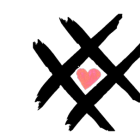




FliXXaid

The Social Good Network



OUR PURPOSE, VISION & MISSION

Our aim is to drive more meaning and purpose into our online lives, harnessing the world's empathy and creativity to help nonprofits solve humanities most challenging problems.

We believe *Social Media* can help *Inspire Social Good*.

We also believe that in order to help in achieving the greatest positive social change in our world, our efforts would be most effective if focused on supporting the entities that are capable of making the greatest impact in areas of need.

Our mission is to provide a dedicated social media platform designed to help nonprofits address some of their top challenges:

- Raising **awareness** around their mission,
- Increasing **engagement** particularly with younger generations, and
- Creating new **revenue** opportunities.

All through a business model that would impose no additional financial burden to these organizations.



Top 4 Challenges Non-Profits Face



46%

Not Enough Funding



21%

No Strategic Planning



17%

Lack of Engagement



7%

Not Enough Key Staff

challenges

Influencing Factors for Non-Profits

in 2020 and beyond



Millennials, Economy, Technology

*Paula Schneider - Forbes Nonprofit Council
Susan G. Komen - Breast Cancer Foundation*

The economy is always a driving factor, and nonprofits must work harder during slower times to demonstrate the impact of their work. Nonprofits must be like technology companies at heart and leverage tools to increase donor choice and improve stewardship. Nonprofits must also appeal to millennials by using social media platforms for fundraising, thus reaching new donors where they want to engage.



Social Media, AI, Online Giving

*Aaron Alejandro
Texas FFA Foundation*

The dynamic platform of social media coupled with artificial intelligence and online giving are on the verge of making virtual assistance and cobots valued friends of the nonprofit. Alexa and Siri are already poised and capable of making a secure online donation to your favorite charity with just a quick mention. This platform has exciting possibilities for nonprofits.



New Revenue, ROI, Measurable Results

*Thomas Bognanno
Community Health Charities*

Many nonprofits are struggling to develop new revenue to replace declining legacy fundraising. The temptation to create the next ice bucket phenomenon can pull even the best nonprofit away from their strategic compass. Nonprofits must leverage data-driven decisions based on return on investment (ROI), understanding the problems you want to solve and focusing on creating measurable value so supporters will choose you.



Mobile Giving, Taxes, Social Impact Funding

*Kimberly Lewis
Goodwill Industries of East Texas, Inc.*

Tax reform in regard to transportation and parking benefits will be an Unrelated Business Income Tax (UBIT) issue for those nonprofits that provide these things to their staff as written bonafide perks. Secondly, mobile giving platforms will determine the ability to secure new donors and a focus on training and social impact funding to address the skills gap in America is a primary concern.

Engaging GenZ

the next generation of donors

With the entrance of Generation Z into the workforce, it's important that you learn how to engage this young audience. Below, we dive into who they are and how your nonprofit can engage them.

Keep everything simple and concise

Young donors use social media constantly, and more often than not, through their phones. It's important that your organization has a mobile-friendly website to make a great first impression.

Tell your story

Tell an inspiring story about your organization and the value it brings to society. It's important that you build meaningful relationships based on trust, so demonstrate what a great impact their contribution will make and how their donation or participation matters. Video is also a particularly powerful medium that can inspire audiences more than text could.

Leverage Social Media

By utilizing social media and smart nonprofit marketing strategies, you can significantly enhance your reach and impact. Use the aforementioned storytelling tactics on your social channels and include photos, videos and infographics to encourage shares and engagement.

