

# Ching

Innovative lifestyle-driven fundraising platform.

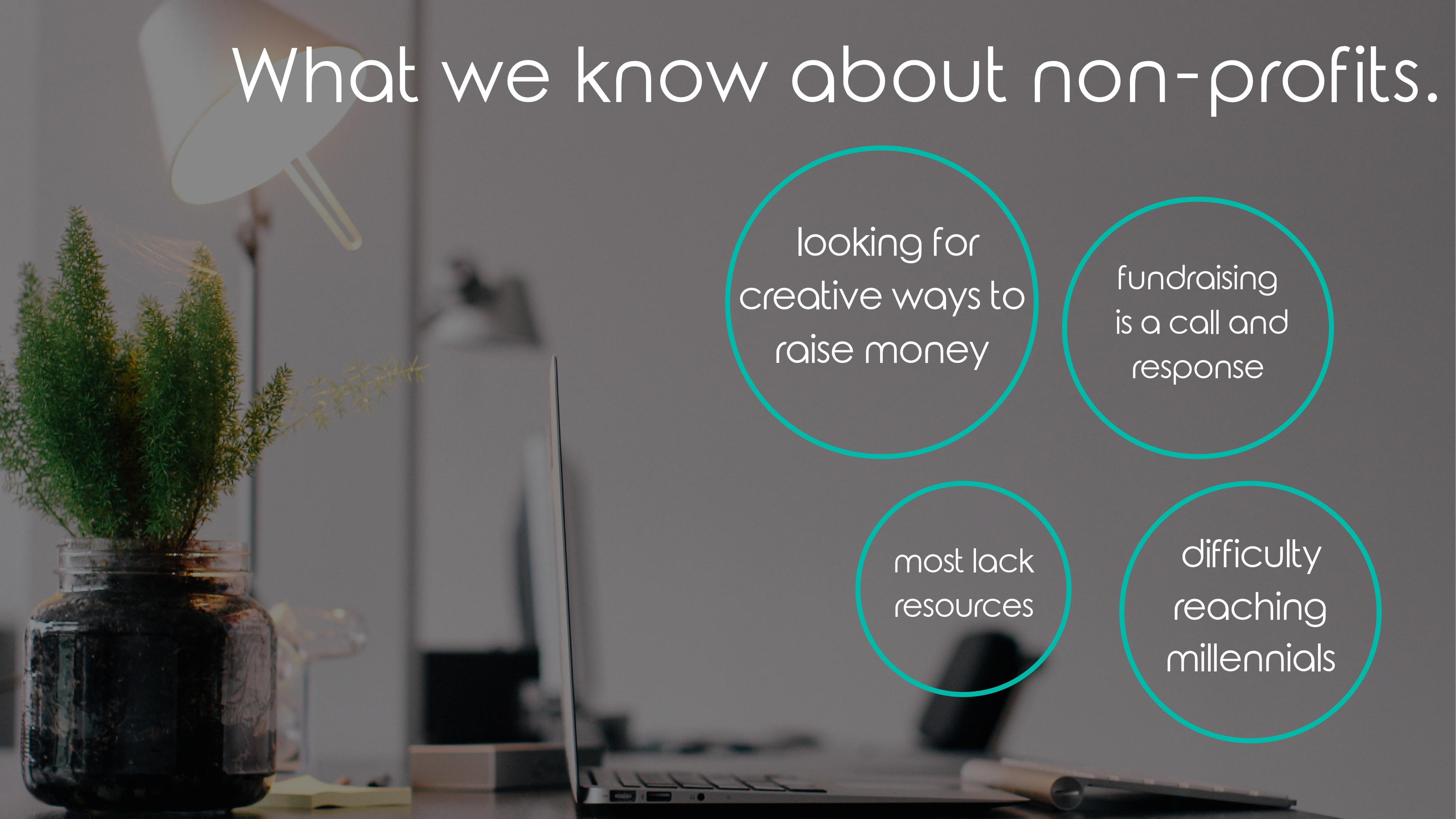
# Hello.

I want to revolutionize the way causes raise money, especially with Millennials!

