

The logo consists of the word "donator" in white lowercase letters inside a green rounded rectangle. This rectangle is centered within a horizontal yellow bar that spans the width of the image. Below the yellow bar is a white horizontal line, and the entire graphic is reflected on the light gray background below.

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

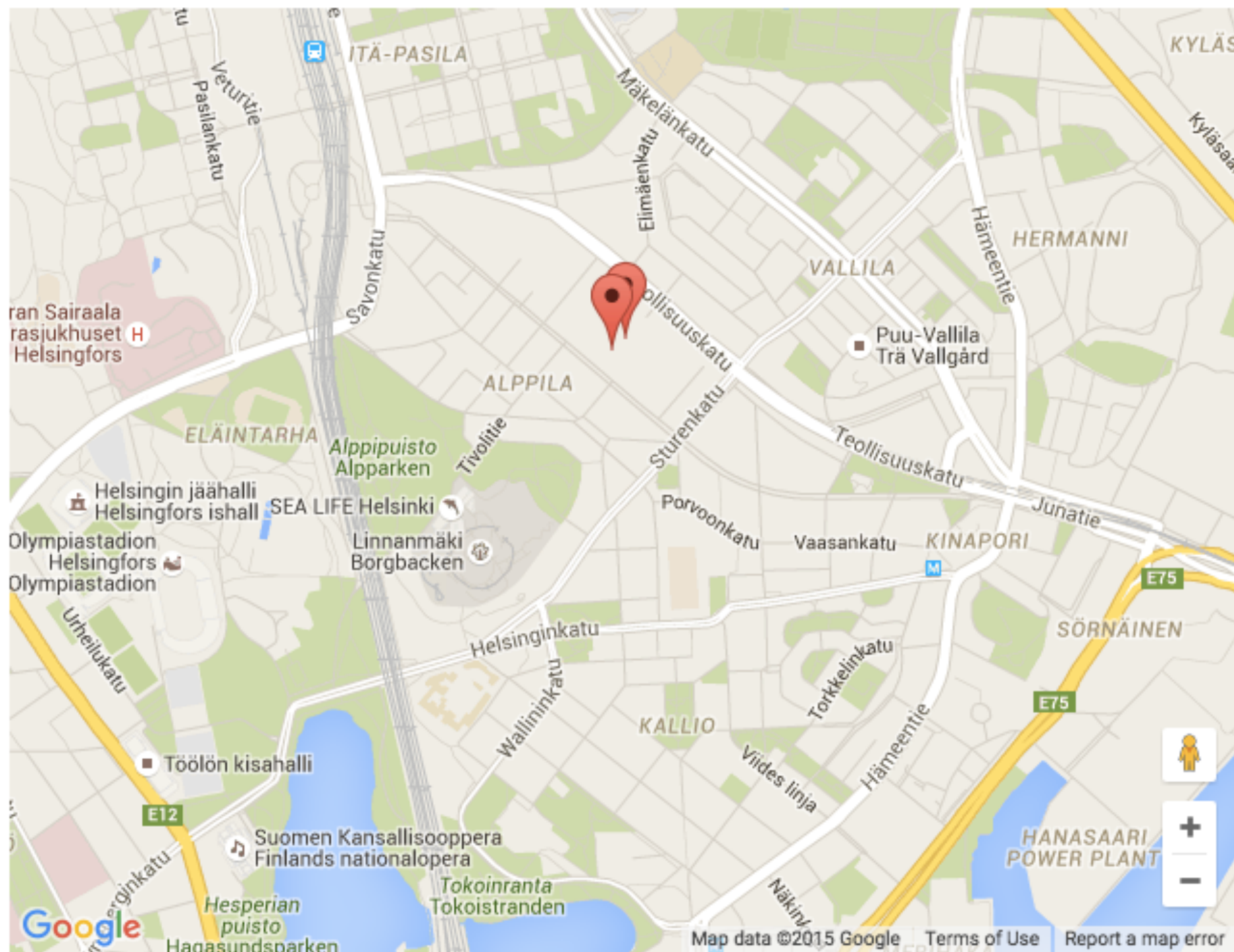
- Measurable visibility and visitors for their business
- Cost effective marketing and advertising
- More convenient - No integrations needed

# 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>

# DEMO TIME

[ DEMO ]