FundEd - Knowledge Base + Investor Q&A; (Booth Tablet Agent)

Version 2.0 | Date 2026-01-31 | Stage pre-seed

1) Core Knowledge Base

One-line pitch

FundEd is a verified infrastructure layer for education giving. We verify students before funding and connect each contribution to evidence-backed outcomes and audit-ready reporting.

What we are not

We are not just a donation site. We productize proof, governance, and auditability - the parts corporates actually pay for.

Booth use-case

A RAG-based booth agent answers consistently from this KB, keeps visitors engaged, captures leads, and routes high-stakes questions to founders.

Stage

Pre-seed. Looking for angels or strategic partners to accelerate pilots and convert reporting value into subscriptions.

2) Clear Revenue Doors and Projection

Clear revenue doors

Key idea: you do not get rich with 10,000 donors; you get rich with 100 corporate customers. Donors are users; corporates are customers.

1) 1% donation fee (baseline)

Example: 10000 donors x 5 donations/year x $50 = $2500000 volume. 1% = $25000 gross. Good for infra, not scale.

2) Corporate ESG subscription (core)

Corporates pay for ESG reporting, impact measurement, audit trails, audit-ready data, and defensible proof. Target net margin: 80%+.

Packaging + 100-customer scenario

Starter $99/mo, Pro $299/mo, Enterprise $1,000-$5,000/mo. Example: 70 Starter + 25 Pro + 5 Enterprise($2,000) => ~$24405 per month, ~$292860 per year.

3) Sponsorship/affiliate (ethical)

Example: 10,000 students x 1 purchase/year x $20 commission = $200000 additional revenue. Rule: sponsors never influence verification; disclosure is mandatory.

4) Corporate pilots & custom integrations

Banks, foundations, universities: build a verified cohort + audit-ready report in 60-90 days. Typical $10k-$100k per project.

5) White-label/API licensing

License the verification engine as infrastructure: University $5k/year; Foundation $10k/year; Global NGO $25k+/year. This strengthens defensibility (moat).

3-year projection (gross/net)

Year 1 total $300000 with 55% net => $165000. Year 3 total ~$2100000 with 70% net => $1470000.

Subscription plans (summary table)

Plan	Price	Target
Starter	$99 / mo	Small companies
Pro	$299 / mo	Mid-size companies
Enterprise	$1,000-$5,000 / mo	Banks, funds, large orgs

3) 150 Unique Questions + Persuasive Answers

Q001: Define FundEd in one sentence.

FundEd is a verified infrastructure layer for education giving: we verify students before funding and connect every contribution to audit-ready, evidence-backed outcomes.

Q002: Why do you call it an infrastructure layer rather than a donation platform?

Because we sell accountability and proof: verification-before-funding, governance controls, audit trails, and reproducible reporting. A UI can be copied; a proof standard and audit culture cannot.

Q003: What is the single core problem you are solving?

Broken trust: donors and institutions cannot reliably prove who received funds and what real impact occurred.

Q004: What do you want FundEd to become in 3 years?

The default standard for 'verified education impact' reporting, with a licensable verification engine and a recurring B2B subscription base.

Q005: What is the one line you want visitors to remember at the booth?

FundEd makes education giving auditable and evidence-backed.

Q006: What is your clearest product promise?

Verified students, traceable flows, and outcome reporting that separates verified evidence from narrative claims.

Q007: Why is this market urgent now?

Scrutiny is higher, fraud fatigue is real, and corporates need defensible impact proof. Programs without evidence get cut.

Q008: Who is the paying customer: donors or corporates?

Corporates are the customer; donors are the user side. Predictable revenue comes from subscriptions and pilots, not fees.

Q009: What is your strongest positioning keyword?

Proof. Evidence. Audit-ready data - not slogans.

Q010: Why is the Dubai booth AI scenario strategically smart?

It keeps high-intent visitors engaged when founders are busy, answers consistently, captures qualified leads, and hands off concise summaries.