[GenZ: The Next Generation of Donors – Alice Berg](#)



AKA
"Philanthrokids"



THEY'LL
MAKE UP **40%**
OF ALL CUSTOMERS³⁰



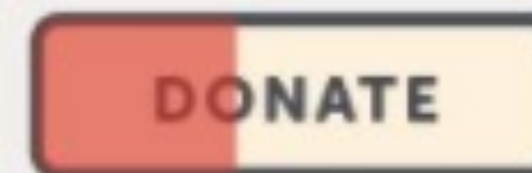
26%
OF THOSE
AGED 16-19
VOLUNTEER³¹



60%
WANT THEIR
WORK TO MAKE
A DIFFERENCE³²



76%
ARE
WORRIED
ABOUT THE
PLANET³³



30%
HAVE ALREADY
DONATED TO AN
ORGANIZATION³⁴



JUST OVER
1 IN 10
WANT TO START
A CHARITY³⁵



PREDICTED TO
PREFER MOBILE
APPS FOR GIVING³⁶



Summary of Requirements

Mobile Giving

Provide a simple and convenient way for users to support a target charity through the most ubiquitous device in history.

Video Storytelling

Give members and their family and friends a medium to tell their own stories about how a cause or charity impacts their lives.

New Revenue

Define a business model that creates a new revenue stream for nonprofits.

Social Media

Launch a new dedicated social platform for nonprofits with brand and UX appeal to Millennials and Gen Z. Offer volunteer receipts for students that provide original social media content in support of nonprofits.

Future Ambition:



Funding

Engagement

What is Flixxaid?



A new Social App that supports Non-Profits

Flixxaid is a new social app that allows users to share video messages and personal stories to raise awareness and support around a cause they are passionate about.

Video posts drive awareness, engagement and funds for your favorite Non-Profit

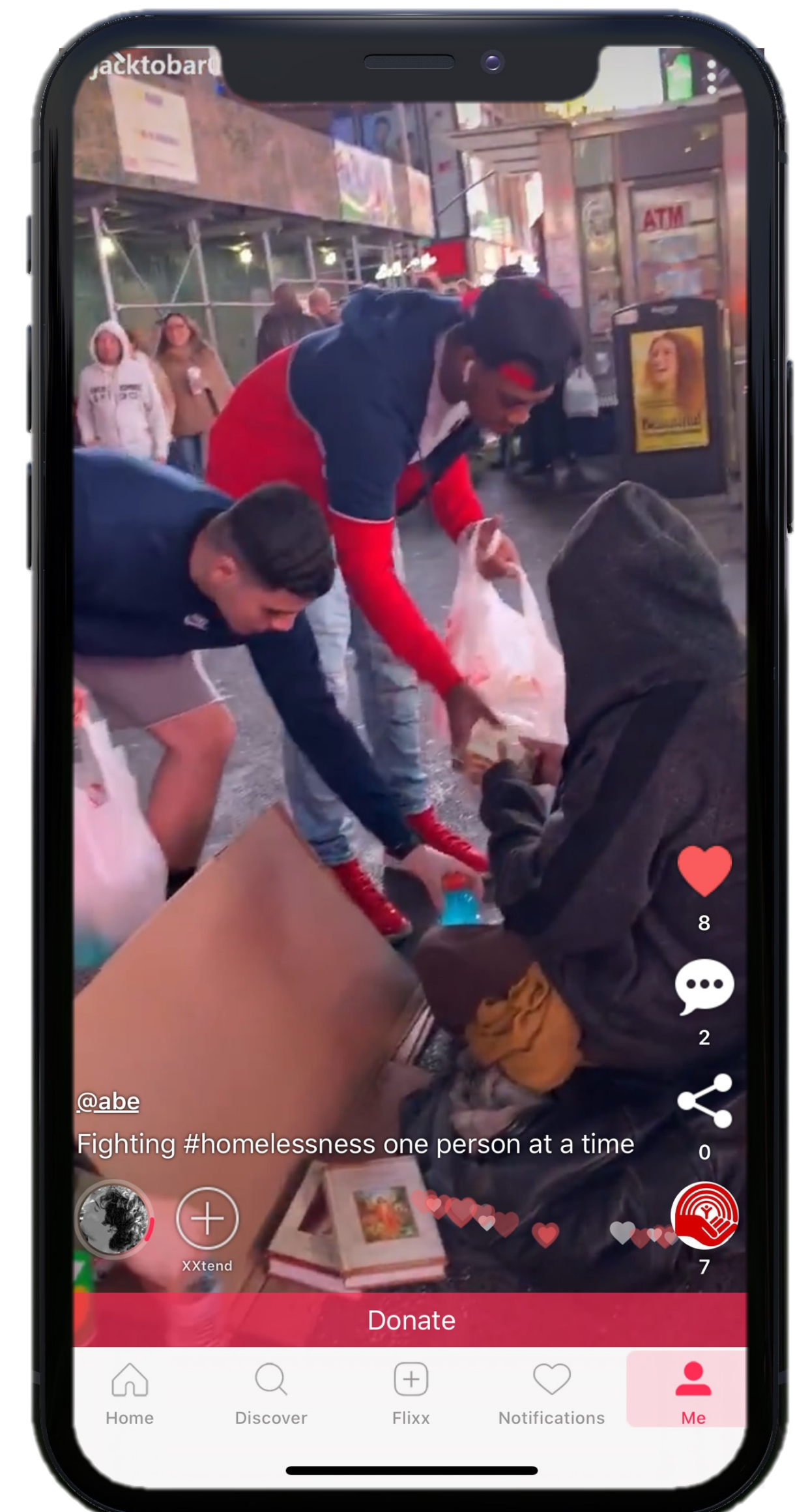
Each post (or Flixx) is simple to create and share with their social network, and also serves as a mini social fundraiser for the selected charity.

