



**India's first common donation and volunteer App**



# PROBLEM

**No common donation platform** for 3.5 Million NGOs in India,  
10 Million NGOs Globally

**Spam calls and texts** are recieved by majority of the people after they donate online

**No Ratings and Review** system for the NGOs

**Where does my money goes?** is a common question among donors

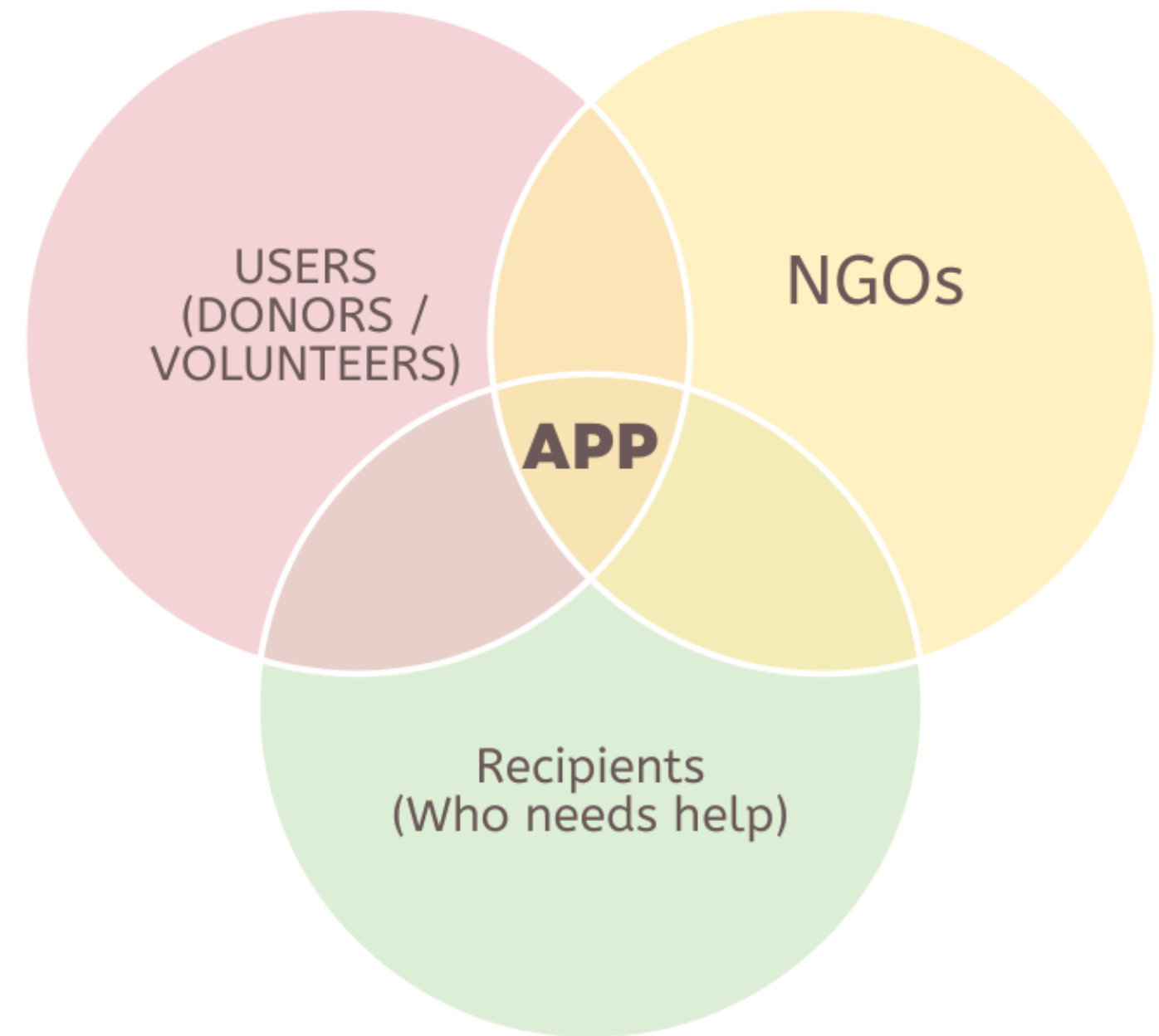
# SOLUTION

## The Zomato of the NGOs

A common donation platform for all the donors and volunteers where they can support any NGO they want based on their location, cause, reviews, ratings or previous work

## The Vision

To create the first international platform for NGOs and donations, connecting them to make a greater impact on society.



