



**Capitalizing on Gen Z's  
connection to technology  
and social media, inspiring  
generational impact to  
conserve parks nationwide**

**Bridging the disconnect** with Gen Z in the NPF engagement pipeline creates a **sustainable** connection with all ages and demographics



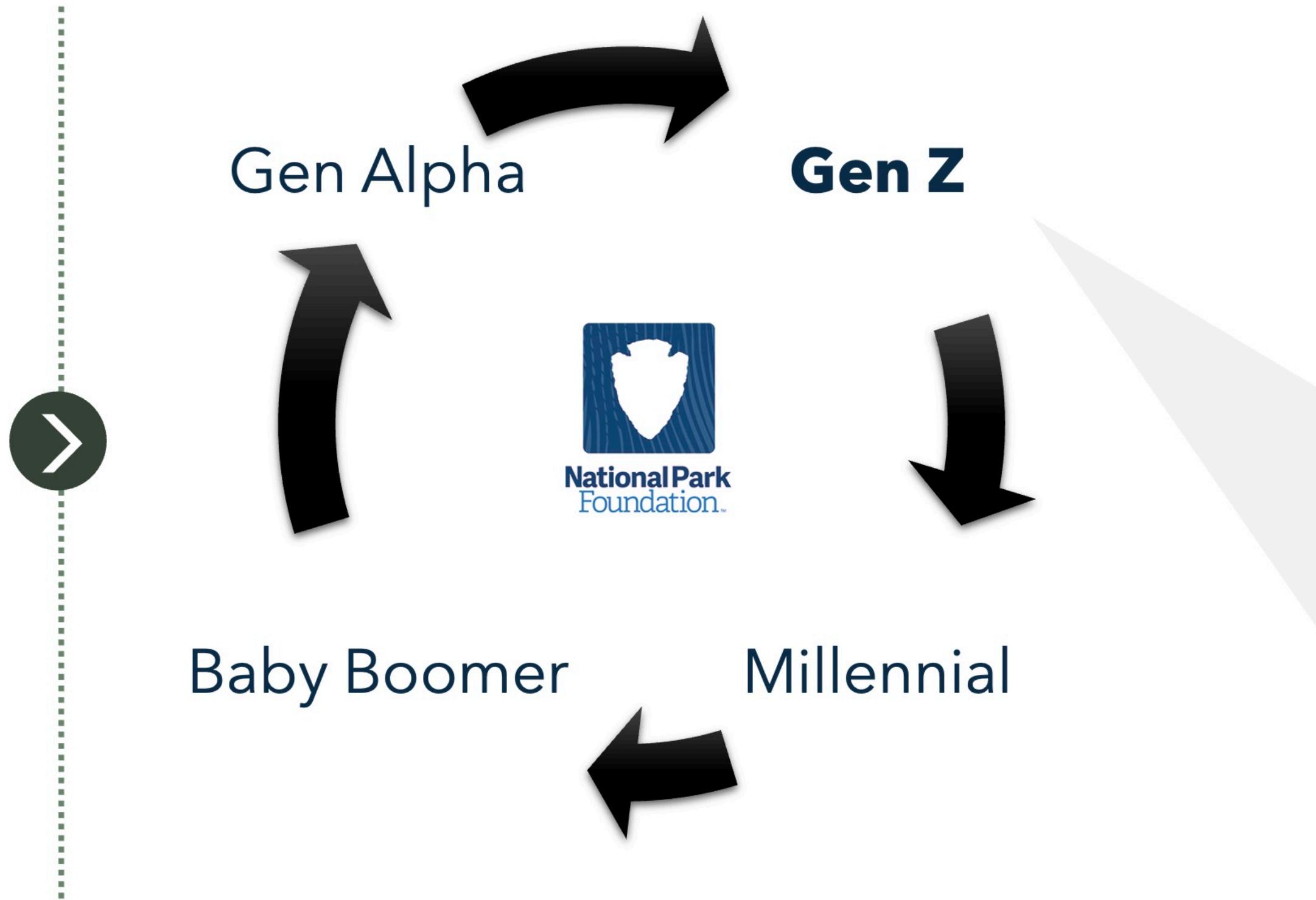
## Current Needs

Bridge the gap in engagement between youth and adults

Utilize technology and social media to increase brand awareness

Create sustained connection and loyalty to parks

## Current NPF Engagement Pipeline



### Key Characteristics of Gen Z

- Tech-savvy and heavy online presence<sup>1</sup>
- Need for social connection with peers<sup>2</sup>
- **75%** of Gen Z view the present as a pivotal juncture for climate action<sup>2</sup>

Source: <sup>1</sup>McKinsey & Company: What is Gen Z (2023), <sup>2</sup>Deloitte: Gen Z Millennial Survey (2022)

