

Team TYEEA presents

# EveryStep

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A high-angle, first-person perspective shot of a person's legs and feet as they walk on a cracked asphalt surface. The person is wearing white athletic sneakers with white laces. The image is semi-transparent, allowing the text to be clearly visible over the scene. The lighting suggests a bright, sunny day, as shadows are cast on the ground.

What would **inspire** you  
to get active?

A grayscale photograph of a man with glasses and a mustache, wearing a plaid shirt, leaning over a desk to look at a book with a young girl. The girl is sitting at the desk, looking down at the book. In the background, there are school lockers and backpacks hanging on them. The text "Helping under-served kids?" is overlaid on the image, with "kids" in orange.

Helping  
under-served **kids**?

# Fighting cancer?





A grayscale photograph of a community garden. In the foreground, a large raised garden bed is filled with leafy plants. A group of people, including two adults and several children, are gathered around the garden bed, looking at the plants. In the background, there is a chain-link fence, some trees, and a building. The text "Strengthening community bonds?" is overlaid on the image, with the word "community" in orange and the rest in gray.

Strengthening **community** bonds?

So...

What if every 100 steps you took meant  
1¢ for something you believe in?

What if every 100 steps you took meant  
1¢ for something you believe in?

3000

extra steps a day

x

1¢

per 100 steps

x

1 year

=

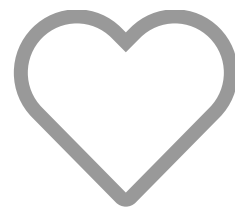
\$109

to support a cause you believe in



But where is the money coming from?





The people who care about you!

Let's see how this would unfold.



No food or beverages  
No Photography  
allowed in the gallery



WHERE  
DO WE  
MIGRATE  
TO?

