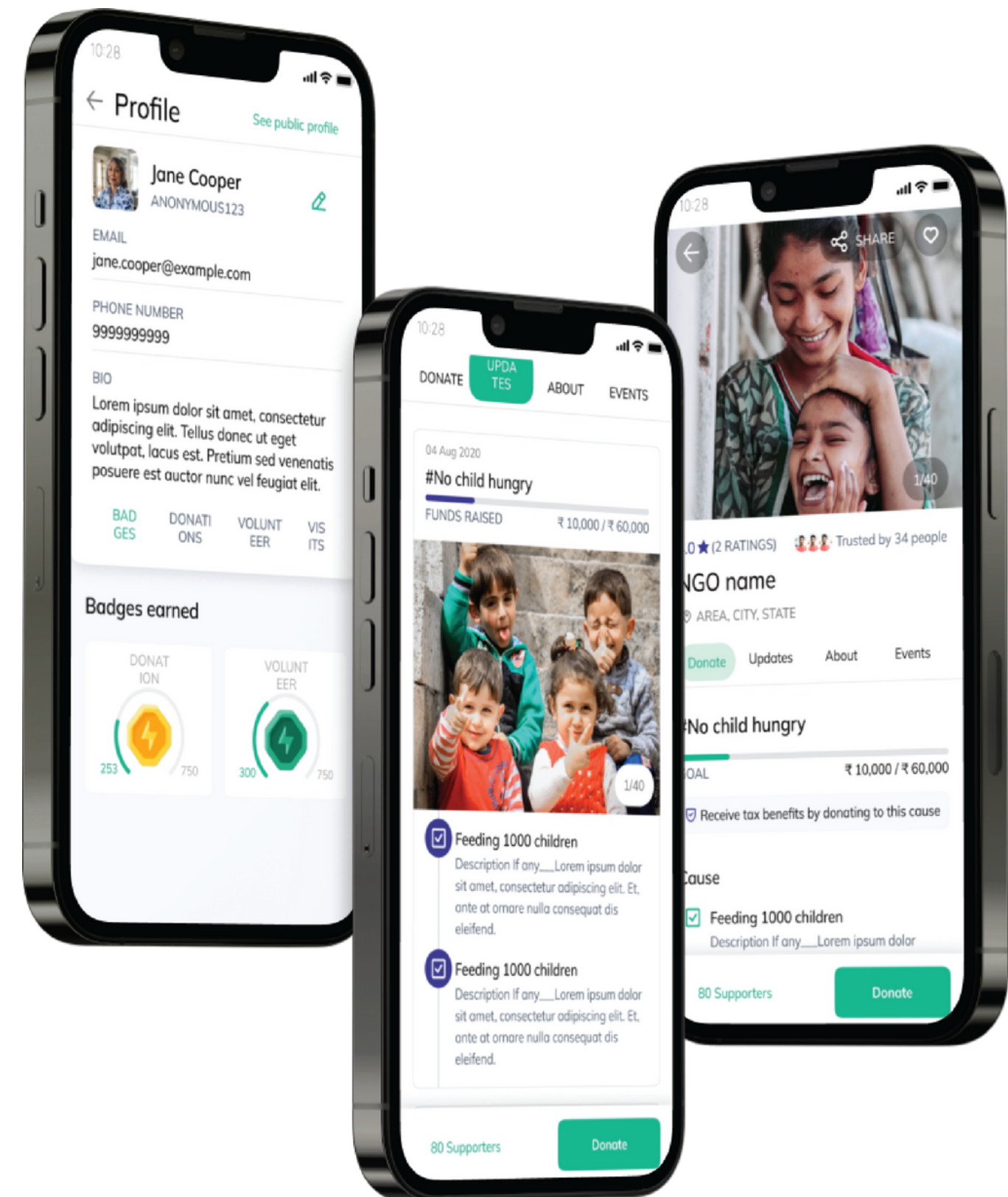
# PRODUCTS

**Mobile Application for People** who like to regularly donate, volunteer and support any NGO or social cause

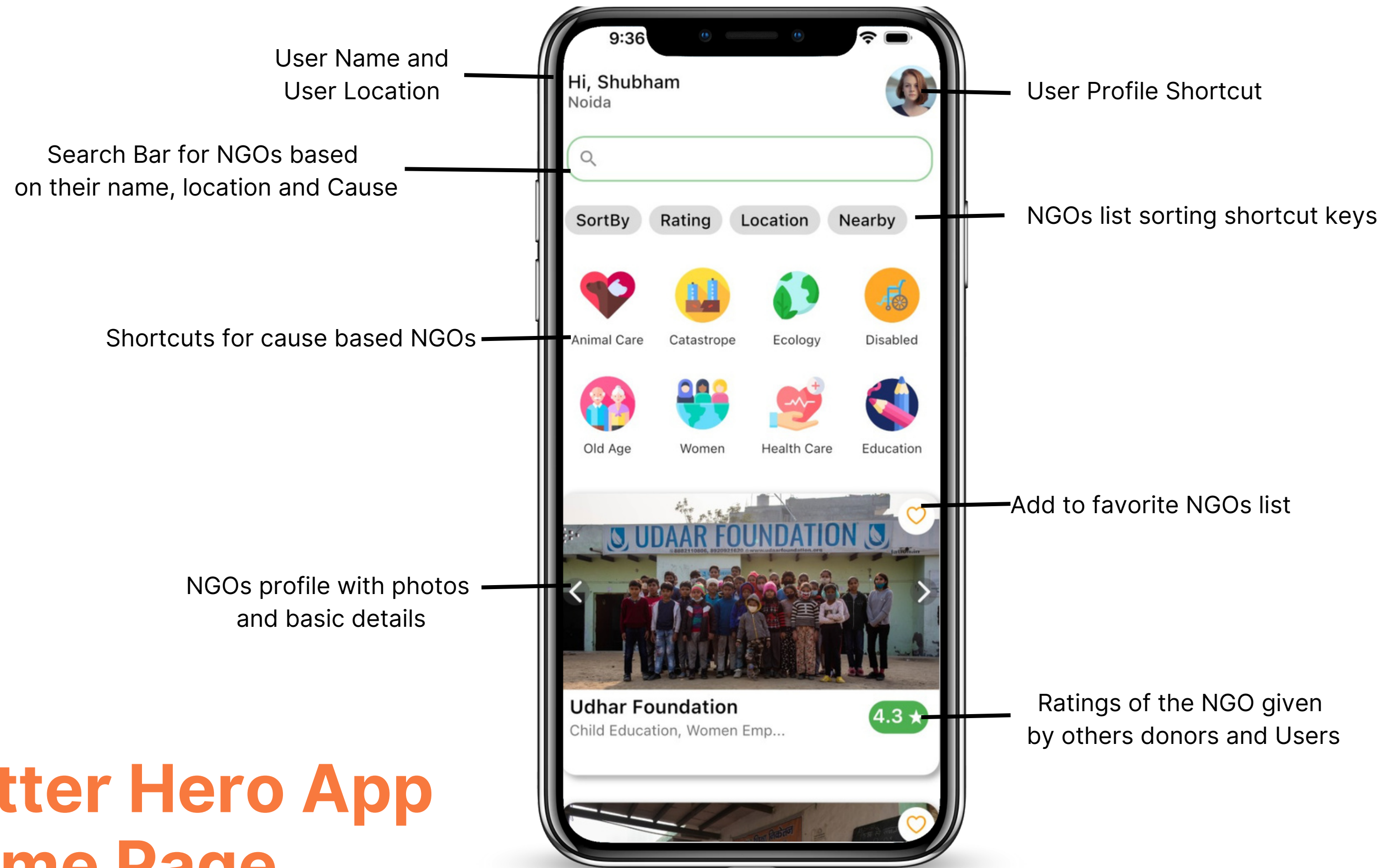
**Mobile Application for NGOs** who wants to maintain trust and transparency with their supports by giving regular updates in the form of photos, videos and reports

