

donator

donator.io @ Ultrahack

*Enable people to get to know
their city in a fun way and
at the same time bringing in
donations for charity*

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TEAM

- Niko Kauppila (Backend developer)
- Timo Sand (Frontend and UX)
- Antti Forsell (DevOps specialist)
- Jani Koivukoski (QA and Performance)

MOTIVATION

- More and more online shopping and online experiences
- New marketing way for Brick-and-Mortar stores and other Point-Of-Interests
- Influence people to do good and contribute to charity

SOLUTION

- New approach for gathering donations
 - Engaging people to be more active
 - Allow organizations to promote their business and participate in innovative way
- “Geocaching meets Charity” or “Charity 4Square”

VALUE PROPOSITION

For Consumers

- Participate more with your community and have a chance to make good

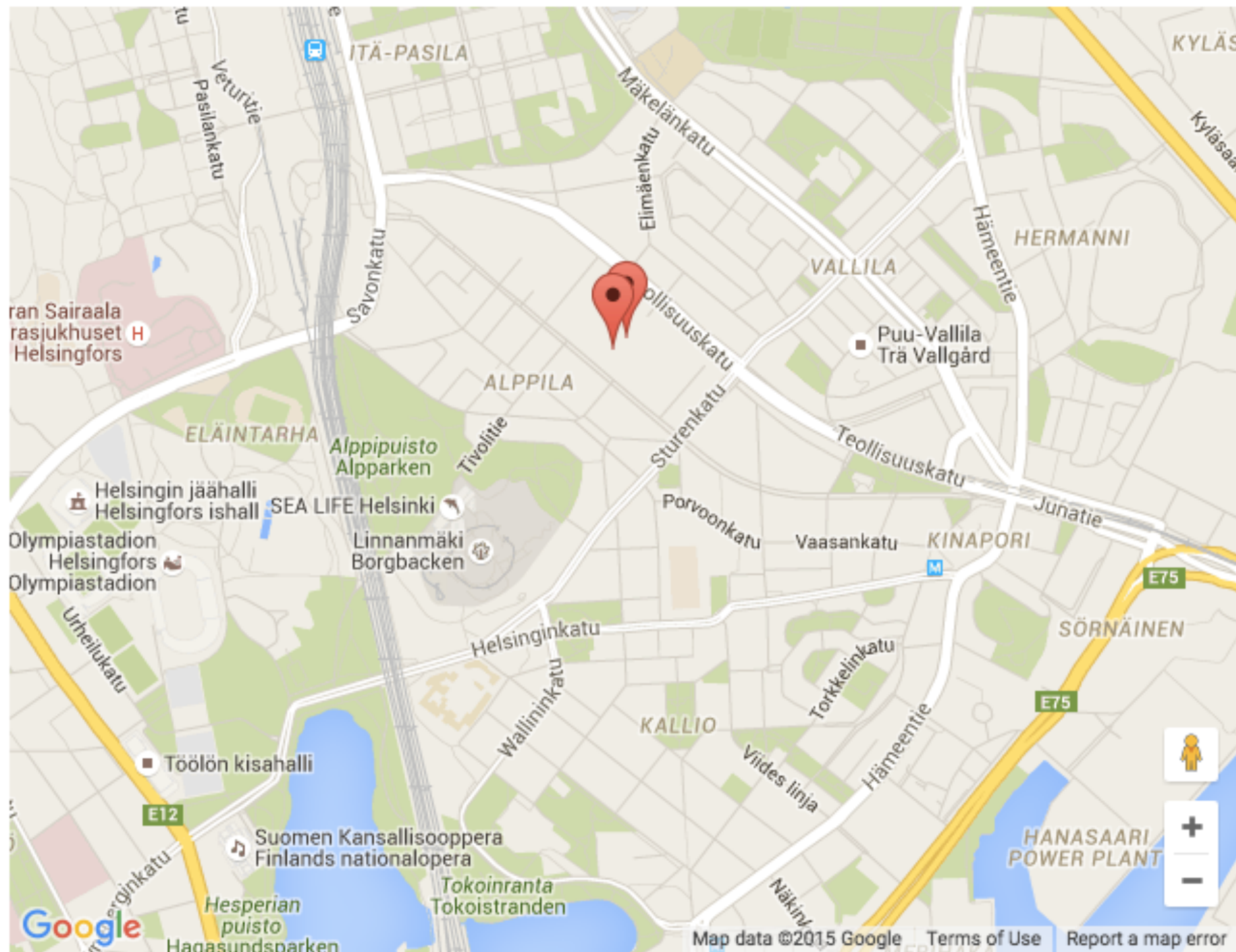
For Organizations

- Measurable visibility and visitors for their business
- Cost effective marketing and advertising
- More convenient - No integrations needed

APPLICATION

- HTML5 based application for participating
- Works in mobile using geolocation features
- Ability to find promoted locations and allow to Check-In inside application when there
- Allow users to match organisations donation

donator



ULTRAHACK MVP

<https://app.donator.io> (Azure)

<http://h.donator.io> (Heroku, backup)

DEMO TIME

[DEMO]