Jamba  
Juice

the coldbuster



HAPPY

Mon -  
5pm -  
2-4-  
Drink Sp

LEND US  
AN EAR

13



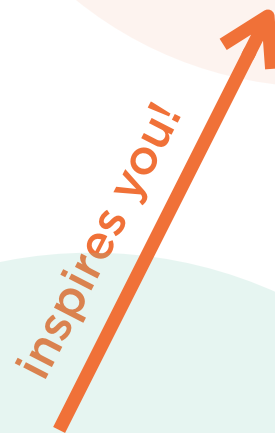




This is You



This is You



Your Cause:  
Cancer Research





This is You

*supports your  
long-term health*



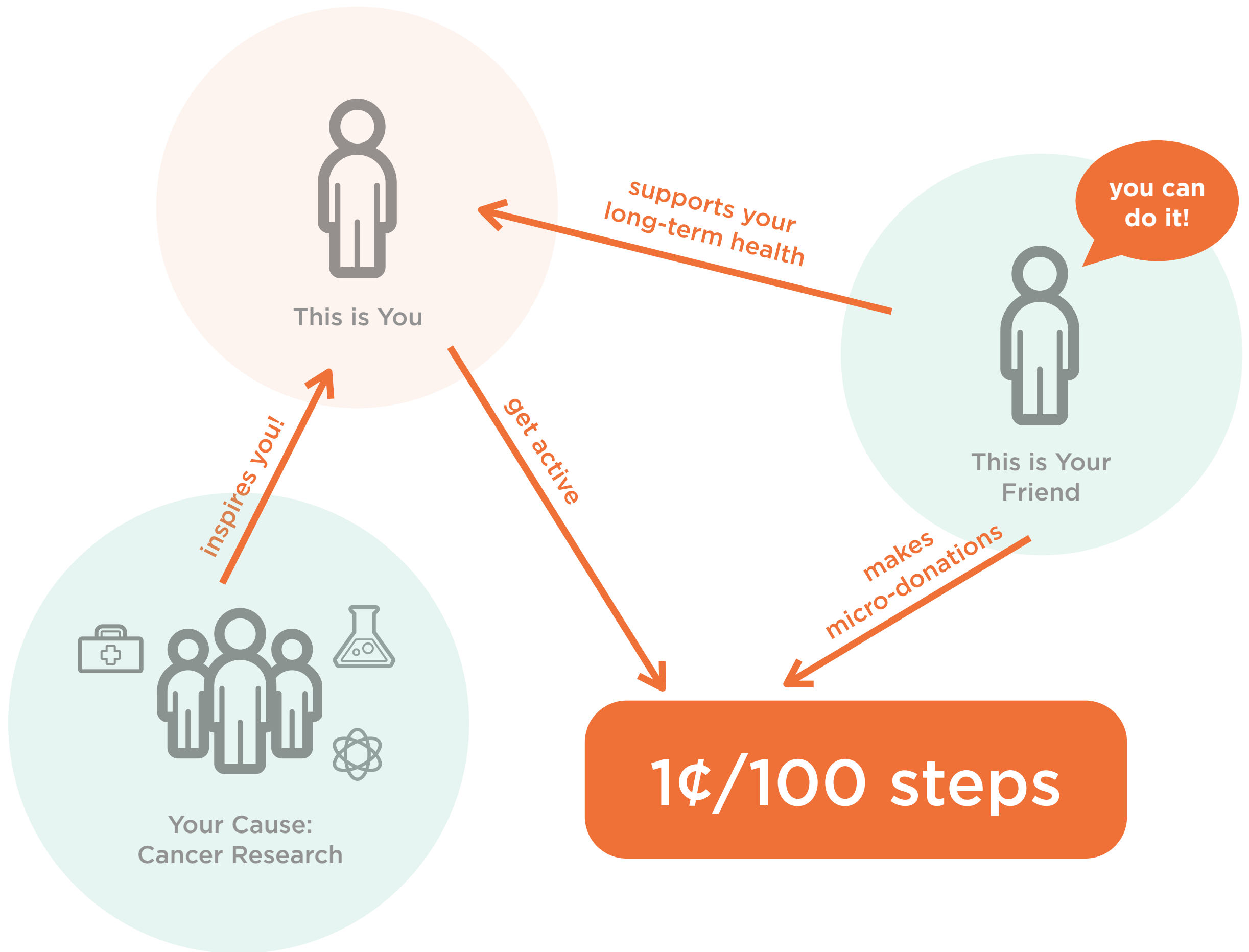
This is Your  
Friend

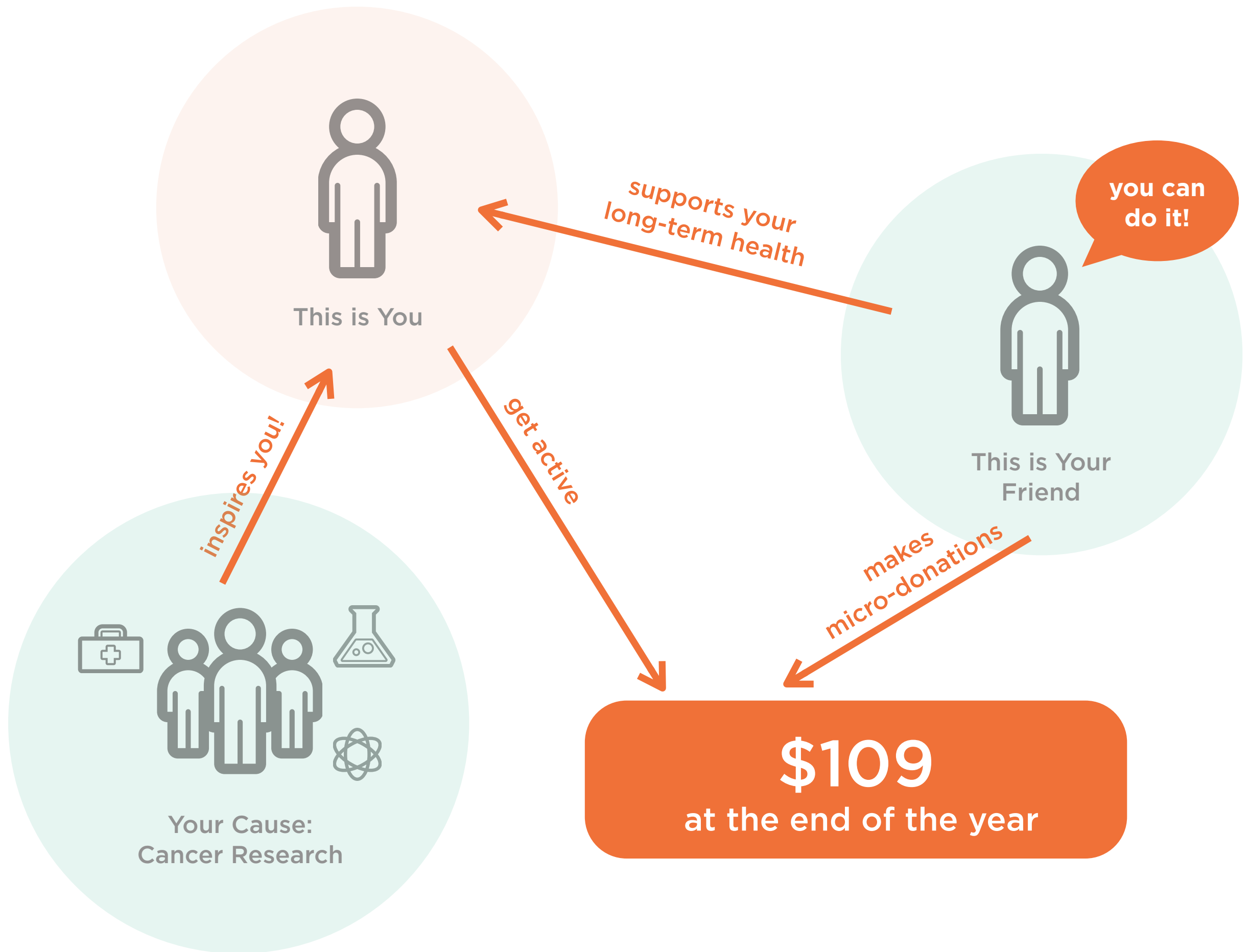
**you can  
do it!**

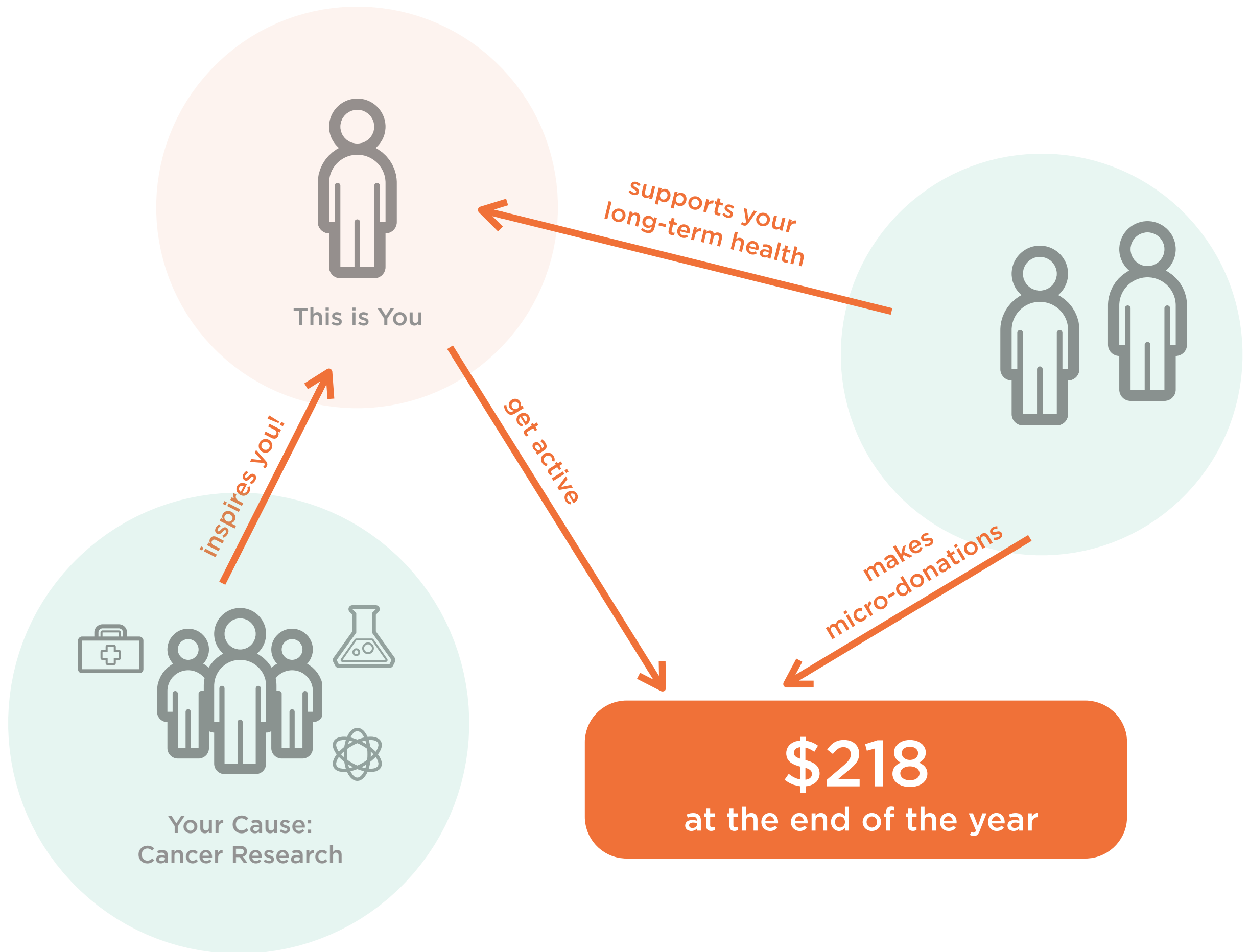
*inspires you!*