**Website** for one time donation to any NGO or for people who are not tech savvy

**Dedicated Team** for HNI and CSR donation programs



# Better Hero App Home Page





# Better Hero Ecosystem

## Marketing

Social Media Marketing  
Offline and Online Social  
events in Schools, colleges,  
societies and offices  
Gamification and  
leaderboarding



## Donors

28,000 Crores  
Annual Retail Donation  
in India (2021)

## Volunteers

Millions of Volunteers are  
available to join the NGOs  
for their social projects



**Weekly / Monthly Updates**  
by NGOs to their Donors  
and Volunteers

**Reviews and Ratings**  
by Donors and Volunteers  
based on their experience  
and updates by the NGO

## Listing the NGOs

Total NGO in Uttarakhand

## Contacting each NGO

Through calls, whatsapp,  
emails etc

## Listing interested NGOs

450 NGOs in Uttarakhand

## Onboarding with documents

164 NGOs in Uttarakhand

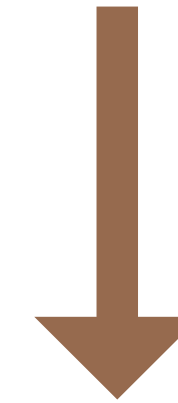
**2070 NGOs**  
in Uttarakhand

**1500+**

**450**

**164**

**NGOs verification  
Process**



## Donation

**90% Donation goes to NGO**  
**8% is Better Hero revenue**  
**2% Payment Gateway fees**



## Volunteers

Volunteers select programs  
according to location  
**Online Volunteer** programs  
are also available for skill  
sharing like design, IT etc