**Overview**

Solution

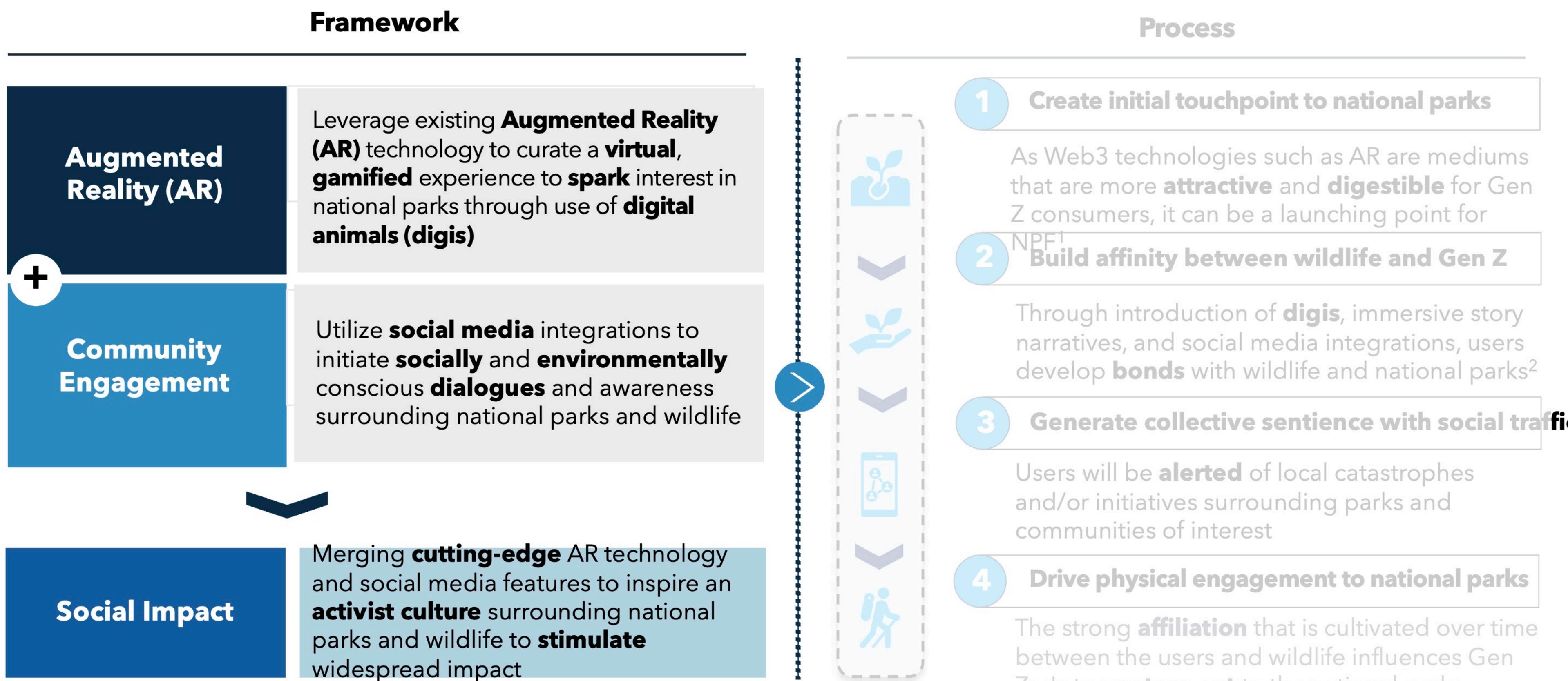
Features

Feasibility

Impact

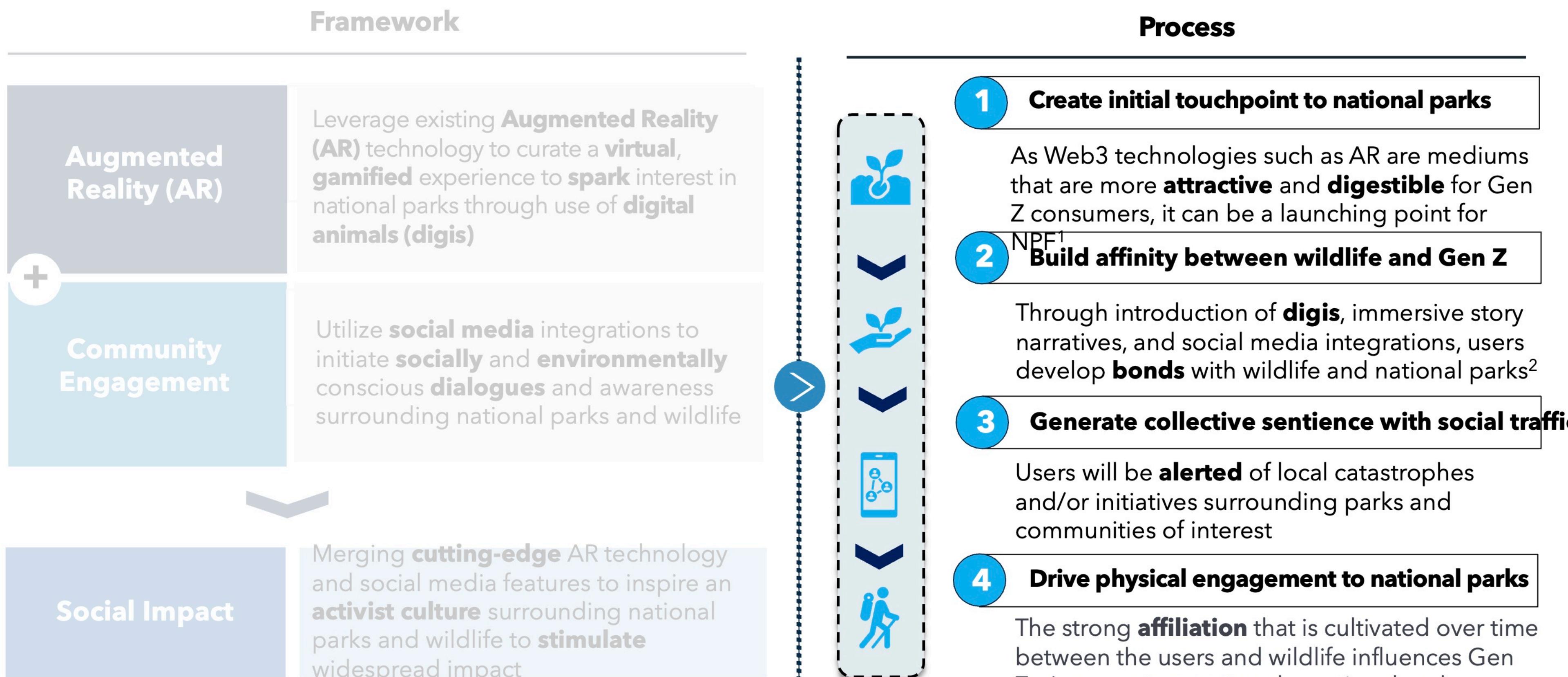
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**NPForward** appeals to Gen Z's interest in technology and social initiatives to drive **engagement** and **awareness** to national parks



