

LEAP

Transforming health, education, and employment by
investing in measurable impact and breakthrough leaders.

BCG

170 000+

Non-profits and charities
in Canada



Canadian
Cancer
Society



AGO tiff.
Art Gallery of Ontario

SickKids®



1 in 2 non-profits

Report difficulty obtaining funding from government and private donors

65% of non-profits

Suffered from cuts in government spending

43% of non-profits

Struggled to meet reporting requirements of funders



** reported as of year-end, 2016

FUNDING LEAD GENERATION PROCESS



DATA **COLLECTION**



DATA **ANALYSIS**



FUNDING **DECISION**

PROBLEM

1. Lack of central database or single source of truth.

2. Manual data collection requires a lot of man-power; inefficient & **time consuming**.

3. Ad hoc analysis may be **biased** and **unstandardized**.



How do we increase **data visibility** across non-profits in Canada to **improve LEAP's funding pipeline?**



Introducing **Bread**crumbs

An intuitive data entry and real time visualization tool to facilitate decision making



BreadcrumbsDB

DATA SHARING
CONSORTIUM TECHNOLOGY



ONE STOP DATA SHOP

Establish core data capabilities.

Consolidates open data AND venture / project level data collected from NGOs.

LEAP PECAUT CENTRE FOR SOCIAL IMPACT

L1 Organization Submission

Complete the form below to submit your organization details to BreadCrumbDB.

Official registered entity name:

Name
First Name Last Name

E-mail
ex: myname@example.com
example@organization.com

Phone Number: -
Area Code Phone Number

Address:

ACCELERATED LEAD GENERATION

PRODUCT LEAP DEMO



Bread**c**rumbs
Analytics

Engineers Without Borders Canada

Description

EWB Canada engages in numerous educational and public outreach activities in Canada including educating high school students about international development issues via the School Outreach program, enhancing curricula at some universities by developing assignments or courses for engineering students, and informing the Canadian public on global development issues.

Yearly Revenue/Budget (in Millions)



6% from last year ^

43

Active Projects

-3% from last year % ▾

17

Inactive Projects

9% from last year ^

50k

Number of

3% from last year ^

34

Fulltime Employees

-2% from last year ▾

6000

Volunteers Worldwide

+0% from last year ▾

6

Operating Countries

FIRST MOVER WITH CRITICAL MASS

\$134k

CUMMULATIVE
CAPITAL SAVINGS [1]

2030

580 HRS

IN TIME SAVINGS
PER YEAR [2]

2030

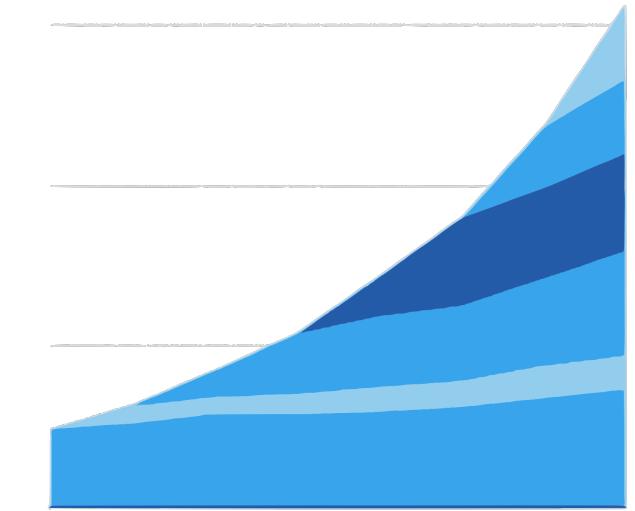
\$257k

CUMMULATIVE REVENUE
CAPTURE [3]