Raise money without asking for money

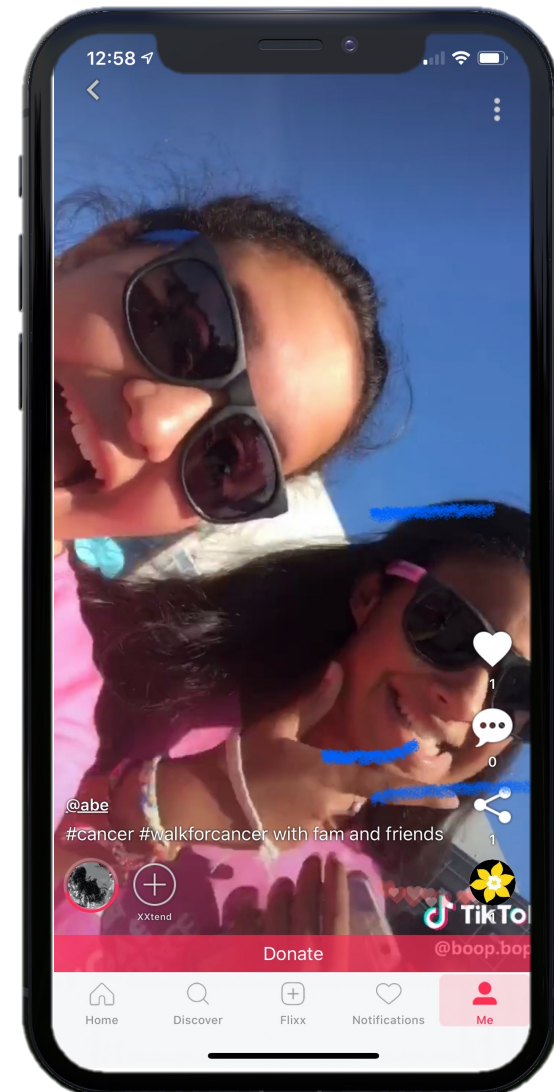
While friends and followers view the posted message, they are provided the option to either donate directly to the charity, or donate *attention* to sponsored advertisements that immediately follow the message, to which Flixxaid donates the majority of the ad revenue to the charity.