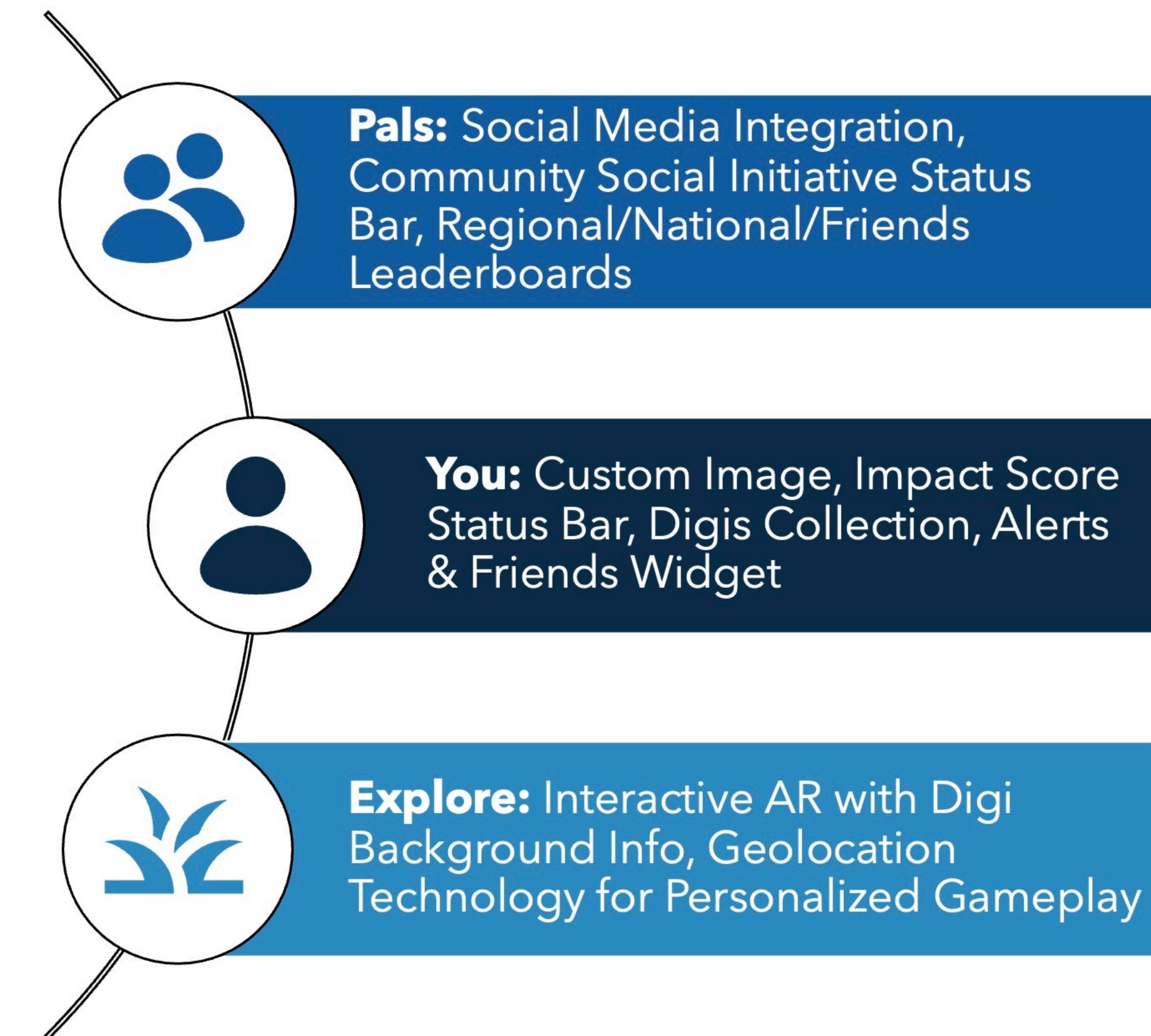
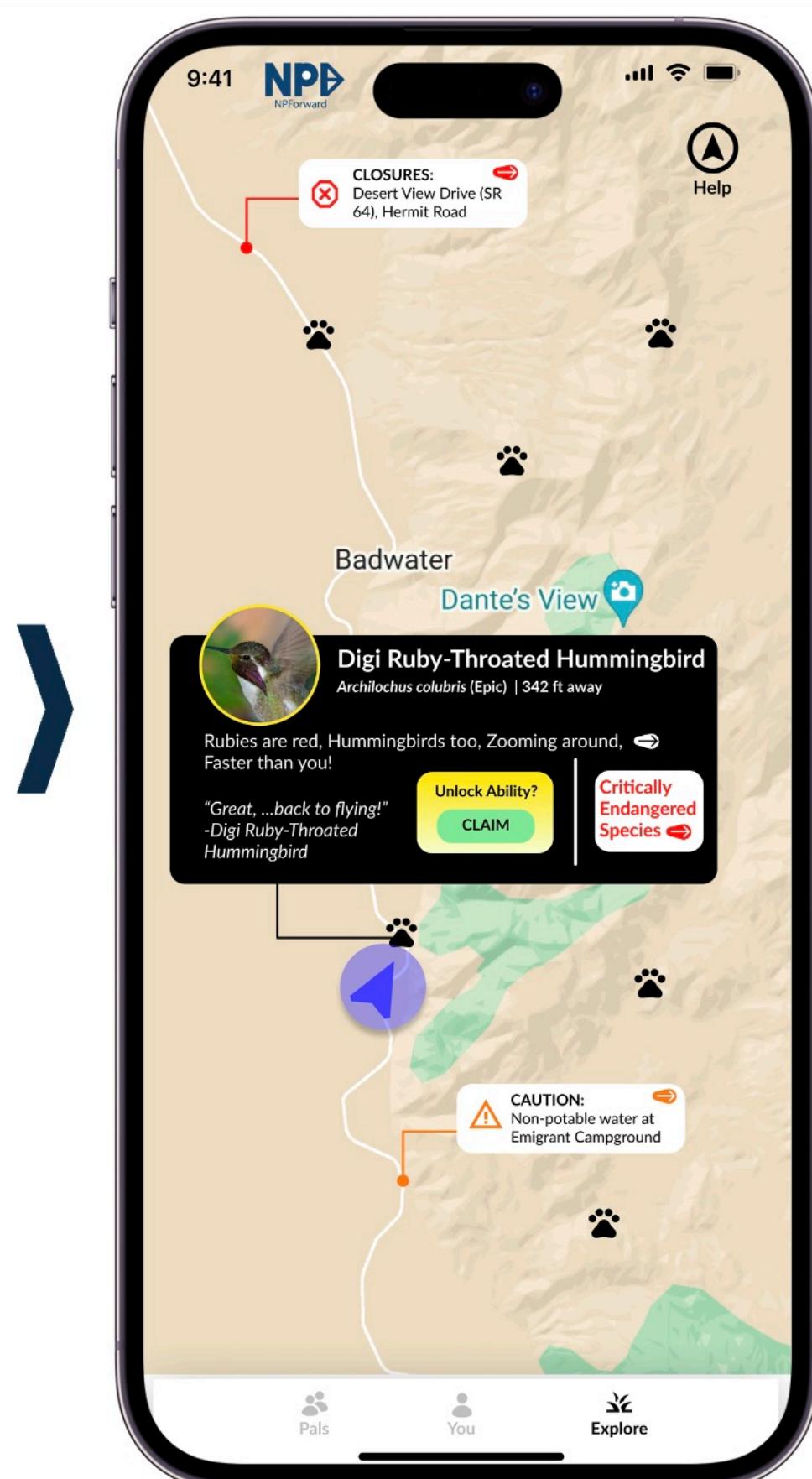
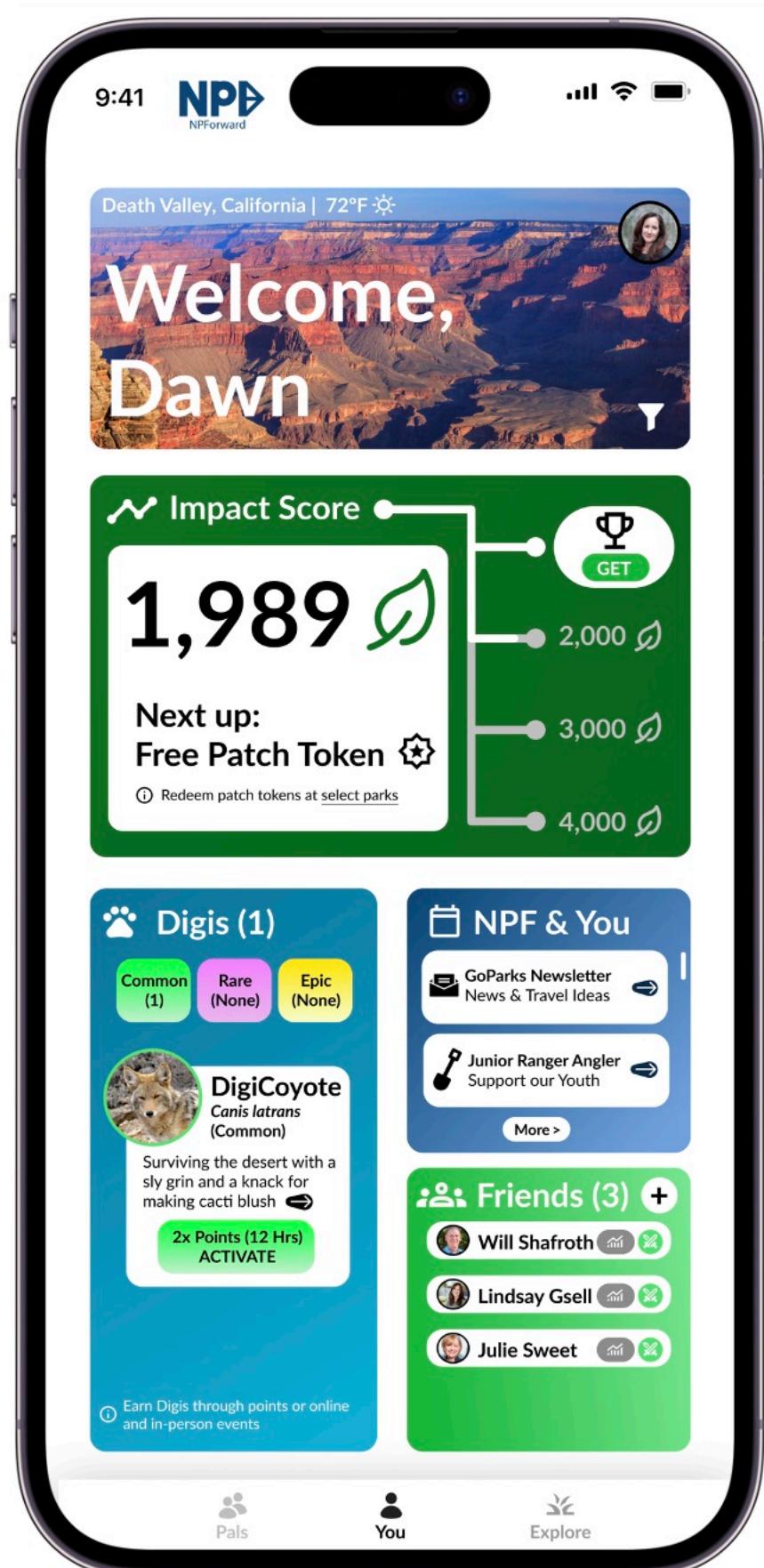
Source: <sup>1</sup>McKinsey & Company: The Promise and Peril of the Metaverse (2022), <sup>2</sup>Ernst & Young: How contradictions define Generation Z (2022)

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**NPForward** utilizes a mobile application powered by AR technology to provide Gen Z a user-friendly, groundbreaking, user experience