2030

10,320

NON-PROFIT PARTNERSHIPS CAPTURED BY 2030

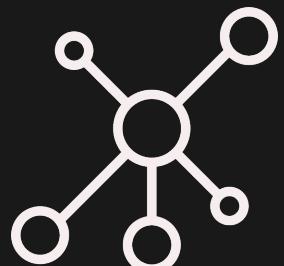


2019

2025

2030

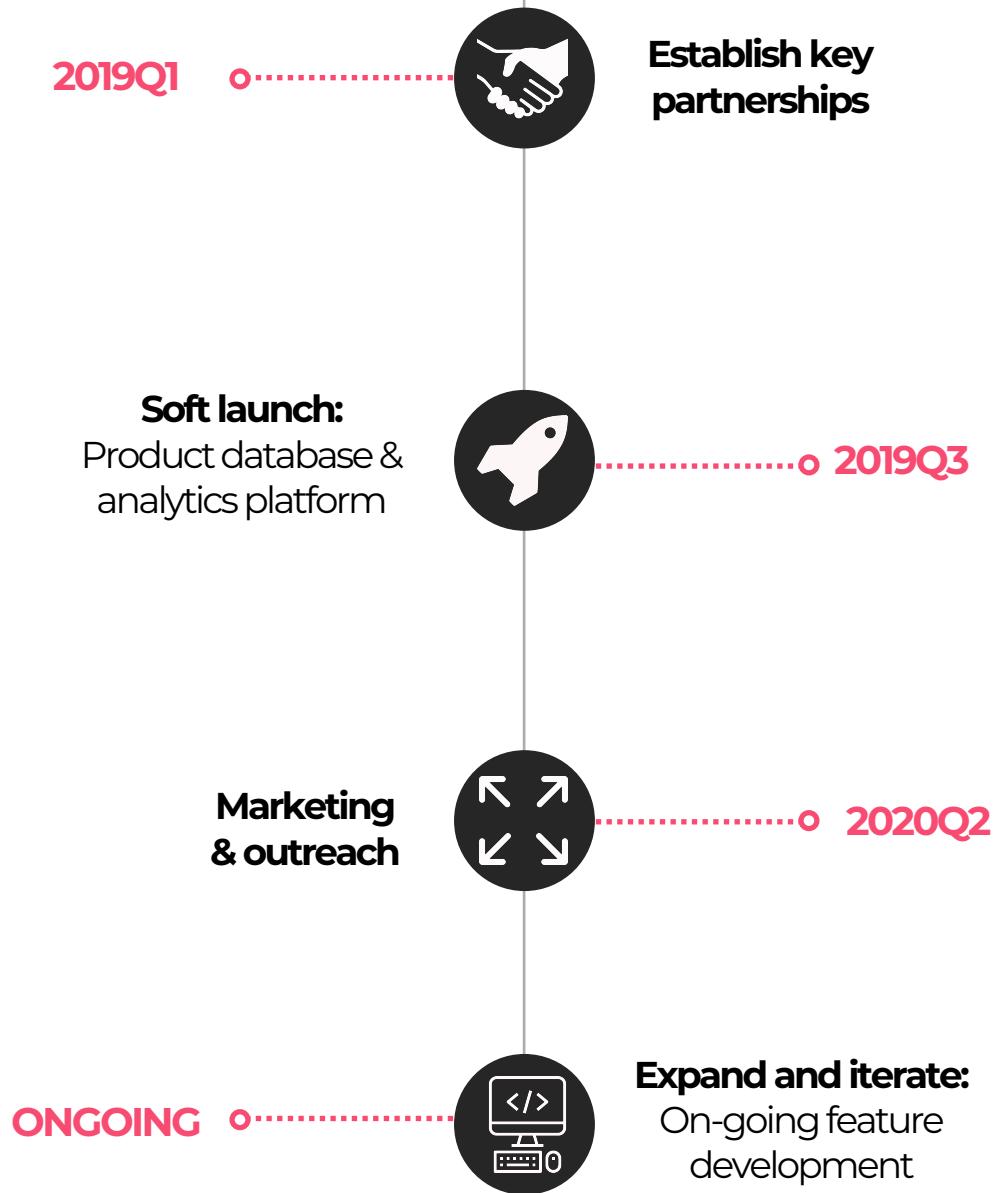
KEY PARTNERS



SECTOR CHAMPIONS

Central organizations with expansive networks in their area of operation.

