



THE CLICKFUNDING

THE RAISE OF A NEW INDUSTRY

Water for Life

Target : 1.5 million points Impact: 1,000 water connections in Upper Egypt

| | | | | |
|---|---------|--------|---------|-----------|
| f | 136,997 | 50,122 | 105,660 | 2,167,088 |
| t | 3,058 | 615 | | |
| l | 4,121 | 72,012 | 578 | |
| g | 638 | 170 | | |

Please allow a couple of minutes before your click is counted

Support Cause 🙌

10 Points



3 Points



3 Points



Grant It



207 %

850 water connections

500 water connections

100 water connections



It's a Match!

[Details »](#)



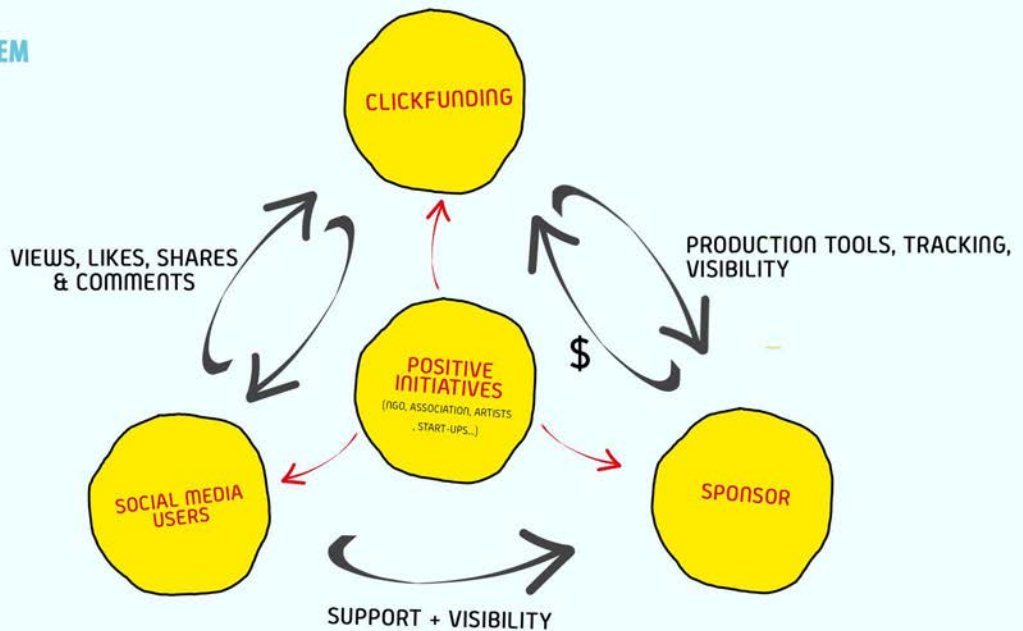
The Happy Farm

[Details »](#)

What is Clickfunding?

Clickfunding allows social media users to raise funds for the positive initiatives they care about. The more they like, share or leave a comment on a campaign promoting the initiative, the more a sponsor funds the initiative.

ECO SYSTEM



WIN - Web users: Only by tweeting, sharing or leaving a comment on a campaign, they contribute to fund a positive initiative

WIN - Sponsors: They only pay according to the visibility the campaign generates. The more web users spread the campaign, the more the sponsors' actions are visible and the more the initiative is funded.

WIN - Positive initiatives: They raise awareness on the issues they are tackling while funding their own project



Impact: 1,000 water connections
Funding: 150,000 Eur



Impact: Providing education to 2,500 children during one year
Funding: 300,000 Eur



Impact: 1,000 first-aid coupons
Funding: 4,000 Eur



CLICKFUNDING CAMPAIGNS - SAMPLES

Within 2 years, 7 Clickfunding campaigns has been successfully launched, reaching more than 10,000 beneficiaries thanks to the support of more than 3 million social media users. Sponsors ranges from SMEs to startup, international organizations and multinational companies.

| Revenue Breakdown (EUR) | Q4 2014 | FY2015 | FY2016E | 2014 - 2016 |
|-------------------------|---------|---------|---------|----------------|
| Total Revenue | 2,577 | 32,000 | 219,512 | 254,090 |
| Revenue Growth Rate | - | 1141.6% | 586.0% | - |

| Balance Sheet (EUR) | 2014 - 2016 |
|--------------------------------|----------------|
| Cash & equivalents | 335,835 |
| Receivables (net) | - |
| Total Current Assets | 335,835 |
| Gross Fixed Assets | 1,400 |
| Less: Accumulated depreciation | - |
| Net fixed assets | 1,400 |
| TOTAL ASSETS | 337,235 |

| | |
|---------------------------------------|----------------|
| Payables | |
| Deferred tax liability | |
| Provisions | |
| Total Current Liabilities | - |
| Paid In Capital | 327,000 |
| Reserves and Retained Earnings | 10,235 |
| Total Stockholders' Equity | 337,235 |
| TOTAL LIABILITIES & EQUITY | 337,235 |
| Checker | - |