My company, Ching, wants to transform fundraising from an ask to a lifestyle. And we're doing it through purchase-driven donations.

To do so, we need to raise \$750K to build and market our platform.

# What we know about non-profits.

A background photograph showing a magnifying glass held over a laptop screen which displays a presentation slide. To the left of the laptop is a small potted plant in a glass jar.

looking for  
creative ways to  
raise money

fundraising  
is a call and  
response

most lack  
resources

difficulty  
reaching  
millennials

THE BACKSTORY

# Our evolution.

# Value proposition.

## Non-profits

- create new revenue
- engage with current supporters
- reach new donors, especially Millennials



## Individuals

- help causes through everyday purchases - at no cost

# We validated our idea.

We invested a lot of time and energy - and \$125,000 of my own capital - into building version 1.0.

We learned the market supported our value proposition.

We realized we needed to provide non-profits with more support and resources.

We needed a solution with a lower barrier to entry to maximize on-boarding of users.



# Version 1.0 validation.

- Market interest and demand from non-profits (customers)
- Adoption by non-profit supporters (users)
- Sizable market opportunity
- Scalable revenue model

\$3B

paid in online affiliate  
marketing fees (2014)

1.5 M

non-profit organizations  
in the United States

171 M

households donated to  
non-profits (2014)

\$2.28

the average affiliate fee  
earned per online purchase

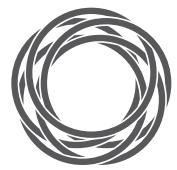
“

*If you are not embarrassed by the  
first version of your product,  
you've launched too late.*

— Reid Hoffman

THE RIGHT PATH FORWARD

So now what?



# Three five two.

Before developing our next version, we needed more research on both our technology solution and target audience to ensure we built something awesome.

We partnered with 352, a digital product development agency, to research our audience, digital platform and business model to provide key insights.

Through our efforts, we discovered opportunities with new audiences, interconnected strategies and better technology solutions for us to aggressively go to market with a commercially viable product.

112.5 M

Americans redeemed  
digital coupons (2014)<sup>2</sup>

Email

is the primary way coupons are received and redeemed<sup>1</sup>

74%

of consumers express frustration when content doesn't align with their interests<sup>2</sup>

Actions

millennials prefer to perform smaller actions before fully committing to a cause<sup>3</sup>

Peers

millennials are influenced by the decisions and behaviors of their peers<sup>3</sup>

