InnoFund Proposal



Global Startup Competition

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**The Business Overview**

As time and technology continue to develop and improve, concepts such as fundraising continue to advance along this journey. Fundraising has existed since the beginning of recorded history. People have always felt the need to give because humans are social creatures by nature who more often than not want to help others achieve the greater good. InnoFund is a company created to help make the social aspect of fundraising meet the advances of technology and make up where traditional and some newer methods of revenue generators lack.

Crowdfunding is certainly a great way for startups, organizations, and individuals to raise funds but there are millions of individuals that will never create a campaign, donate to a campaign, and an even larger population that are not even aware of this fund raising tool. However, people are still aware of organizations such as Girl Scouts, Church groups, and senior classes that still need to raise money for the activities and services that they have been providing for over a century. InnoFund meets the need of the person to person contact and personal connection of helping someone that you know or a friend of a friend.

InnoFund is seeking $XX,000 to cover startup cost. The funds will be used as follows:

**Advertising**

Business Cards and Printed Material $

Radio advertisement $

Television advertisement $

Newspaper advertisement $

Bill Board advertisement $

E-Blast marketing $

Website

Social Media

Office Expense (Postage/Shipping) $

Accounting $

Insurance $

License and Fees $

Professional/Legal $

Salaries/Wages $

Telephone/Cell/Internet $

Working Capital $

**Total $**

**The Opportunity**

Partnering local businesses and online store owners in need of an increase in sales and revenue with area non- profit organizations that need to raise some funds with no startup money is the perfect InnoFund match. So many businesses have lost revenue trying to increase it by using online group coupon deals either with local and national companies such as Groupon and Living Social. For larger companies that can afford the deeply discounted prices and low initial revenues it is a great idea for marketing and sales but it has hurt many and even closed smaller mom and pop businesses when not used properly.

InnoFund’s goal is to increase revenue and sales for all small businesses that participate as an InnoFund Business Partner. The percentage of revenue increase will depend on the length of their relationship and number of organization. We will be an innovative revenue building for all parties involved with no upfront cost for the business or organization. The InnoFund Business Partner would win all around with no upfront costs for marketing and increase revenue at every sale. So what does InnoFund sale?

**The Marketing and Sales Strategy (Include US and International Market Economics, Research and Supporting Data on Potential Customers and the Industry)**

**Economics United States**

“While ‘electronic banking’ used to mean banking by computer, it now encompasses three devices: computers, smartphones, and tablets. Because each device is different, both with regard to the people who use them and the functions for which they are used, banks that want customers to migrate to those devices need to learn how to leverage the advantages of each.”[[1]](#footnote-1)

**– Robyn Kaiserman, Financial Services Analyst**

**Market Analysis**

**Market Trends**

**Economics International**

**Market Analysis**

**Market Trends**

InnoFund Business Partners would finalize 4 deals to be offered by InnoFund Business Partners as Virtual Fundraising Cards (VFC) to be sold to support of local organization fundraisers. There will be Fundraising Managers that connect with area businesses in-person or by phone depending on location. The website [www.Inno-Fund.com](http://www.Inno-Fund.com) will serve as a portal for Business Partners, Fundraiser Managers, and Fundraising Organizations to create the Campaign Account. It will serve as the meeting point that allows potential fundraisers to connect with small to medium sized businesses that offer discount deals in their local area. Each fundraiser will consist of a Virtual Campaign that has a specified deadline and VFC Campaign. Organizations can host multiple campaigns at once for more than one type of VFC.

This back office portal will be used for businesses and fundraiser organizations to track VFC sales and revenues received real time. The business will be able to create multiple discounts offers to be used on VFCs that any fundraiser manager could accept. In addition, a InnoFund Fundraiser Manager will be able to propose a potential fundraiser to a business. Virtual Fundraising cards will be available for prices $10, $15, and $20 (subject to change). Virtual Fundraising cards will eliminate the cost of printed deal cards typically used for Pizza Hut, Dominos and Subway, etc. Each organization would be provided with a Virtual Fundraising Card Link for each Campaign.

The Campaign Account will also have functionality to track email marketing data similar to MailChimp as messages to Facebook friends, coworkers, and church members via email. It would also have a Mobile Messaging Function to send a 160 character text message with a link to purchase the VFC. These VFC Links would allow the deal to be reviewed and purchased by patron via PayPal or Credit/debit card. This purchase would then be logged in Campaign Account so that the Redeeming Retailer would have a real time list of purchased VFC and can check out each of the 4 deals as redeemed.

**Advertising Strategy**

**Customers**

**The Financial Strategy**

A quick look at financials would include: $10 VFC Purchase: Business $2, Organization $4, InnoFund $4; $15 VFC Purchase: Business $4, Organization $6, InnoFund $5; $20 VFC Purchase: Business $5, Organization $8, InnoFu

Additional information can be found on the attached spreadsheet.

1. Consumer Attitudes toward Technology in Financial Services - US - September 2013 [↑](#footnote-ref-1)