PRODUCT ROADMAP



Our Team



Aditya Jain

University of Toronto
B.A.Sc, Electrical and
Computer Engineering



Hang Zuo Xiang

University of Toronto
B.A.Sc, Financial
Engineering



David Wang

University of Toronto
B.A.Sc, Financial
Engineering



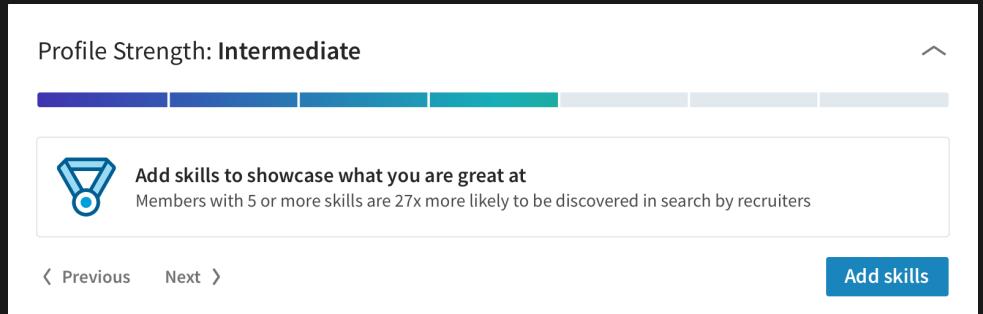
Maggie Wang

University of Toronto
B.Comm &
MBA, Finance

APPENDIX

Incentive Model: BreadCrumbDB

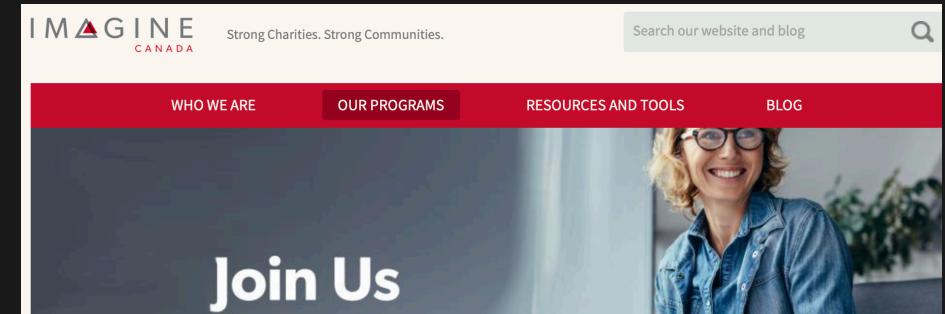