Helps Students Earn Community Service Hours

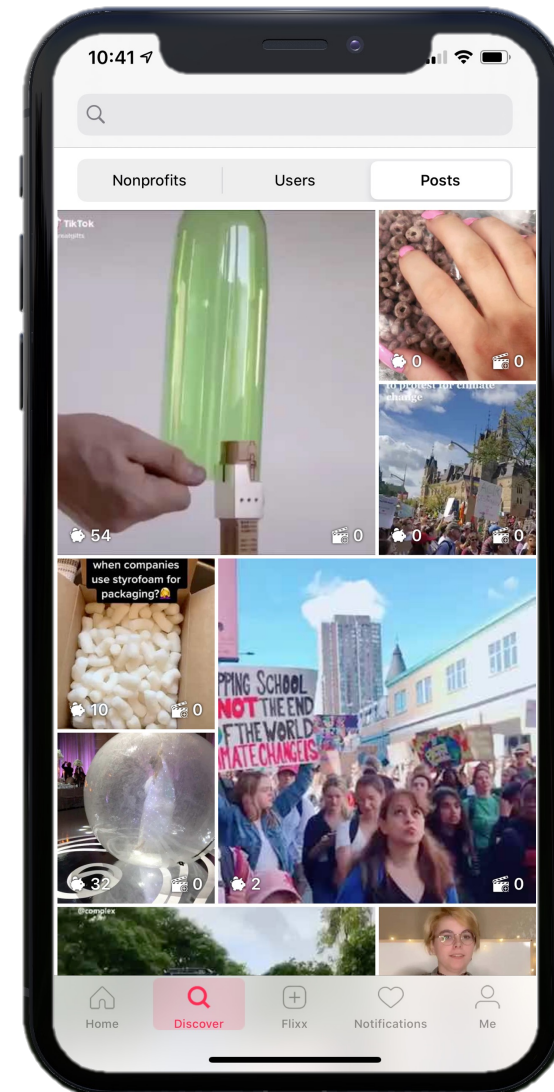
Preparing, editing and posting a video on Flixxaid in support of a nonprofit offers you to receive a volunteer receipt for your efforts. This receipt may be used towards community service requirements, such as the 40 hours required for your Ontario Secondary School Diploma.



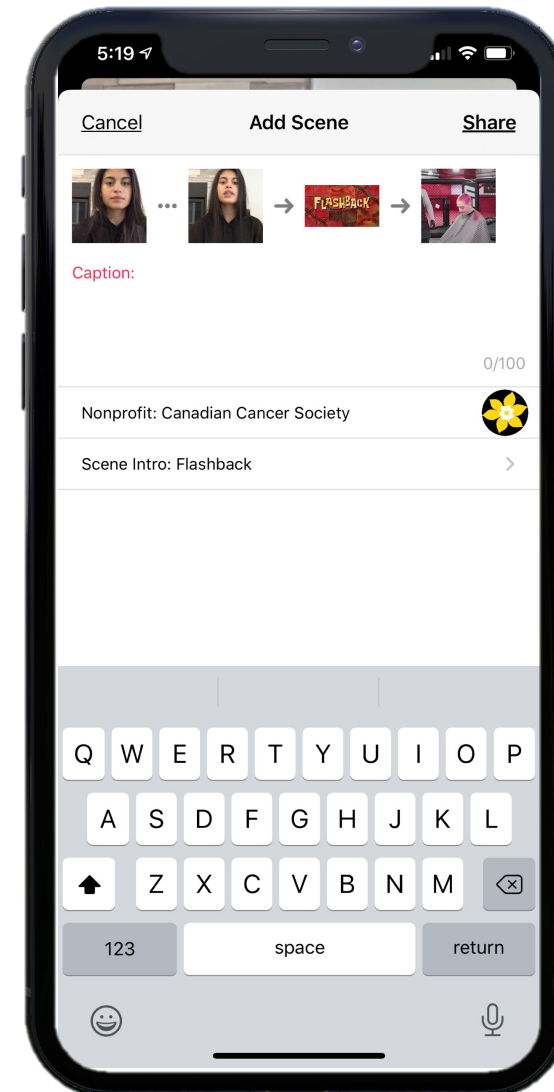
What is Flixxaid?