Q011: What does ESG stand for?

Environmental, Social, Governance - a framework for measuring and proving impact and governance quality.

Q012: Where does FundEd fit inside ESG?

Primarily Social (education outcomes) and Governance (controls, audit trails, reproducible reporting).

Q013: Why is ESG relevant for investors and corporates here?

Because reputational risk has real cost. Defensible proof reduces risk and enables renewals.

Q014: Why would a company pay for an ESG layer from you?

Building an evidence pipeline and audit-ready reporting in-house is costly and risky. We productize it and make it repeatable.

Q015: What does an ESG report look like in your product?

Not a one-off PDF: a dashboard, exports, audit logs, and an evidence map that can be queried and reproduced.

Q016: How do you prevent 'impact-washing'?

We separate 'verified' from 'narrative'. If it is not supported by evidence, it cannot be presented as verified.

Q017: What is 'audit-ready data' in practice?

Traceable sources, timestamps, change history, and decision logs so a report can be reproduced and defended under scrutiny.

Q018: What is the concrete Governance value you sell?

Criteria, decision logs, role-based access, appeals, revocation policy, and a complete audit trail behind claims.

Q019: If someone says ESG is a buzzword, what's your answer?

We don't sell buzzwords; we sell audit-ready proof that reduces risk and survives scrutiny.

Q020: How does subscription renewal happen in ESG reporting?

Reporting is cyclical (monthly/quarterly). Repeatable exports and audit logs embed into internal workflows, driving renewal.

Q021: List your revenue streams clearly.

1% per donation fee, corporate ESG subscriptions (core), ethical sponsorship/affiliate, corporate pilots/custom integrations, and white-label/API licensing.

Q022: Why is the 1% fee not the main engine?

Even $2.5M donation volume yields only ~$25k gross at 1%. It covers infrastructure, not scale.

Q023: Why keep the fee low long-term?

Higher fees harm donor trust and growth. The scalable monetization is B2B subscriptions and licensing.

Q024: How do you package corporate subscriptions?

Starter $99/mo, Pro $299/mo, Enterprise $1,000-$5,000/mo based on reporting depth, governance features, exports, and SLA.

Q025: What does your 100-customer scenario generate?

70 Starter + 25 Pro + 5 Enterprise at a $2,000 assumption equals about $24.4k per month and ~$292.9k per year.

Q026: Explain affiliate revenue with one realistic example.

Verified-student offers with education brands. Example: 10,000 students x 1 purchase/year x $20 commission = $200k.

Q027: Does sponsorship risk credibility?

Yes if it's mixed with verification. Our rule: sponsors never influence verification; disclosure is explicit; no student benefit, no deal.

Q028: What is the pilot/integration offer?

Launch a verified cohort and deliver an audit-ready report in 60-90 days. Projects typically range $10k-$100k, then convert to subscription.

Q029: Where does white-label/API licensing fit?

When institutions want to run programs using our standard: license the verification engine and reporting layer (e.g., universities, foundations, NGOs).

Q030: Why can net margins reach 65%-80%?

Funds need not pass through our balance sheet; we sell software and governance. Costs are mainly team, verification ops, and hosting.

Q031: What is the biggest pain in education giving today?

Weak verification and non-standard proof of impact: donors can't trust, corporates can't defend claims.

Q032: Why start with education as a vertical?

High impact plus high fraud/credibility risk - which makes a trust layer unusually valuable.

Q033: Where is the real budget in this space?

Corporate ESG/CSR and scholarship program budgets, not donor platform fees.

Q034: Who is the core B2B buyer persona?

ESG/CSR leaders, compliance/reporting, internal audit, or impact program managers.

Q035: State the corporate pain in one line.

Saying 'we supported students' is easy; proving it under scrutiny is hard.

Q036: Why not let corporates build this internally?

Standards, audit trails, exports, operations, and liability are expensive. We deliver a repeatable proof system faster and safer.

