



Relief

Team #13: Aadit, Dhruvil, and Varun





2016 Fort McMurray Wildfire



Uber



Individuals and small businesses want to donate non-monetary, existing supply

-Red Cross Only Accepts Monetary Donations

-No Streamlined Channel to Broadcast Aid by Private Sector and Individuals

-NGOs Can't Account for Non-Monetary Donations

- Worldwide 50-70% of non-monetary donations aren't needed, and increase the burden on emergency response

→ “Thanks but No Thanks: Unwanted Goods Flood Disaster-Struck Developing Countries.” Devex, 17 Jan. 2017, www.devex.com/news/thanks-but-no-thanks-unwanted-goods-flood-disaster-struck-developing-countries-89458.

“64% of Canadians are not highly trusting of charities due to a lack of transparency and sound management”

→ “Greater Transparency Would Spur Charitable Donations: Survey.” *Imagine Canada*,
www.imaginecanada.ca/who-we-are/whats-new/news/greater-transparency-would-spur-charitable-donations-survey.

- **Track Evacuee Needs**
- **Individuals and Businesses Donate
Non-Monetary Items for Evacuee Needs**
- **Help NGOs Account for Those Donations**
- **Broadcast to Public Live Map for Transparency**

OUR PRODUCT



Business Model

- Reduced Overhead
 - In Vanuatu cyclone crisis, \$1.5 million wasted by NGOs in handling unwanted non-monetary donations
- Providing Smarter Insights for Planning Distribution
 - Accounting for Non-Monetary Donations by Other Entities
- Increased Interest in Engagement
 - Greater Transparency Using Live Map

Charge a Subscription Fee to NGOs for Above Benefits

The Plan

Partnerships



Red Cross

Providing database control of user requests for resource optimization



Governments Agencies

Providing user data for response professionals



Local Businesses

Allowing for streamlined corporate donations



The Public

Creating transparency and engagement for public donations

Implementation

Beta

Test in a simulated environment with all major partners

Opening

Release to partners in Canada where there is a stable and relatively organized response infrastructure

Endgame

Learn and scale to deploy in developing countries with unstable infrastructure



References

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2. “Retail Food Program | Food Banks Canada.” *FOODBANKS*, www.foodbankscanada.ca/Our-Work/Food-Sharing/Retail-Food-Program.aspx.
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