**Sources:**

1. Forrester

2. eMarketer & RetailMeNot

3. Inspiring the Next Generation Workforce PDF

4. Monetate 2013

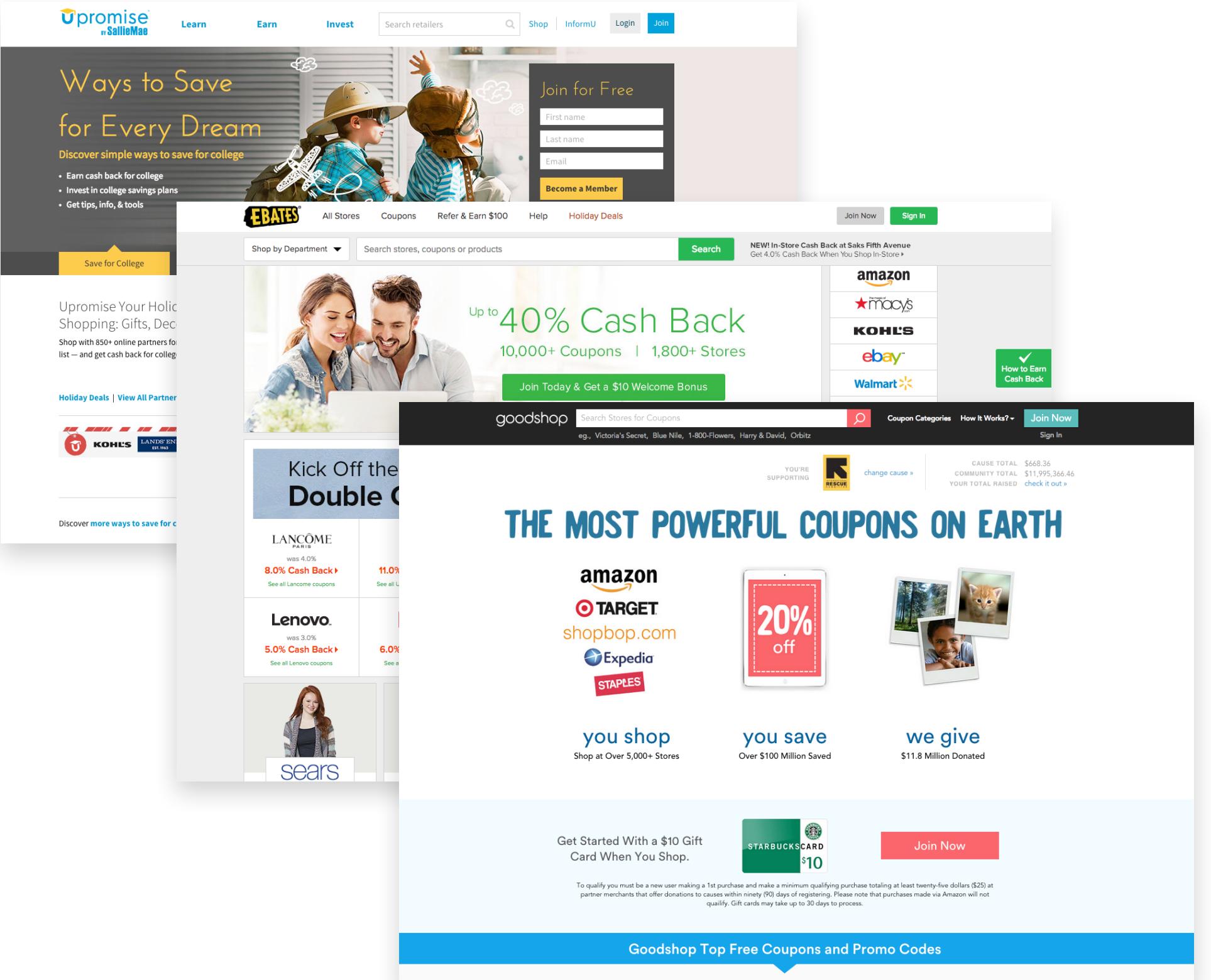
RIGHT TIME. RIGHT NOW.

# Ching 2.0

Lifestyle  
over utility.

Our competitors stand  
for shopping.

Ching stands for causes.



# The competition.

All of our competitors are utilitarian - they position themselves as a utility for savings.

Most struggle to deliver a simple, user-centric digital experience. Their brands and messaging don't fully resonate with their audiences, nor provide personal tailored content or show the impact of their users' efforts.

This creates a clear white space opportunity, especially engaging with the most digitally savvy, cause-based, buying demographic.

OUR ATTACK PLAN

# Go-to-market strategy.

Non-profits  
**B2B**

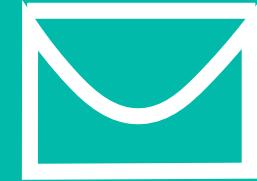


Millennials  
**B2C**

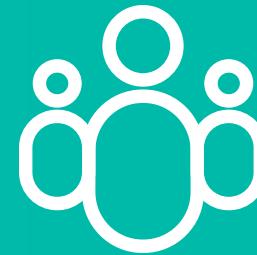
# Buying power with impact.

**75 million Millennials** now represent the single largest U.S demographic group and will have the largest generational buying power by 2017.

