



Percent Pledge

Giving back, made simple.

Our Mission

Percent Pledge makes it easy for anyone to donate a percent of their income to the causes they care about.

Curate

Our board of expert advisors vets Featured Organizations for each of our five causes.

Automate

Donors commit a small monthly percent (1-3%) of their income to the cause of their choice.

Communicate

We provide regular updates to our donors on how their money is making a difference.



We Help **Donors** Give To The Right Place

Challenges for Donors

Untrusted Organizations, Too Many Choices

Unknown Donation Impact

Our Opportunity

Provide Expert Vetted Organizations

Transparent Feedback Loop



We Help **Organizations** Raise Funds & Awareness

Challenges for Orgs

Fundraising

Communications

Our Opportunity

Project Funding

Community Engagement



Competitive Landscape

Charity Navigator
Great Nonprofits

Confusing &
Overwhelming

Vetting
Sites

Crowdrise
Kickstarter

Not Curated
Not Vetted

Crowdfunding
Platforms

Bright Funds
Gusto Giving

Difficult
To Scale

HR/Payroll
Solutions



Market Opportunity

44.1 Million

Millennials:
25-34 year olds

84%

Made a charitable
donation in 2014

\$481

Average annual
gift from millennials

3.7

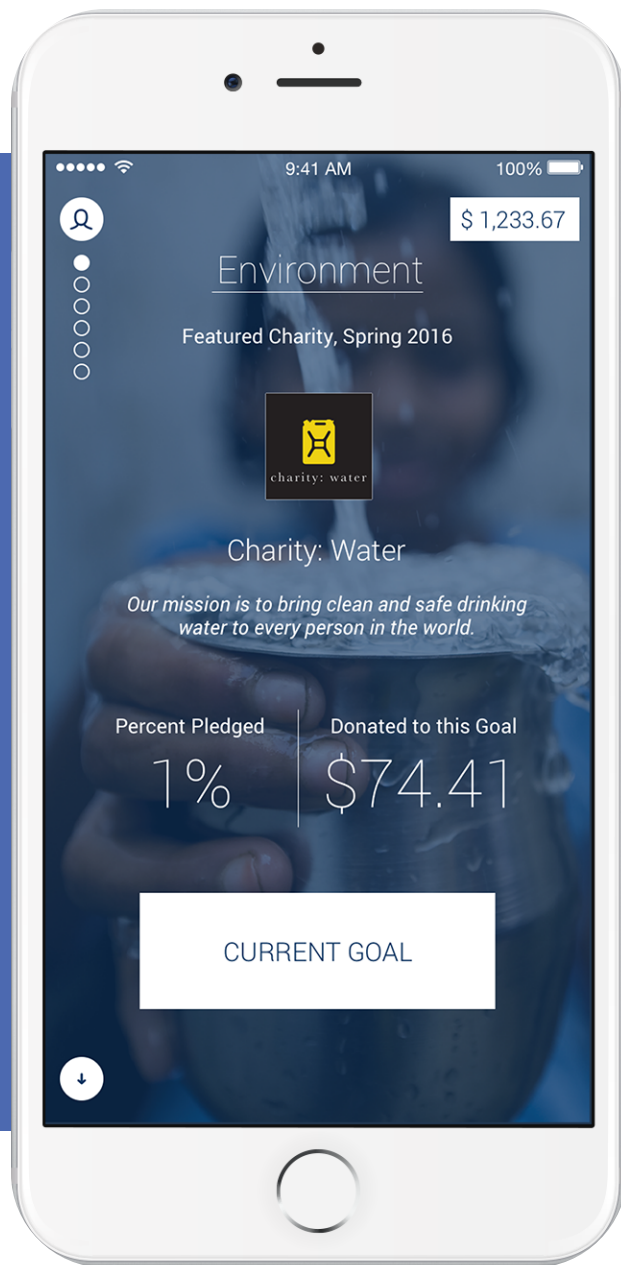
Number of organizations
supported annually

Millennials are active givers in need of
a streamlined platform.



Sources:
Donor Loyalty Study, Abila
Next Generation of American Giving, Blackbaud