Q037: Why not chase viral B2C growth immediately?

Without a hardened proof standard, virality magnifies risk. We prioritize trust, then scale.

Q038: How do you balance a two-sided market?

Verified students create trust; corporates pay for audit-ready proof; donors get clear, evidence-backed updates.

Q039: What should be your north-star metric?

B2B renewals - the clearest signal of repeatable value and predictable revenue.

Q040: What makes this business defensible?

Operational standards + audit culture + a verification engine and reporting templates that take time to build and refine.

Q041: What are the four core product components?

Pre-funding verification, campaign integrity rules, audit trails, and outcome reporting with verified-vs-narrative separation.

Q042: What does the verified badge actually mean?

Identity and enrollment evidence checked against defined criteria, with decision logs and an appeal path.

Q043: What does outcome reporting show to a donor?

Which verified student received funds and what evidence-backed milestones/outcomes were achieved over time.

Q044: Which report page is most valuable to corporates?

The evidence map: funds -> student -> evidence -> outcome -> timestamps and change history.

Q045: How do you maintain quality when volume grows?

Risk scoring and triage: low-risk automated checks, high-risk manual review with auditable decisions.

Q046: Why are appeals a product feature, not just policy?

Fairness is trust. Appeals correct mistakes and provide feedback loops to improve criteria.

Q047: Why must revocation policy be explicit?

Fraud can surface later. Clear revocation rules prevent ambiguity and protect reputation.

Q048: Why is cohort funding attractive for corporates?

It improves auditability: fixed criteria, aggregated reporting, and repeatable cycles aligned with internal governance.

Q049: What is the single most important donor screen?

A concise evidence-backed progress summary showing 'where it went' and 'what verified milestone happened'.

Q050: What three screens should the booth AI demo?

A verified profile, an audit/decision log, and a revenue/ESG reporting view plus a pilot call-to-action.

Q051: What minimum evidence do you request for verification?

Identity plus proof of enrollment (e.g., enrollment letter, student ID, university email) plus consistency checks.

Q052: How do you verify globally without universal university integrations?

Keep the standard consistent, allow local evidence options, triage via risk scoring, and expand coverage via partners.

Q053: Automation vs human review: how do you decide?

Automate low-risk cases; route high-risk cases to manual review; log every decision and allow appeals.

Q054: How do you reduce false accepts?

Anomaly signals, duplicate detection, document consistency checks, and post-verification audits.

Q055: How do you reduce false rejects?

Appeals, alternative evidence options, second review, and clear rejection reasons.

Q056: How do you detect multi-account duplication?

Behavior patterns, evidence similarity, consistency signals, and manual review for flagged cases.

Q057: What happens if a campaign claim is not provable?

It cannot be labeled verified; repeated issues can trigger review or revocation according to policy.

Q058: What is your response to suspected forged documents?

Escalate to manual review, freeze the flow if needed, record the incident, and apply account restrictions under policy.

Q059: How do you talk about verification SLAs at this stage?

We commit to fast handling of low-risk cases and audited handling of high-risk cases; exact numbers are validated in pilots.

Q060: What does it mean to license the verification engine?

Institutions run programs using our criteria, decision logs, and audit trails while we provide the infrastructure and reporting.

Q061: What is the highest-risk security failure class for you?

Authorization bugs (e.g., IDOR) and poor role scoping. A single flaw can destroy trust.

Q062: Why are audit logs both a security and a B2B feature?

They provide traceability for incidents and the proof behind reporting; without logs, you cannot defend anything.

Q063: Why is Stripe webhook signature verification mandatory?

It prevents spoofed payment events that could corrupt financial state and reporting.

Q064: Why is idempotency non-negotiable in payments?

Retries happen. Idempotency prevents double-crediting and keeps state consistent.

Q065: What is your data minimization principle?

Collect only what is necessary for verification and reporting, restrict access, and reduce retention where possible.