# Millennial strategy.



Email (Daily Deals  
& Cause Content)



Personalized Content  
Based on Interests



Browser  
Extension



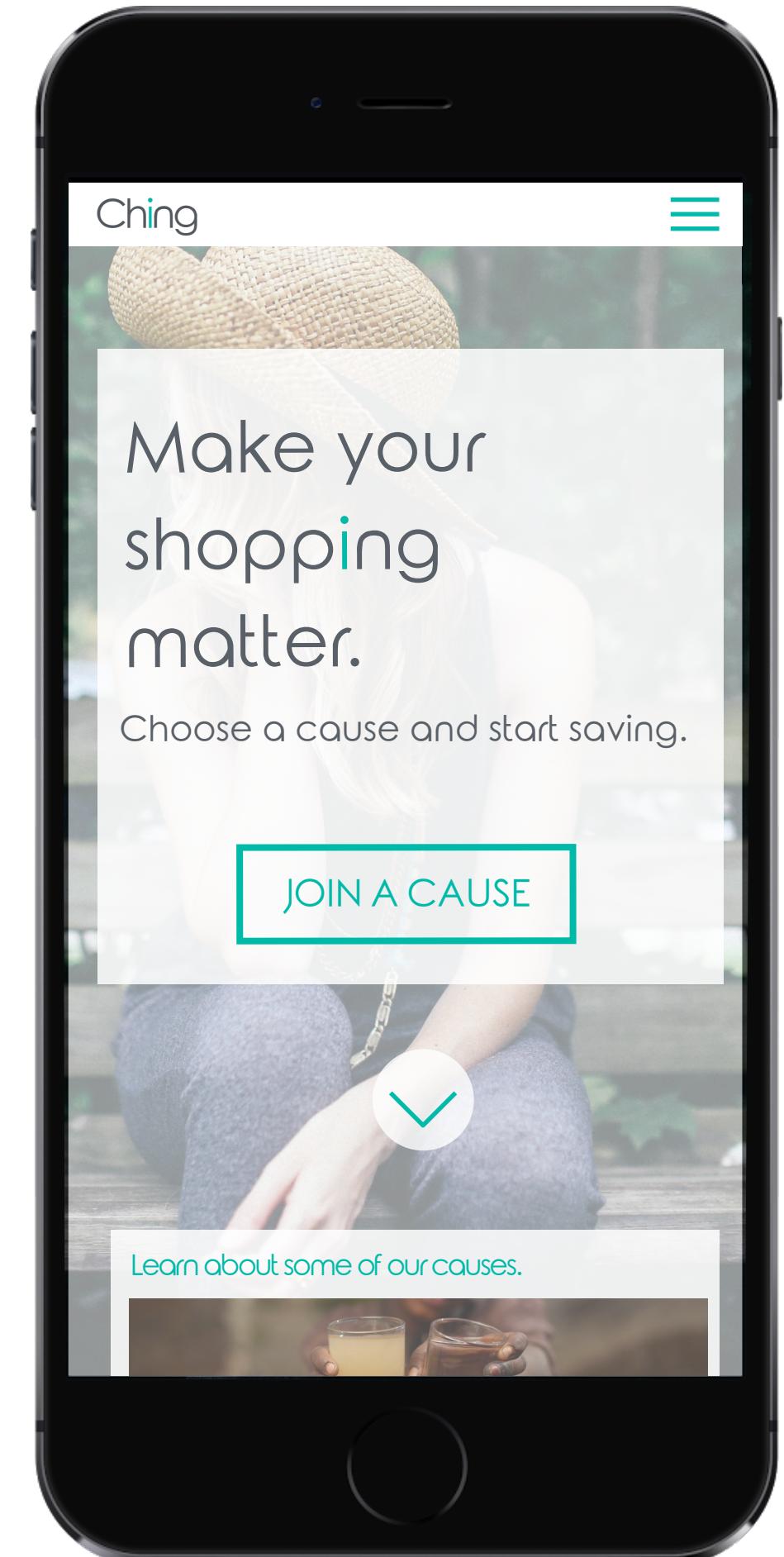
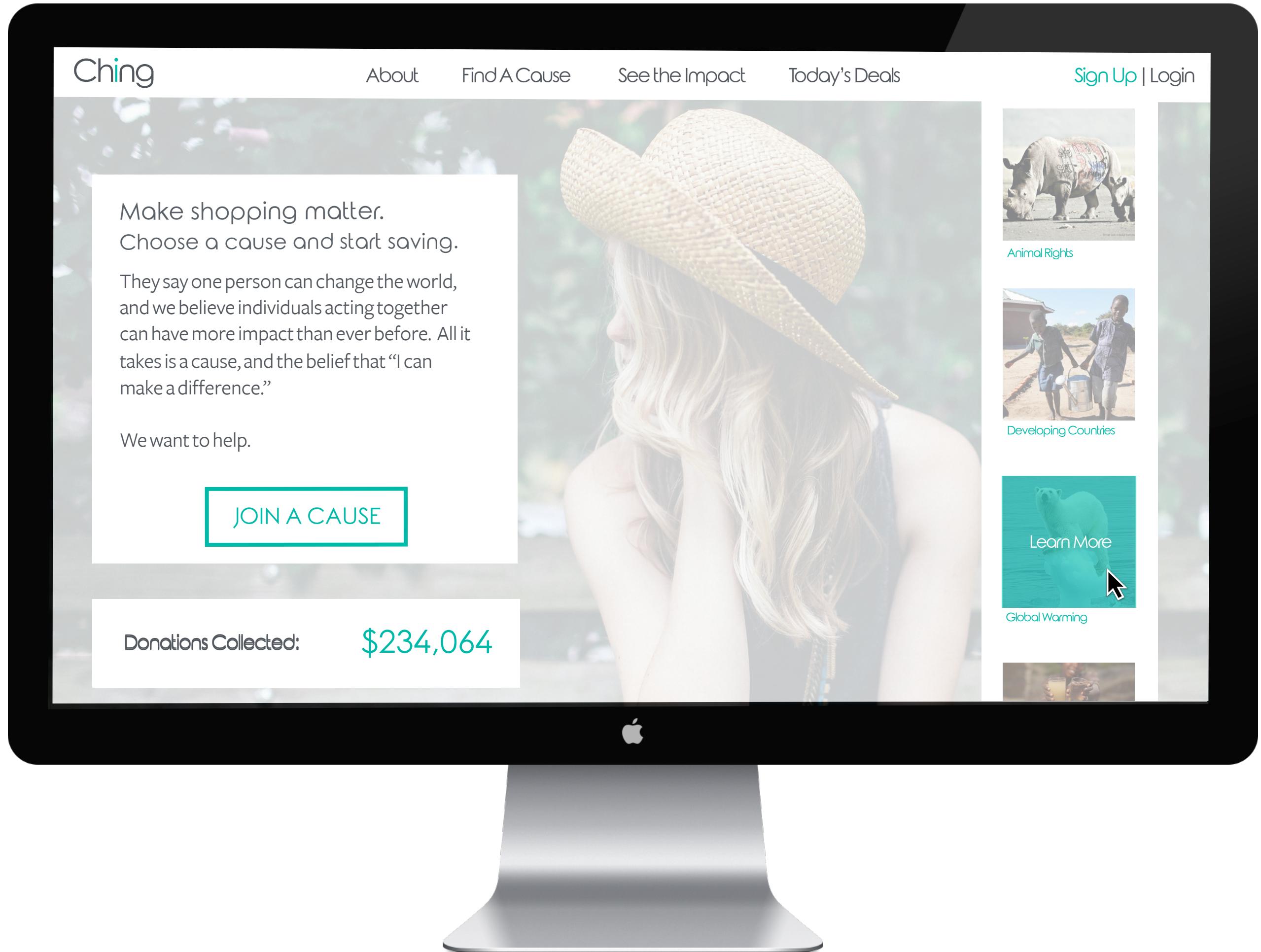
View Your  
Personal Impact



