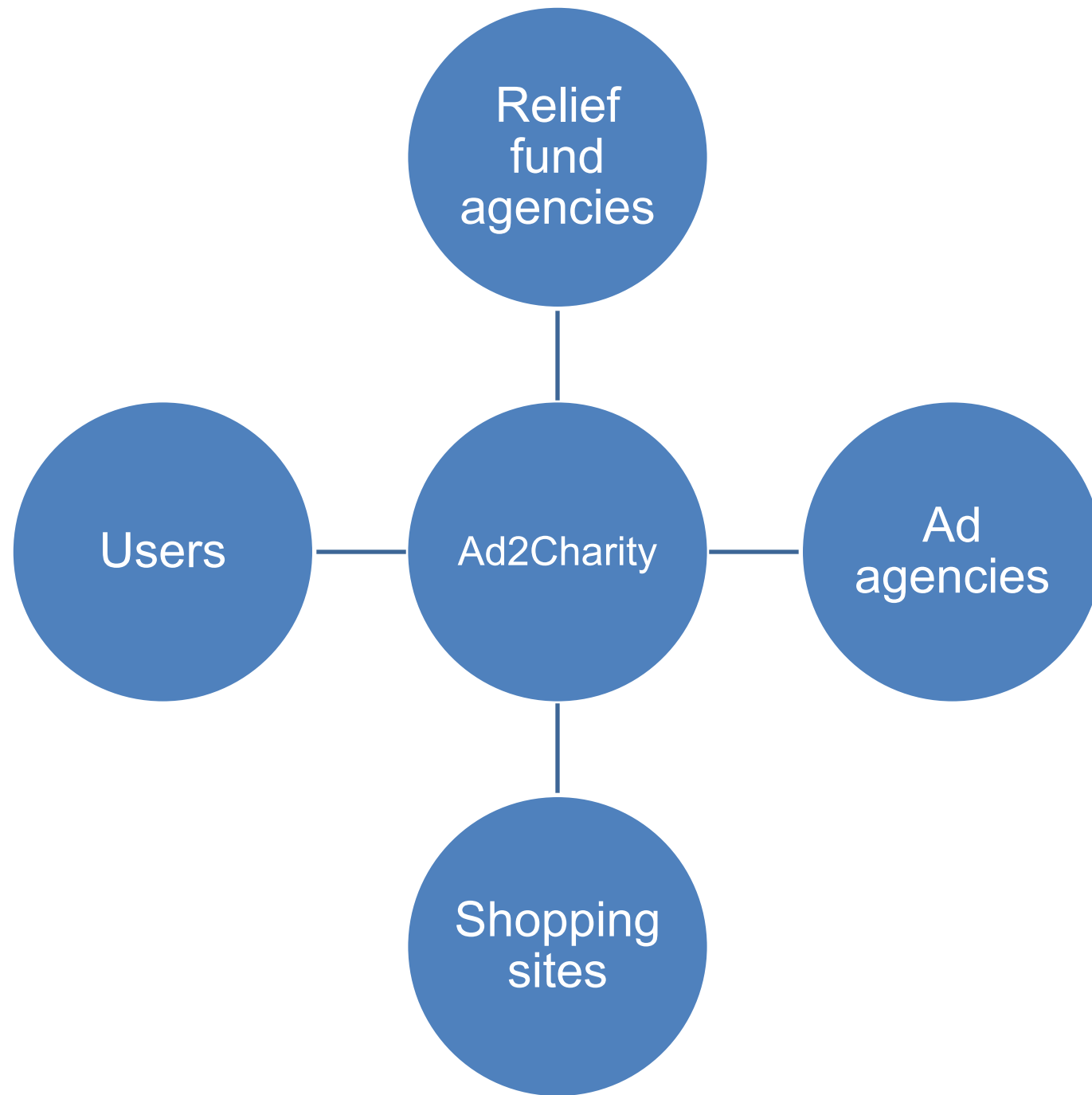