# GLOBAL DONATION

## 1 TRILLION \$ (2021)

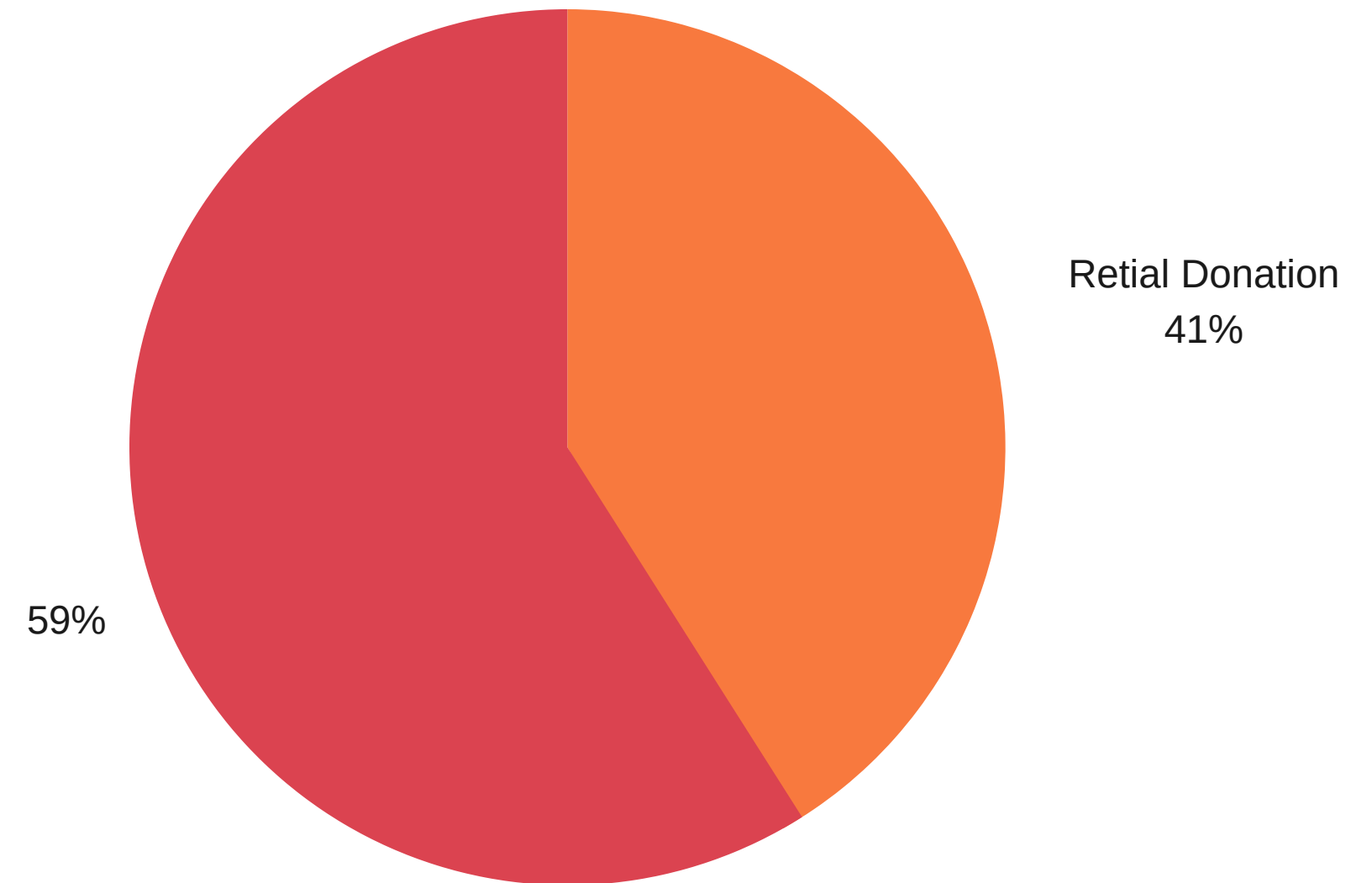
**Retail donation : 410 Billion USD**

**India** : 10 Billion \$

**USA** : 500 Billion \$

**Germany** : 5 Billion \$

**Switzerland** : 3.85 Billion \$



# INDIA MARKET VALIDATION

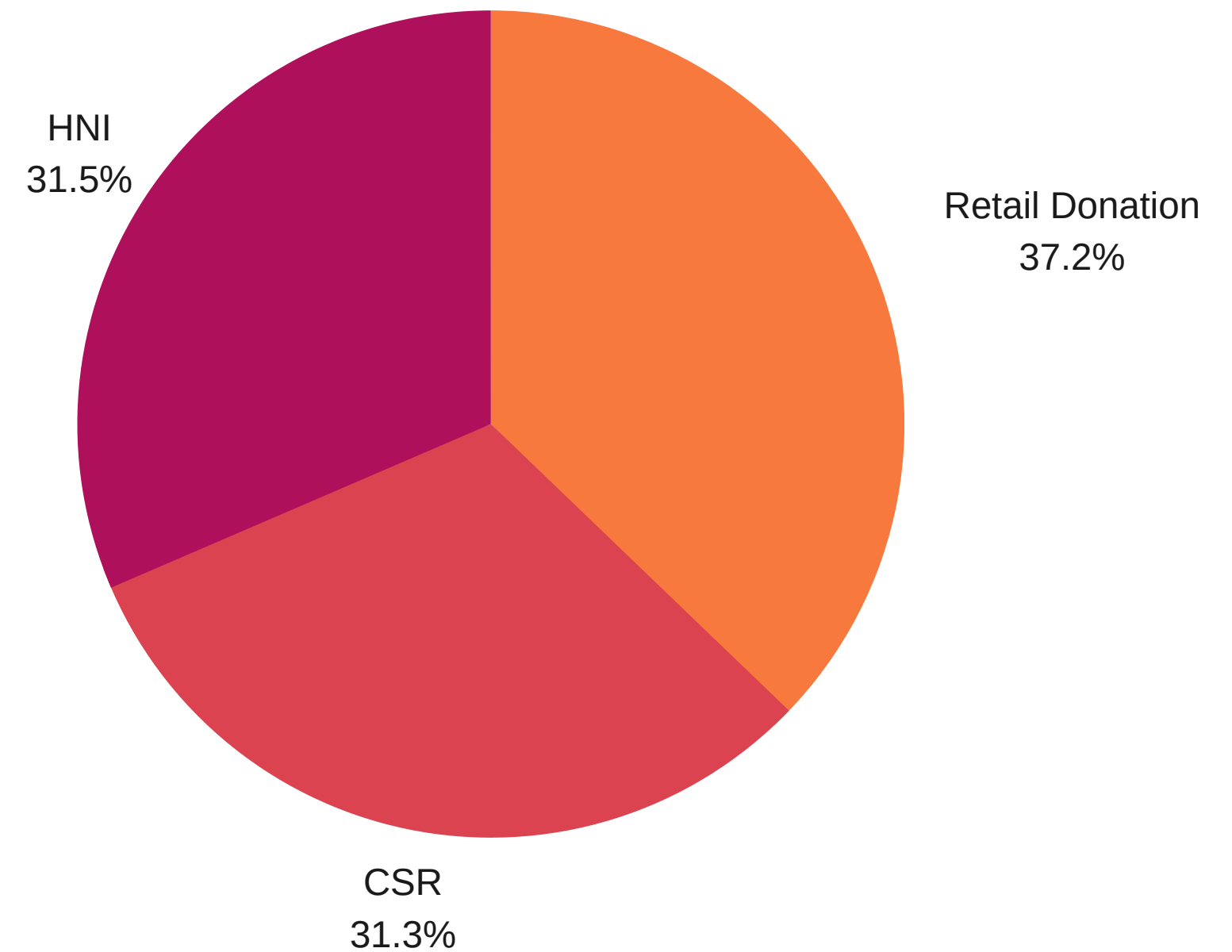
## ANNUAL DONATION 2021

# 75000 Crores

**10 Billion USD** is donated by Indians every year through CSRs, HNIs and Retail donations

# 4 in 5 Indians

have done atleast one charitable activity in last 12 months



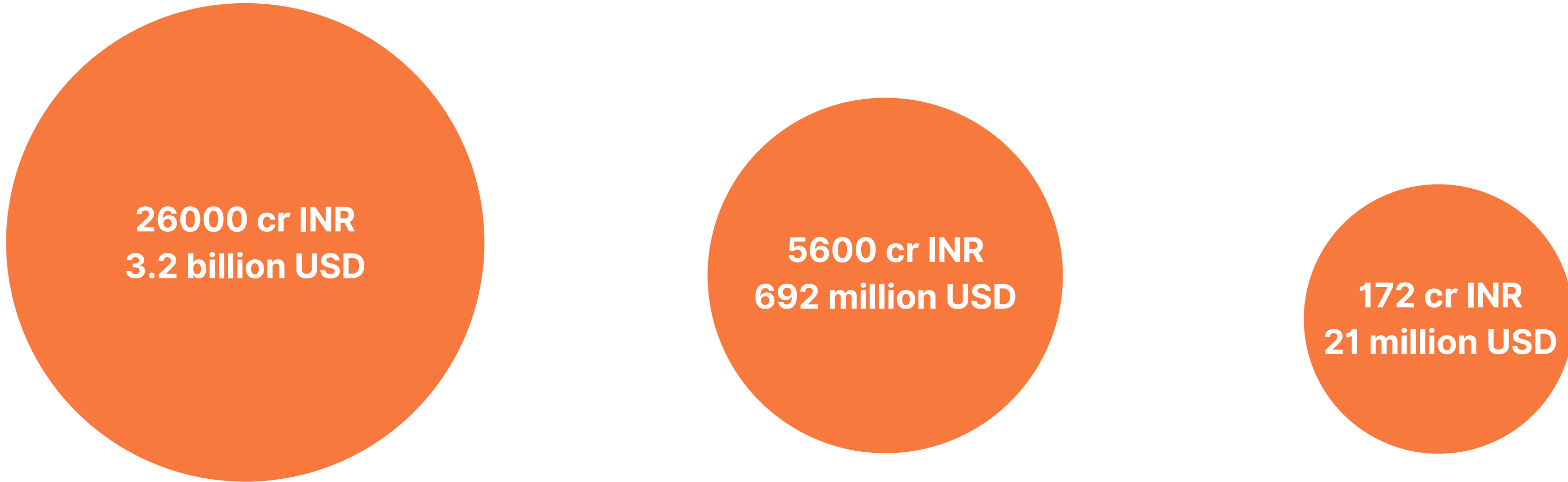
Source: India Giving Report 2021 by CAF World Giving Index