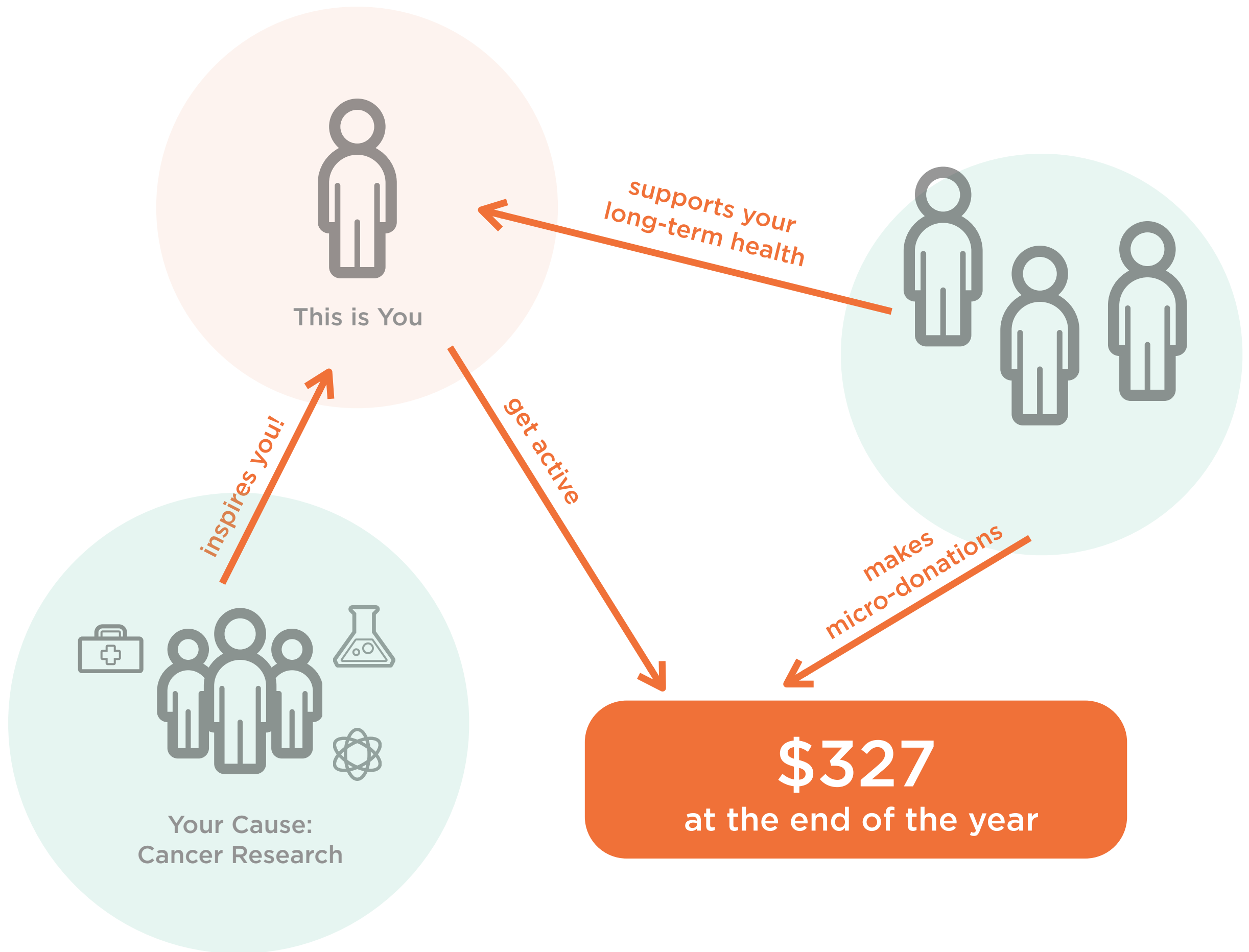


Your Cause:  
Cancer Research

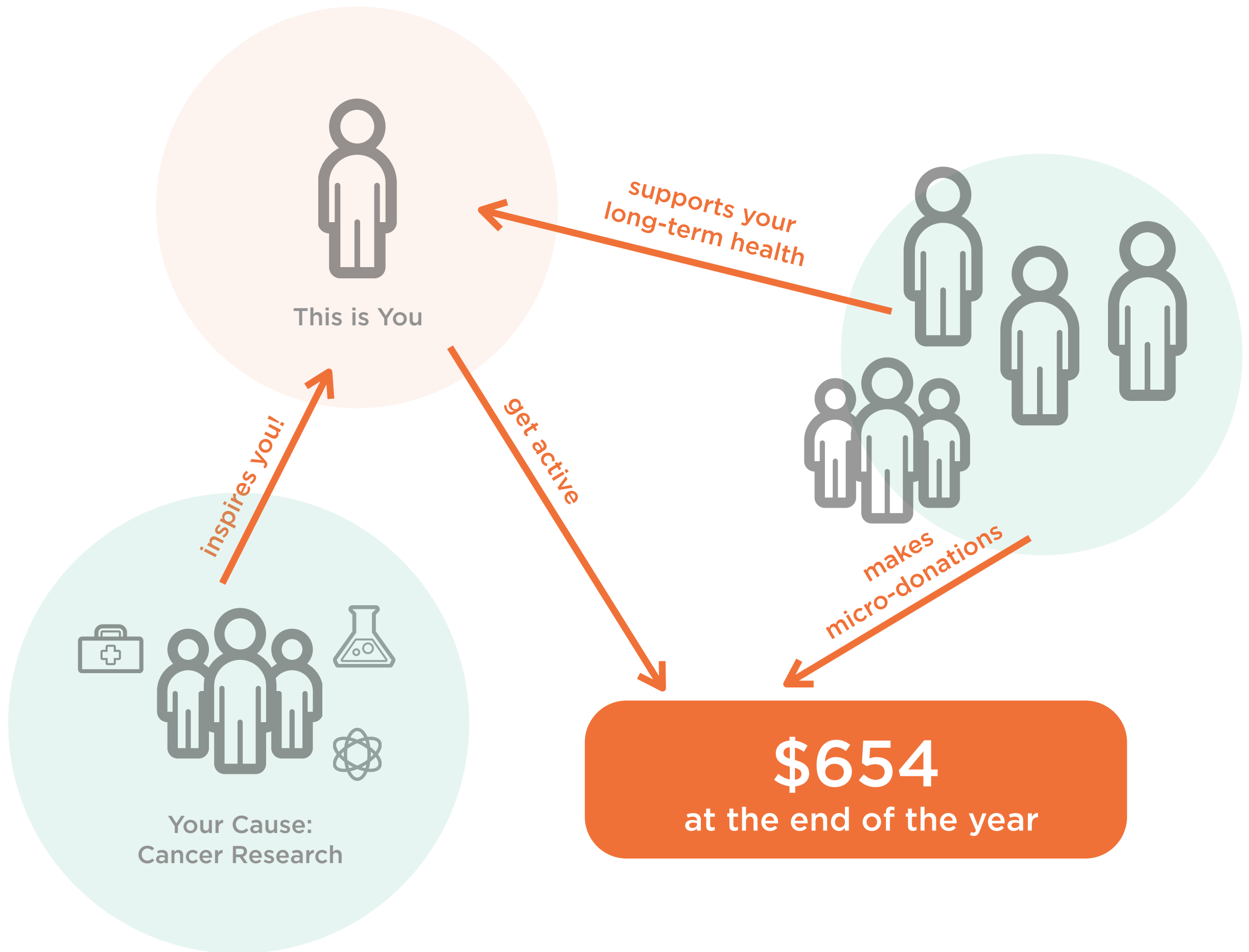


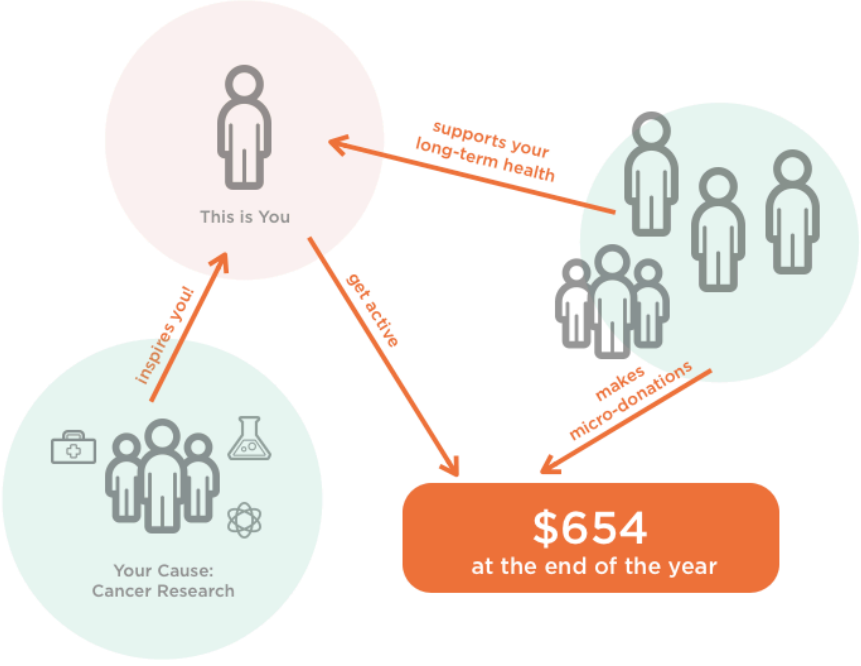




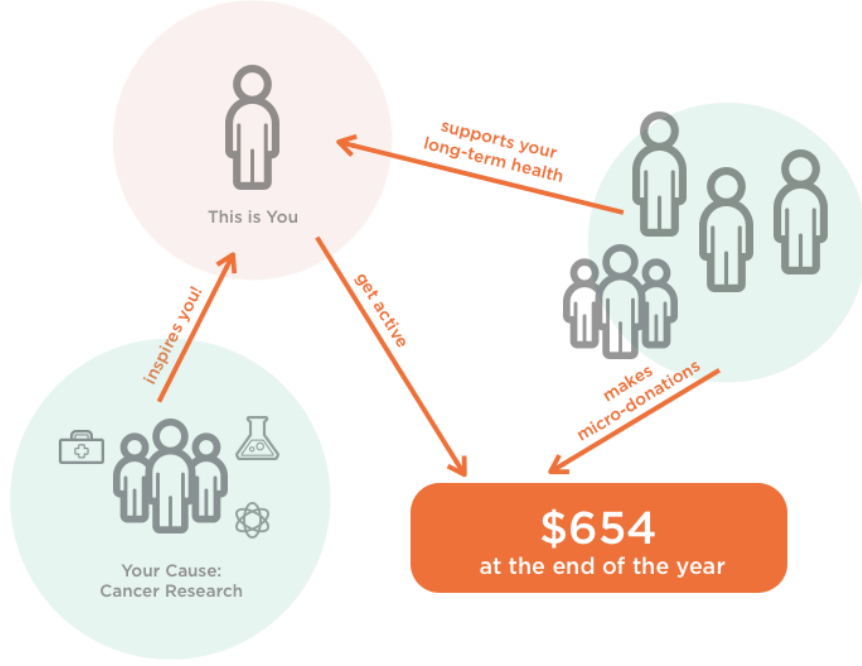
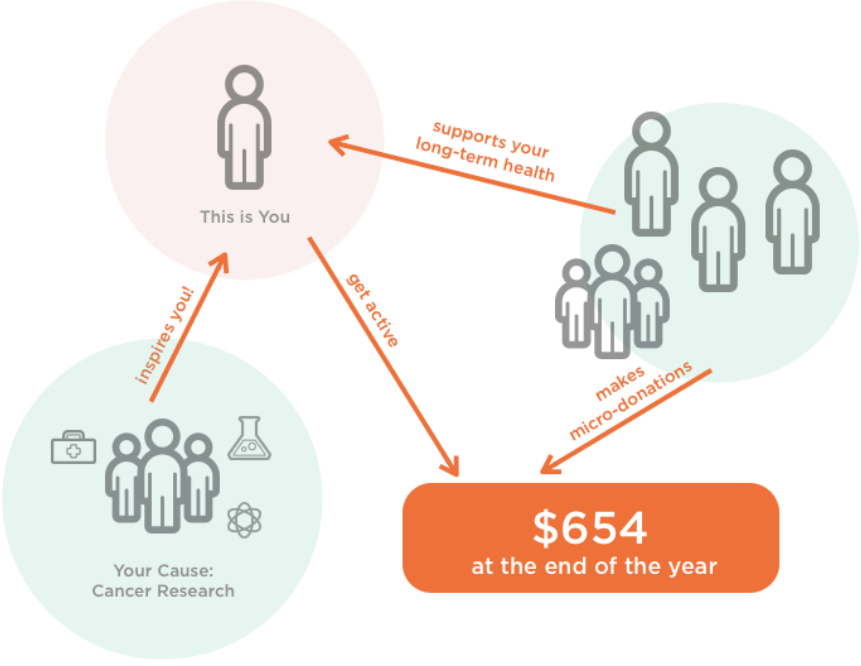