CASE STUDY #1: GAMIFICATION



Level 1: Basic details, low effort

Level 2: Detailed organizational information

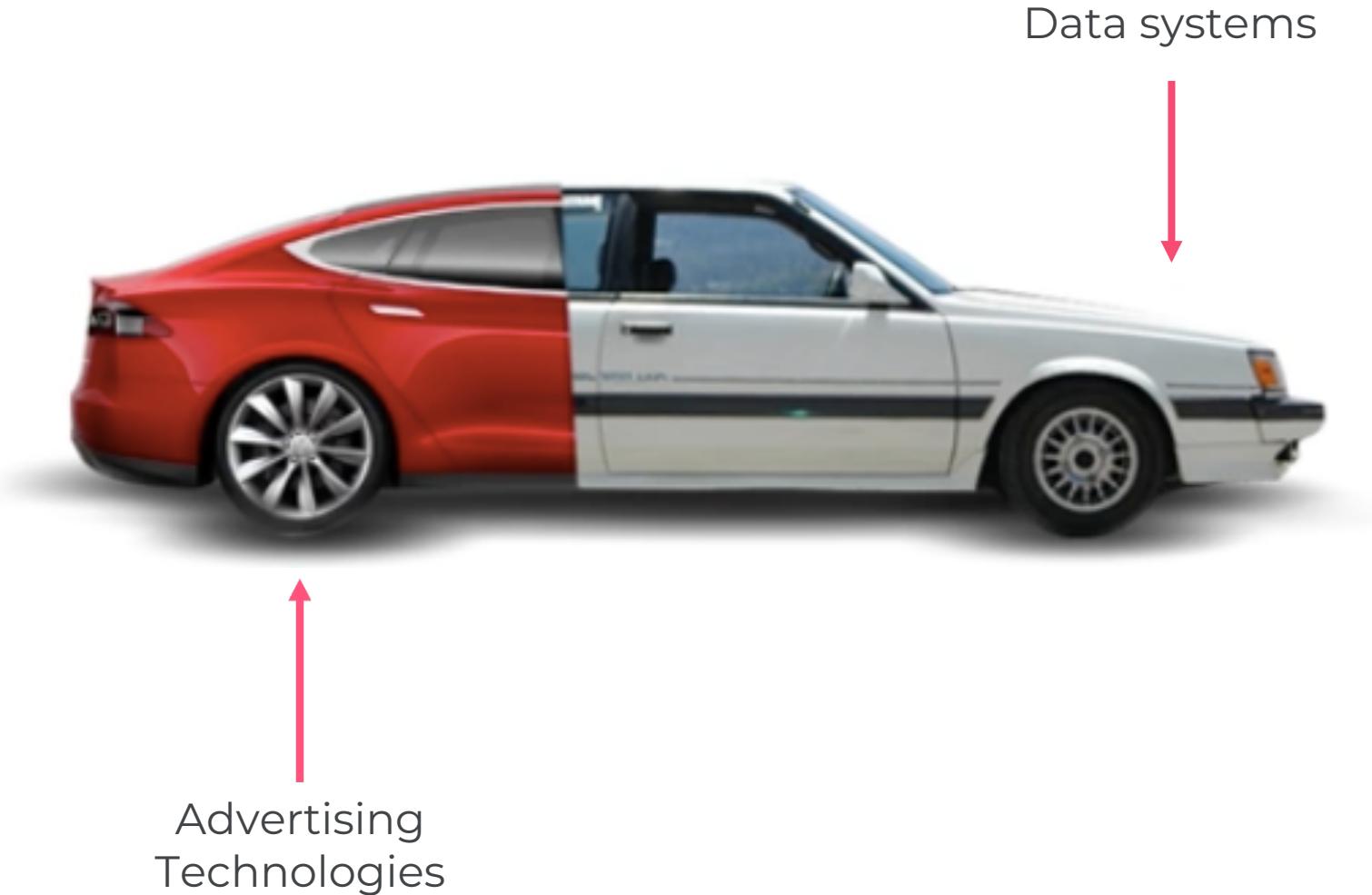
CASE STUDY #2: CONSORTIUM BENEFITS



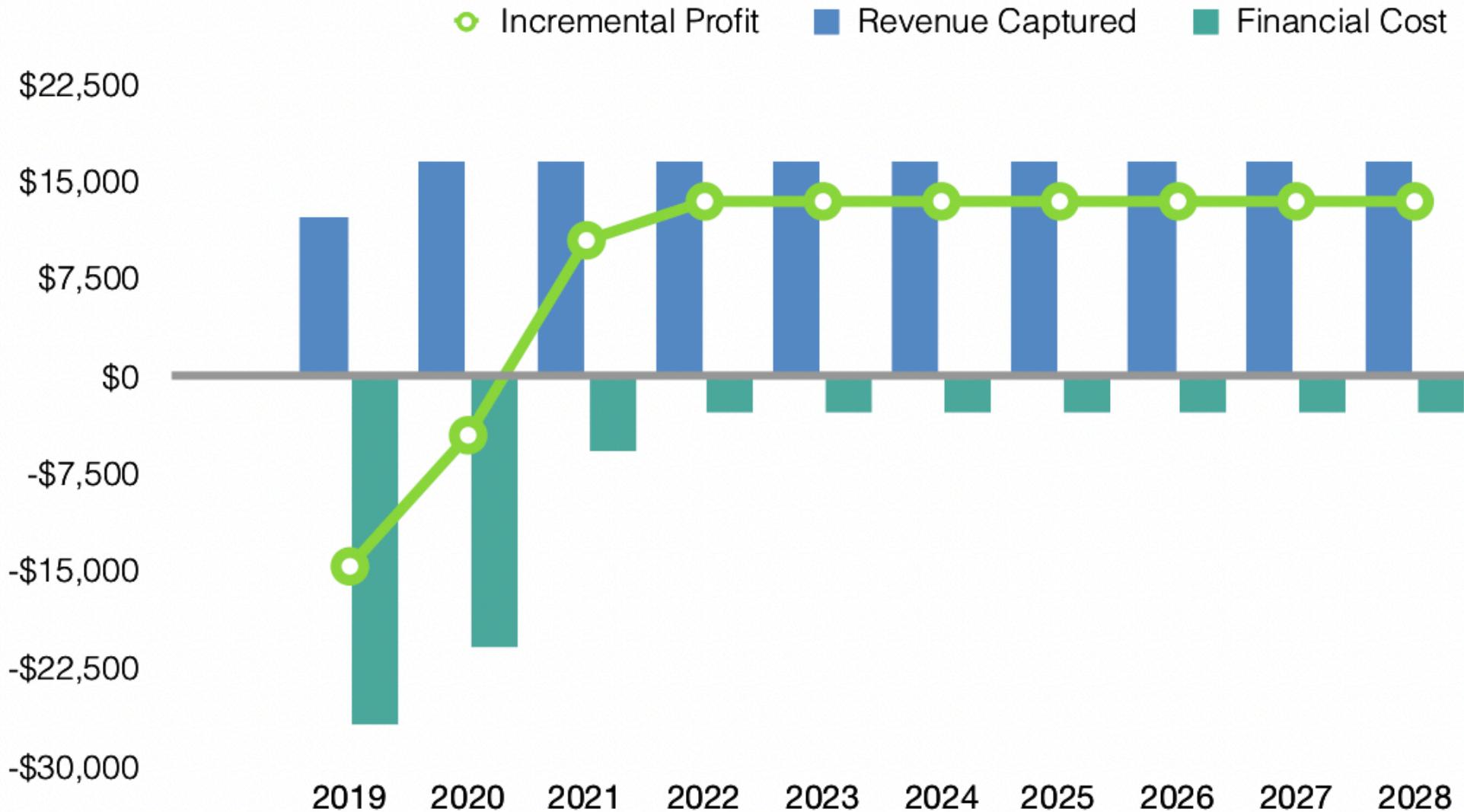
Co-ownership of data infrastructure

Tailored analytic reports

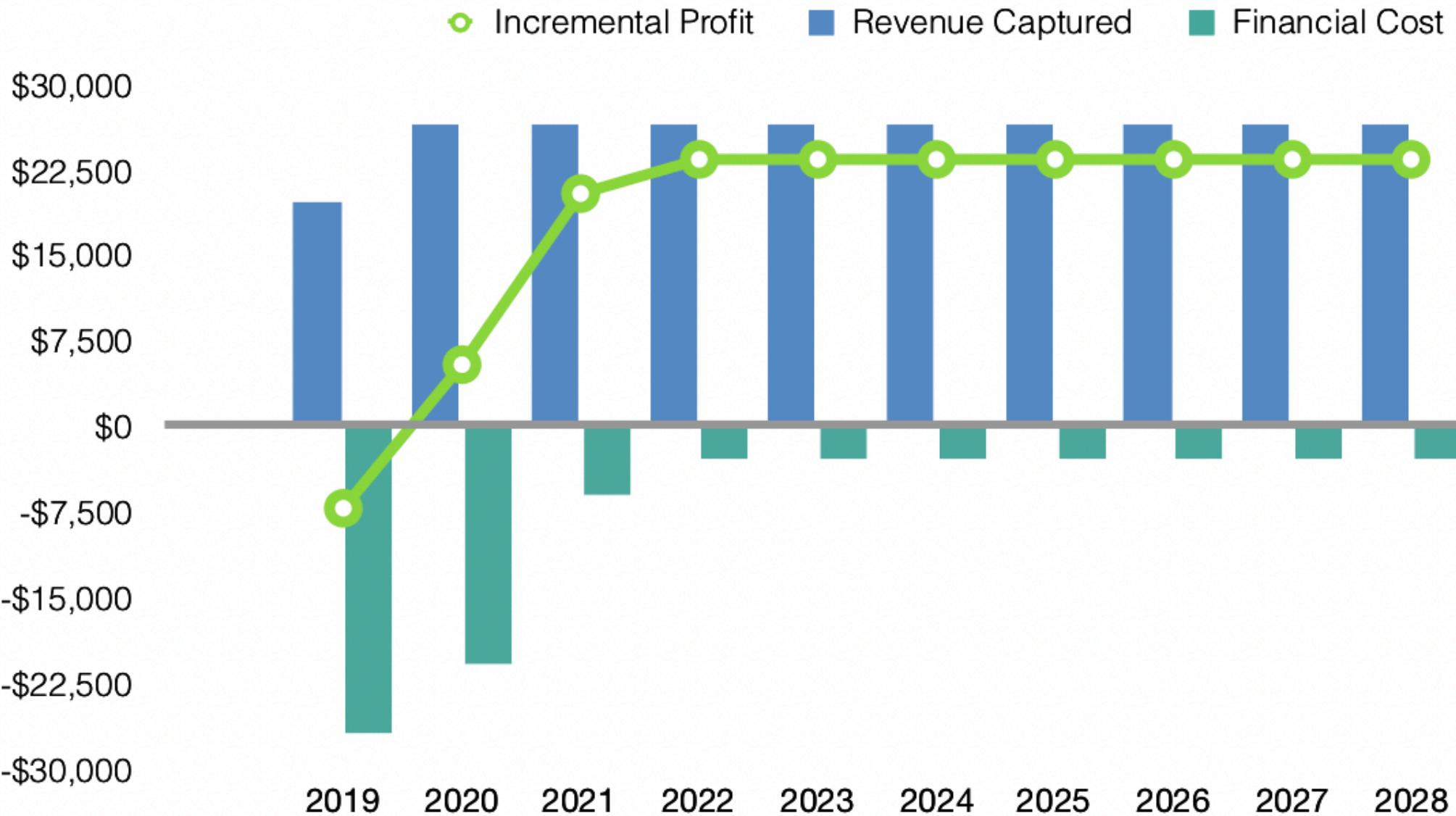
You Must Gear Up



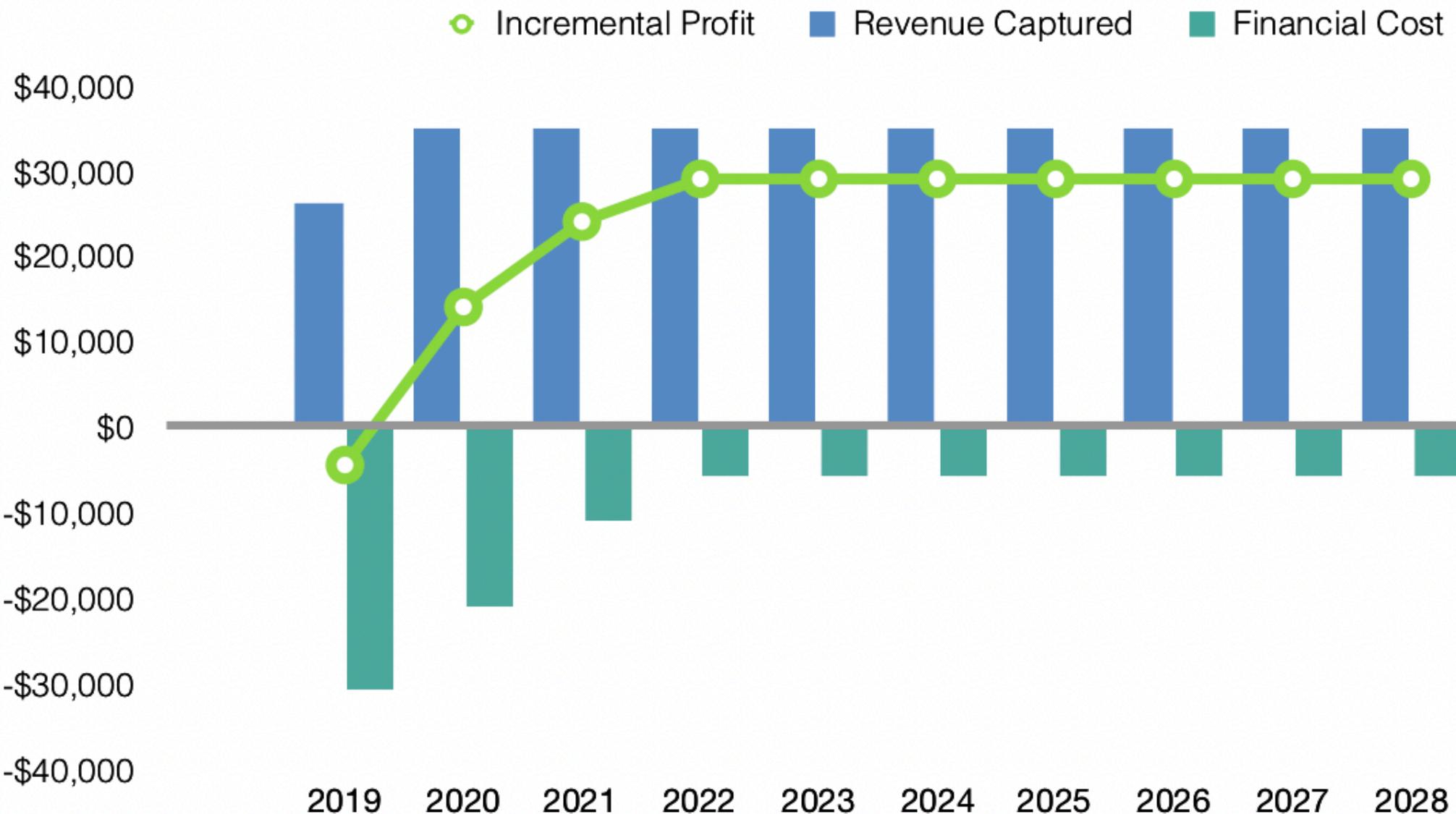
Financial forecast (conservative)



