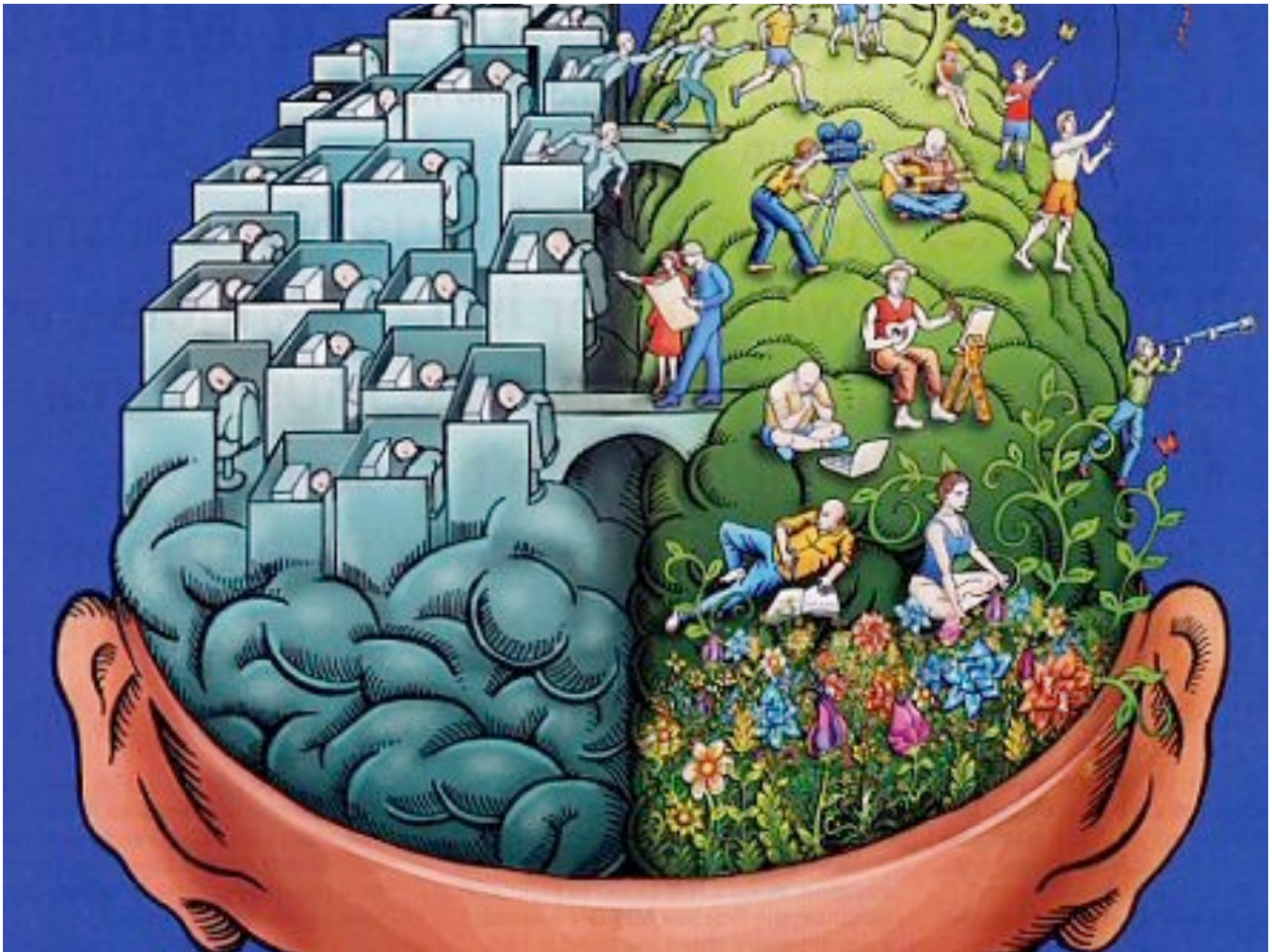




*"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." - Margaret Mead*



## Good Ventures 2010 Inaugural Program

*Good Ventures is a nonprofit micro-incubator that was created to provide mentoring and financial support to Web entrepreneurs with game changing ideas, such as Kiva, CaringBridge, Network for Good, and Wikipedia, but lack the experience and guidance needed to create sustainable online nonprofit organizations. Good Ventures' 2010 Inaugural Program will focus on helping five (5) Web-based startups take their idea from concept to reality, culminating with our inaugural fundraising event and gala where our startups will be showcased in front of private foundations, corporations, and wealthy individuals whom, together, can make a material impact on society through the Web.*

### An Undercurrent Of Nonprofit Web Entrepreneurs

In 2005, Matt Flannery and Jessica Jackley saw a need to help thousands of entrepreneurs in third-world countries with everything from baking bread to selling groceries to sewing clothes for their community. They started **Kiva.org**, a website matching microloans made by ordinary people with over 136,000 low income entrepreneurs around the globe. To date, Kiva.org has funded over \$100,000,000 in microloans.

