



PITCH DECK

# ABOUT US

At Launch57, we empower organizations to engage with their community and raise more funds in support of their cause.

We bring technology and innovation to our solutions that help improve the lives of others.



# PROBLEM

Many fundraising organizations are bogged down using several disparate systems to manage their fundraising efforts, programs and events.

This fragmented approach leads to several critical challenges

## Operational Inefficiencies

Time and resources are wasted  
managing multiple platforms **01**

## Overspending

Maintaining numerous systems  
significantly inflates costs **02**

## Duplication of Data

Essential data is often entered in  
multiple places, increasing the  
risk of errors **03**



Our solution streamlines  
these processes into a  
single, integrated  
system designed to  
eliminate inefficiency,  
reduce costs, and  
enhance data accuracy.

## Volunteer/Staff Retention & Fatigue

**04** The complexity & frustration of  
navigating multiple systems  
contribute to higher turnover &  
burnout

## Inaccurate Reporting

**05** Disjointed data sources yield  
unreliable reports, hindering  
informed decision-making

# SOLUTION – COMMUNIBEE SUITE

An integrated community engagement app providing a centralized cloud solution for organizations to coordinate all fundraising activities, manage members, promote news, programs & events, sponsors and setup a marketplace.

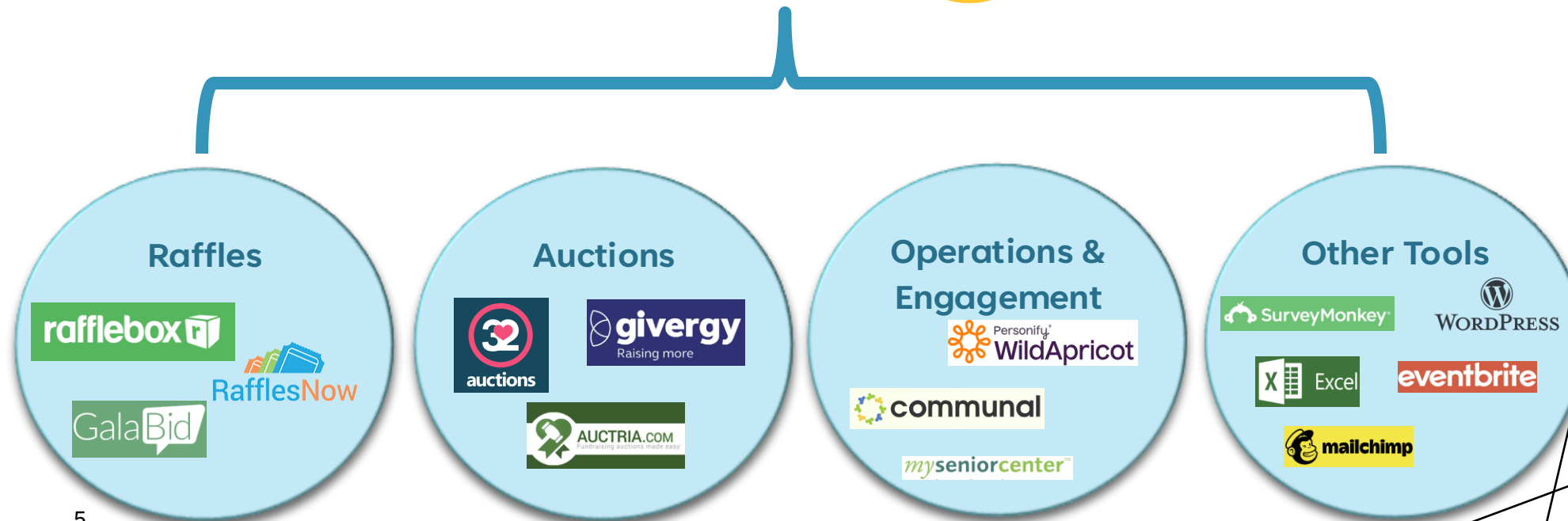


# OUR INTEGRATED SOLUTION



## CommuniBee Suite:

- Priced below leading competitors
- Transparent pricing
- Integrated functions
- Self-serve
- Eliminates need for other tools



# PRODUCT DEMONSTRATION

<https://www.youtube.com/watch?v=WvpGU361Law>



# COMPANY OVERVIEW

## Key Facts / Highlights

- Founded March 2021
- 8 Employees
- Revenue ~C\$115K/month
- 30+% Growth over 2+ years
- ~Break Even
- >\$30mm raised fundraising
- 2400+ causes supported
- Sales: 65%US, 34%CA, 1% other

