Johnny (Be Good) – app/site to summarize, consolidate volunteering/outreach opportunities

* Biggest barrier to doing good is knowing about opportunities
* Moved to new city > felt like starting from scratch and doing lots of research
* Market: anyone who wants to “Be Good”
* Postings from charities, missionaries, foundations, etc.
* Calls to action: serving, donating, trips, anything you can think of
* Resources for starting your own foundation and getting it embedded straight into the feed
* Potential for leaderboard element to encourage good (but open to ideas about how to make it not seem like doing good just for “arbitrary Internet points”)
* May be simple to develop the app/website but reaching out to charities will be the difficult part