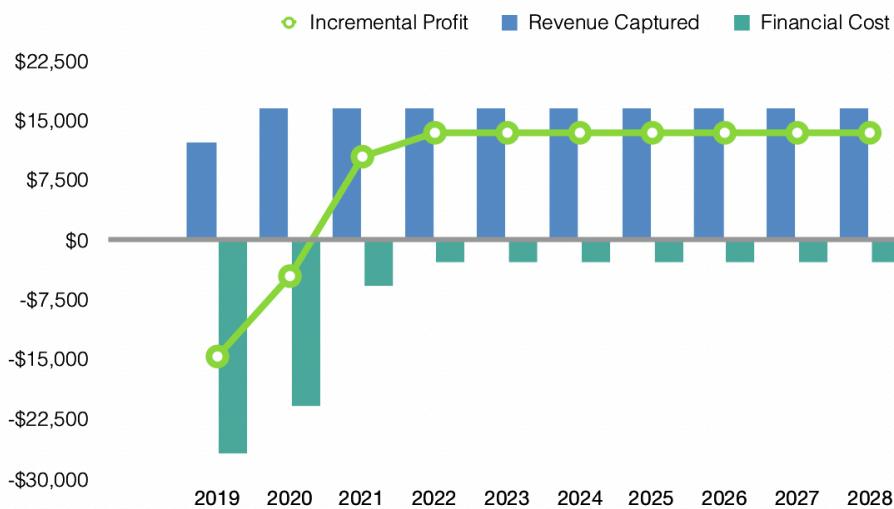
Financial forecast (medium)



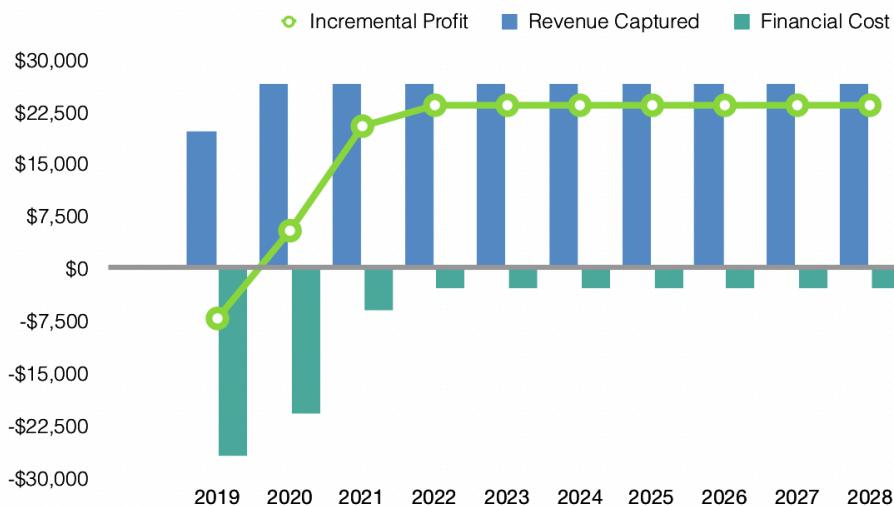
Financial forecast (optimistic)



ASSUMPTIONS



Cost-Revenue Forecast (Conservative)



Cost-Revenue Forecast (Medium)

Financial Cost:

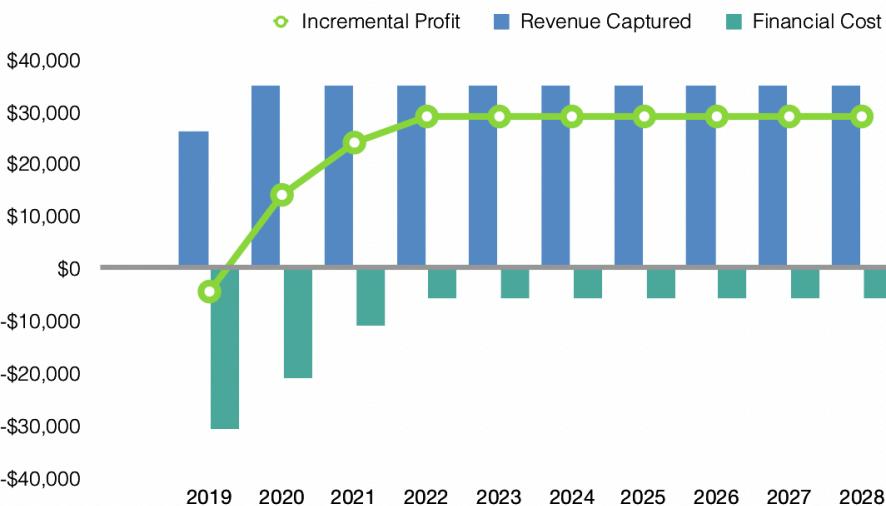
Software Engineer required for first 1.5 years; minimal maintenance and server costs after

Financial Forecast (Break-even):

Assume each analyst works on 2 new ventures and each venture requires 150 hrs; each of the current 14 ventures runs 2 programs and each program requires 10 hrs, (30% time saved, 580hrs); save on summer intern cost.