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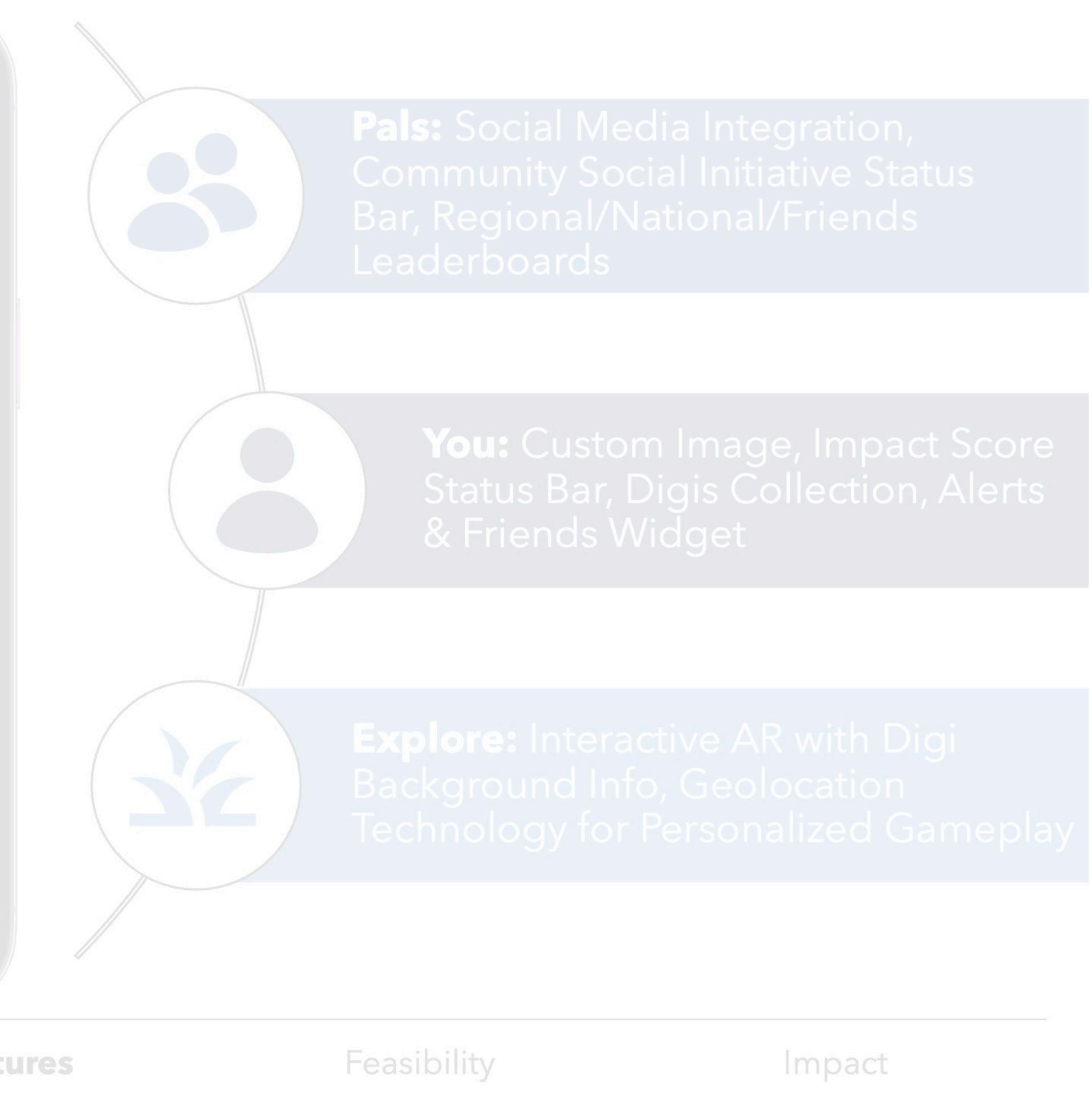
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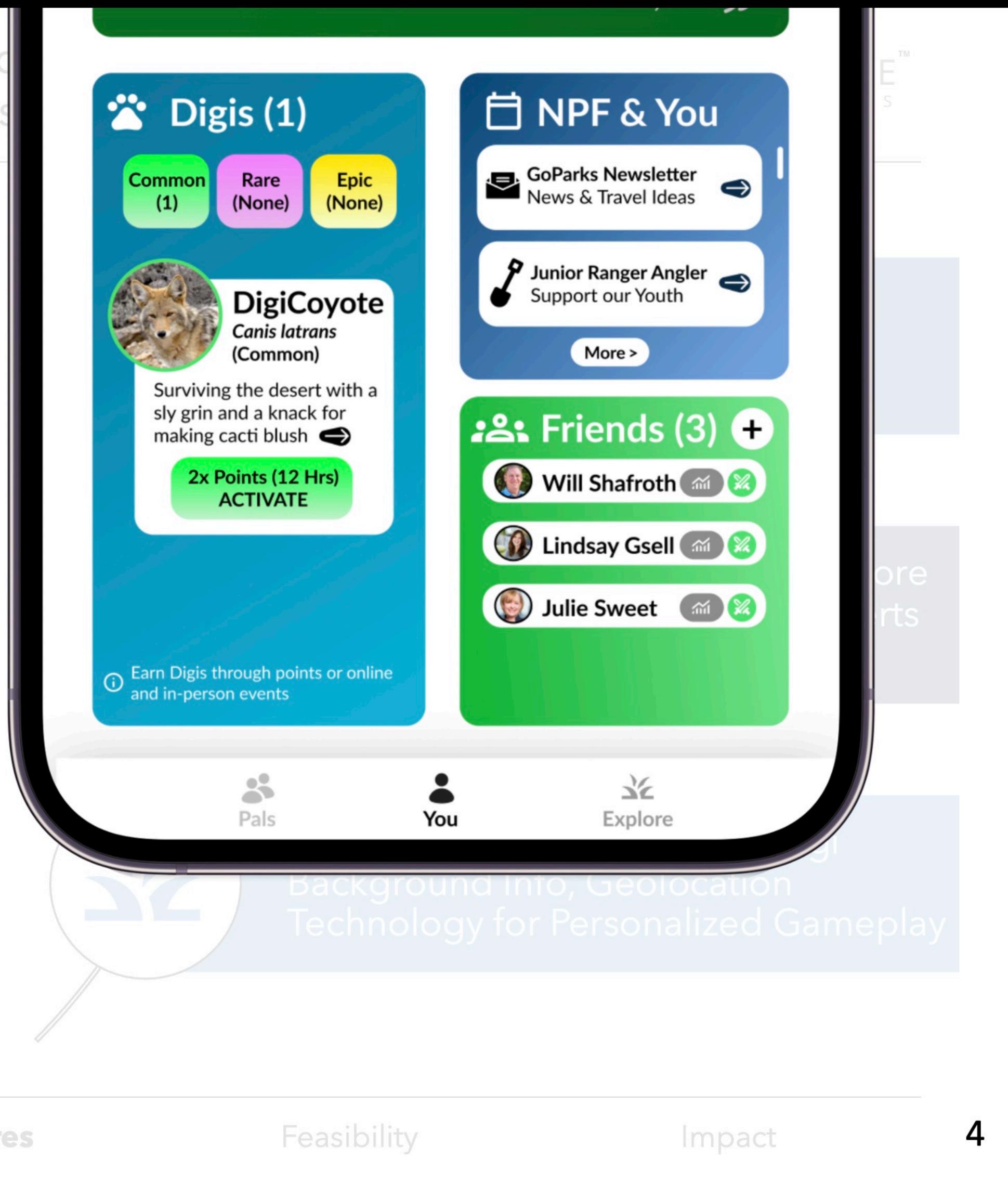
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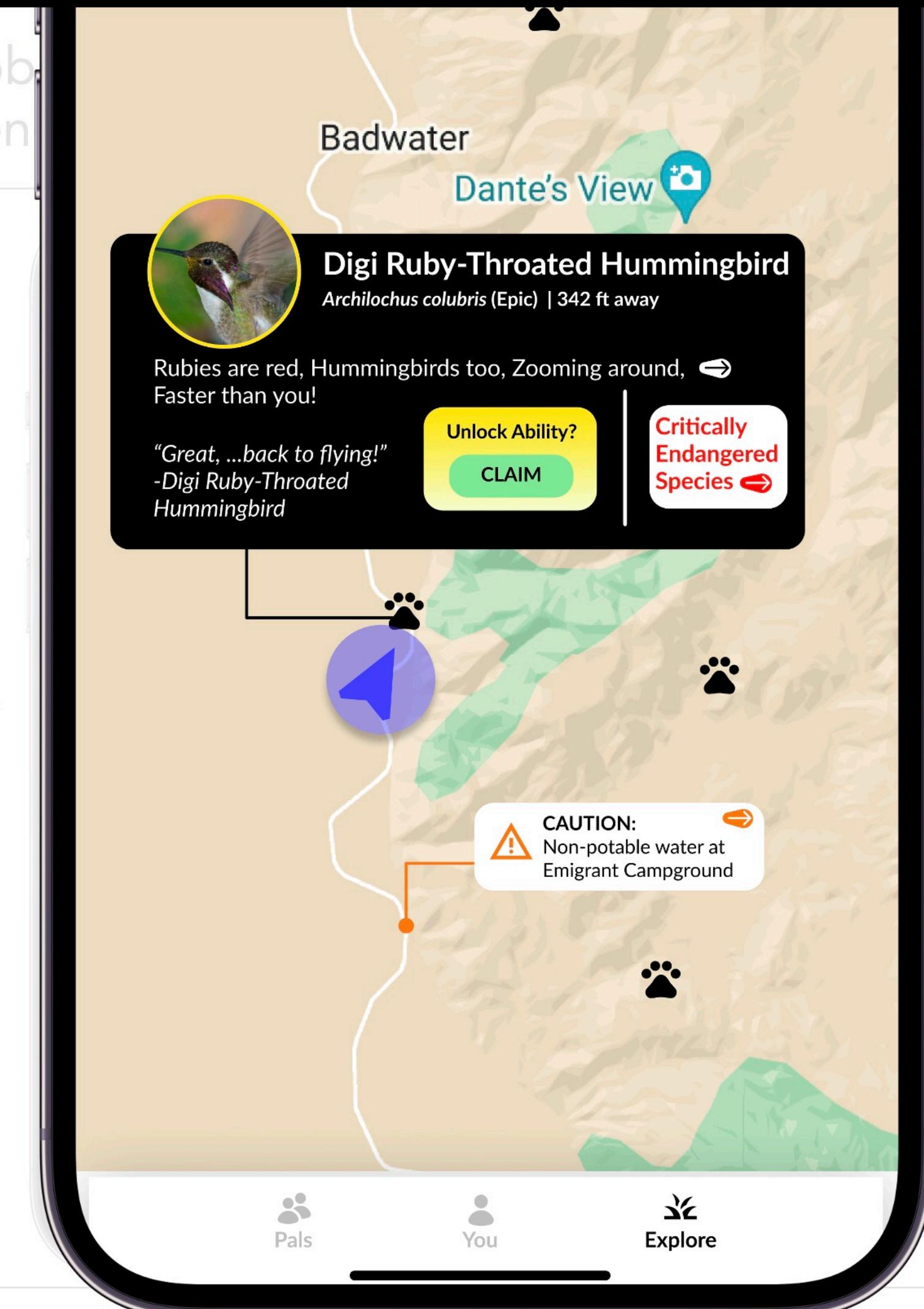
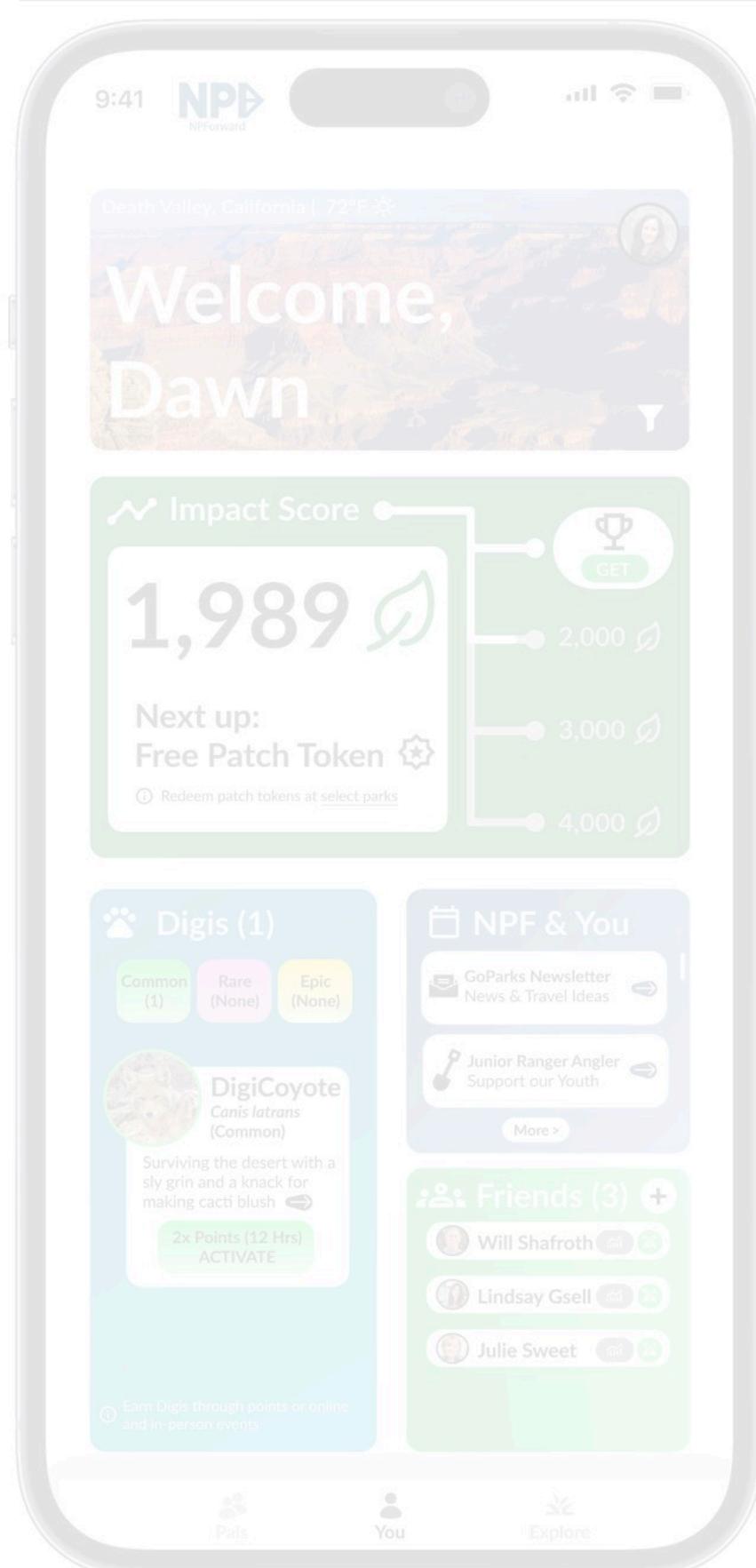
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4

