



*give***simply**

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- Vision** Web and mobile donation platform
Make charitable giving easy & automatic
Provide tools to find the best charities
- Goal** Acorns plus Mint for giving
Standard in personal finance toolkit

Giving 2013 **\$241 Billion** donations
95.4% Households give
13.5% Growth online (overall 4.9%)

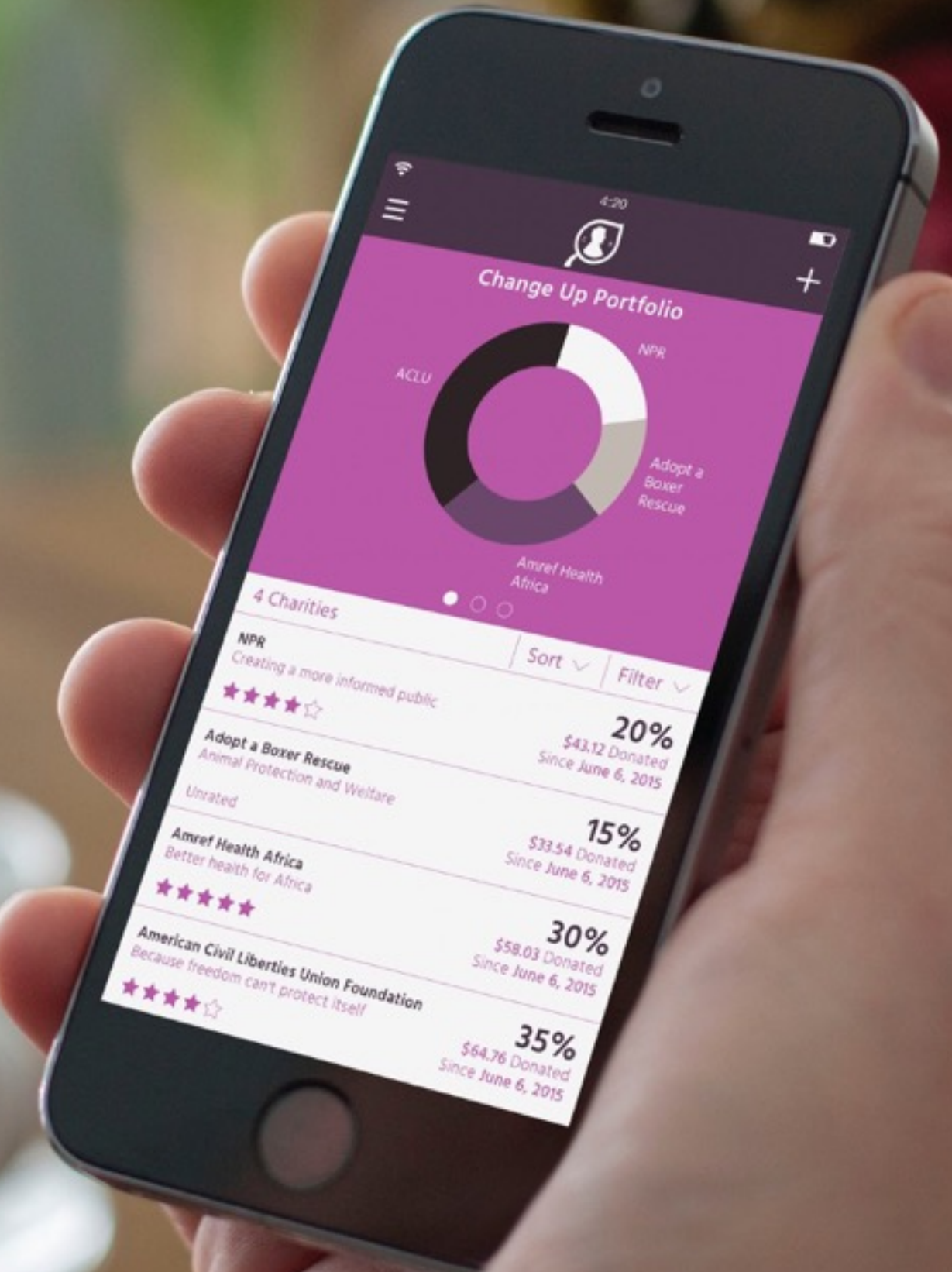
<http://www.nptrust.org/philanthropic-resources/charitable-giving-statistics/>