Sona Mehring, after witnessing the struggle of her friend who gave birth prematurely, started **CaringBridge.org**, now providing 160,000 people impacted by life-altering conditions with a simple, accessible place to keep loved ones updated on their journey.





*True charity is the desire to be useful to others without thought of recompense*



**Network for Good**, a Web-based nonprofit that provides tools for other nonprofits to raise funding, is currently raising nearly \$200,000 per day for those nonprofit organizations. Because of **Network for Good**, others were able to launch **Causes**, the largest **Facebook** application on the Web, which has raised over \$10,000,000 for 26,000 charities worldwide.

Good Ventures was created to ensure that the countless other **Kivas**, **CaringBridges**, **Network for Goods**, and **Wikipedias** waiting in obscurity can find the resources and support they need to take that first, challenging step towards turning their good idea into a game changing reality.

#### **A Micro-Incubator To Effect Change**

We believe wholeheartedly in the value of “micro-incubators” and their ability to help passionate entrepreneurs turn good ideas into great companies. Through education, collaboration, mentorship, and minimal financial support, micro-incubators like Y-combinator and TechStars have been able to help *dozens* of startups turn their ideas into successful

businesses in a fraction of the time typically experienced via traditional avenues.

Good Ventures will apply this model to Web-based startups that will be run as nonprofits. Our mission is to locate, foster, support, and pair socially minded Web entrepreneurs with nonprofit funding sources that, together, can effect change in the world through the Web.

#### **What Good Ventures Provides**

Good Ventures is a project of the Gwendolyn Strong Foundation, a 501 (c)(3) nonprofit organization located in Santa Barbara, California, and is funded by the same sources that will fund our nonprofit portfolio companies: private foundation, public charity, corporate, venture capital, private equity, government, and wealthy individuals.

Good Ventures’ 2010 Inaugural Program will start in early 2010.

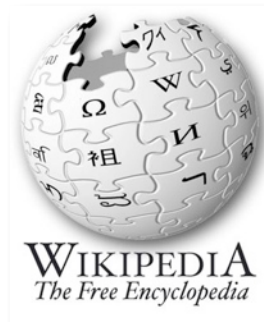
During this Program, Good Ventures will be hands-on in helping five (5) nonprofit Web startups build their concept into a working prototype, executive summary, and fundraising presentation during an intense four (4) month collaborative period. During this time, each startup will have access to Good Ventures’ resources, including executive level product, technology, strategy, finance, and

business development, as well as technology development, graphic design, and fund development resources. Each team will also receive a small grant to cover living expenses.

To further prepare founders to succeed as nonprofit organizations,

Good Ventures will conduct regular informational webinars, led by industry experts on pertinent topics ranging from nonprofit formation, fundraising, and legal issues to donor and nonprofit management, marketing, and social media.

The culmination of the Program will be the Good Ventures



fundraising event and gala, to be held in Santa Barbara, California, where each of our nonprofit Web startups will present their project to potential funding sources, including private foundations, public charities, corporate, venture capital, private equity, government, and wealthy individuals. Each Good Ventures startup will be showcased with the intention of receiving the financial and strategic support needed to turn their nonprofit concept and prototype into that next sustainable game changing offering.

### **The Good Ventures 2010 Inaugural Program**

Good Ventures will be launching a Web-based application for its 2010 Inaugural Program for entrepreneurs starting in March 2010. Good Ventures' Board of Advisors will select five (5) nonprofit Web startups by May 2010 and grants to founders will be made immediately. The four (4) month intense collaboration period will run from May through August 2010 and the Good Ventures fundraising event and gala showcasing each of its nonprofit Web startups will be held in Santa Barbara, California in September 2010.

### **Funding Good Ventures 2010 Inaugural Program**

Good Ventures is seeking to raise \$700,000 in tax deductible donations from sponsors and individual donors to fund its 2010 Inaugural Program. Funding will cover all nonprofit startup founder grants, Good Ventures mentoring staff, marketing and public relations, costs associated with the Inaugural Program fundraising event and gala, and general and administrative overhead.

We welcome donations from any foundation, company, organization or individual who recognizes that a small group of passionate people can make a considerable impact on this world if given the support, encouragement, and opportunity.

### **Sponsorship Opportunities**

Tax deductible corporate sponsorship opportunities are available in three tiers - Silver, Gold, and Platinum - with varying levels of collateral marketing for sponsors throughout each stage of the Inaugural Program and through every marketing medium.

We consider our corporate sponsors to be more than just a funding source but a critical member of the Good Ventures project. As such, wherever possible, we encourage our portfolio companies to utilize our corporate sponsor's products and services as well as highlight their involvement to the hopeful thousands whose lives will be affected by their generosity.



For more information on sponsorship and donation opportunities, or mentorship opportunities, please contact:

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