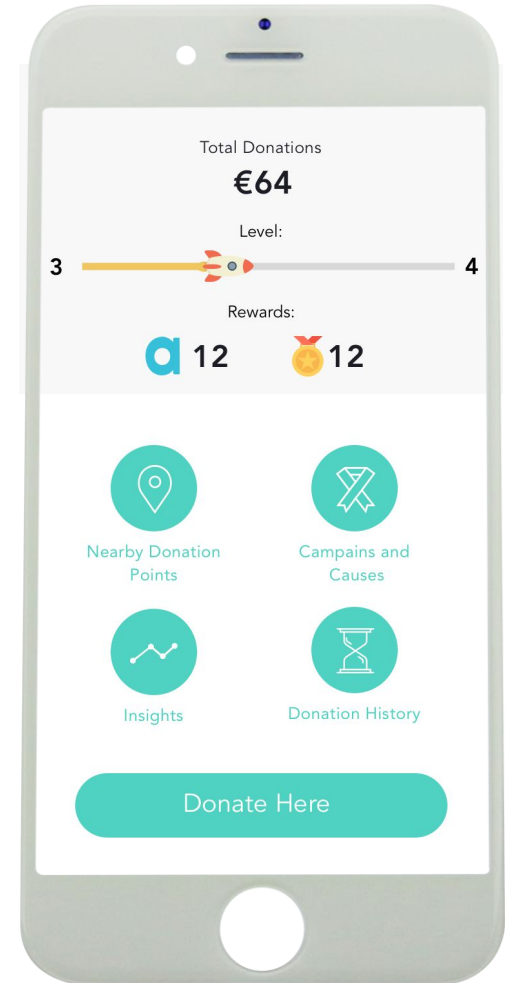# Eisforapp

Donation Platform

A Donation Platform which...

- **Centralises & Unites** fundraising campaigns & causes
- **Increases people's awareness** & **motivation**
  - Attracts donors to higher **contribution**
  - Gamification mechanisms & reward scheme (Antamivi points)
- **Prevents Scam**
  - Organisation validation through the platform of ecosystem (COPQ)
- **Monitors** how much fundraises raise
- Attracts donors to sponsor's **premises**
  - (Marketing - Revenues - Campaign Points)
- Provides campaign **transparency** for the donor.
  - Know where your money went - how much money was raised

DEMO

Gamification - Rewards Scheme

- Every donation gets rewarded with **Antamivi and Experience Points**

- **Achievements** can be unlocked over multiple Donations (Badges)

- Every donor has a **ranking** amongst his Facebook friends

Technologies

- **BOC API - PSD2 Compliant** - Works with every psd2 compliant bank

- **iOS** SDK, **Android** SDK

- Application Server **Java EE**
  - Microservices, integration with BOC API, Integration with BOC Antamivi, REST, MQTT over web sockets

- **Geo-located BLE** device with a microcontroller (offline and online donation)

- **Azure** Hosted

- **Location Services** - IBM Bluemix Banking API

- **Offline Functionality** - IBM BlueMix IoT/MQTT

Business Opportunities

- Sponsors benefits:
    - Donors attracted to premises (Marketing, Revenues)
- Funding organisations benefits:
    - Scam free
    - Know their donors
    - Corporate Social Responsibility
- Donors benefits:
    - Rewards through loyalty scheme
    - Social activity through gamification

Revenue Scheme
    - Renting equipment (BLE devices) to campaigns Sponsors
        - Collaboration with Antamivi
        - Attract people to the premises of the campaign's sponsor
    - The platform can be sold to a bank/third party
        - Antamivi or any other loyalty system

Future Upgrades

- Provide a Donation API that could be integrated in any payment system
  - Option to donate with online payments (Amazon, ebay, etsy or online Bill Payments e.t.c) through our Donation api and perk the user with antamivi loyalty points.
- Generate analytics - Big Data - Data Mining
  - We can create reports/statistics to benefit the fundraising organisations
  - Generate insights about age, sex, location services, donor demographic