# MARKET SIZE

Donation by common people in **India**

Retail donation in India  
is expected to be  
**45,000 Crore INR by 2026**



26000 cr INR  
3.2 billion USD

**Retail donation in India**  
2021-2022

5600 cr INR  
692 million USD

**20% of total Retail donation**  
is done online through  
fundraising websites

172 cr INR  
21 million USD

**Better Hero Market share**  
3% of current  
online retail donation in India

# BUSINESS MODEL

We take **10% commission** in each transaction

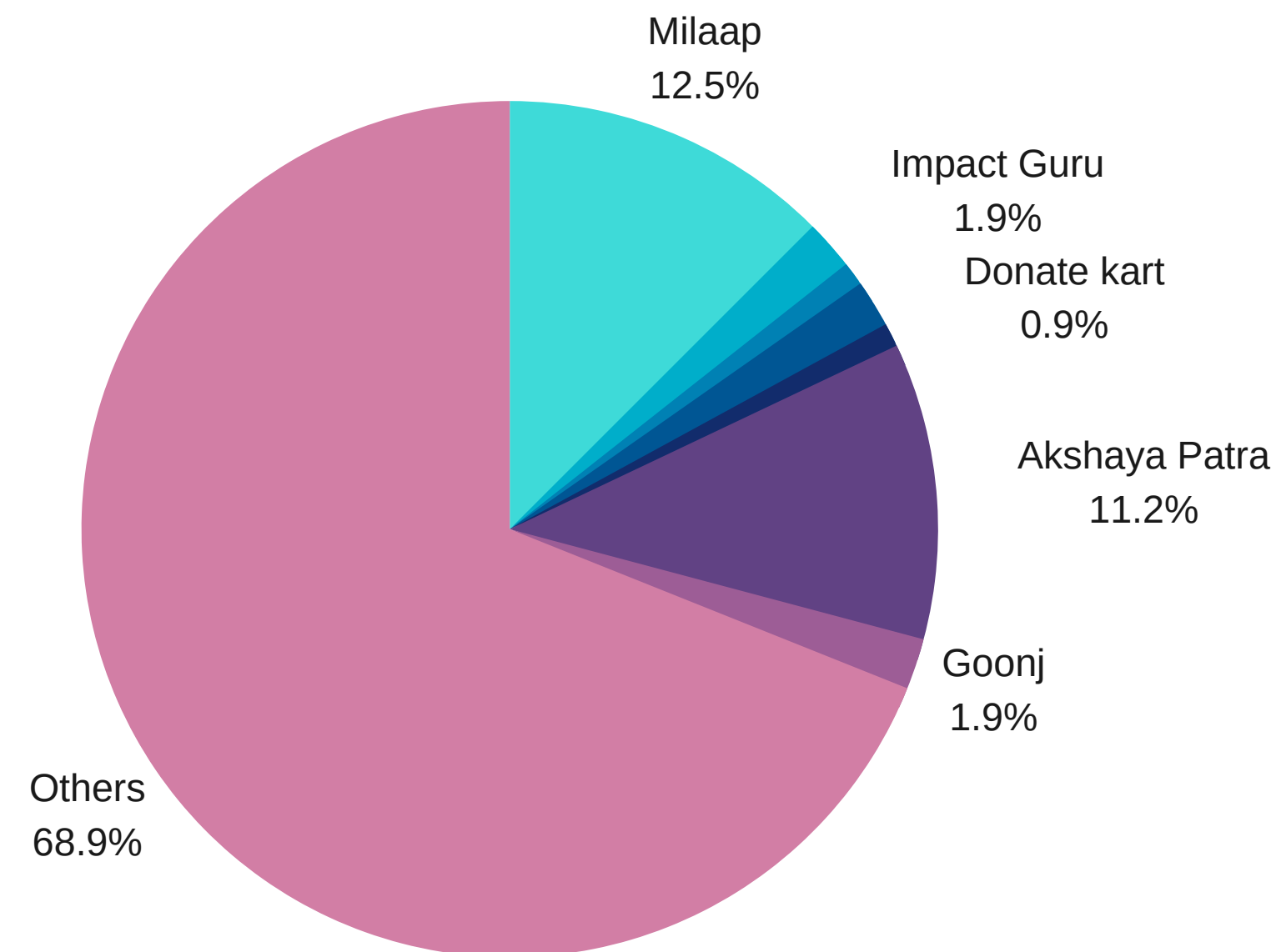


Number of Online Donors required = 3,43,750  
Average yearly donation per online donor in India = 5000 INR