**NPForward** utilizes a mobile application to provide Gen Z a user-friendly way to engage with National Parks.



ogy to



**Pals:** Social Media Integration, Community Social Initiative Status Bar, Regional/National/Friends Leaderboards

**You:** Custom Image, Impact Score Status Bar, Digis Collection, Alerts & Friends Widget

**Explore:** Interactive AR with Digi Background Info, Geolocation Technology for Personalized Gameplay

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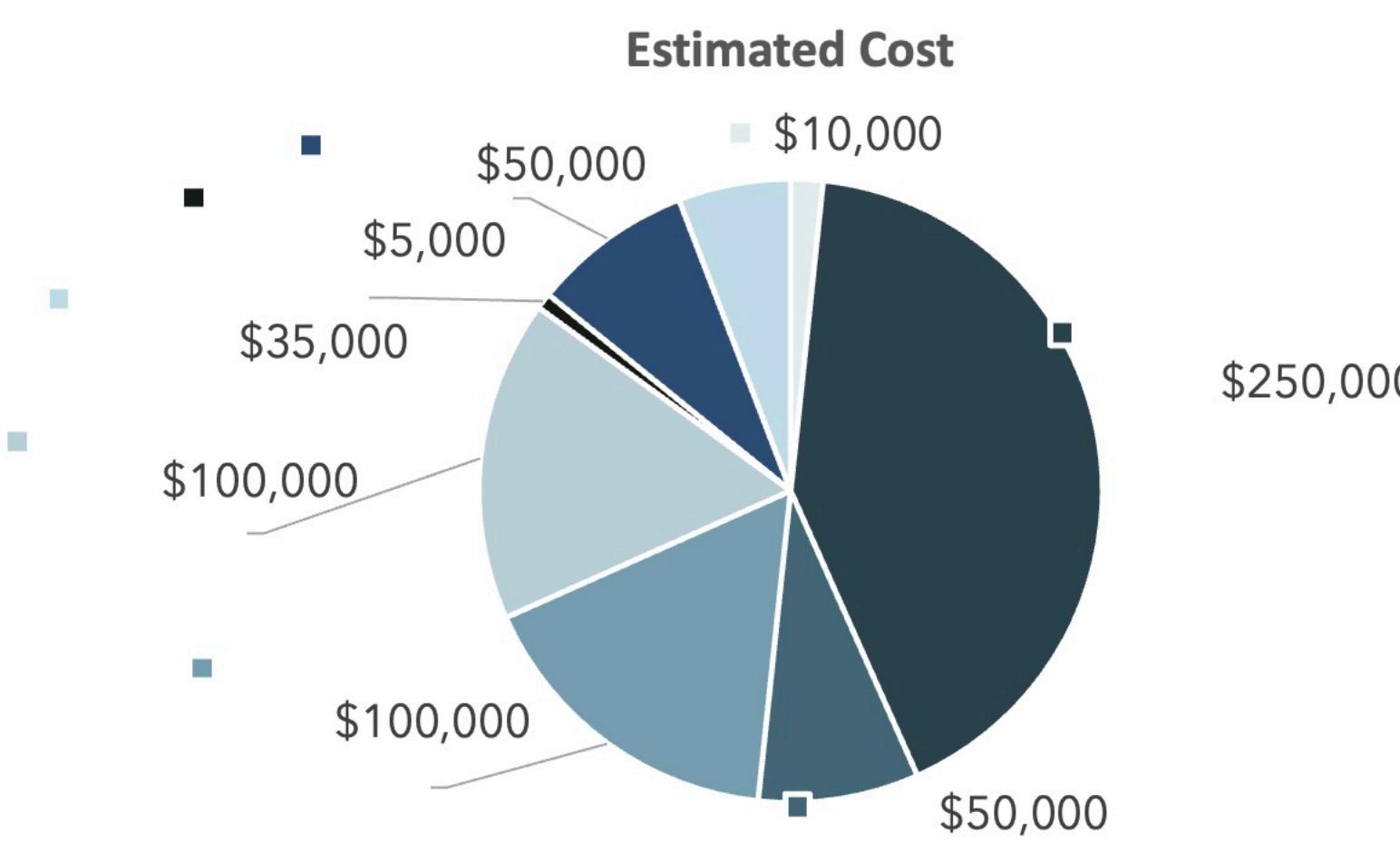
**NPForward** utilizes a mobile application powered by **AR technology** to provide **Gen Z** a user-friendly, groundbreaking, user experience



**Strategic partnerships, community impact, and a rollout strategy** will enable NPF to **scale** development at multiple parks sustainably



## Cost of Implementation



- Frontend (UI/UX)
- Backend Development
- QA and Testing
- AR Models & Animation
- Online Marketing
- Server & Software Maintenance
- Google Geolocation API
- Influencer Partnership



## Scaling

### 1 Corporate Partnerships

Integrate **Niantic** application framework, **Google Geolocation API**, and **Corporate Rewards Sponsoring** instead of pure value extraction to protect operating structure.