Problem **Manual Process per Charity**
Inefficient Mail and Phone Donations
Lack of Information & Trust
Annoying Mailing Lists
Easy to Lose Donation Receipts

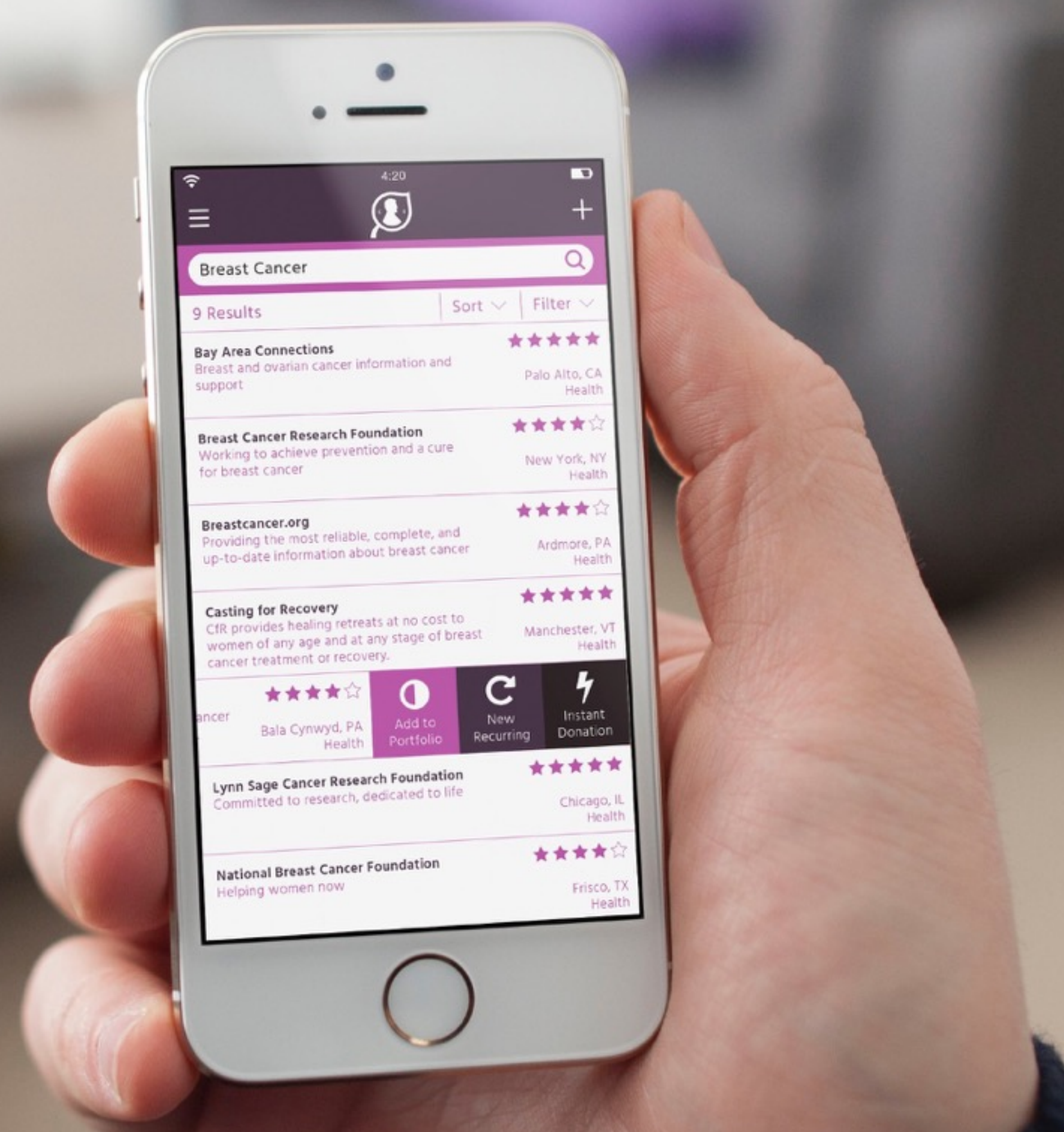
Automate - ChangeUp

\$2.14 Coffee

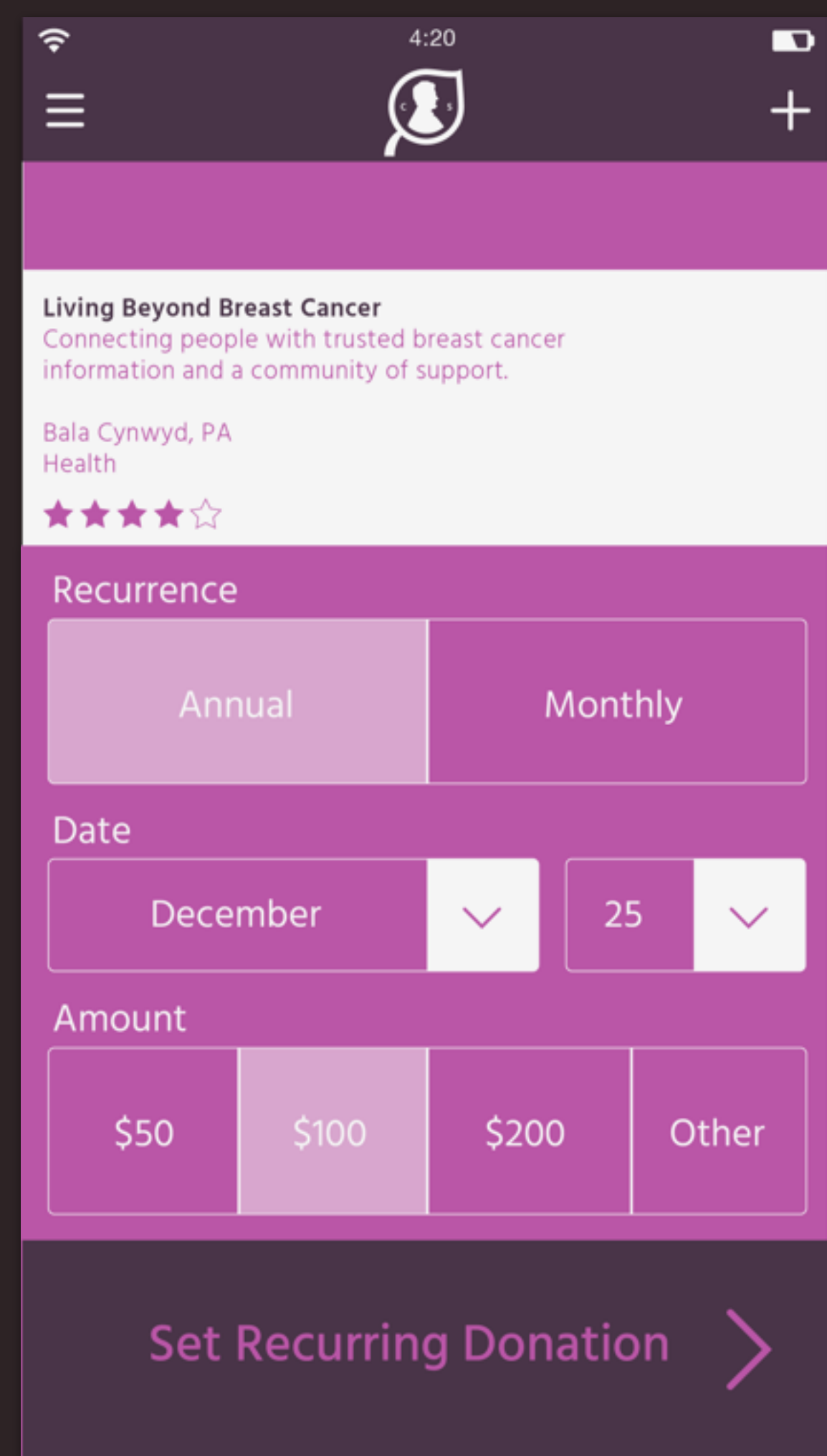
\$0.86 Donated to Charity Portfolio



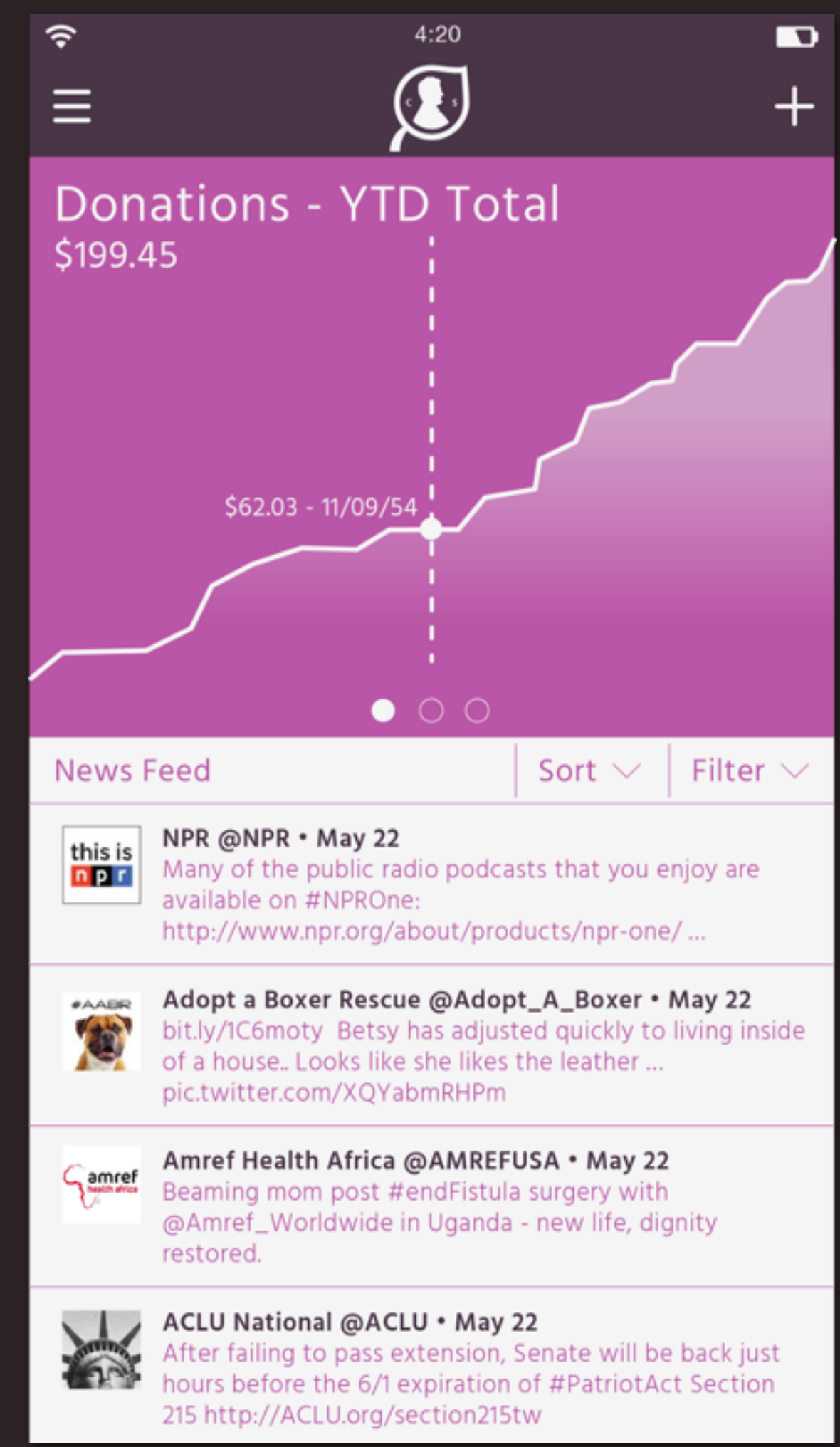
Integrated Donation Platform



Search



Simplify



Monitor

Existing Behavior

One-Time

Natural Disaster

Crisis

Random Act of Kindness

Recurring

Holidays

Birthdays

In Memoriam

End of the Year

New Behavior

ChangeUp

Do good all day, everyday

Spread the love

Every penny counts

Tax Deductibility 100% of all user donations are deductible and a single line item!

Target Market



Young Professional

25-35 years old

Idealist

Mobile First

Social

Sporadic Donations

“Let’s do some good”



Modern Parent

35-50 years old

Maximize Good

Mobile Savvy

Limited Time

Regular Donations

“Automate my life”

Competitive Space



Web based donation payment platforms for charities.

Donor managed funds and social elements.

Advantage Donor Focused
Mobile at Launch
Trusted Sources
Feedback Loop





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