Hard Joshi

**Slide 1: Altruize**

* Good afternoon, everyone. We are INVICTUS, and today, we want to take you on a journey—one that’s reshaping the way we give.
* The world of philanthropy is changing. Nonprofits struggle to find the right corporate partners. Companies want to give but lack a clear path to make a real impact. The result? A disconnect that stifles generosity and wastes potential.
* That’s where **Altruize** comes in—bridging this gap with a smarter, more strategic approach to giving. This isn’t just about donations; it’s about transforming generosity into measurable change. Let’s dive in.

**Slide 2: The Problem**

* Corporate giving is broken.
* Charities search endlessly for the right partners. Corporations want to help but lack the tools to give effectively. And with nearly **10% fewer donations year-over-year**, fundraising is tougher than ever.
* Meanwhile, transparency concerns linger, fundraising costs soar, and **40% of fundraising roles sit empty**, leaving donor outreach crippled. The result? More need, but fewer resources to meet it.
* The system isn’t just inefficient—it’s failing. And that’s exactly why Altruize is here.

Jayrup Nakawala

Slide 3 Our Solution:

Introducing Altruize a platform that connects charities with potential donors, much like a social media network but designed for fundraising.

* Powered by AI, Altruize intelligently matches donors with charities based on their profiles.
* This ensures that contributions are meaningful, effective, and aligned with CSR strategies.

~~Slide 4 How Altruize Works:~~

Here’s how Altruize simplifies giving: Both - donors and charities create profiles, outlining their missions, goals, and interests.

* Our AI-driven matching system leverages Asure AI to connects donors with charities whose values align with theirs.
* Donors can learn more about each nonprofit, track their impact, and make direct contributions—all within the platform.
* Altruize gamifies philanthropy, awarding points and badges to encourage engagement.

Fatema Doctor

**Slide 5: Charities and Us:**

For charities, Altruize unlocks a world of opportunity, starting with expanded reach.

* Our AI **expands nonprofits' reach** by connecting them with a **relevant donor base** while enhancing engagement through **gamification and social media integration**. By **reducing reliance on costly fundraising events**, our platform lowers expenses for charities. Additionally, our **comprehensive analytics dashboard** helps charities **optimize campaigns** based on donor behaviour.

~~By leveraging these benefits, nonprofits can focus on what matters most—creating real impact.~~

**Slide 6 Donors and Us:**

* For corporate donors, Altruize goes beyond giving—it ensures every contribution aligns with their CSR goals and creates real impact. AI-powered matching connects companies with causes that reflect their values, while built-in tracking and detailed reports help businesses showcase their social impact and streamline tax benefits, making giving both meaningful and effortless.

Jayrup Nakawala

Slide 7 Cost Analysis.

Here we have our **Cost Analysis** for developing the altruize. As you can see from the chart, the **total cost ranges between £130,000 and £150,000**.

Software development requires the most capital while data acquisition and legal costs can be kept at a minimum.

By distributing costs this way, we ensure our platform is robust, compliant, and effective in matching charities with corporate partners—ultimately driving fundraising success and social impact.

~~Yogi Patel~~

Slide 8 Potential Limitations

While Altruize presents a strong value proposition, we recognize potential challenges:

* Our first hurdle? Getting people to use it. No matter how powerful the platform, if charities and companies hesitate—whether due to unfamiliarity, skepticism, or simple resistance to change—it becomes an uphill battle. We must show them the value, not just tell them.
* There’s another challenge: making sure our smart matching algorithm truly works. If it fails to pair the right organizations, or if hidden biases in the data skew results, we risk creating unfair opportunities and missing the very impact we aim to achieve.
* And lastly there is Data Security. We’re handling sensitive financial and personal data, which means security isn’t just a feature; it’s a responsibility.

Each of these challenges are real, but they’re also solvable.

Shyam Jagani

Slide 9 Potential Solutions:

We’re tackling these challenges with a clear, strategic approach.

* First, we’re ensuring Altruize is simple to use. Through targeted outreach, an intuitive design, and easy-to-follow tutorials, we’ll help charities and companies get started effortlessly.
* Next, we’re making smarter matches. Our system learns from feedback to improve accuracy while letting users adjust their preferences for better connections.
* And most importantly, we’re protecting trust. With strong privacy settings, secure encryption, and compliance with industry standards, users stay in full control of their data.

By focusing on simplicity, accuracy, and security, we’re building a foundation of trust that empowers both charities and corporations to give with confidence.

Hard Joshi

Slide 10 Thank You:

* Altruize isn’t just a platform—it’s a movement redefining philanthropy.
* By seamlessly connecting charities with corporate donors, we turn generosity into measurable impact. No more guesswork, no more inefficiencies—just meaningful, transparent giving.
* The way we give is evolving. Join us in making it smarter, bolder, and more transformative.

Thank you! I’d love to answer any questions.