Q066: How do you enforce least privilege?

Separate roles (donor/student/admin), restrict sensitive actions, and log all privileged operations.

Q067: How should student documents be stored?

Encrypted storage, access logging, retention limits, and policy-based deletion/archival to reduce exposure.

Q068: What are the first three steps in an incident response?

Stop the affected flow, use logs to scope the incident, then execute notifications and fixes per policy.

Q069: What is the main security risk of a booth AI agent?

Hallucinations and data leakage. We use grounded RAG, strict scope, and safe fallbacks.

Q070: Why is 'self-training' dangerous in production?

Unreviewed learning can inject false claims. Learning can suggest updates, but KB changes require human approval.

Q071: Do donation funds pass through your balance sheet?

The target design avoids that: funds should not sit in our balance sheet; we provide infrastructure and reporting, reducing operational and legal risk.

Q072: How do you handle chargebacks or disputes?

Stripe event logs provide traceability; we manage campaign state via policy and keep reporting labels accurate.

Q073: How do you think about KYC/AML at this stage?

Payments rely on Stripe standards; platform risk is reduced via verification and audit trails. Legal specifics depend on pilot jurisdictions.

Q074: What is the key accounting separation you must maintain?

Platform fees as service revenue versus donation funds as distinct flows. Clean separation is essential for audits.

Q075: What must be explicit in privacy and consent flows?

What data is collected, why, who sees it, how long it's retained, and how users can appeal or request deletion.

Q076: What reporting mistake creates the biggest reputational risk?

Over-claiming. We prevent it by labeling evidence-backed claims as verified and everything else as narrative.

Q077: How do you handle minors (under 18)?

Jurisdiction-specific flows may require guardian consent. We can restrict or design explicit consent pathways per pilot.

Q078: How do you mitigate risks like fake university email addresses?

No single signal decides verification; we use multiple evidence types and consistency checks plus risk-based review.

Q079: Who is the controller vs processor in data terms?

Depends on the program. Corporates may be controllers; we may be a processor. This is defined via contracts and DPAs.

Q080: Why don't you promise legal guarantees?

Because laws vary by jurisdiction. We build strong governance and proof practices; legal finalization happens per pilot locale.

Q081: How do you land the first 10 corporate customers?

Pilot-led sales: Step Dubai introductions, targeted outreach, and a clear 60-90 day audit-ready report deliverable.

Q082: Write your pilot offer in one sentence.

Run a verified student cohort and receive an audit-ready impact report within 60-90 days.

Q083: Why is this a winnable B2B sales motion?

The deliverable is concrete: audit-ready reporting with evidence, not vague promises. That maps to buyer pain.

Q084: How do you increase the chance a pilot converts to subscription?

Standardize the dashboard/exports, make reporting repeatable, and align with the buyer's reporting calendar.

Q085: What is the toughest Enterprise objection and your response?

'Can we trust you?' We answer with transparent criteria, logs, revocation policy, and a disciplined pilot proof.

Q086: What will you not discount even under price pressure?

Governance quality and auditability. Lower price cannot mean lower proof standards in a trust product.

Q087: Where does B2B upsell come from?

Deeper reporting, more exports, integrations, SLA, and white-label options.

Q088: What could be a B2C growth lever without harming trust?

Evidence-backed student updates and partnerships with universities and education brands that add real student value.

Q089: How do you keep booth leads high quality?

The agent tags intent (investor/pilot/partner), captures role and interest, and prioritizes founder handoffs.

Q090: What does a good founder handoff note contain?

Who they are, their top three questions, buying intent, next step preference, and any constraints like timeline or compliance.

Q091: What do incumbent donation platforms typically optimize for?

Speed and volume. They often underinvest in governance and proof required by corporate audit needs.

Q092: Why are scholarship portals not enough for corporates?

They manage applications, not auditable impact proof and governance behind claims.

Q093: How are you different from GoFundMe-style platforms?