### 2 Score Driven Park Initiatives

**Community Impact Score** on app accumulates towards redeeming an initiative for local parks (e.g. building a **visitor center kiosk**), powered by external sponsorships.

### 3 Pilot Rollout Strategy

Launch the application at one popular park (e.g. Grand Canyon National Park) to **pilot effectiveness** and **identify pain points**.

A partnership with **Niantic** will significantly **reduce** and **simplify** implementation

Source: Niantic: ParkVentures Initiative (2022), NPF Funding Partnership with Niantic (2018), Niantic Ingress NPF Donation (2017), Google National Monument Pledge (2017)

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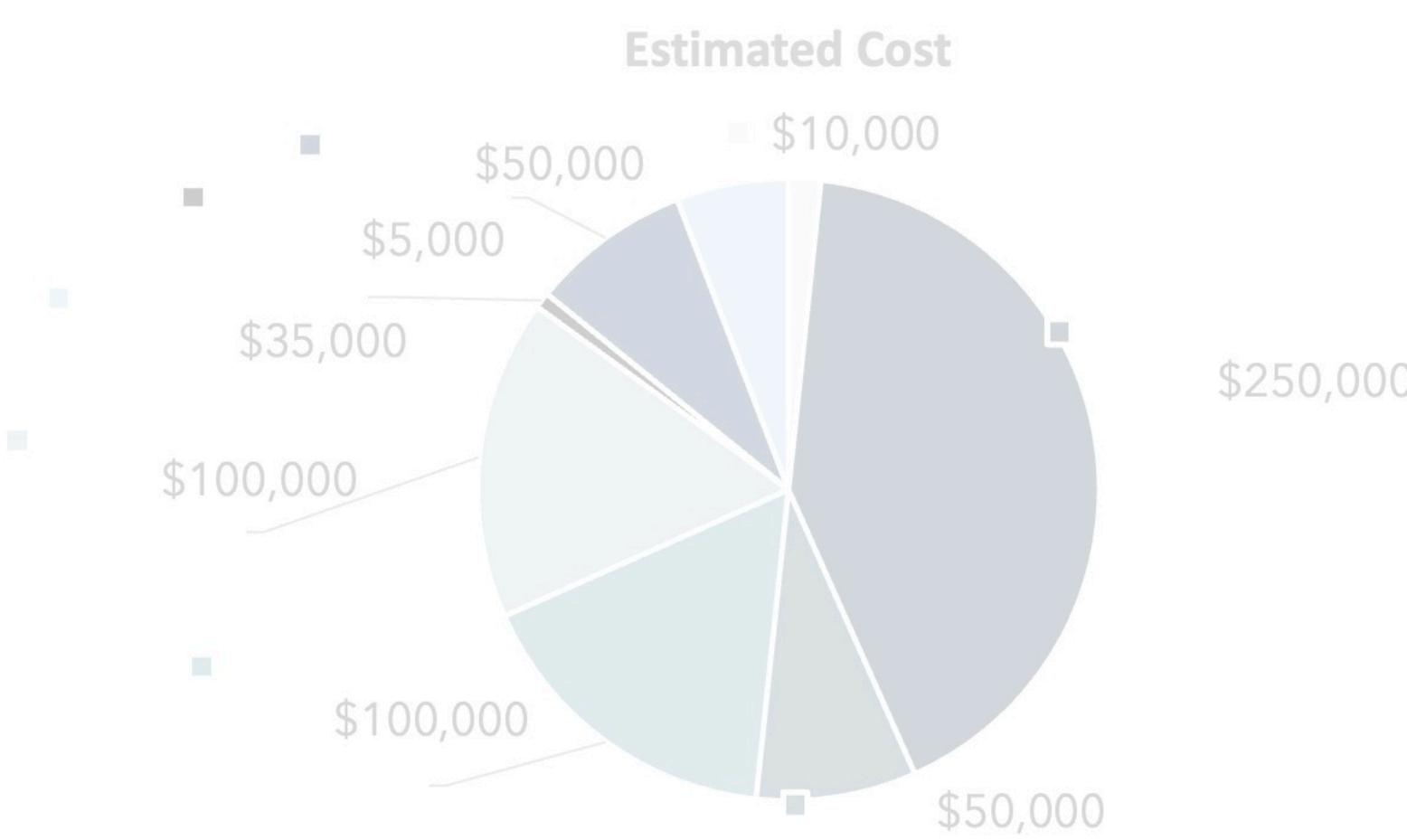
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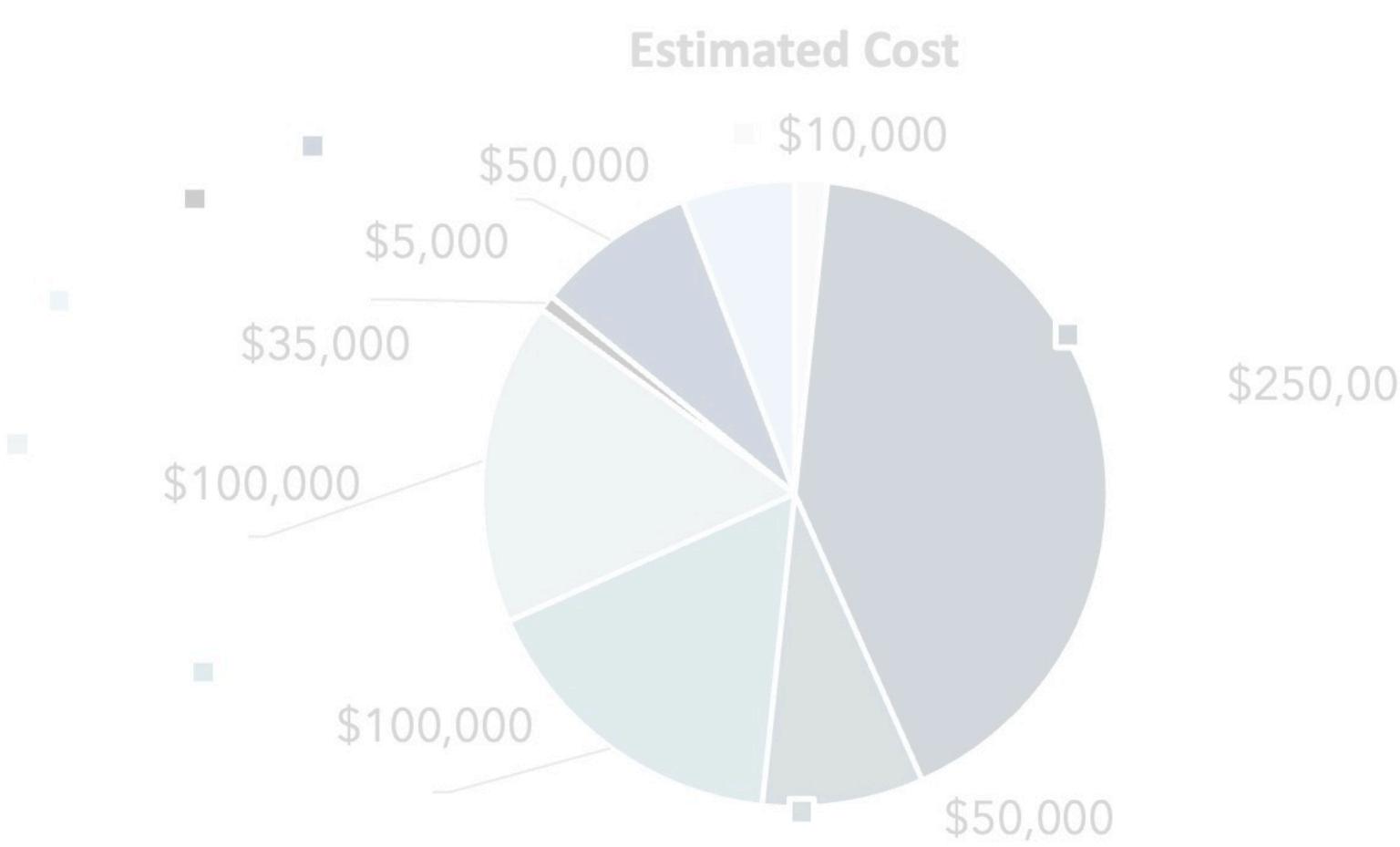
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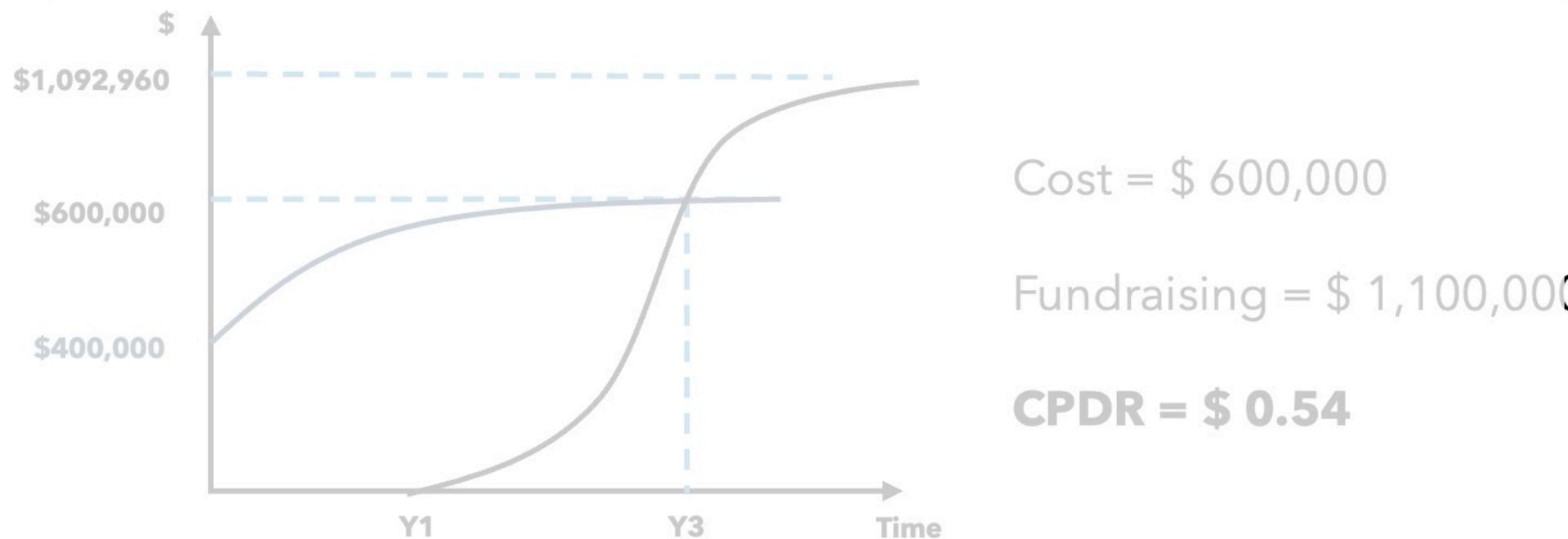
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## Key Metrics