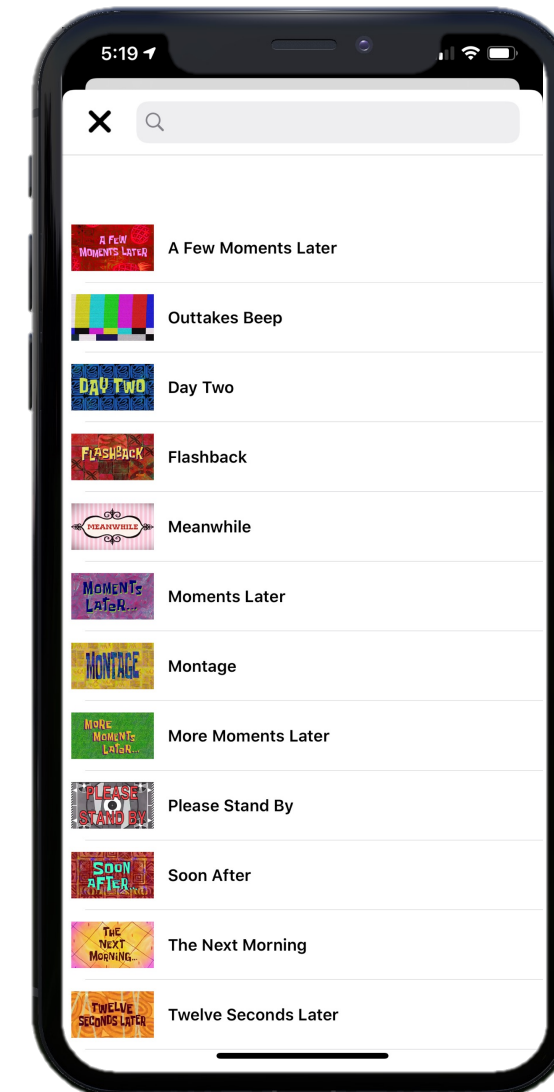
Browse your Following or For You feeds



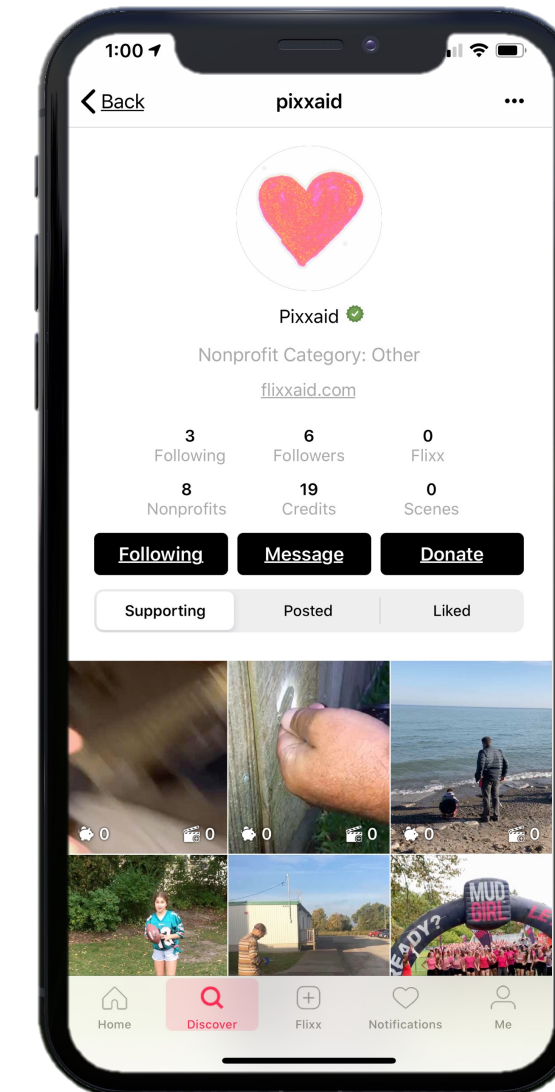
Explore Users, Nonprofits, and other Flixx