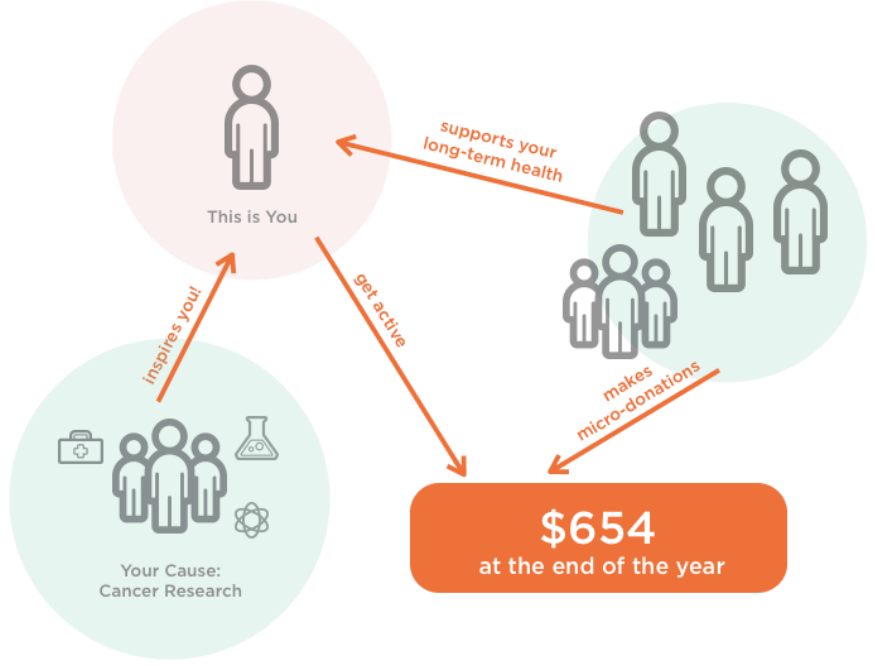
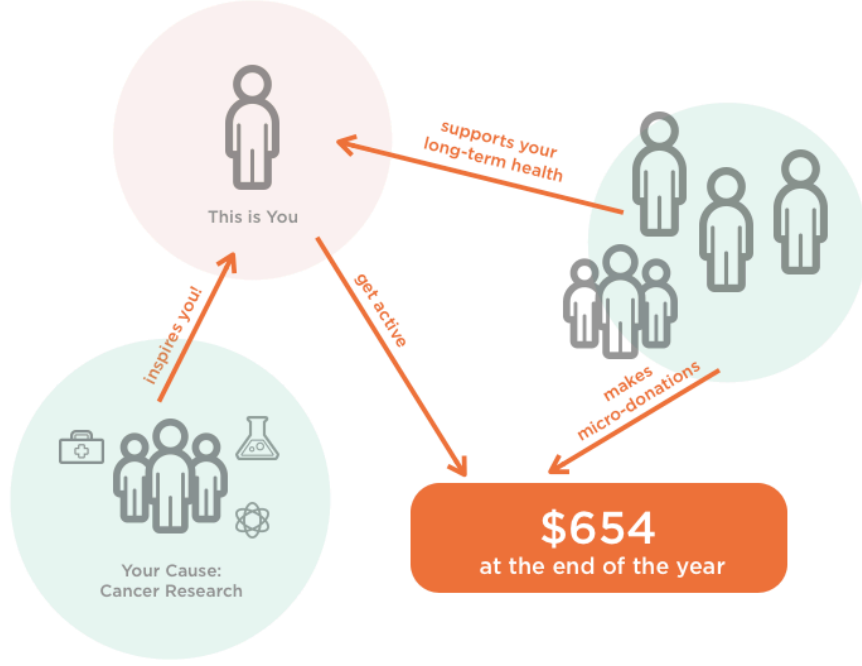
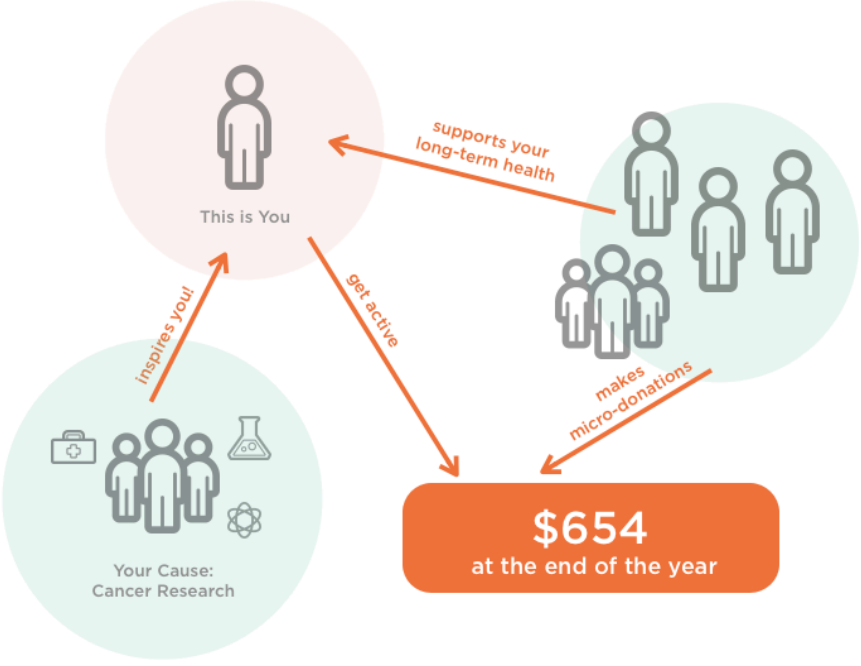