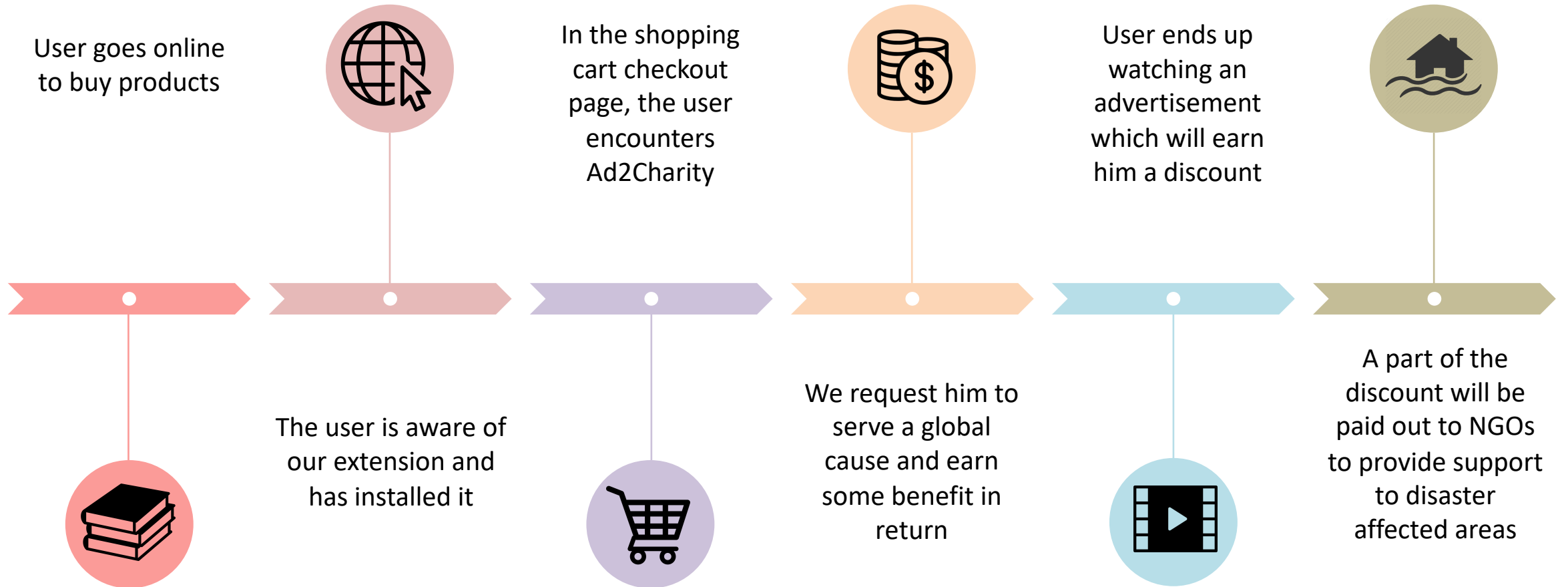# Ad2Charity

