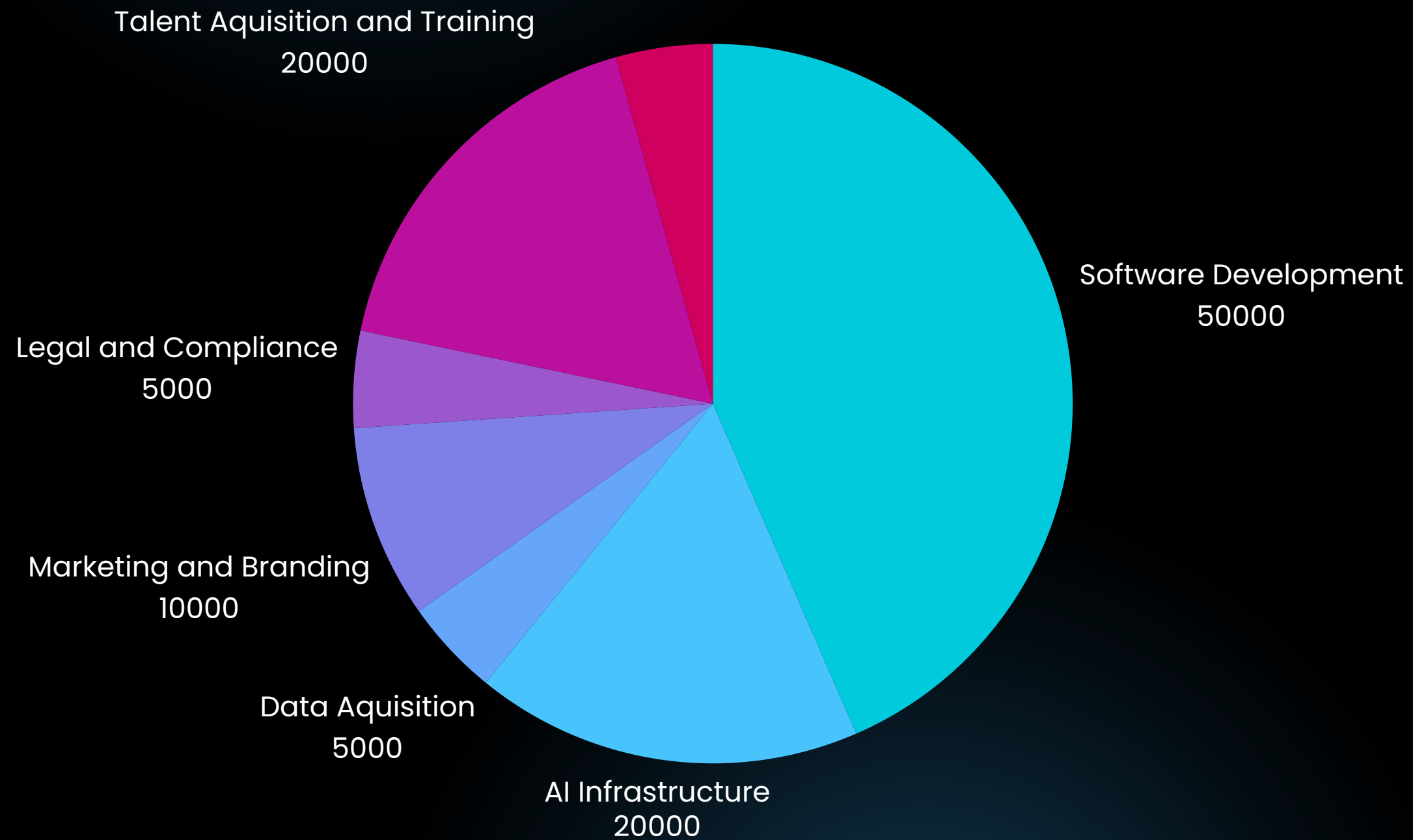
- Easy discovery of relevant causes.
- Gamified engagement and rewards.
- Social sharing of charitable activities.
- Business Growth and Tax Benefits



INVICTUS



COST ANALYSIS



INVICTUS

TOTAL COST : £ 130000-150000

POTENTIAL LIMITATIONS

User Adoption



Algorithm Accuracy and Bias



Data Security



INVICTUS

POTENTIAL SOLUTIONS

User Adoption

- Targeted Marketing
- Incentivized Onboarding
- User-Friendly Design

Algorithm Accuracy and Bias

- Continuous Refinement
- Diverse Data Sets
- Human Oversight:

Data Security

- Transparency
- Regulations Compliance
- Robust Security Protocols

INVICTUS



THANK YOU

FROM

INVICTUS