*In EURs

Cashflow

Clients & Testimonies

More than 20 clients



« It was really a successful campaign to achieve these great results, SCJ team was highly engaged and impressed with the idea of Clickfunding which encourages people to collaborate with their community in a very simple, easy & fun way with the aim of improving the wellbeing of people around them. »

SC Johnson – A Family Company



"The first Clickfunding campaign launched by UNICEF Egypt was a real success on all levels. This model helped UNICEF to raise funds while engaging the web community in an innovative way to contribute to the development of their society. "

Dalia Abou Senna, Unicef

« Bassita's business model is closely aligned with the aspirations of many Egyptian people who are looking for change. In an environment in which social media has taken on a specific position, it provides a concrete example of the social impact that digital tools can have, while creating an economically viable business. »

Pierre Louette, Deputy CEO of Orange



« The Clickfunding is a magnificent innovative concept that I am proud to support »

Jack Lang, President of the Arab World Institute

Awards & In the Press

More than 40 articles on four continents



BEST EGYPTIAN
STARTUP 2016



FIRST PRIZE OF
ORANGE
AFRICAN SOCIAL
VENTURE 2015



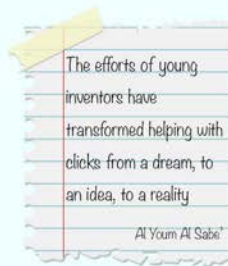
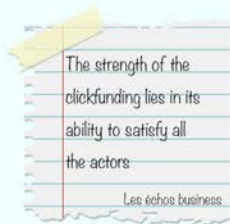
BEST MIDDLE
EASTERN
PROJECT
EBTICAR MEDIA
2015



BEST PROJECT
IN EGYPT TO BE
REPLICATED IN
THE REGION
2015



YOUNG INNOVA-
TORS' AWARDS
COMPETITION
2014





Team



Alban de Ménonville

General Manager, Co-Founder

"We are magicians: out of clicks we can create anything!"



Salem Massalha

Business Development Manager, Co-Founder

"A new industry is emerging; we have to realize that clicks have powers."



Marwan Hatem

Art Director, Co-Founder

"No matter where or what, we can create impact everywhere."



Hanaa Farouk

Cause Manager

"The initiatives we have supported were amazed by the efficiency of our model."



Shehab El-Dien

Senior Designer, Video Editor

"When people like my designs they create something concrete."



Menna Ayman

Community Manager

"Helping others has never been easier."



Nader Meleika

Graphic Designer

"Click, share, help."

Investment Round #1

August 2016

The Future

Opening the model to anyone

"We aim to provide any small NGOs, civil association, startups, artists on project holder with a unique tool to fundraise for their initiative. Very soon, anyone will be able to launch his own Clickfunding campaign"

You're one click away from changing the World!

#CLICKFUNDING

Market



10 MILLION NGO WORLDWIDE



FORTUNE 500 COMPANIES SPEND **15 BILLION** \$ ON CSR/YEAR



2.3 BILLION SOCIAL MEDIA USERS WORLDWIDE



MARKETING BUDGETS:



80M \$



13,2M \$



90K \$

SOURCES: FINANCIAL TIMES ([HTTPS://NEXT.FT.COM/CONTENT/95239A6E-4FE0-11E4-A0A4-00144FEAB7DE](https://next.ft.com/content/95239A6E-4FE0-11E4-A0A4-00144FEAB7DE))
OXFAM ([HTTPS://WWW.OXFAM.ORG/SITES/WWW.OXFAM.ORG/OXFAM-INTERNATIONAL-RAPPORT-ANNUEL-2013-2014FR.PDF](https://www.oxfam.org/sites/www.oxfam.org/oxfam-international-rapport-annuel-2013-2014fr.pdf))
MSF ([HTTP://WWW.MSF.FR/SITES/WWW.MSF.FR/FILES/MSF_RAPPORTANNUEL2014_15JUN2015_2.PDF](http://www.msf.fr/sites/www.msf.fr/files/msf_rapportannuel2014_15juin2015_2.pdf))
FONDEM ([HTTP://WWW.FONDEM.ORG/PDF/PUBLICATION/FONDEM-RAPPORT-ACTIVITES-2014.PDF](http://www.fondem.org/pdf/publication/fondem-rapport-activites-2014.pdf))