App Downloads	Track the quantity of downloads across digital distribution platforms
Visibility	Aggregate the number of mentions across social networks for visibility analysis
Cost Per Dollar Raised	Divide the total cost of a fundraising campaign by the total amount of funds raised

## Break-even Analysis

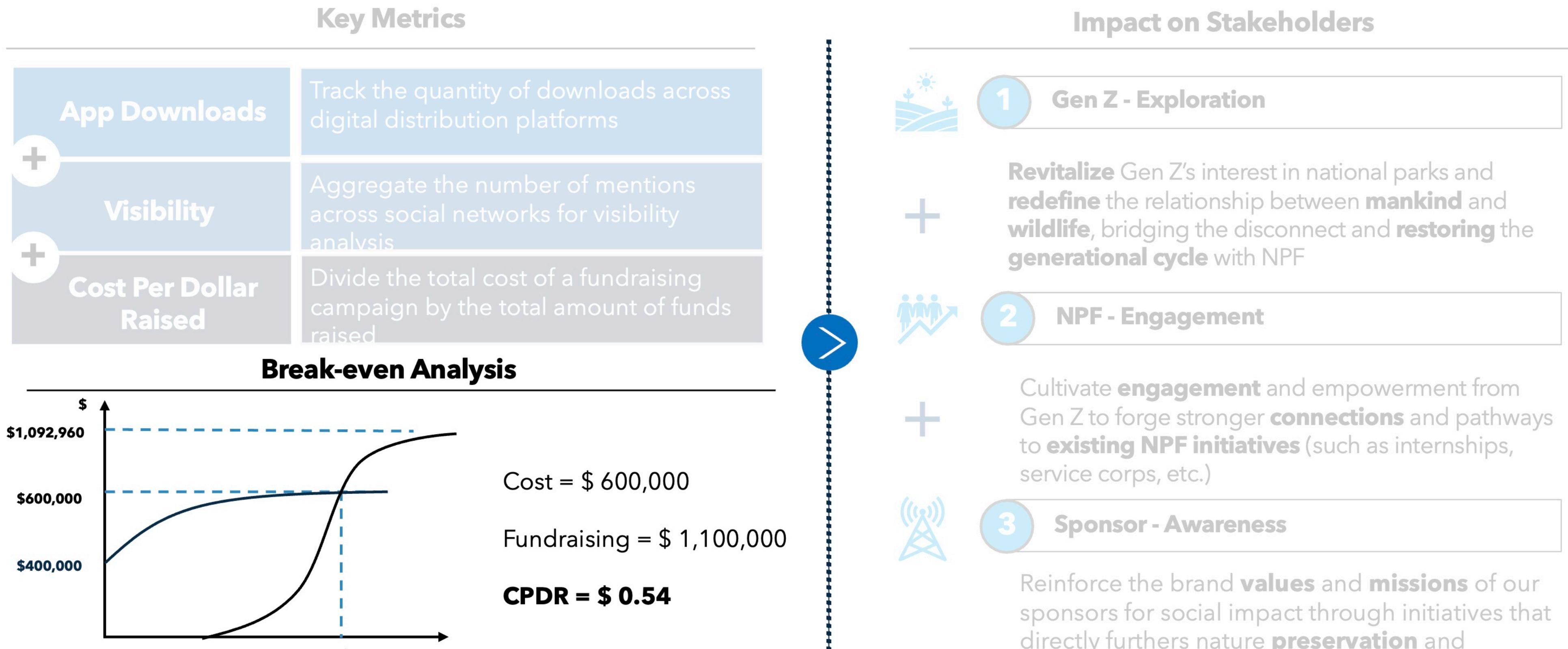


Source: NonProfitSource, Vanguard Charitable "New Survey: 3 in 5 Millennial and Gen Z donors plan to give more to charity in the next 12 months; Epsilon GenZ are the next big nonprofit donors.", Backlingo, Oberlo

## Impact on Stakeholders

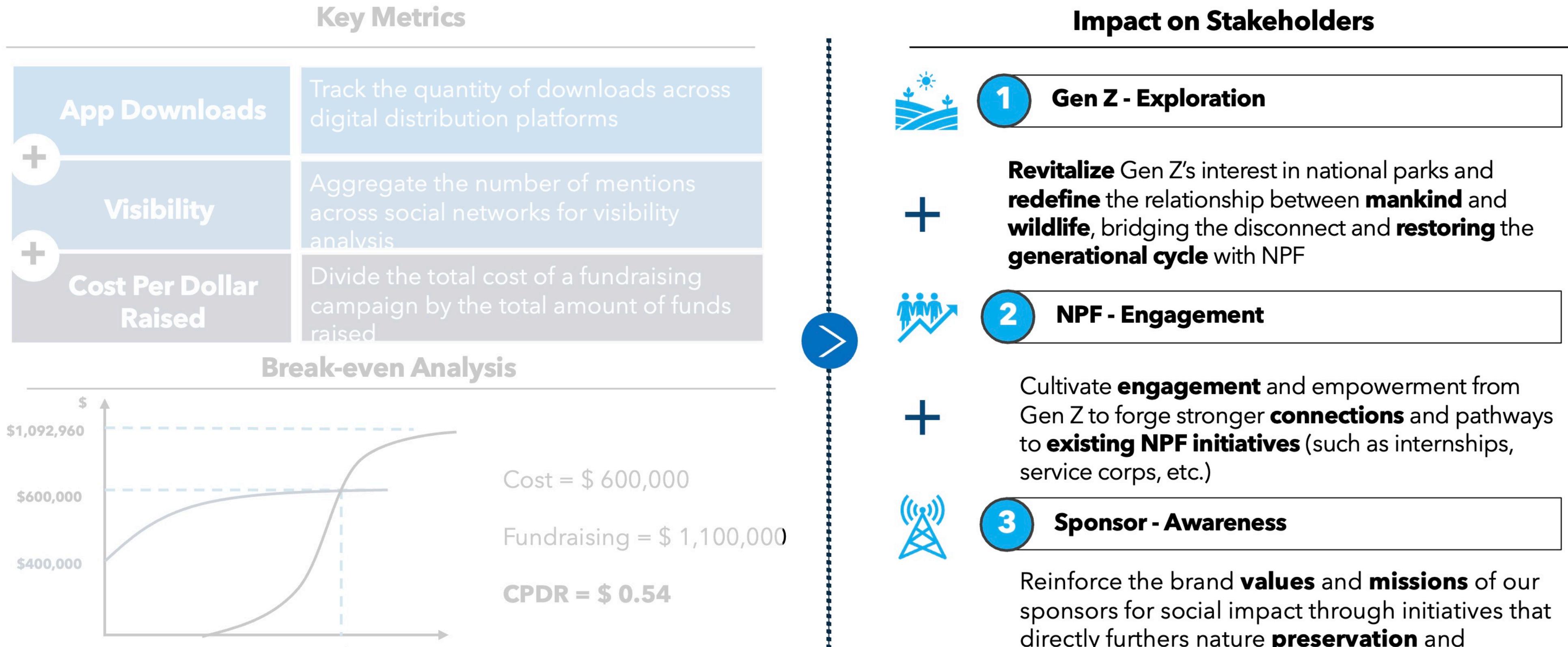
- 1 **Gen Z - Exploration**  
Revitalize Gen Z's interest in national parks and redefine the relationship between **mankind** and **wildlife**, bridging the disconnect and **restoring** the **generational cycle** with NPF
- 2 **NPF - Engagement**  
Cultivate **engagement** and empowerment from Gen Z to forge stronger **connections** and pathways to **existing NPF initiatives** (such as internships, service corps, etc.)
- 3 **Sponsor - Awareness**  
Reinforce the brand **values** and **missions** of our sponsors for social impact through initiatives that directly furthers nature **preservation** and **sustainability**