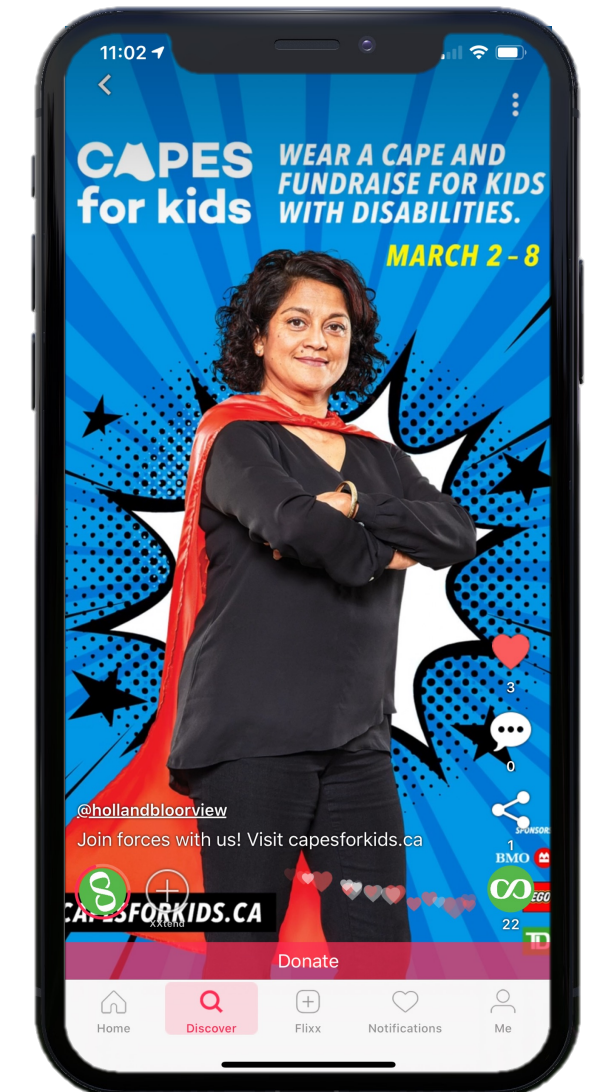
Create or XXtend a Flixx



Add an Intro Scene



View your Activity



Support Nonprofits

What are the benefits?