## FINANCIALS

Fiscal Year	21/22 A	22/23 A	23/24 A	24/25 P	25/26* F
Revenue	\$783	\$929	\$1,031	\$1,508	\$2,790
Expenses	\$1,003	\$1,137	\$1,059	\$1,453	\$1,816
EBITDA	-\$220	-\$208	-\$28	\$55	\$974

\*Assumes \$1mm funding secured in Fiscal 24/25



# OUR TEAM



President & CEO  
Graham Murray



Exec Director, Business Development  
Ian Halliday



QA & Help Desk Manager  
Morgan Murray



Marketing Manager  
Ross Murray



Director, DevSecOps  
Dustin Friel



Architect, Products & Solutions  
Dave Clark



Customer Success Associate  
Emma Spanache



Bookkeeping & finance  
Stephey Ho



Corporate Advisory  
Kevin Brown



# OPPORTUNITY – TAM

- 1.69M Charities & NPs in North America
- \$499B US Donated 2022
- 30% of Annual Rev comes from Event based Fundraisers
- Market forecast to grow at CAGR of 6.9%
- Global Retirement Community \$189.3 B



**\$150B+**

Estimated Addressable Market

- All organizations fundraise
- Broad market
- Targets identified (ICPs)
- Many transitioning to e-commerce
- Many use single-purpose solutions

# IDEAL CUSTOMER PROFILE (ICP)



## Charities & Nonprofits

A single management suite for planning, organizing, and executing successful fundraising events and programs all year round.



## Senior Serving Organizations

Keep a pulse on memberships, programs, services, events, eCommerce sales, news, and more, all from a single, fully auditable platform.



## Online Businesses

Promote and sell merchandise online with a customizable eCommerce marketplace and web presence.



## Parent-Teacher Organizations

Allow parents and teachers to stay connected while raising funds to support school programs and events.



## Sports Organizations

Raise more funds for your team by using a management suite that makes planning, organizing, and executing successful fundraising events easier.

# CUSTOMER ENGAGEMENT CHARACTERISTICS



## Pollen Gatherers

Uses a single feature, like an auction or a raffle once a year with no integration into their operations.

ARR: \$500

LV: \$5,000



## Honey Makers

Uses several features linking to their existing website, partially integrating with their operations.

ARR: \$2,000

LV: \$20,000



## Hive Builders

Utilizes all aspects of CommuniBee, maximizing the product's potential and fully integrates into their operations.