Social Media Sharing  
Opportunities



User Feedback  
Opportunities





Inbox



COMPOSE



Happy Mother's Day



Inbox (1)

Sent Mail

Starred

Drafts

Trash



“What will you do with your new well?”

Mulitani is a mother of six. For 42 years, the only water she'd ever known came from a river that her village shared with wild pigs.

Last October, our local partners drilled a well in her community.



DO

## Daily deal emails with some heart.

Why not target better? Using the personal information users provide to us, we can automatically send timely emails highlighting available deals that match their interests to encourage purchases.

We will also send them content around causes they may feel passionate about.

# Non-profit strategy.



Personalized Content  
Opportunities



Email Templates  
and Assistance



White-Labeled  
Browser Extension



Featured on  
Website



Social Media  
Executions



Best Practices for  
Online Fundraising



## You've made an impact.

Thanks to your help **Holy Innocents' Episcopal School** has raised **\$102,500** towards its Fine Arts Program.

Through your help they are able to provide volunteer and financial support to the growing Fine Arts Department resulting in accolades and awards for their students and school. Art education helps broaden a student's perspective on the world and on traditional academics. The arts allow a student to express their creativity while challenging their intellect. [Learn more](#)

### Share your voice

Share your passion about Holy Innocents' Episcopal School and get more of your friends involved.

[f SHARE](#)[t TWEET](#)

# 5

the number of supporters you've brought in to help the cause

[See your circle](#)

### News: Holy Innocents' Episcopal School

## Welcome back Jessica!

Thanks to your help **Holy Innocents' Episcopal School** has raised **\$102,500** towards its Fine Arts Program.

[Learn more](#)

### Your voice has impact.

Share your passion about Holy Innocents' Episcopal School and get more of your friends involved.

[f SHARE](#)[t TWEET](#)

THE HOW

# Roadmap.



# MVP & launch.



## The first six months.

- Product development and launch
  - Non-profit acquisition
  - Partnership development
  - Branding/Marketing
- Content creation
  - Social media
  - User acquisition
  - User feedback
  - Analytics and tracking

## Our goals.

<b>Users</b>	<b>Revenue</b>
5,000	\$65,000



# Sustain and grow.



## The next twelve months.

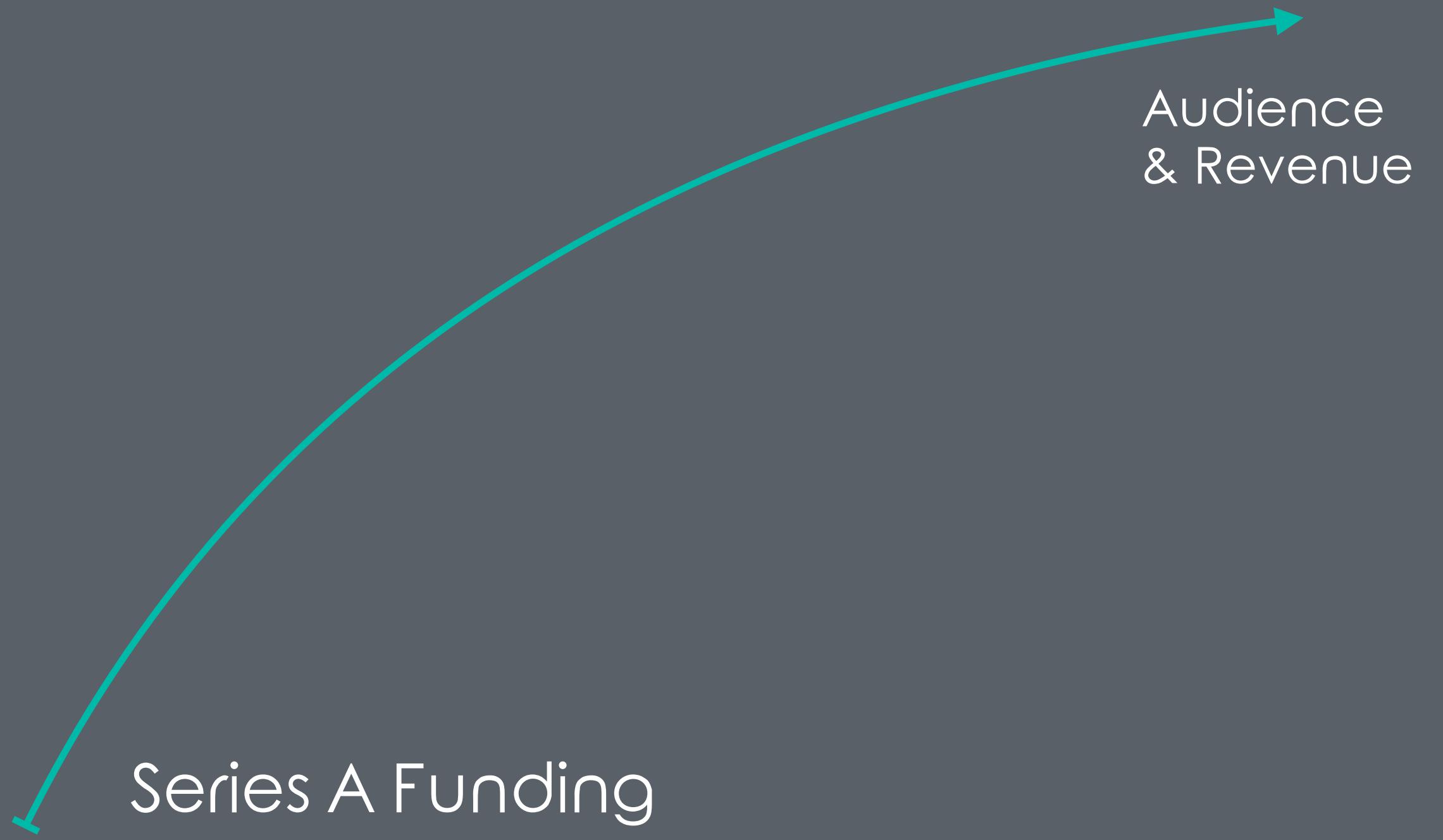
- Iterative research
  - New feature development
  - Brand building
  - Influencer marketing
- Content development
  - Sustain and scale users
  - Increase revenue opportunities