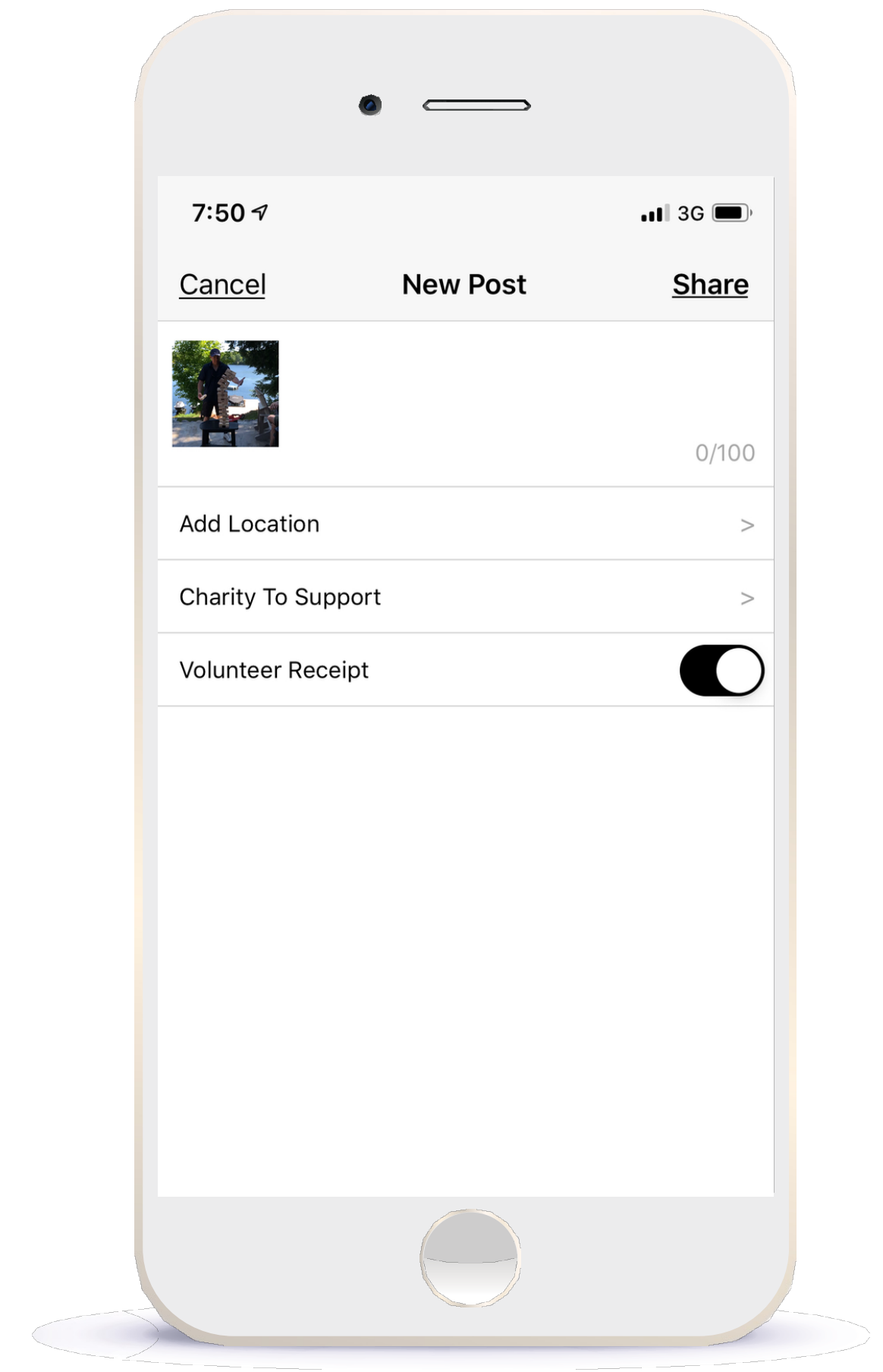
As a result, Flixxaid creates:

- A new **user-driven marketing channel** for participating nonprofits
- A new **revenue stream** for participating charities
- A new social platform for **influencers** to support their favorite cause
- An opportunity to **engage a younger generation** of users to perform acts of social good and earn volunteer hours
- A new **purpose-driven online social advertising** channel for corporate sponsors and brands



An all-around **win-win-win** solution built around providing positive purpose to time spent online. Converting a fraction of the abundant social media screen time and online social advertising into a lot of Social Good.

Values of the company are built around a maxim to **Inspire Solution Good**. A feel-good, purpose-driven, positive impact that is infectious to all participants:

Users, Influencers, Advertisers, and Charities, and their corporate, social and moral brand.



Top 4 Challenges Non-Profits Face





46%
Not Enough Funding

About 46% of non-profits can't find the funding they need to support their staff in carrying out the organization's mission. Most non-profits seek ways to attract funds without selling a product or service, which can lead to serious budget problems.




21%
No Strategic Planning

Many non-profits fail to think of themselves as businesses. Since a non-profit budget is tighter than that of a for-profit business, these organizations must be especially strategic in their business planning techniques



17%
Lack of Engagement

Non-profits need to lead their marketing messages with emotion. The problem is they don't often have the funding to allow for quality marketing solutions, like digital advertising and social media. Unfortunately, most donors responding to print campaigns are over 55 years old, which means that using print-only methods is cutting out a huge demographic.



7%
Not Enough Key Staff

Non-profits have a unique advantage over standard companies, because they can foster employee engagement around the mission of the organization. Yet, they still need to offer compensation — an area where they often struggle to live up to the private sector.