We make education giving defensible: verification-before-funding plus audit trails and evidence-backed outcome reporting.

Q094: If an incumbent copies your UI, what still protects you?

Operational standards, audit trail discipline, revocation policy, and a verification engine refined through pilots.

Q095: Where could network effects emerge for you?

Verified student coverage and standardized corporate reporting: more cohorts improve the standard and increase switching costs.

Q096: How do switching costs form over time?

Templates, exports, audit trails, and integrations embed into corporate workflows and compliance processes.

Q097: What is the biggest strategic threat?

A trust failure. That's why security, governance, and auditability are 'first', not 'later'.

Q098: Name one technical differentiator that matters.

Deterministic state handling for payments and audits: signature verification + idempotency + logged transitions.

Q099: Name one operational differentiator that matters.

Pre-funding verification with risk-based triage to reduce fraud before it reaches the public.

Q100: Name one business differentiator that matters.

B2B subscription focus: corporates pay recurring for audit-ready proof; fees are secondary.

Q101: What are your three deliverables in the next 90 days?

Harden verification ops (criteria/appeals/revocation), ship ESG dashboard+exports MVP, deliver the first pilot report.

Q102: What is truly non-negotiable in the roadmap?

No public campaigns without verification and audit logs. Without that, you are not a trust layer.

Q103: What would you deliberately postpone?

Engagement features like social feeds; first build governance and repeatable reporting.

Q104: What is your first integration priority?

Corporate exports and basic lead capture/CRM alignment; keep the system operationally simple early.

Q105: When does white-label become rational?

After 2-3 pilot cycles validate the standard and corporates ask to run programs under your engine.

Q106: How do you expand verification coverage over time?

Partner verifiers, university integrations where available, and a standardized evidence catalog by locale.

Q107: Which modules make the product audit-ready first?

Event logs, decision logs, exports, and full change history for critical records.

Q108: How do you decide the first reporting templates?

By pilot co-design: what buyers must answer internally, what evidence auditors request, and what exports are required.

Q109: How does the booth AI agent inform the roadmap?

It reveals the most frequent objections and questions, guiding KB updates and product priorities.

Q110: What is the first scaling bottleneck?

Verification edge cases. Without triage and risk scoring, ops cost explodes.

Q111: Which five KPIs define pilot success?

Verification turnaround, appeal rate, fraud incidents, report delivery time, and subscription renewal intent.

Q112: What is the strongest retention signal for corporates?

Repeated internal reuse: dashboard usage, export frequency, and cycle-to-cycle renewal behavior.

Q113: What is the strongest trust signal for donors?

Evidence-backed milestone consumption and repeat donation behavior.

Q114: How do you quantify verification quality?

Audit findings, appeal outcomes, and estimates of false accept/false reject rates over time.

Q115: What must the booth agent never invent?

Traction numbers, customer counts, and financials. If not in KB, it must say so and route to founders.

Q116: What KPI proves reporting is productized?

Time-to-report and reproducibility: re-running exports yields consistent outputs with traceable evidence links.

Q117: What are the first two steps in your sales funnel?

Pilot interest and a pilot brief/call. Then scope the cohort and deliver the first report.

Q118: What validates pricing the fastest?

Post-pilot renewal and upgrade intent. Willingness-to-pay is proven by repeat usage and renewal.

Q119: What is your unit economics lever?

Lower verification cost per student via triage/automation and increase B2B ARPA via deeper reporting and integrations.

Q120: What is your simplest PMF statement?

When a buyer says: 'We need this report every cycle and will pay to keep it running.'

Q121: Why is your team credible in this space?

You live the student side and are building with a trust-first mindset. The technical focus is production readiness and auditability, not demos.

Q122: Why will you win as founders?

Because you are building a standard, not a marketplace gimmick. Standards win when trust and audits matter.

Q123: What is your clearest ask from an angel investor?

Runway plus access: introductions that secure 1-2 corporate pilots and early subscription buyers.

