





Together. We Can.



The Gap in Advocacy Support Platforms

- Lack of dedicated platforms for advocacy projects in the Philippines.
- Difficult for project creators to find resources, tools, and donors.
- Donors lack transparency and trust in how funds are managed in traditional donation platforms.



Empowering Advocacy Projects

- A user-friendly crowdsourcing platform for advocacy-driven projects.
- Seamless project listing, planning, and monitoring tools for creators.
- Gamified donor experience with reviews, donations, and project tracking.
- Web3 & DAO integration for transparency and decentralized decision-making.



Advocacy in the Philippines and Beyond

- Rapidly growing interest in social causes.
- Millions of Filipinos involved in advocacy work.
- Untapped market for advocacy-specific platforms.
- Potential for expansion into regional/global markets.

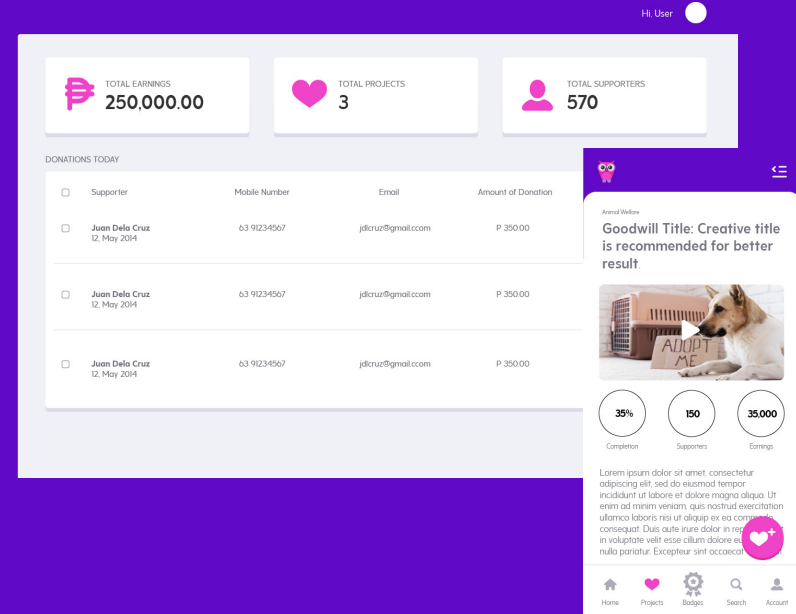


How The Goodwill Works



DASHBOARD

- Dashboard
- Projects
- Reports
- Payouts
- Account
- Settings



- Project Creators: Easily list and manage advocacy projects.
- Donors: Engage through gamified experiences, donate securely, and track project progress.
- Web3/DAO: Transparent governance and secure blockchain-based donations.



Key Features for Creators & Donors

For Project Creators:

- Easy project setup
- Planning and monitoring tools
- Payment processing

For Donors:

- Gamified experience with badges
- Transparent donation tracking
- Real-time project updates



Revenue Model

- 0% platform fee for organizers.
- Revenue through optional donor contributions.
- Premium tools and services for project creators (e.g., featured listings, advanced analytics).
- Potential partnerships with NGOs and corporations.



Current Progress & Future Goals

- Platform development: Beta launched / key milestones reached.
- User acquisition: Number of early users or partnerships.
- Next milestones: App launch, scaling user base, and strategic partnerships.



How We Stand Out

- Compared to global platforms (GoFundMe, Kickstarter), The Goodwill is advocacy-specific.
- Focused on the Philippines, with potential regional/global scaling.
- Integration of Web3/DAO for transparency and community governance.