ARR: \$5,000

LV: \$50,000

\$

Promote

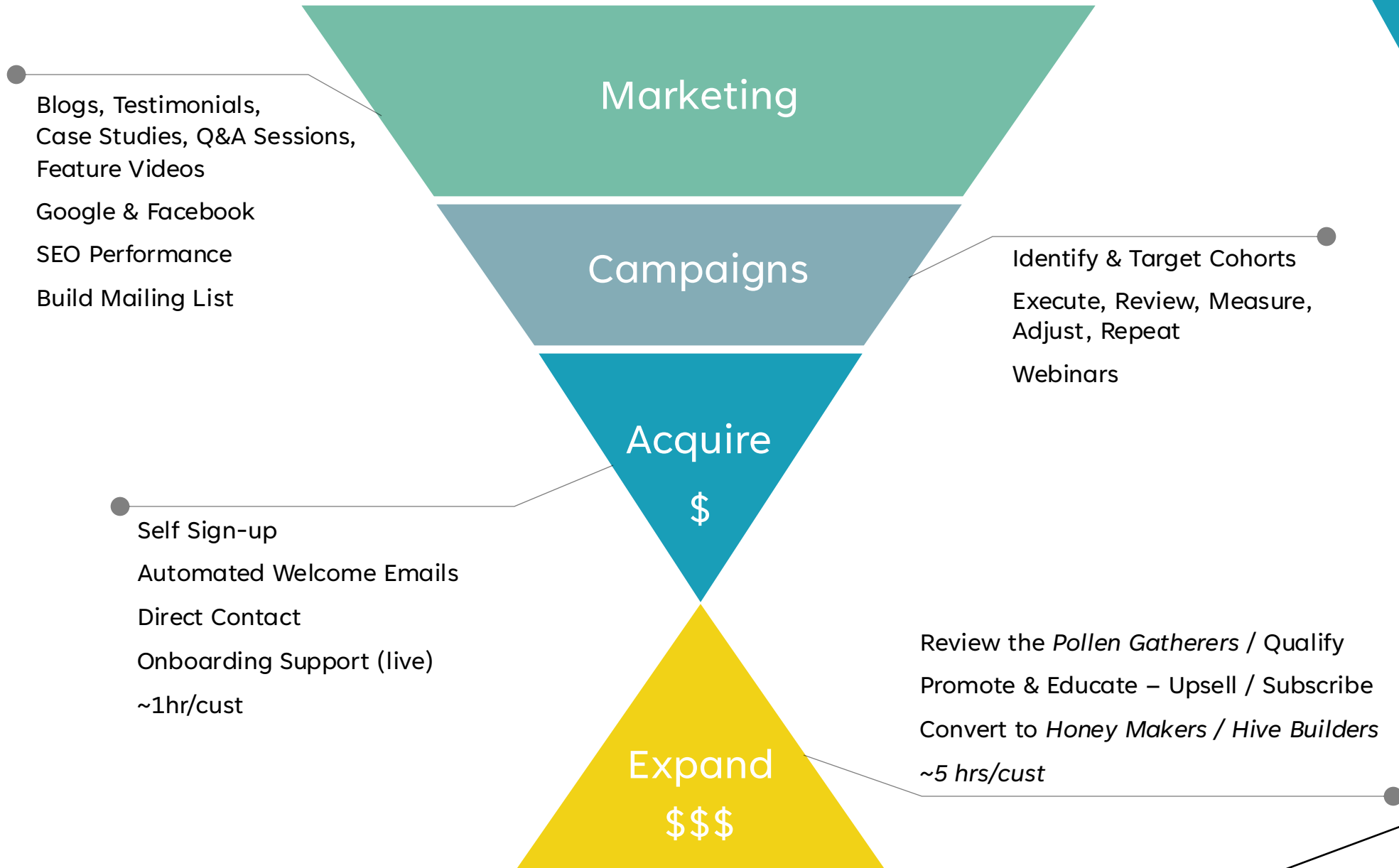
\$\$

Educate

\$\$\$

Demonstrate

# MARKETING & SALES PROCESS





# Market Adoption – Customers

Over 4,000\*  
Fundraising Customers!

ALL are candidates for CommuniBee Suite

\* In last 18 months



34%



65%



1% Other

# GROWTH STRATEGY

- Continue to target fundraising customers (auctions, raffles) as first point of contact
- Convert repeat and new BB/RR customers to everyday 'forever' CommuniBee customers (increase stickiness, \$\$\$)
- Expand geographic coverage from NA (@99%) to include UK & AUS.
- Product Investment/Expansion
  - Chase the Ace, Volunteer Management, other fundraising features
- Aggressively target our (single point) competitors
- Continue with aggressive pricing approach - "land grab" concept
- Raffle Rocket Certification across Canada

# WE ARE RAISING \$2.0MM

We are looking to raise \$500K - \$2m in financing to support organic growth as outlined below. Proposing senior debt, 24 months term with 10% interest only paid at end of term, plus TBD warrant coverage with strike price at the pre-money valuation as of closing date.

## The funds are used to:

- ✓ Increase marketing budget (expand reach)
- ✓ Add team members to sales, support & product development
- ✓ Provincial certifications for Raffle Rocket (NB, ON, SK)
- ✓ Products & Features (Volunteer Mgt, Chase the Ace)
- ✓ Reserve funds for operations





# THANK YOU

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[www.raffle-rocket.com](http://www.raffle-rocket.com)

