

## PROBLEM

Education funding lacks transparency and accountability. Donors and institutions cannot clearly verify whether funds reach the right students, are used correctly, or create measurable outcomes, limiting trust and institutional-scale adoption.

## SOLUTION

FundEd provides a standardized trust layer for education funding by verifying students, tracking donations, and structuring impact data into transparent and reportable formats.

## PRODUCT

FundEd is an infrastructure platform for education funding, offering student verification, campaign-based donation tracking, donor impact visibility, and institutional dashboards with audit-ready reporting.

## TARGET USERS

Individual donors, corporations, foundations, universities, and institutions that fund education and require transparency, traceability, and structured impact reporting.

## VALUE PROPOSITION

FundEd turns education funding into a measurable and reportable process, giving donors clear impact visibility and institutions ESG-ready dashboards and evidence structures.

## IMPACT TRACKING

Impact tracking makes outcomes visible through structured campaign progress, verified expenses, updates, and evidence, ensuring continuous accountability.

## REVENUE MODEL

FundEd generates revenue through platform fees and institutional ESG and impact reporting subscriptions with tiered access to dashboards and audit tools.

## WHY FUNDED

FundEd manages the full lifecycle of education funding—from verification to reporting—designed for institutional trust, scalability, and long-term accountability.

## GO-TO-MARKET

FundEd follows a pilot-driven strategy, using Dubai as a global showcase and scaling through university and institutional partnerships.

## VISION

FundEd aims to establish a global trust standard for education funding that is transparent, traceable, and measurable worldwide.