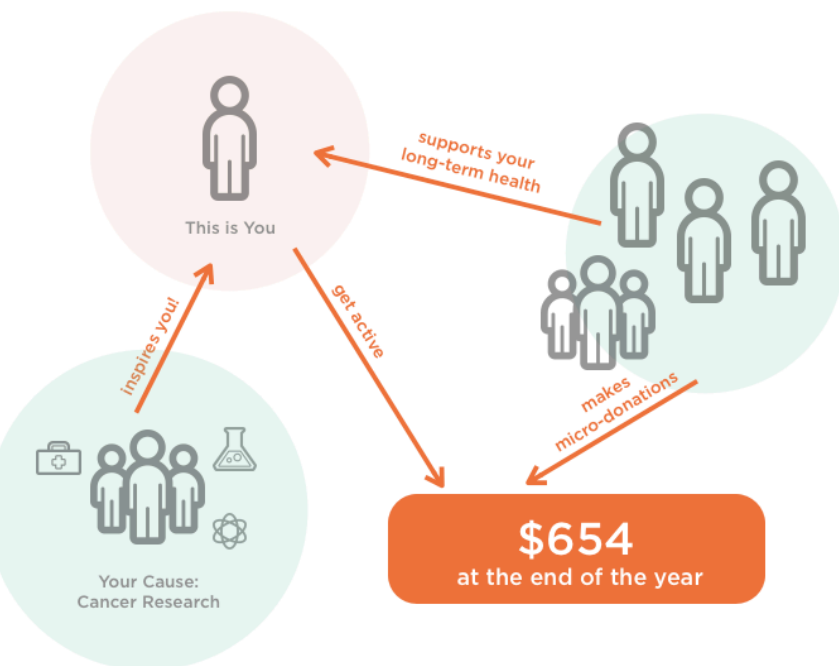
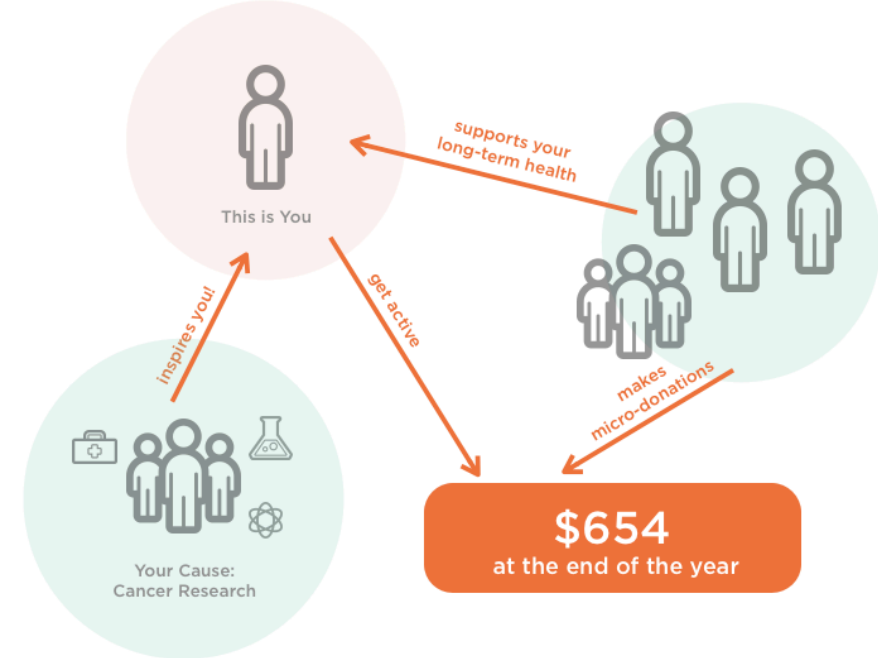
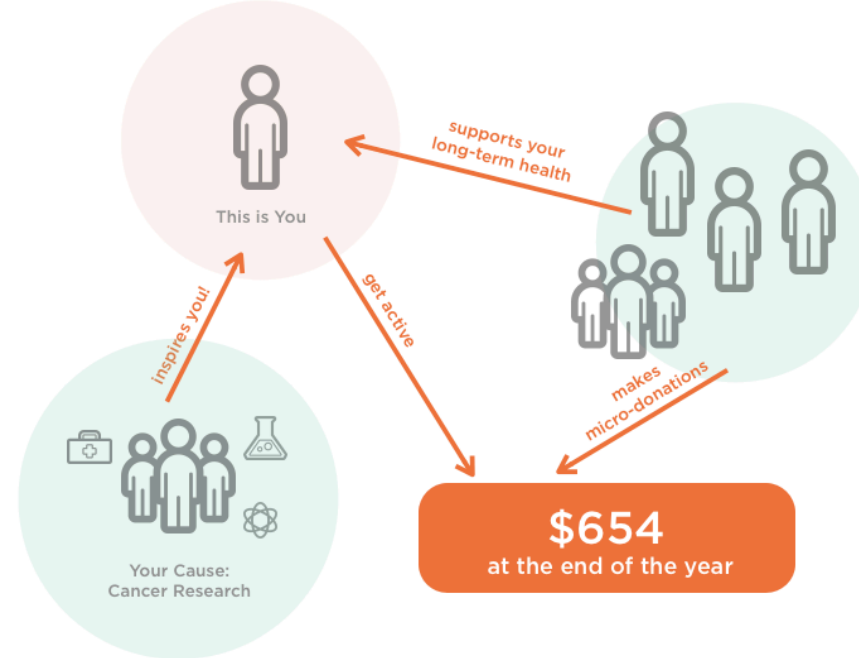
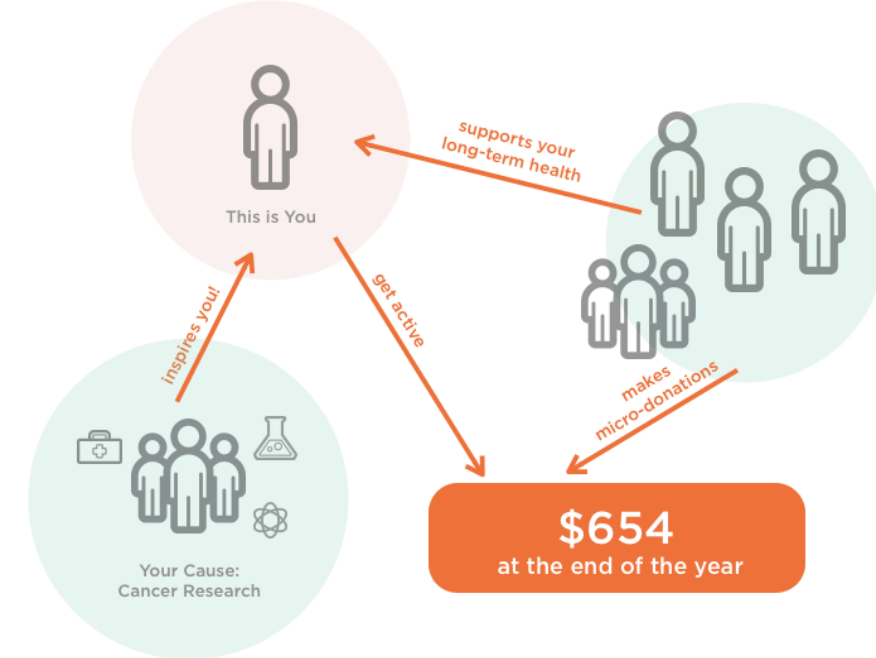
\$654