# ADDITIONAL MATERIALS



# DETAILED BUDGET FORECAST

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BIOS



# GRANT & AWARD SUMMARY

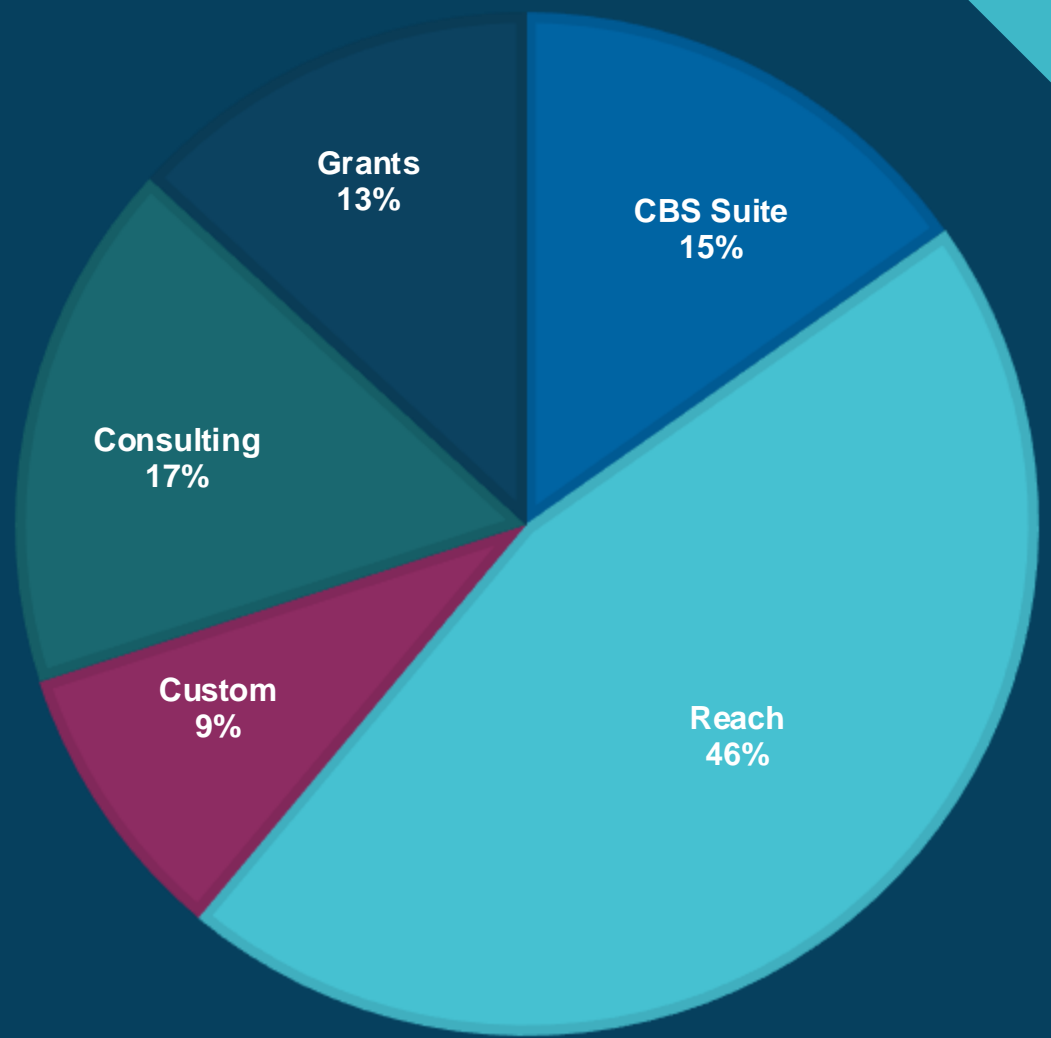
• Alberta Innovates–Digital Traction Grant	\$50,000	2021
• NRC/IRAP (Fed) – Student hire (NG)	\$31,000	2021
• Alberta Innovates–Commercialization Associate (IH)	\$94,500	2022
• President awarded QEII Platinum Jubilee Medal	\$0	2022
• AB civil Society Fund (CBS)	\$155,000	2022/23
• Alberta Technology (ES)	\$8,000	2023
• Product Demonstration Program (CBS)	\$150,000	2023/24

# RISKS

- Single Point solution providers start to consolidate offerings (similar to CBS)
- Global economic downturn
- Team size (lose members)

# Revenue Breakdown

REVENUE BREAKDOWN



	Revenue f23/24	
CBS Suite	\$ 156,316	15%
Reach	\$ 469,657	46%
Custom Support	\$ 91,868	9%
Consulting	\$ 172,245	17%
Grants	\$ 135,000	13%
	\$ 1,025,085	



# Product(s) RoadMap



**Q1 2024 (SON)**

**Q2 2024 (DJF)**

**Q3 2025 (MAM)**

**Q4 2025 (JJA)**

1

Raffle Rocket (Recertification)  
Invoicing Rework [Platform fee invoicing; Admin]  
Receipt/Invoice PDF Rework [Users]  
Surveys V2

2

CBS Usability Improvements [Dashboard]  
Donation Receipt/Management  
User Groups  
Bid Beacon Enhancements

3

Membership Management V2  
Raffle Rocket (Usability/UI)  
L57 Operations Dashboard  
Import Users CSV (Communal)

4

CBS Direct Outreach  
System Email Notifications  
Volunteer Management  
Page Builder/Page Layout



Emergencies / High Priority Items  
System Maintenance (broken into work packages each Quarter)

*Subject to change based upon input, evolving priorities and unforeseen factors throughout the year.*