Soceana is a technology platform that enables corporations to better manage and promote corporate social responsibility. Soceana bridges philanthropy and volunteerism using a patent pending digital social good currency, *philas*.

Philas enables a multiplier effect for charitable contributions, increased awareness of CSR by consumers, and empowerment of volunteers. Soceana's enterprise solution integrates the internal CSR systems with a vibrant social media network generating social good of a higher order of magnitude.

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generating social good

Tess Michaels | Peter Menninger

Natasha Doherty | Anil Chitrapu

Bridging Volunteerism & Philanthropy to Maximize Impact

GIVERS

DO-ERS
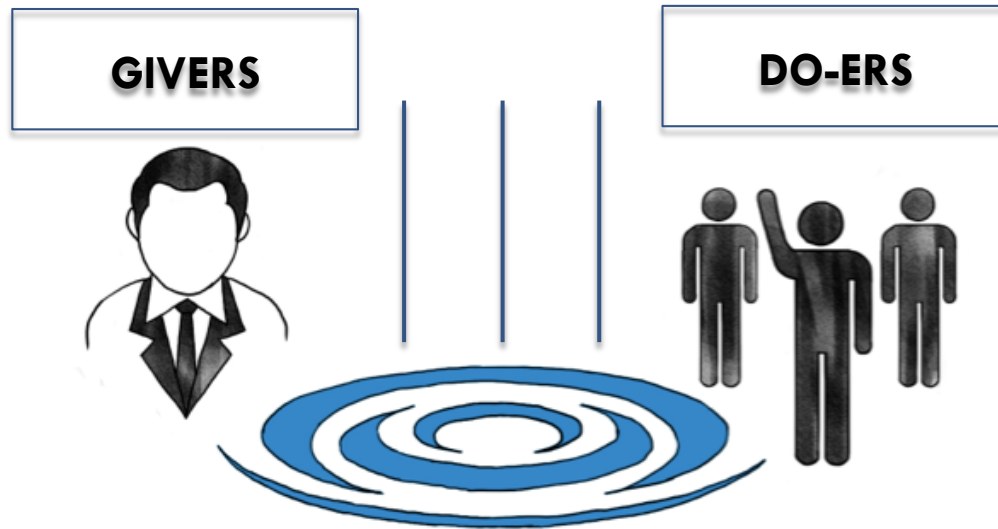
Currently, the realms of philanthropy and volunteerism are silo-ed…

It is a business imperative to give charitably… what if we could multiply the value of every dollar given by linking it with the condition of volunteerism?

$250 BILLION

2X

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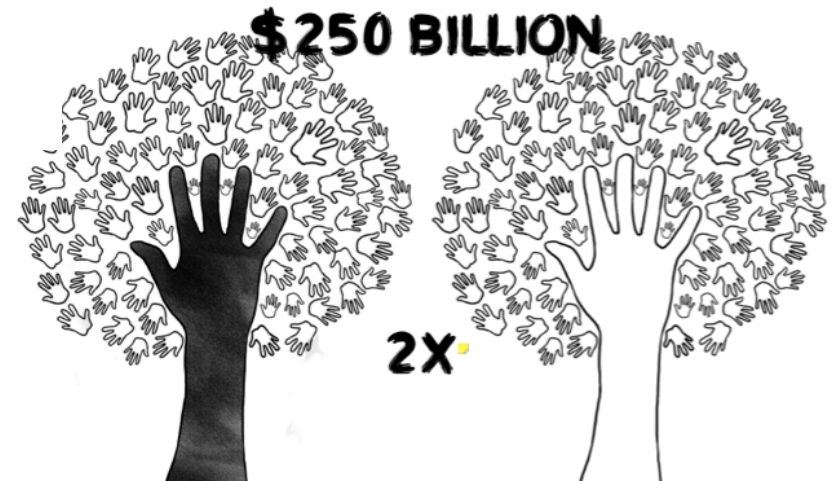
Market for Social Good : $3B+ Opportunity

