Toby<>MikeThe platform will enable micro-donations through gambling, focusing on a niche market while ensuring transparency and user control. A fund foundation will distribute donations to charities, enhancing user engagement and compliance.-\*\*Micro-Donation Platform Concept\*\*

-The concept discussed revolves around creating a platform that allows users to make micro-donations through their purchases, with a focus on social impact rather than being limited to gambling.

-It was emphasized that while the business case should be niche for pitching, the overall idea has potential applications in various sectors, but the initial focus should remain on a specific target market to avoid dilution of the concept.

-A proposal was made to create a fund foundation that would distribute donations to various charities, rather than giving directly to specific organizations, which could simplify the process and reduce barriers to participation from charities.

-The importance of transparency in how donations are allocated was emphasized, with the idea that bettors should be able to see the impact of their contributions, such as funding specific projects, which could enhance engagement and support for the initiative.

-Toby suggested that to ensure 100% of donations go to charity, a non-profit model should be considered, avoiding any cuts that could diminish the donor's experience.

-\*\*Integration with Gambling Platforms\*\*

-The technology needs to be integrated into the gambling platform to facilitate donations, with a system in place for users to set default giving criteria that can be adjusted as needed.

-The discussion focused on integrating a betting site with a portal that allows users to configure and control their betting experience without the software being owned by the betting operator.

-The concept of a "single customer view" was introduced, emphasizing the importance of tracking betting activity across multiple operator sites while allowing users to authenticate and onboard seamlessly.

-It was noted that operators may want to selectively apply donation features to specific bets, particularly avoiding promotions or high-margin bets, as they may impact profitability and user experience.

-There is a need to engineer a mechanic that can be integrated into the app, which will help identify potential problems and enhance the pitch document for operators.

-\*\*User Experience and Onboarding\*\*

-The discussion focused on minimizing friction in the donation process, aiming to create a seamless experience for users who want to contribute without feeling burdened by the logistics of managing their donations.

-There was an emphasis on the importance of onboarding charities gradually, allowing users to allocate unassigned funds to specific causes while ensuring compliance with strict donation regulations.

-Mike emphasized the need for investment to get the project off the ground, highlighting the importance of building a seamless user experience to minimize friction in the betting process.

-The discussion focused on creating a flow diagram to visualize the customer journey and opportunities, which will be essential for pitching to operators like William Hill or 888.

-The branding for the project will likely lean towards William Hill or 888, as they are more established in the UK market, with a focus on creating a mock-up that aligns with their visual identity.

-\*\*Addressing Problem Gambling\*\*

-The discussion highlighted the issue of problem gambling, particularly in sports betting, and the potential for a new model that allows bettors to contribute a portion of their stakes to charitable causes, which could help mitigate the negative perception of betting in sports.

-{"citation":"Toby: I would like to potentially Have a first skirt this logic diagram. And again to pass that by to make sure that from that angle. We're both on the same page as well.","item":"Create an initial draft of the logic diagram for the project","owner":"Toby","originalitem":"Create an initial draft of the logic diagram for the project"}

-{"citation":"mike: I think you're so as you suggested a kind of flow diagram for this that shows the opportunities and how we how we expect the customers journey to look and feel I think exactly what's needed.","item":"Develop a customer journey flow diagram for the project","owner":"Toby","originalitem":"Develop a customer journey flow diagram for the project"}

-{"citation":"mike: It might be worth worth mocking it up as Mr Green is and we could I could kind of Pitch it as the kind of you know it's an ethical. You know this is an ethical bolt on to your OS unavailable in the UK look at some it must be in the it's I think it might be Swedish","item":"Create a mockup of the project using Mr Green branding","owner":"Toby","originalitem":"Create a mockup of the project using Mr Green branding"}

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