# Online Donation Analysis

## 5600 Cr in India (2021)

COMPETITORS	TOTAL DONATION	DONATION 2022	TYPE
<b>Milaap</b>	2200 cr	700 cr	Fundraiser/Crowdfunding
<b>Impact Guru</b>	2000 cr	105 cr	Fundraiser/Crowdfunding in medical etc
<b>Give India NGO</b>	1000 cr	50 cr	Donates to 200+ Small NGOs
<b>Ketto</b>	1100 cr	100 cr	Fundraiser/Crowdfunding
<b>Donate Kart</b>	150 cr	50 cr	Donate Products like food supplies etc
<b>Akshaya Patra NGO</b>	<b>NA</b>	627 cr	Mid day meals and food donation
<b>Goonj NGO</b>	<b>NA</b>	107.5 cr	Developing communities and villages



**Total Online Donation in India 2021 - 2022 : 5600 cr INR | 692 M USD**

# Competitive Advantage

	Better Hero	Milaap	Give India	DonateKart	Ketto	Big NGOs	Small NGOs
App for Users	✓	✓	✗	✗	✗	✗	✗
App for NGOs	✓	✗	✗	✗	✗	✗	✗
Personal Feedback	✓	✗	✗	✗	✗	✓	✓
Volunteer Option	✓	✗	✗	✗	✗	✗	✗
Donate to any NGO	✓	✗	✗	✗	✗	✓	✓
Contact details stay safe	✓	✗	✗	✗	✗	✗	✗
Website with easy donation methods	✓	✓	✓	✓	✓	✓	✗

# Valuation of a competitor

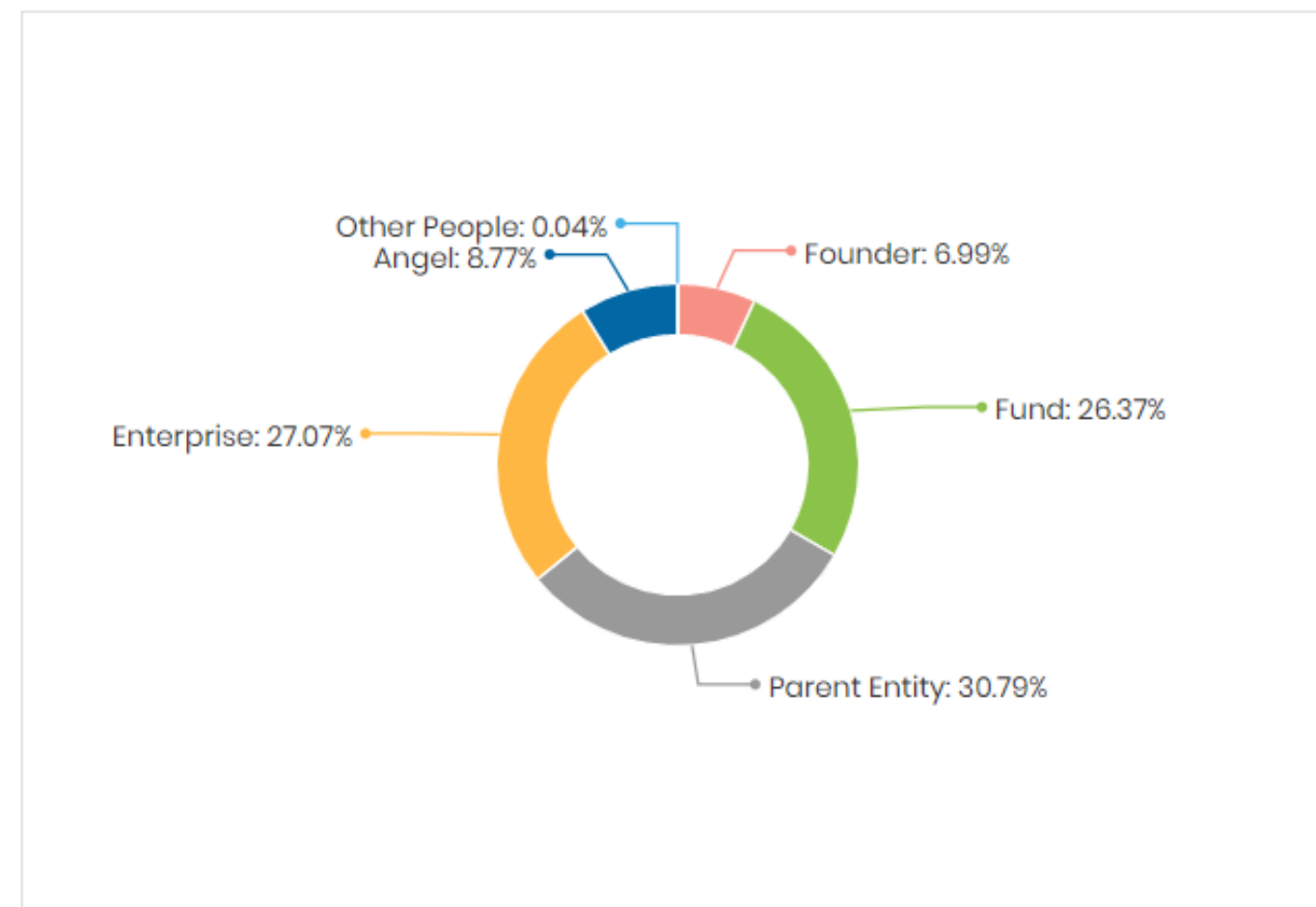
## Impact Guru Shareholding (April 2021)

1.9% of 2021 Online donation

**Valuation: 379 Cr INR | 46.8 Million USD**

Latest shareholding of Impact Guru as on Apr 08, 2021.