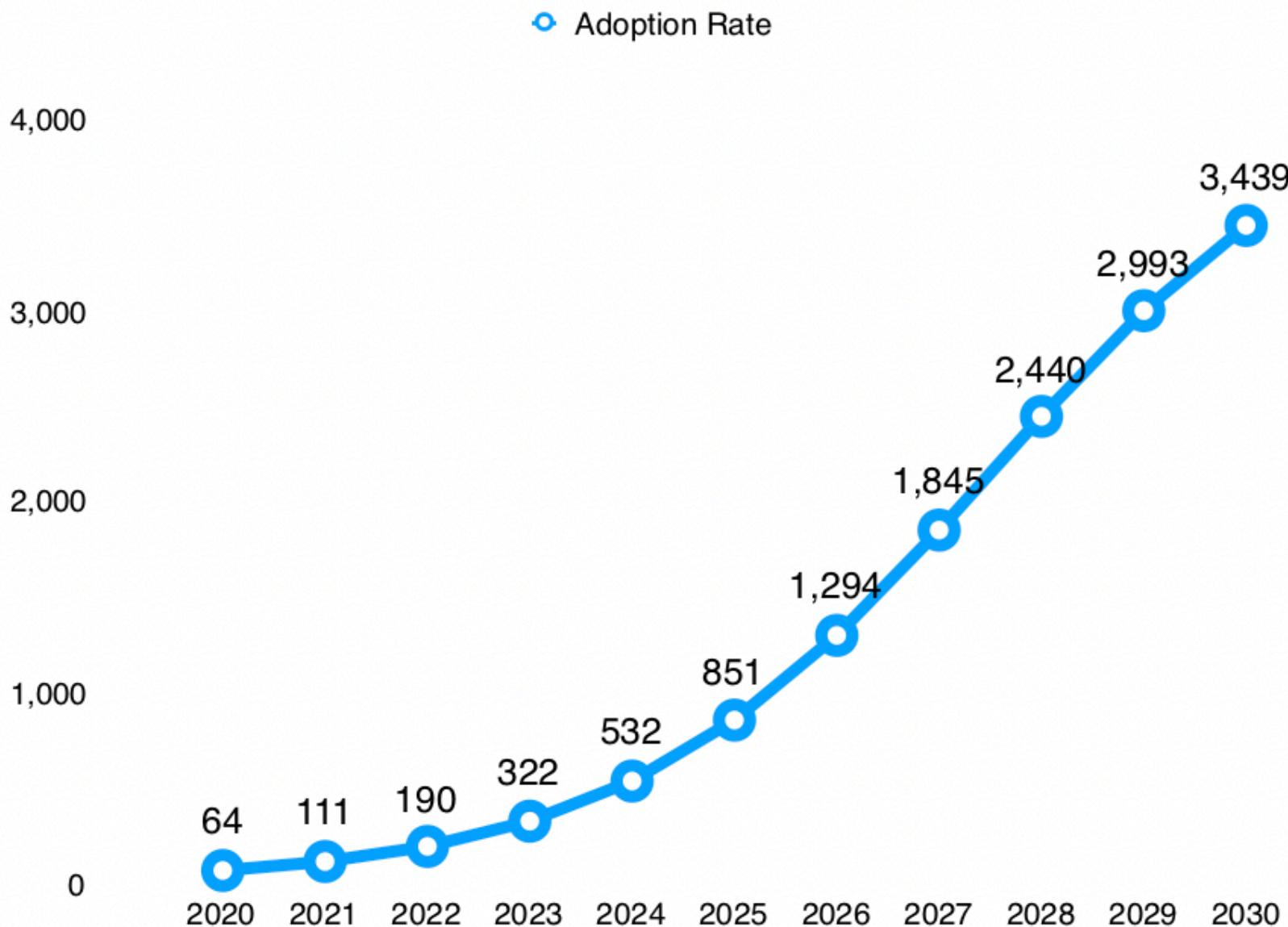
Adoption Rate (Sensitivity Analysis):

1.5% adoption rate in first year with 80% target achieved; target is 5%-15% of 86K active NGOs market. Based on crunchbase first year adoption rate.

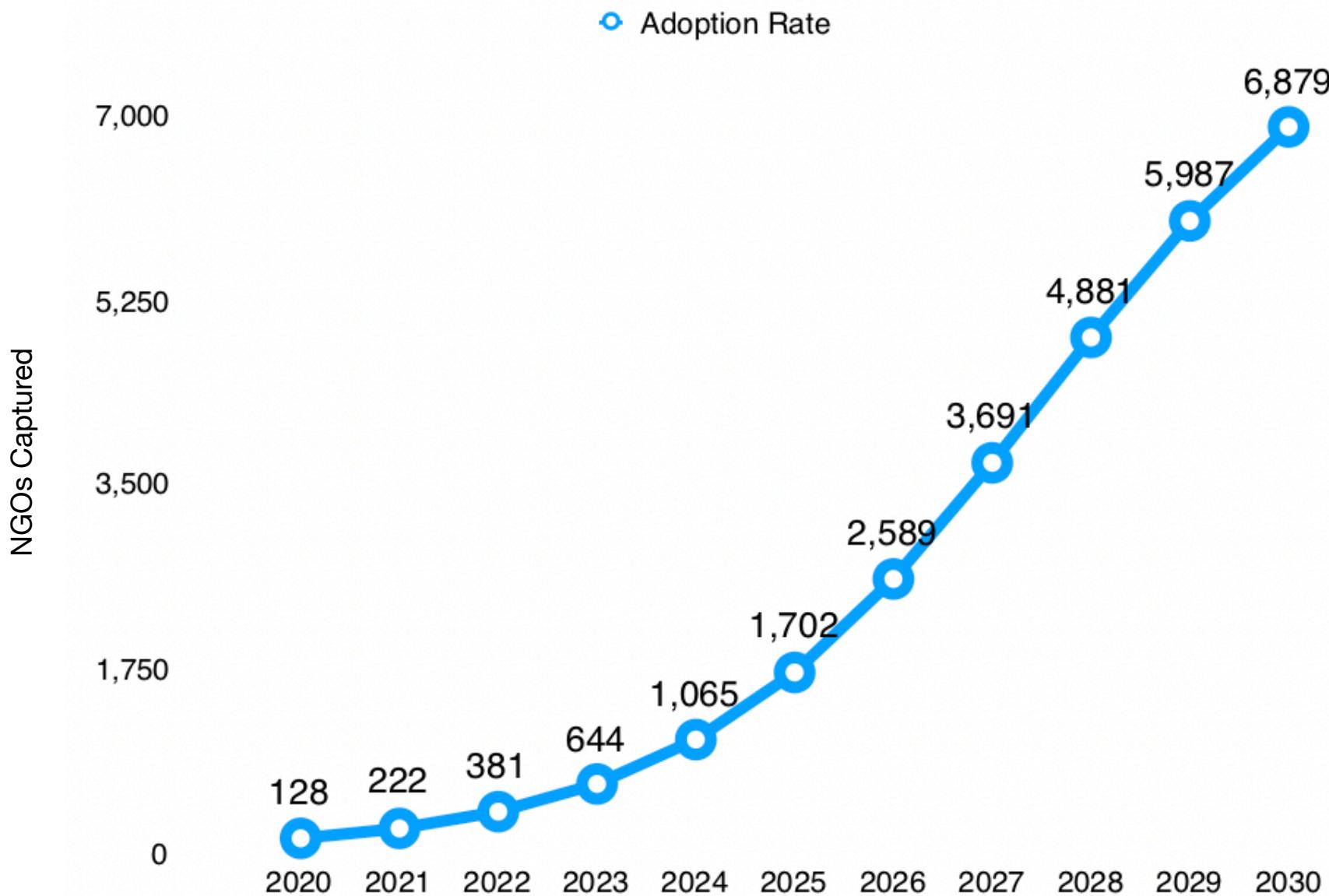


Cost-Revenue Forecast (Optimistic)