As Simple As Choosing What You Care About



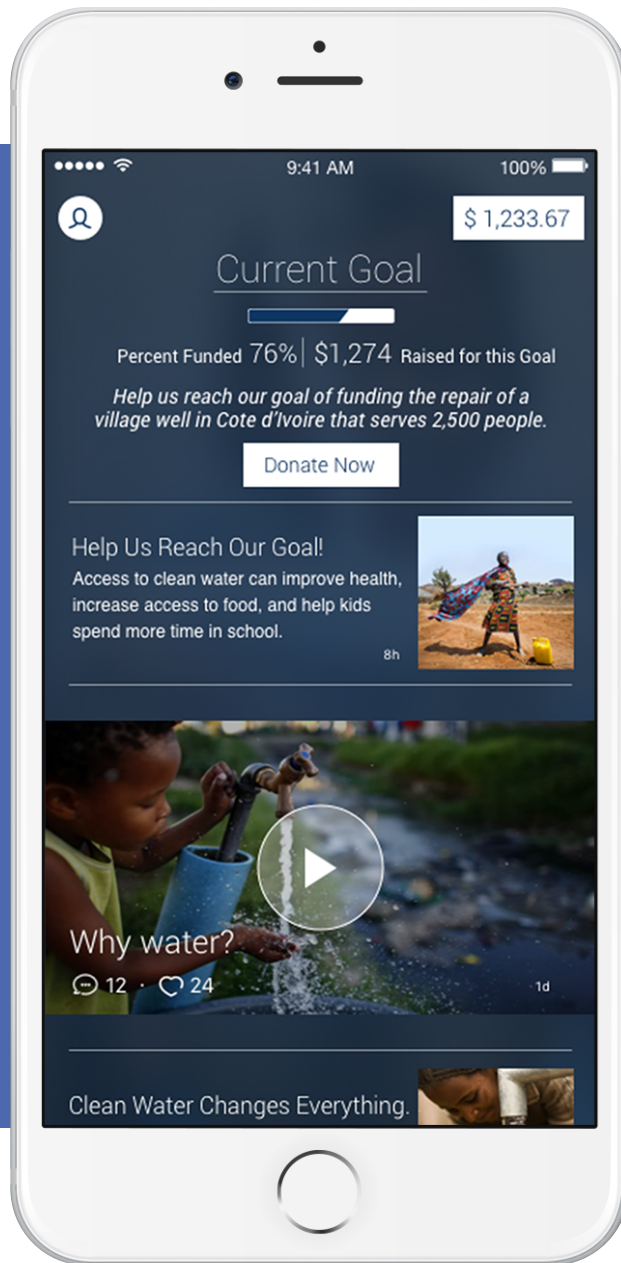
Choose from one of our five causes, then choose a percent to pledge. It's all automatic from there.

Our board of nonprofit leaders have chosen organizations that are doing the most for their cause.

With projects rotating quarterly, there's always something new to discover.



Watch A Small Percent Make A Big Impact



We make sure your pledge gets into the right hands.

Then we bring you stories from the frontlines about the difference your contribution is making.

Funds go directly towards making specific projects possible - not operating costs.

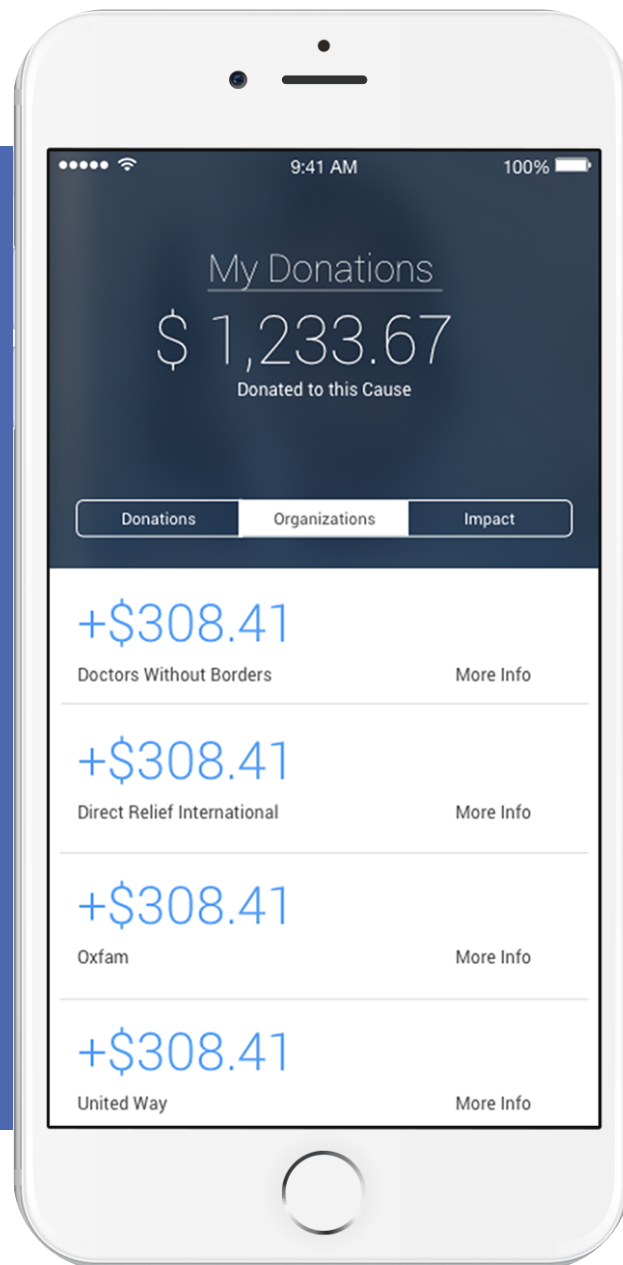
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We Measure What We Do So You Don't Have To

3



View detailed reports on which causes, charities, and projects you've helped.

All contributions are tax deductible - we even do the paperwork for you.

Percent Pledge takes 5% of all donations



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Go To Market Strategy

Objective

Build signups through
partnerships

Target

Organizations with mass
millennial appeal

Benefit

Donation
diversification

Branding

Breakthrough the clutter
with a disruptive persona

Media

When there's a heightened
awareness and motivation



Investment

Use of Funds:

50% - Product & Marketing
38% - Management & Sales
12% - Content Production

Currently Raising:

100K
To enable Percent Pledge to
be a full-time pursuit

Completed, Summer 2016:

Brand & Website
Userflow & Wireframes
Go To Market Strategy





JOIN OUR VISION

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