Shareholders Name	Post Round Holding %	Net worth
Founder	6.99%	26.5Cr
Fund	26.37%	100Cr
Parent Entity	30.79%	117Cr
Enterprise	27.07%	103Cr
Angel	8.77%	33.1Cr
Other People	0.04%	13.7L
Total	100%	379Cr

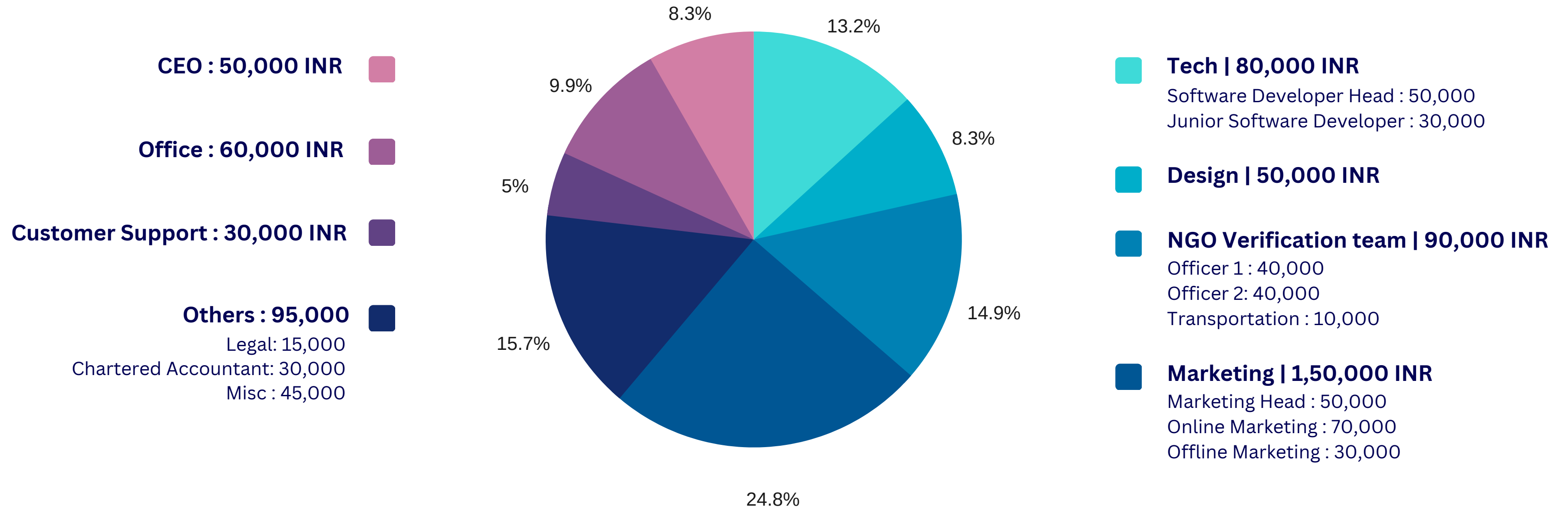


# Plan and Budget

## 2023 - 2024

Monthly : 6,00,000 INR : 7410 USD

Year : 72,00,000 INR : 89,000 USD





# Target Plan 2023

NGOs Physically Verified and Onboard : 210  
Location : Delhi NCR and Uttarakhand