## Our goals.

<b>Users</b>	<b>Revenue</b>
35,000	\$1,000,000

PHASE THREE

# Exponential growth.



## Expand our product line.

With additional user feedback and insight, we would begin building new features and iterating on existing ones, while creating new streams of revenue such as:

- Additional Giving Opportunities: Round-up, Mobile Donations, Capturing In-store and Loyalty Currency
- Sponsored Advertising Opportunities for Retail Brands
- Marketing Opportunities for Non-profits: Featured Homepage Story, Spotlight Email Campaigns
- User Data: Buying Behavior and Personal Information

LET'S TALK MONEY

# Financials.

# A look at the numbers.

	<b>Year One</b>	<b>Year Two</b>	<b>Year Three</b>
<b>Total Revenue</b>	\$480,000	\$3,200,000	\$17,000,000
<b>Gross Margin</b>	\$116,000	\$1,350,000	\$8,500,000
<b>EBITDA</b>	(\$600,000)	\$300,000	\$6,000,000

IT'S GO TIME

Our team.



# John M. Suddes

INNOVATIVE NON-PROFIT  
THOUGHT LEADER

For the past 25 years, John's fresh, creative and results-oriented approach has helped non-profit organizations achieve unprecedented fundraising success.

His digital product development partner, 352, has partnered with startup organizations and Fortune 500 companies to build digital solutions that create lasting connections with millions of people. In the past two years, two of 352's startup clients became market successes and were acquired, with a third client growing into a 60 person, 150 million dollar company in under 24 months.

352's philosophy is that iteration is the best way to build a product that lasts. Through continued testing, research and learning, their team works to uncover opportunities to build great digital products.

Together, they will transform fundraising from an "ask to a lifestyle".