\$1308

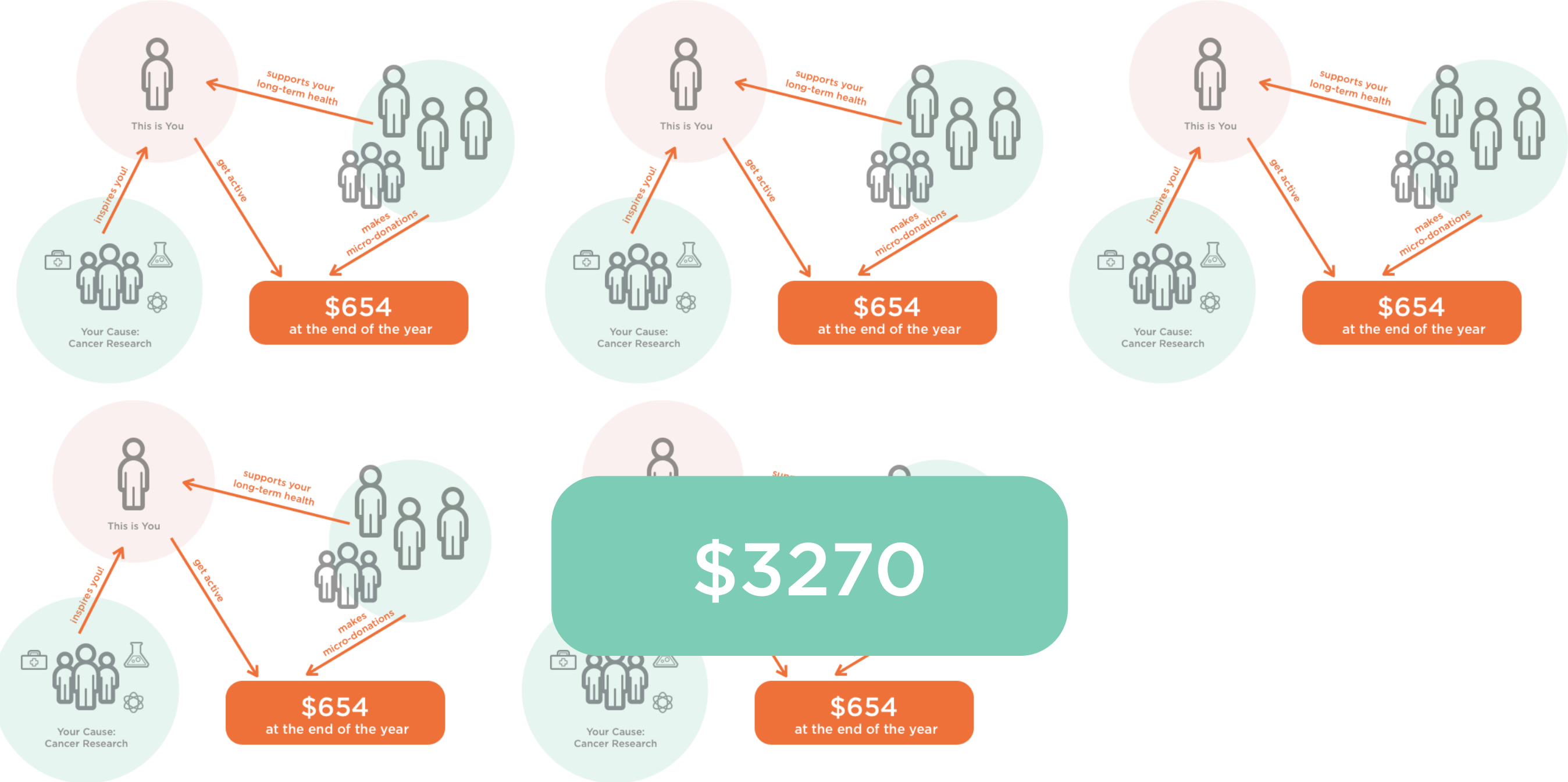


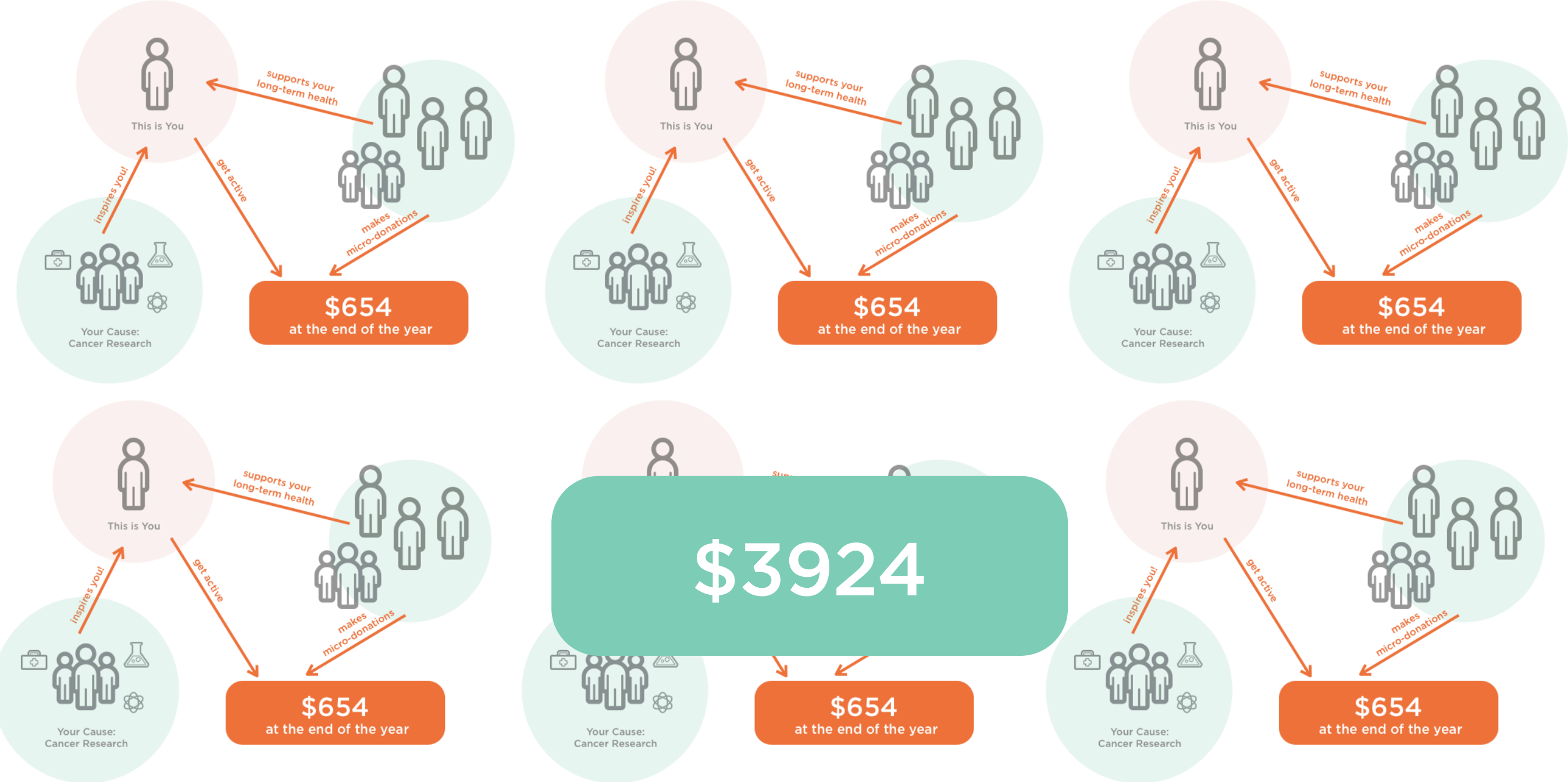
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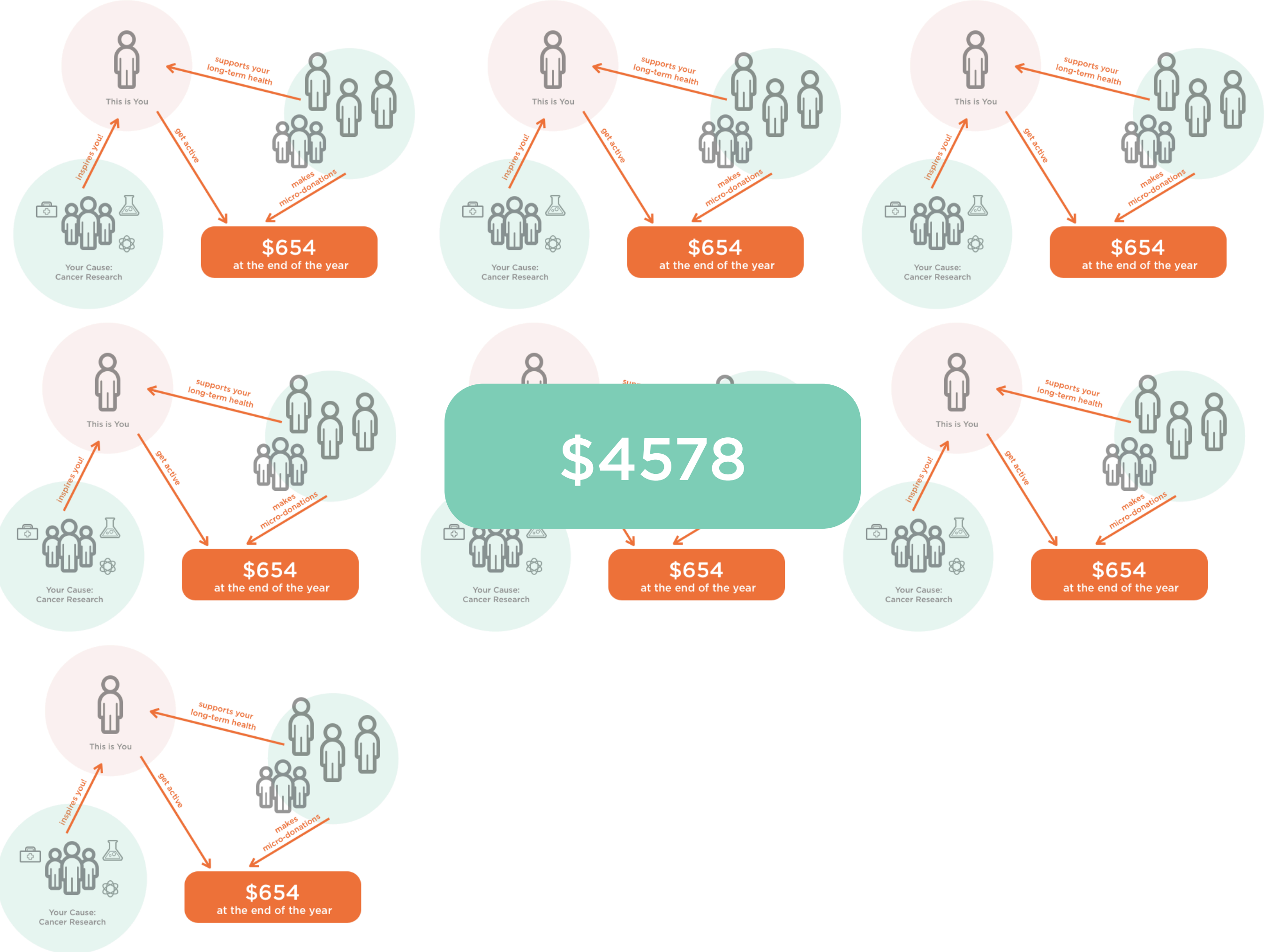