**Users : 1000**

**Donors : 550**

**Volunteers : 450**

Customer Accusation Cost : 150 rs

Average Donation In India Yearly : 5000 INR

Revenue per user : 400 INR

Yearly Donation Projected : 27,50,000 INR | 33,500 USD

Payment Gateway Average fees = 2%

*(Payment Gateway fees through UPI : 0%)*

**Revenue : 8% of Total Donation : 3,50,000 INR | 4,235 USD**

# FINANCIAL PLAN FOR NEXT 4 YEARS

In crores INR

1 crore INR = 120,000 USD

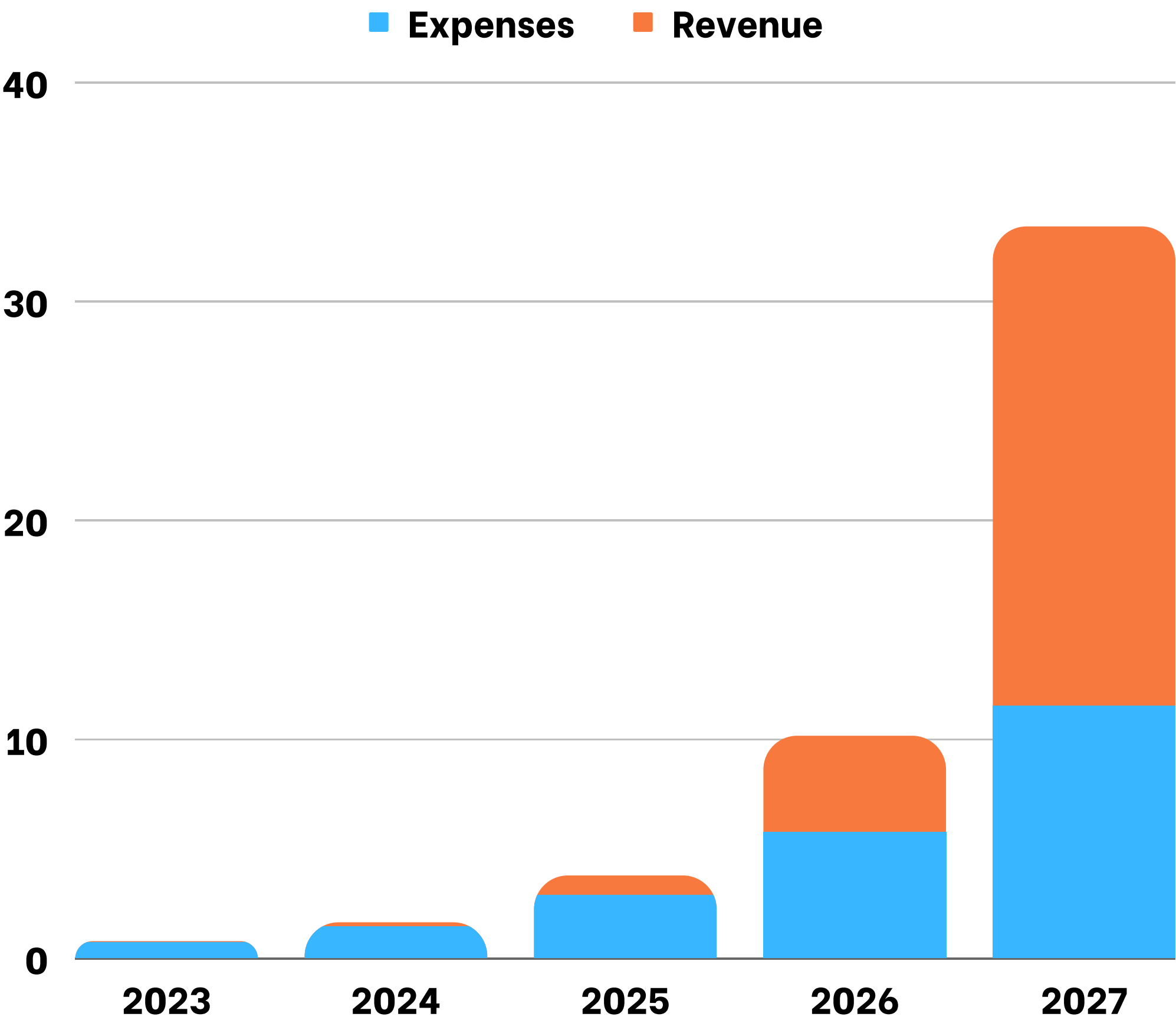
**Expenses = 2x every year**

Salaries and office = 1.5x every year

Marketing budget = 5x every year

**Revenue = 5x every year**

Revenue = 8% of Total Donation



# **TRACTION** (Work till now)

**Better Hero App 1.0 with geo location technology is ready to launch**

**Betterhero.in website in progress**

Office in Noida (Delhi NCR) and Uttarakhand

Founder has 13,000+ Instagram followers from India and dozens of countries who has supported his several social projects with total donation received over 30,00,000 INR (37000 USD)

Founder's previous social projects were also got funded by Indian Public sector companies like GAIL, ONGC and international brands like Scott, One Plus, IPL, Vice etc

**In Uttarakhand, 164 out of 2070 NGOs were physical verified and they agreed to join us**

**In Noida, 26 out of 120 NGOs agreed to join us**

**In Delhi, 250 out of 5000 NGOs agreed to join us**

# Marketing Slogans

World's First Public based Review and Rating system for all the NGO.

The **TripAdvisor** of the NGOs

India's First common donation platform for all the NGOs.

Trust and Transparency > Emotional Marketing

One click to save the world!

For hundreds of years, social work has been the same, time to evolve now!



**Be the Better Hero!**

# CORE TEAM

FT: Full Time  
PT: Part Time

## Shubham DharmSKU

Founder and CEO

is a 30-year-old social entrepreneur and **3 times TEDx speaker** who has been recognized by prestigious organizations such as the **United Nations and Red Cross for his impactful work**. He has also been widely covered in national and international media.

With graduation in System and Graphic design from the **National Institute of Design** in India and over **10 years of experience in the social work field and successful businesses**.



**Shubham DharmSKU**  
FOUNDER & CEO (FT)  
Social Entrepreneur  
System & Graphic Designer



**Giovanni Soledad**  
Management (PT)  
Chief Technical  
Advisor in ILO,  
UNITED NATIONS



**Hritik Rai**  
Software Developer (FT)  
who believes in technology  
to solve social problems



**Aman Rekhi**  
UI/UX Designer (PT)  
Designer with  
experience of working in  
several Indian business



**Neeraj Mishra**  
NGO Field Officer (FT)  
10 Years of experience  
in social sector and  
network with 140+ NGOs



**Aurelie Guex**  
Project Manager (PT) (Switzerland)  
Graduate of a Swiss Business School and  
experienced in management and finance



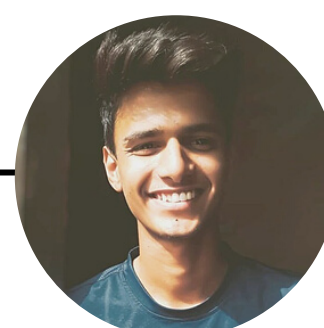
**Umang Panchpal**  
Project Manager (PT)  
IIM Indore Alumni



**Tanuj Martolia**  
Software Developer Assist (PT)  
IIT Kharagpur Alumni



**Glen Quilat**  
Designer and Artist (PT)  
Work experience with US  
Based International NGO



**Priyaranjan Singh**  
NGO Field Researcher  
(PT)  
Social Entrepreneur

# THE ASK

We are raising seed round of 90,000 USD | 72 Lakh INR for 7.2%