Q124: What is your clearest ask from a strategic partner?

Provide a pilot cohort, clarify reporting requirements, and become an early reference customer.

Q125: Where does funding get spent first?

Verification hardening, ESG reporting productization, security audits, and B2B sales enablement.

Q126: What will you never do, even for growth?

Compromise verification standards. Trust is the product; breaking it kills the company.

Q127: What is your biggest risk and mitigation plan?

Scaling verification. We mitigate with risk scoring, triage, audits, and disciplined policy enforcement.

Q128: Why is pre-seed the right stage for you?

This is when you prove the standard with pilots and turn it into recurring subscriptions before scaling distribution.

Q129: Why is an angel a better fit than institutional money now?

Network and pilot access are as valuable as capital at this stage; angels can unlock both quickly.

Q130: How can partnerships accelerate growth without heavy spend?

Partners bring cohorts and distribution; you provide the infrastructure and standard, converting pilots into subscriptions.

Q131: Why is RAG mandatory for the booth agent?

Hallucinations destroy trust. RAG constrains answers to the knowledge base and reduces fabricated claims.

Q132: Why is 'I don't know' a strong answer in this context?

It protects credibility. Clear boundaries build trust and enable a clean founder handoff.

Q133: Why add voice to the booth experience?

Typing is friction on a crowded floor. Voice keeps engagement high and feels premium.

Q134: What data should the agent capture at the booth?

Minimum PII with explicit consent: role, interest area, company, and optional email for a pilot brief.

Q135: How do you score lead quality on-device?

Intent tags (pilot/investor/partner), decision-maker role, timeline, and explicit next-step acceptance.

Q136: Which topics must always route to founders?

Traction numbers, legal commitments, special pricing, and bespoke partnership terms outside the KB.

Q137: What response structure keeps answers persuasive?

Two-sentence direct answer, three bullet proof points, then a clear CTA (pilot brief or meeting).

Q138: How should KB updates be governed?

Only via review. Logs suggest updates; humans approve changes before the agent can use them.

Q139: Why is multilingual support important at Step Dubai?

Language affects trust. A polished TR/EN experience (and optional Arabic) improves credibility and dwell time.

Q140: What is the best booth CTA for conversion?

'Send me the 2-page pilot brief' via QR/contact capture - a low-friction next step.

Q141: If an investor says 'anyone can build this', what's your reply?

Anyone can build a website. Few can build a proof standard with governance, audits, and revocation policies that corporates will renew.

Q142: If someone says 'ESG is pointless', what's your reply?

The word can be abused, but the need is real: corporates must defend claims. We sell audit-ready proof, not labels.

Q143: If someone says 'fraud will still happen', what's your reply?

Zero fraud is unrealistic, but we reduce it materially with pre-verification, triage, audits, and clear revocation.

Q144: If someone says 'students won't upload documents', what's your reply?

They will if verification increases funding success. We also minimize requirements and provide alternative evidence paths.

Q145: If someone says 'corporates already write CSR reports', what's your reply?

They write narratives. We provide the evidence pipeline and audit trail that makes claims defensible.

Q146: If someone challenges your projections as fantasy, what's your reply?

They are scenarios, not promises. The point is the engine: low fee, high-margin B2B subscriptions validated through pilots.

Q147: If someone says regulation is risky, what's your reply?

We reduce risk by avoiding balance-sheet custody of funds, keeping audit trails, and minimizing data; legal specifics are finalized per pilot jurisdiction.

Q148: If someone asks 'why you?', what's your reply?

Because we are building the standard with discipline: verification, governance, and proof - the things that win audits and renewals.

Q149: If someone asks 'why invest now?', what's your reply?

Events like Step Dubai compress time-to-pilots. Early capital + partnerships can lock in reference pilots and a standard faster.

Q150: If someone asks about exit plans, what's your reply?

We focus on building a durable business with recurring subscriptions and licensing; exits become options once the standard and revenue are proven.