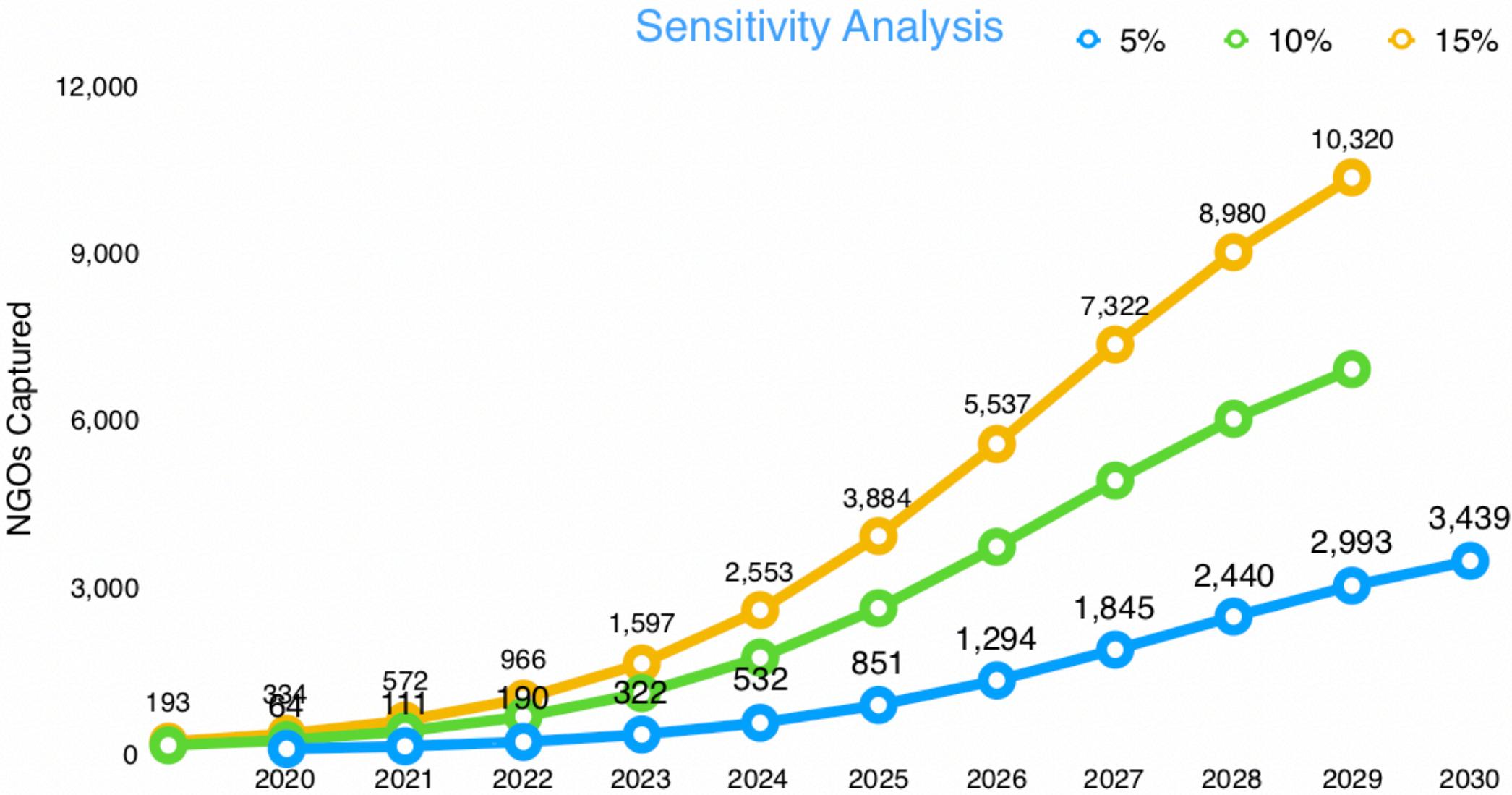
Adoption rate (5% of active NGOs)