> $25 B

- **CORPORATIONS – Corporate Social Responsibility = Business Imperative**
  Microsoft CSR: $1B in 2013

> $250 B

- **PHILANTHROPISTS**
  Includes Volunteer-Donors

>$30 Billion
Services Industry

65 Million Volunteers
$175B in time

**$3B+ with 10% share
for Social Media**

> $25 B

- **NON PROFITS**

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Multiplying Social Impact through Patent- Pending Social Good Currency - *philas*

Match Employee Contributions to Volunteering and Reward volunteers on specific causes (often for cause-based marketing)

- Buy / Underwrite **philas** at a fraction of its face-value as a Store-of-Value
- Convert Volunteer Hours to a Store-of-Value
- Match Volunteer Contributions
- When encashed by Non Profits pay Face Value, and realize tax deductions

POWERED BY PHILAS

philas

CORPORATIONS

Get Matching Contributions

- Earn **philas** by converting Volunteer Hours that may be re-gifted to accredited Non Profits in the Network
- Earn **philas** for Charitable Gifts in Social Good Coins that may be re-gifted to accredited Non Profits in the Network or to other volunteers for re-gifting to Non Profits

VOLUNTEERS

PHILANTHROPISTS

Donate to Charitable Causes; Monitor Social Impact

- Buy **philas** at a fraction of its face-value (seignorage) as a Store-of-Value
- Convert Volunteer Hours to a Store-of-Value
- Match Volunteer Contributions
- When encashed by Non Profits pay Face Value, and realize tax deductions

NON-PROFITS

Receive Charitable Contributions

- Receive **philas** as Gifts
- Track and Redeem **philas** through Soceana

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A phased approach would enable Soceana to develop and grow profitably into new markets

ROAD MAP OF BUSINESS DEVELOPMENT

PHASE 1 – Short-term: Refine existing tech-architecture and user interface design. Build backend philas technology with current internal team and tech-partnership with Global IT firm Wipro

+ **$30,000 for MVP development (full design, content management, and backend development**

PHASE 2 – Near term: Prove offerings, Leverage IP to plug-in to current CSR technologies that offer silo-ed corporate volunteerism and philanthropy tools

+ **$100,000 for full-site build-out including increased security, customer feedback revisions, and new skins for partner companies**

PHASE 3 – Long-term: Expand offerings via building internal corporate volunteerism and philanthropy tools to become true one-stop-shop and penetrate global markets

+ **Canada CSR Market**
+ **UK CSR Market**
+ **India CSR Market**

3-6 MONTHS

3-12 MONTHS

12 MONTHS-36 MONTHS

Soceana Team & Advisors

TESS MICHAELS
Founding Chief Executive
- Strategy & Business Development
- EVP, Wharton Finance Club
- President, Penn Biotech Society
- Patent on Treatment of Diseases of Aging
- Presidents Volunteer Award / Volunteer

PETER MENNINGER
Head of Technology
- Systems & Architecture
- University of Delaware
- CTO of 2 successful tech start-ups
- NAVTEQ, Thompson Reuters & Nokia
- ROTC Award / Volunteer

NATASHA DOHERTY
Head of Marketing
- Content & Brand Management
- Wharton Entrepreneurship
- Worked at CNN – Abu Dhabi
- Start-Up Marketing lead – MoonFruit

ANIL CHITRAPU
Head of Operations
- Design & Operations
- UPenn, Penn State
- Free Lance Designer
- Tech start-up (500 startups funded)
- Rotary Scholar/ Volunteer

CHRIS GECZY
Professor & Impact Investor
- Wharton & University of Chicago
- Board Member, Intel Funds

DIANA ROBERTSON
Professor of Legal Studies and Ethics
- Wharton & London School of Business
- Expert on Ethics and CSR

ERIC LY
Venture Investor
- Stanford & MIT
- Cofounder of LinkedIn

VINEET MATHUR
Payment Technology Expert
- Wharton Business School
- Indiegogo, Bancbox, Visa