Competitors

CREATE YOUR PETITION AND SHARE IT WITH FRIENDS AND WEBUSERS IN ORDER TO RAISE AWARENESS ON A CAUSE OR TRY TO INFLUENCE POLITICAL LEADERS

Online
petition



PRACTICE OF FUNDING A PROJECTS BY RAISING MONETARY CONTRIBUTIONS FROM A LARGE NUMBER OF PEOPLE. TODAY MAINLY THANKS TO INTERNET PLATFORMS

Crowdfunding



WATCH AN ADVERTISEMENT OR VISIT A WEBSITE DURING 20 SECONDS TO MAKE A DONATION OF EITHER A VACCINE, A MEAL OR PLANT A TREE

Free donation



Development Plan

Activities and Teams



CAIRO OFFICE :

26 PERSONS (TECH, DESIGN, MODERATORS, COMMUNITY MANAGERS, ACCOUNT MANAGERS & SALES, ADMIN)



PARIS OFFICE :

4 (ADMIN AND SALES)



CAIRO OFFICE :

41 PERSONS

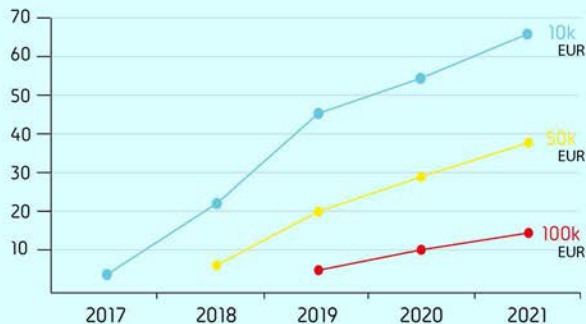


PARIS OFFICE:

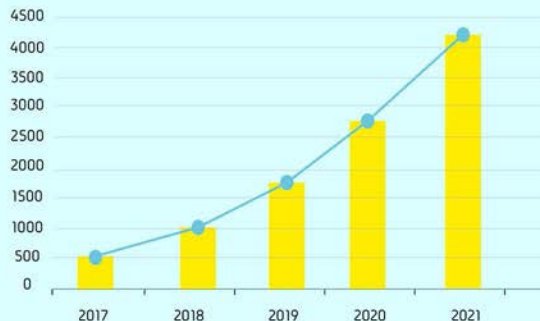
8 PERSONS

Campaigns

Evolution of Paid Campaigns



Evolution of Free Campaigns



Targeted Locations: Europe, Middle East & Africa



Financial Previsions

Required investment: 600k EUR

| Income Statement (EUR) | 2017F | 2018F | 2019F | 2020F | 2021F |
|--------------------------|------------------|------------------|------------------|------------------|------------------|
| Revenue | 160,000 | 780,000 | 1,950,000 | 2,990,000 | 4,060,000 |
| COGS | (196,000) | (558,800) | (875,120) | (1,310,232) | (1,454,275) |
| Gross Profit | (36,000) | 221,200 | 1,074,880 | 1,679,768 | 2,605,725 |
| <i>Gross Margin</i> | -23% | 28% | 55% | 56% | 64% |
| SG&A | (333,800) | (431,240) | (575,744) | (740,518) | (812,710) |
| EBITDA | (369,800) | (210,040) | 499,136 | 939,250 | 1,793,015 |
| <i>EBITDA Margin</i> | -231% | -27% | 26% | 31% | 44% |
| Depreciation | (460) | (460) | (160) | (160) | (160) |
| EBIT | (370,260) | (210,500) | 498,976 | 939,090 | 1,792,855 |
| <i>EBIT Margin</i> | -231% | -27% | 26% | 31% | 44% |
| NPBT | (370,260) | (210,500) | 498,976 | 939,090 | 1,792,855 |
| <i>NPBT Margin</i> | -231% | -27% | 26% | 31% | 44% |
| Taxes | - | - | (112,270) | (211,295) | (403,392) |
| Net Profit | (370,260) | (210,500) | 386,706 | 727,794 | 1,389,462 |
| <i>Net Profit Margin</i> | -231% | -27% | 20% | 24% | 34% |

#THECLICKFUNDING


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