INNOVATIVE DIGITAL PRODUCT  
THOUGHT LEADER



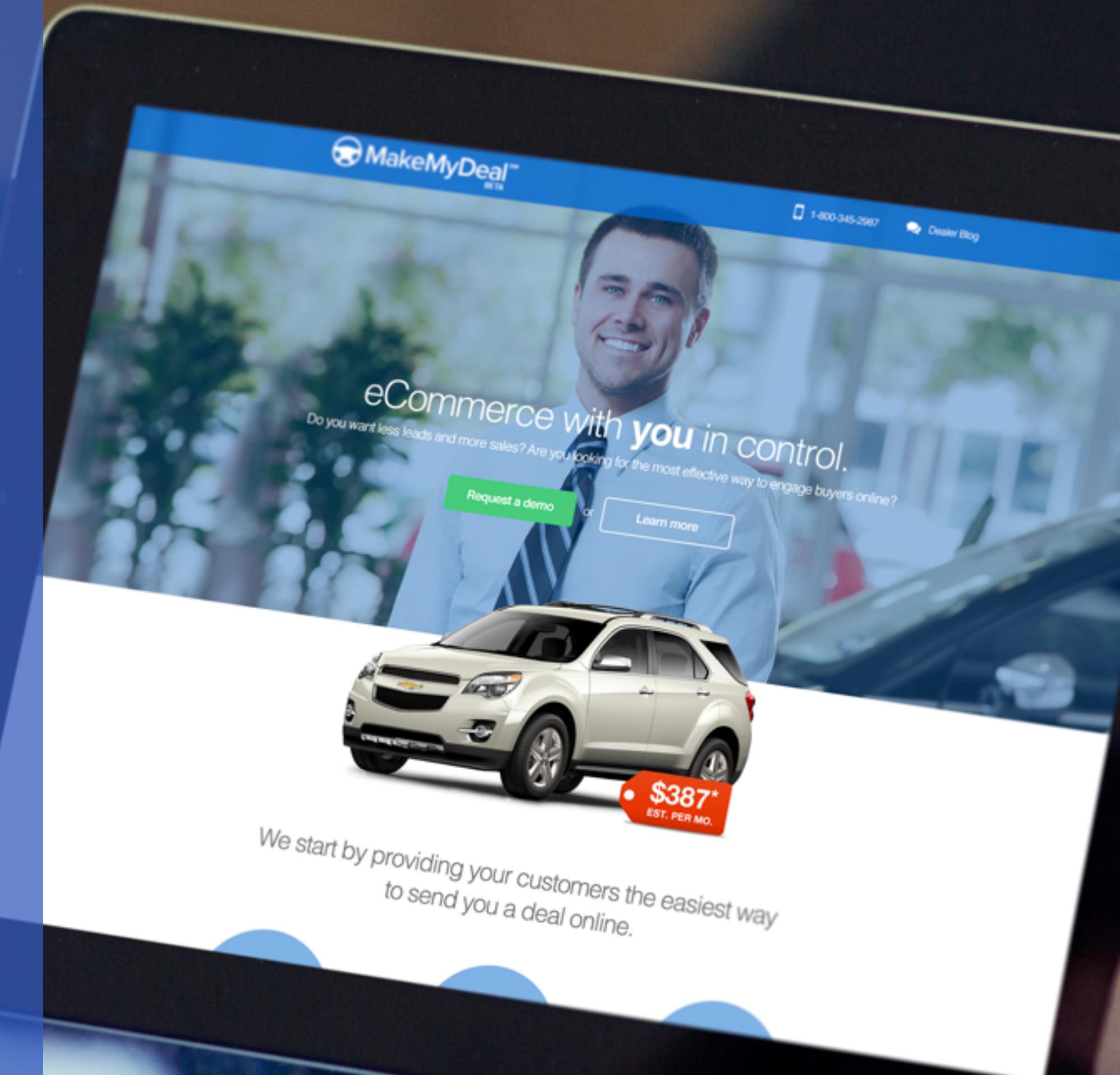
352 built **YouCaring's** platform and grew its audience to become the **2nd-largest personal fundraising website** with more than **\$245 million raised**. They utilized smart, cost-effective solutions to increase traffic, conversions and acquisition. Today, YouCaring continues to grow with **5 to 7 million unique visitors** each month.



352 worked alongside a **COX Automotive** startup to build a revolutionary automotive

**e-commerce platform** from the ground up.

352 took the idea to a minimum viable product in just a few weeks and proved that there was enough market interest for a digital product that could disrupt the automotive landscape—by giving buyers truly hassle-free negotiation.





Robert Berris  
VP, Digital Strategy



Pete Bernardo  
EVP, Product Strategy



Larry Hipp  
EVP, Technology



Jennifer Fix  
VP, Marketing & Client Services