Ad2Charity is a browser extension that incentivizes users to donate to charity/relief funds by giving them a discount on any purchase by watching a simple ad video.
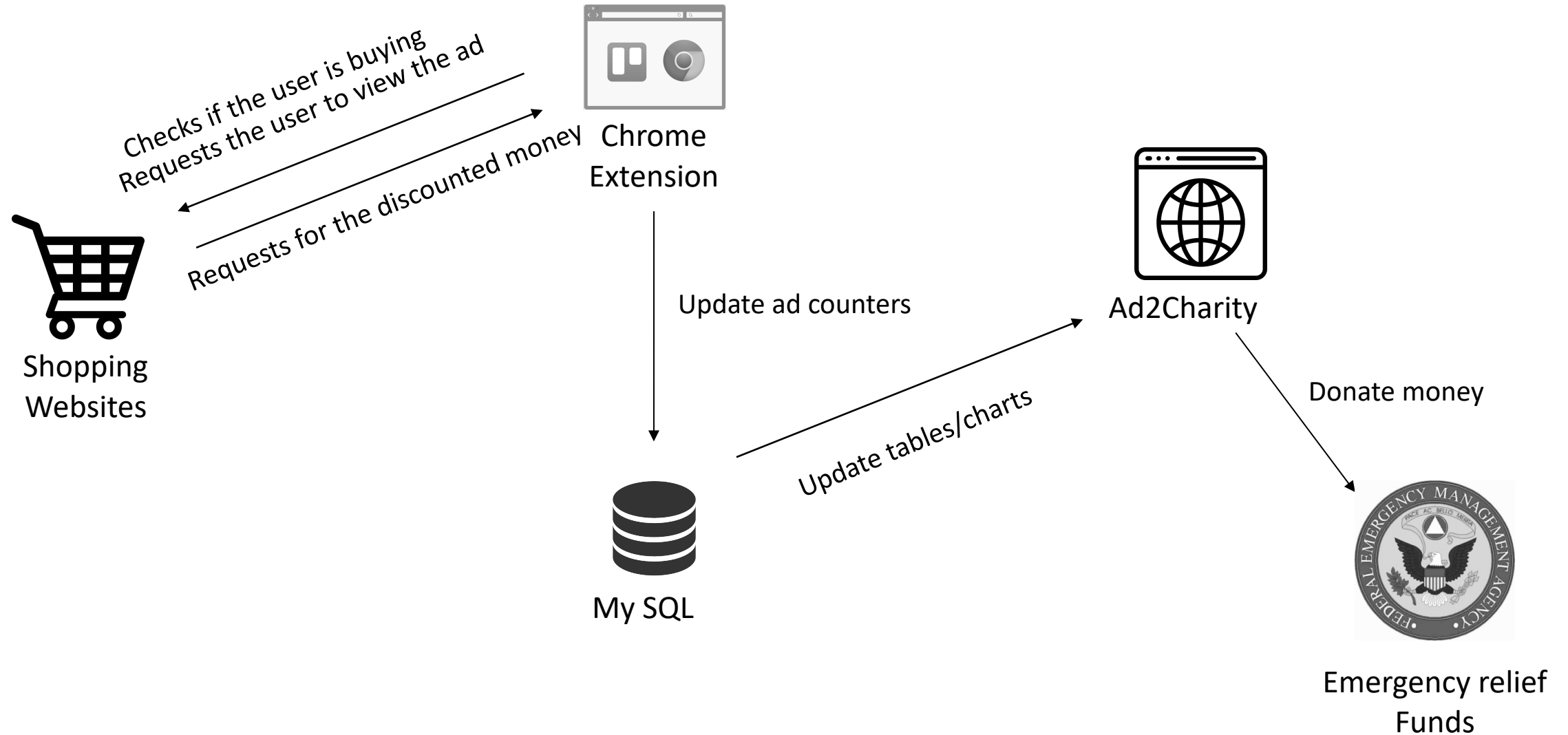
Technologies used:

User Journey

User goes online to buy products

In the shopping cart checkout page, the user encounters Ad2Charity

User ends up watching an advertisement which will earn him a discount

The user is aware of our extension and has installed it

We request him to serve a global cause and earn some benefit in return

A part of the discount will be paid out to NGOs to provide support to disaster affected areas

Flow Diagram

Checks if the user is buying

Requests the user to view the ad

Requests for the discounted money

Chrome Extension

Shopping Websites

Update ad counters

Update tables/charts

My SQL

Ad2Charity

Donate money

Emergency relief Funds

Future Scope

- Show advertisements related to the current product
- Provide user the option to select the cause they want to provide the funds to
- Scale for shopping websites to increase the returns as well as the funds
- A portal for business owners to submit their advertisements directly

Thank you!