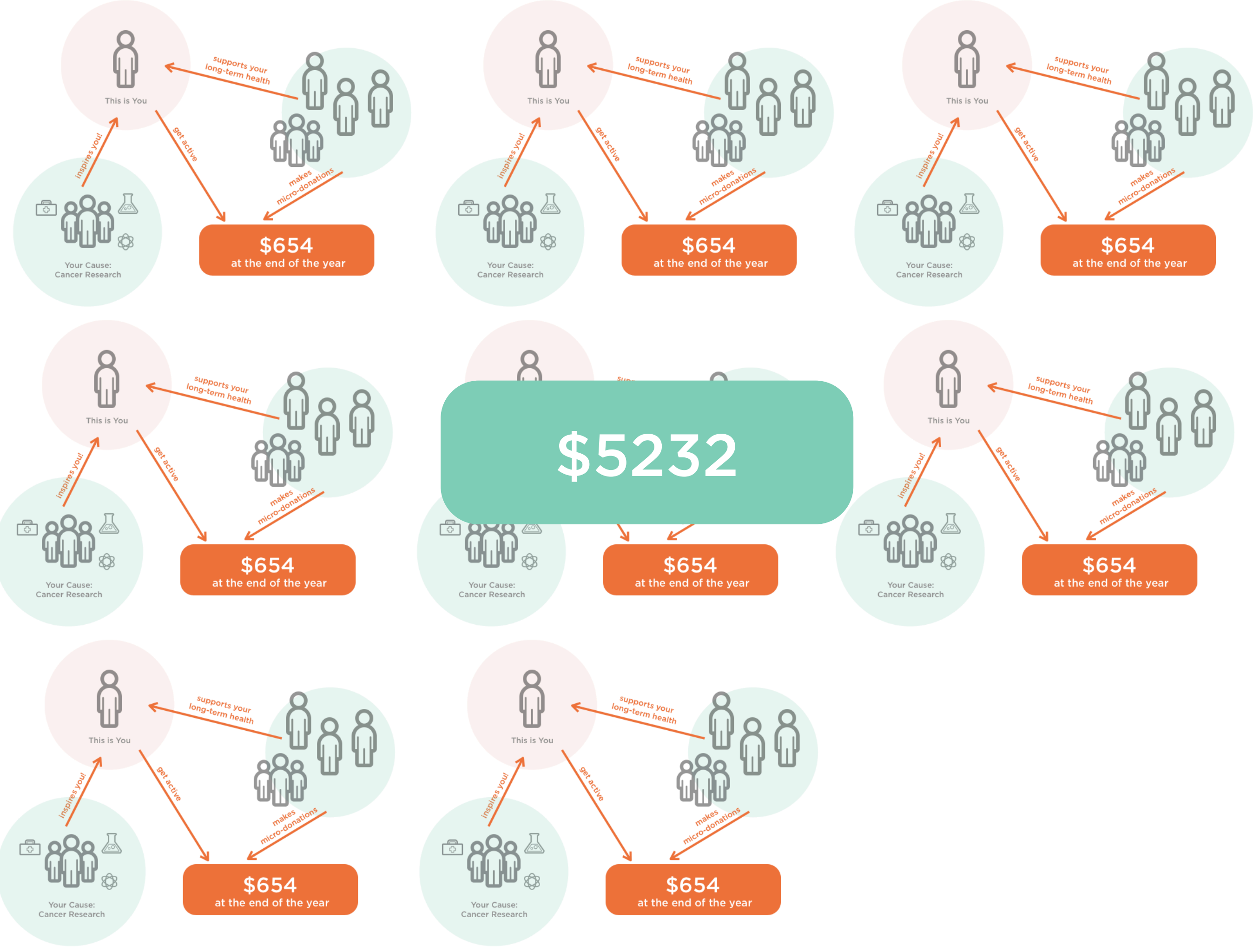
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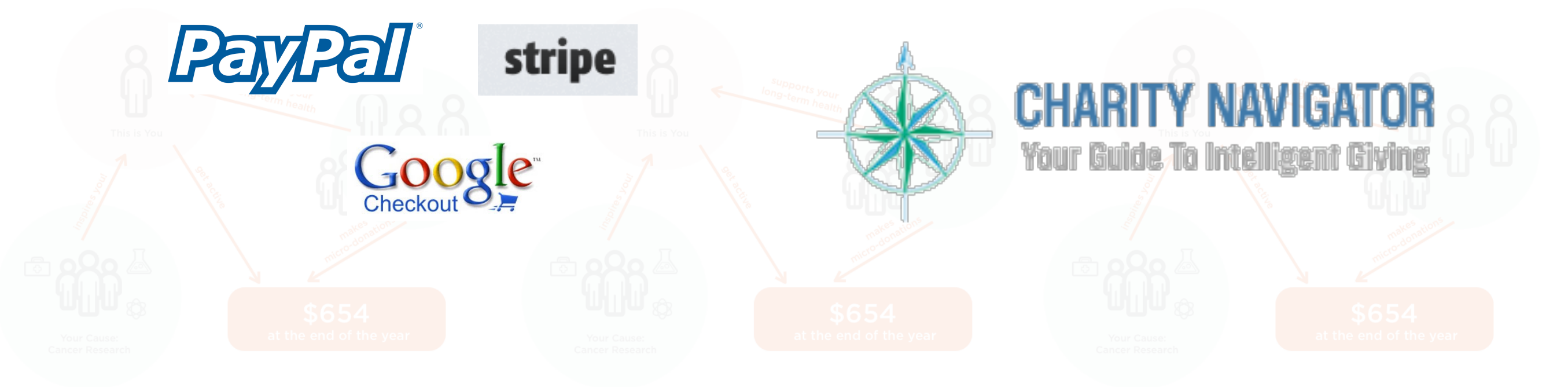


















# EveryStep

?=



# EveryStep

is more awesome than



# The Problem with the Charity Run Model...

usually a **once-a-year** event

**expensive** for organizations to host

you have to **bug your friends** for a large sum up front

1 run does not get you **in shape**

1 day does not build **awareness**

# EveryStep

Minimal infrastructure,  
yet massively **scalable**

Steady, **sustainable** fundraising

Long-term **lifestyle** improvements

We put our **hearts**  
where we put our money

# good citizen

(noun)

a person who cares not just about  
themselves and their own circle,  
but the **world outside of it**



Demo Time!

good != altruism



Let's make  
EveryStep  
count.

Thank you.