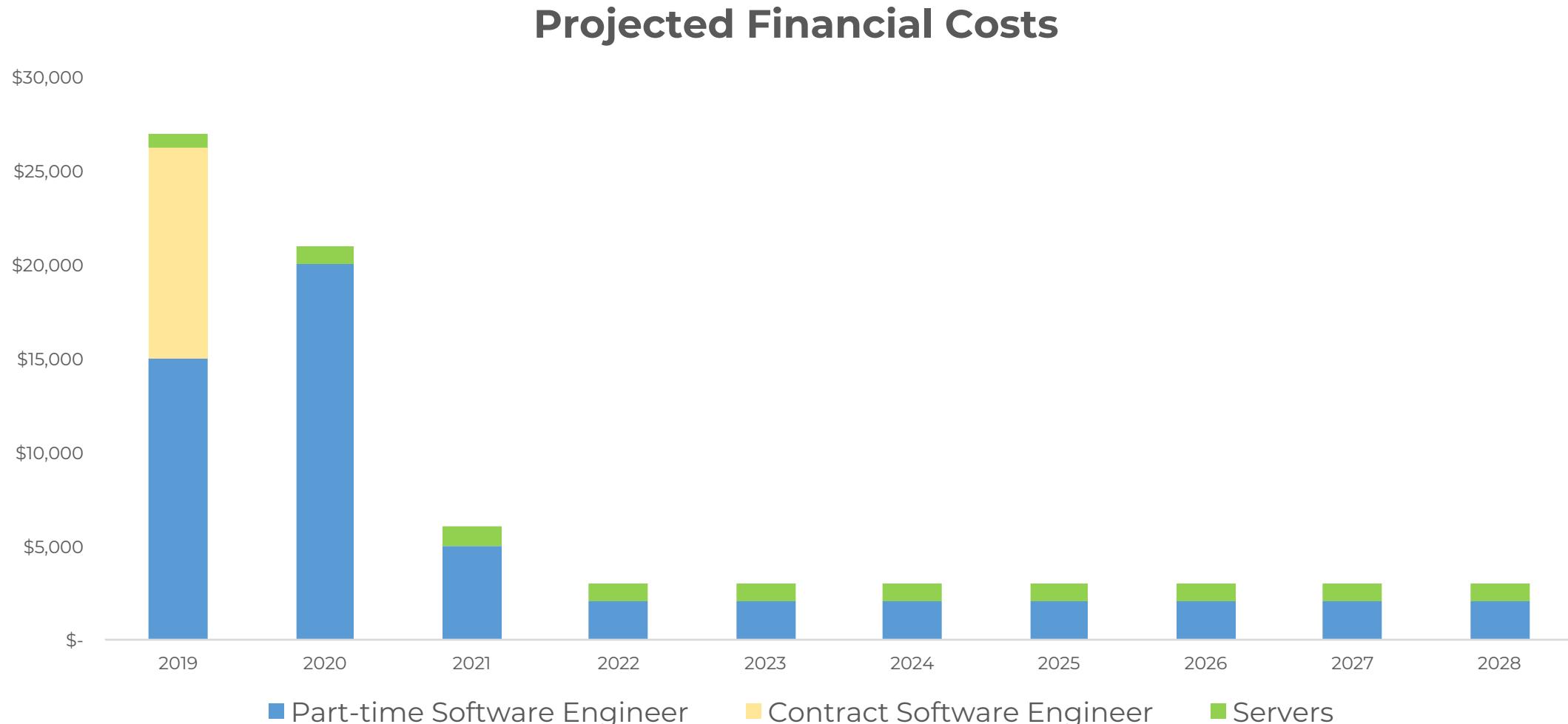
Adoption rate (10% of active NGOs)



Sensitivity analysis (adoption rate)



Projected project costs



Avenue for monetization

BreadcrumbsDB

Best Value

Premium

for advanced insights

\$ 239 / month

on a 3 year plan

SIGN UP

- ▶ Premium tier details

Essential

for every organization

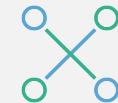
\$ 120 / month

on a 3 year plan

SIGN UP

- ▶ Premium tier details

Save valuable research hours



Identify connections

See how your extended network is connected to each of your funding prospects.



Filter and find

Zero in on what you need, targeting by any metric you can imagine.



View detailed profiles

Insights on specific funding methods, application best practices, financial summaries and key decision makers.



Analyze history

Search billions of dollars in past funding opportunities, categorized by size, cause, population and region.

Analysis: Current State

Note: The information on the RHS shows which industries the project falls under. The bubbles beneath are 'relative comparisons'.



| Project/NGO Overview | | | | | | | | | | | | | | | |
|--|--|--|--|---------|--|------------|--|----------|--|----------|--|-----------------|--|---------|--|
| <p>Overall description of the NGO, including:</p> <ul style="list-style-type: none">- Where they are- Who they serve (target market e.g. at-risk youth ages 9-24)- How many they serve (e.g. 24 beds at main facility)- Service model (e.g. one-to-one therapy, wilderness retreats) <p>Overall description of the initiative/project, including:</p> <ul style="list-style-type: none">- What it is (e.g. building a new campground)- What impact it will have (e.g. will add 14 additional beds)- How much it will cost | | <table border="1"><tr><td>Quality</td><td></td><td>Leadership</td><td></td></tr><tr><td>SROI/IRR</td><td></td><td>Scalable</td><td></td></tr><tr><td>Economic impact</td><td></td><td>Overall</td><td></td></tr></table> | | Quality | | Leadership | | SROI/IRR | | Scalable | | Economic impact | | Overall | |
| Quality | | Leadership | | | | | | | | | | | | | |
| SROI/IRR | | Scalable | | | | | | | | | | | | | |
| Economic impact | | Overall | | | | | | | | | | | | | |

| Financial Overview | Impact Metrics | Growth Potential | Leadership |
|---|--|---|--|
| <p>Annual Revenues</p> <p>Basic information – sources of cash (e.g. operations, donations, government funding)</p> | <p>Quality</p> <ul style="list-style-type: none">• Usually this is a judgment call – but some comparative metric needs to record how 'good' a project is relative to other projects in the space <p>SROI/IRR</p> <ul style="list-style-type: none">• Can usually find one of these in annual reports | <ul style="list-style-type: none">• Recent history of capital projects• Recent history of fundraising projects | <ul style="list-style-type: none">• Who are the key members of the leadership team?• What is their background/link to their LinkedIn profile? |
| <p>Annual Expenditures '15-16</p> <p>Basic information – high level uses of cash (rent, compensation, etc)</p> | <p>Capacity to grow</p> <ul style="list-style-type: none">• Metric showing the impact of the project, reported as a % (e.g. new campground will improve capacity by 30%)• Can usually find economic benefit/patient in annual reports (e.g. costs the system will not incur as a result of providing treatment to patients) <p>Economic impact</p> <ul style="list-style-type: none">• # participants, % participants who do not relapse within 5 years of exiting program, etc | <p>Note: Calculations, including SROI/IRR, when not reported is a challenging task, especially because inputs are never publicly provided by the organization. A very basic IRR or SROI calculator embedded into BreadCrumbs would provide immense time savings.</p> | <p>Who are the key members of the board?</p> <p>Environmental Scan</p> <p>What are the 'competitors' in this space, eg.</p> <ul style="list-style-type: none">• Who offers similar services?• Who serves similar markets? <p>What are the competitors doing?</p> <p>Note: Key statistics nearly always vary by organization (even within industries) because they're extremely dependent on what the NGO does</p> |

Risks and Mitigations

Risk(s)

- Some NGOs may be reluctant to share information
- NGOs could potentially share inaccurate information for self-benefit
- Inconsistent use of analysis tools and visualization required by NGOs

Mitigation

- "Free-mium entry model" / Incentivize participants with data co-ownership
- ToA to enforce truthful information entry; follow-up validation via email/call
- Streamline and consolidate analysis tools and reports