The Team Behind The Goodwill



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Head of Design



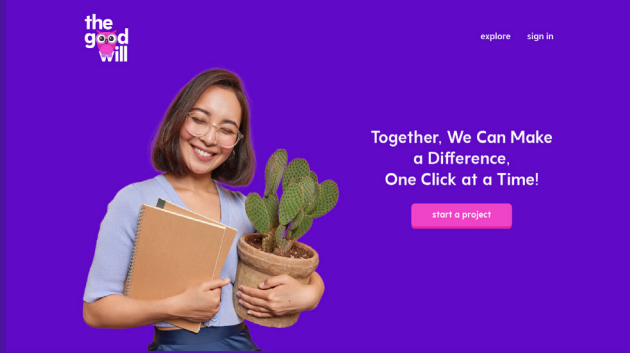
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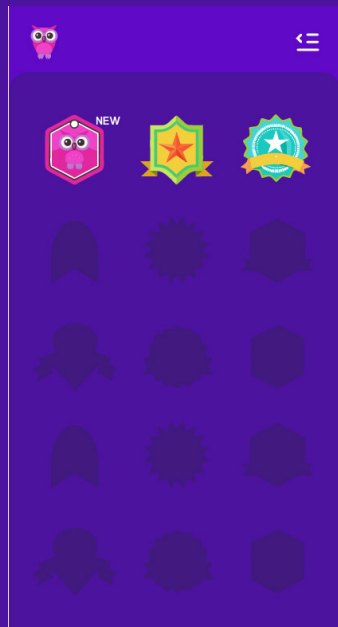
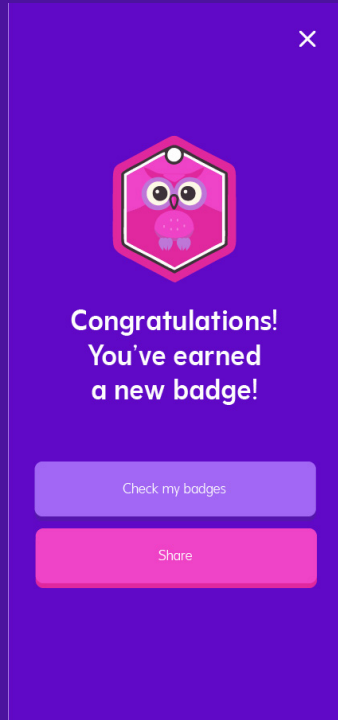
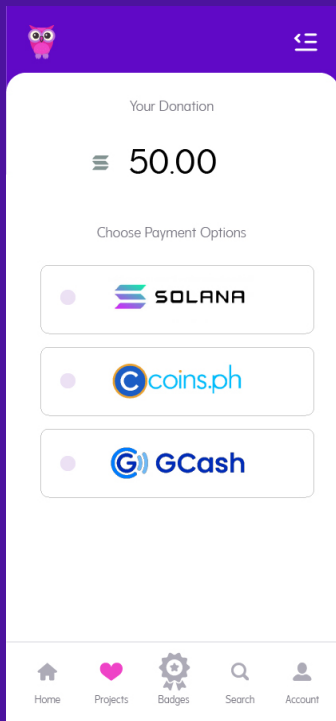
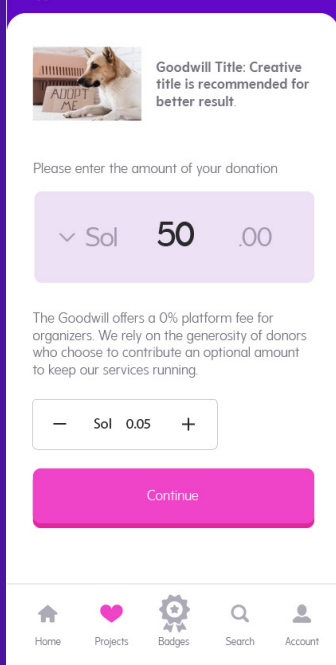
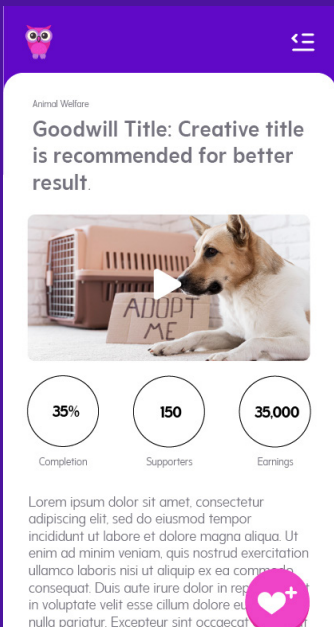
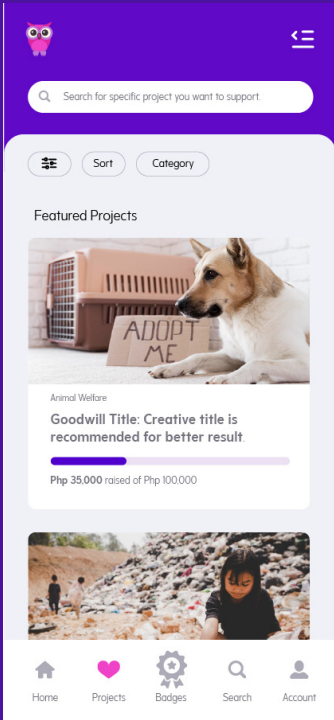
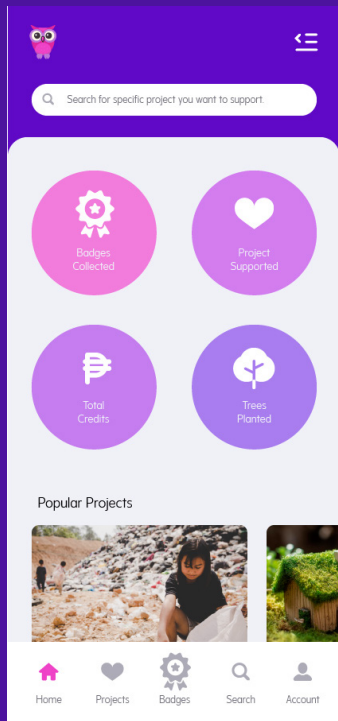


Together We Can.

The Goodwill is a crowdsourcing platform designed specifically for advocacy-driven projects, providing an intuitive and user-friendly interface. Project creators can easily list their initiatives, access planning and monitoring tools, and seamlessly manage payment processing. With integrated Web3 and DAO (Decentralized Autonomous Organization) features, project creators and donors can participate in transparent, decentralized governance, making key decisions collectively and ensuring funds are managed securely.

On the donor side, the app features a gamified experience, allowing supporters to engage with projects through reviews, interactions, donations, and progress tracking. The Web3 integration offers enhanced trust with blockchain-backed transparency for donations and progress, empowering donors to have a greater stake in the projects they support.

The Goodwill addresses the lack of dedicated platforms for advocacy projects, particularly in the Philippines, fostering a stronger, more transparent connection between project creators and their supporters.





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