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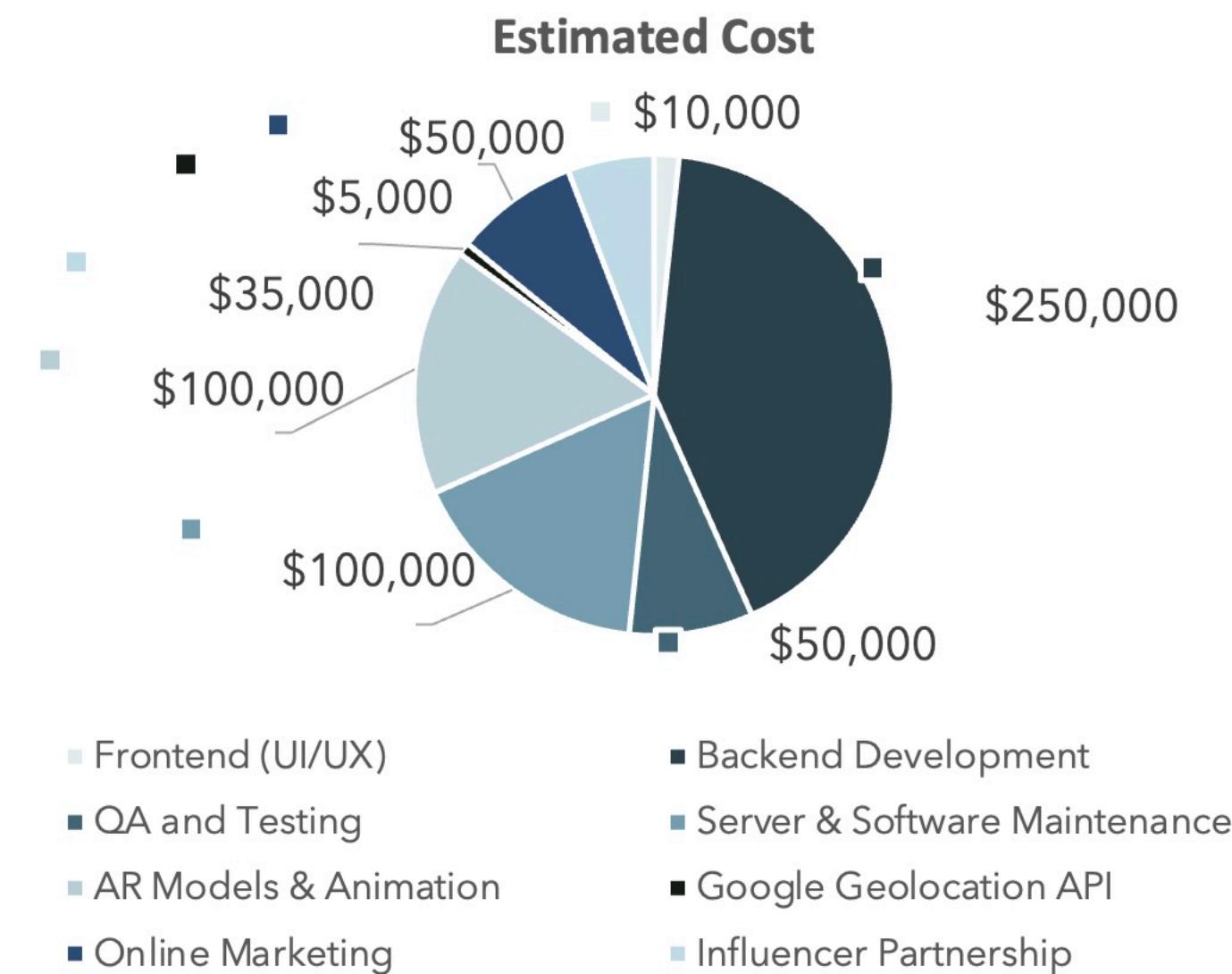
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## Appendix A: Cost Breakdown and Feasibility



Project Breakdown	Estimated Cost
Frontend (UI/UX) <sup>1</sup>	\$10,000
Backend Development <sup>2</sup>	\$250,000
AR Models & Animation <sup>3</sup>	\$100,000
Online Marketing <sup>5</sup>	\$50,000
QA and Testing <sup>4</sup>	\$50,000
Server & Software Maintenance <sup>1</sup>	\$100,000
Google Geolocation API <sup>3</sup>	\$5,000
Influencer Partnerships <sup>5</sup>	\$35,000

## Cost of Implementation



## Rollout Strategy and Timeline



Source: <sup>1</sup>Business of Apps, "App Development Cost", <sup>2,4</sup>STFalcon "Software Development Cost and How to Calculate the Average Estimation in 2023", <sup>2</sup>TekRevol: A Guide on AR Game Development Cost (2022), <sup>3</sup>Google Geolocation API Usage and Billing, <sup>5</sup> Business of Apps, "Marketing Cost"

## Appendix B: Addressing Cell Connectivity and Offline Access



Solution	Example
<b>Offline Step Conversion</b>	With internal <b>biometric data</b> such as the Apple Health Step Counter, users will be able to <b>convert steps to impact score</b> even when exploring parks offline.
<b>Offline Map Download</b>	Users can also <b>download offline maps</b> that are synched to <b>specific parks</b> and have key features like <b>Explore tab and Digi's popping up</b> while users walk around.
<b>Enhanced Outdoor Experience</b>	By <b>rewarding offline exploration</b> of the parks, NPForward will <b>enhance the natural experiences</b> of park visitors and create a stronger connection with Gen Z.

Source: Apple "Health App Step Length" <https://discussions.apple.com/thread/6860574?sortBy=best>

## Appendix C: Corporate Sponsorships Case Study



NIANTIC



### Niantic Sponsor Profile

- Dedicated to **sustainability causes** as a corporation
- **\$500,000 - \$999,999 donation tier** within NPF corporate sponsors
- Owns existing **Augmented Reality and geolocation software**

### Past Initiatives With Niantic x Google

1

#### Niantic - Park Ventures (2022)

Supported **\$1.2 million initiative** to bring people to parks, especially among communities that have been historically excluded.

2

#### Niantic - Operation Clear Field (2017)

Hosted series of **service events** across 120 cities for Ingress players to **combine gameplay**, scavenger hunts, and **raise money for NPF**.

3

#### Google - Stonewall National Monument (2017)

Google funded **\$1 million to maintain Stonewall National Monument**, increased support for monuments and landmarks in US.



**Leveraging Niantic's close relationship with the NPF and its existing software platforms, NPForward will utilize corporate sponsorships that will streamline the development process of the application.**

Source: Niantic: ParkVentures Initiative (2022), Niantic Labs Tech (2024), NPF Funding Partnership with Niantic (2018), Google National Monument Pledge (2017)

## Appendix D: NPForward Financial Analysis



### Projections of donations raised through NPForward demonstrate that

Projections	Factors	Sources
6,000,000		Followers on current social media outlets (NPS and NPF combined)
	0.40	% Active Users
	0.33	% Gen Z
	0.15	% Anticipated download rate from social media
	0.2	% Adoption Rate
	0.4	% Donation rate among Gen Z
	0.5	% Financially Independent among Gen Z
	\$230	Average donation to 1 organization in a year by Gen Z Donors
\$1,092,960		Projected Gen Z Donations Raised 3 Years Post Launch

Source: NonProfitSource, Vanguard Charitable "New Survey: 3 in 5 Millennial and Gen Z donors plan to give more to charity in the next 12 months", Epsilon "Gen Z are the next big nonprofit donors. What can organizations do to stay relevant?", Backlingo, Oberlo "WHAT SOCIAL MEDIA DOES GEN Z USE?"