<https://ghjinc.com/the-top-four-challenges-non-profits-face/>

Influencing Factors for Non-Profits

in 2020 and beyond



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<https://www.forbes.com/sites/forbesnonprofitcouncil/2019/02/15/top-factors-expected-to-influence-nonprofit-organizations-in-2019/>

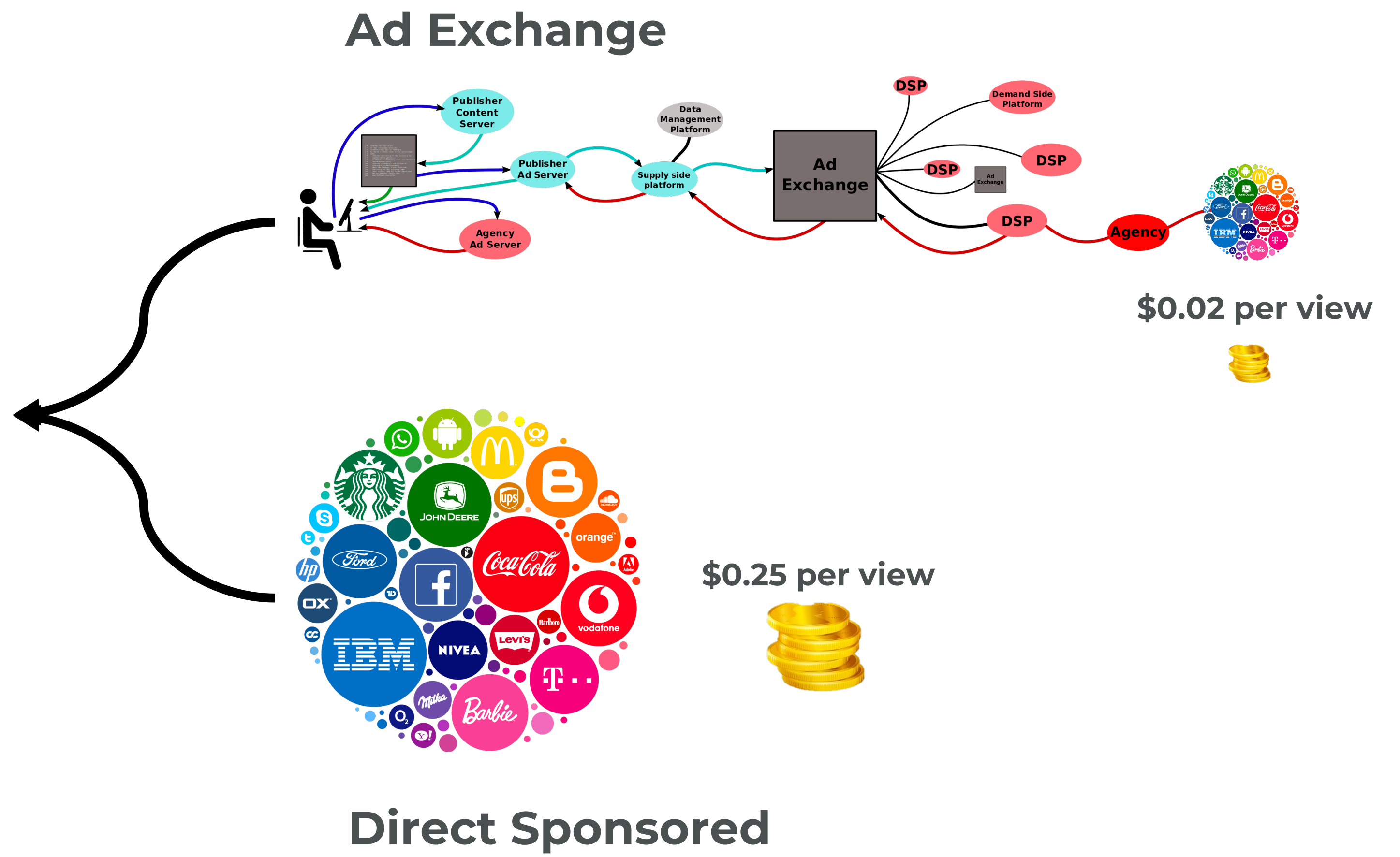
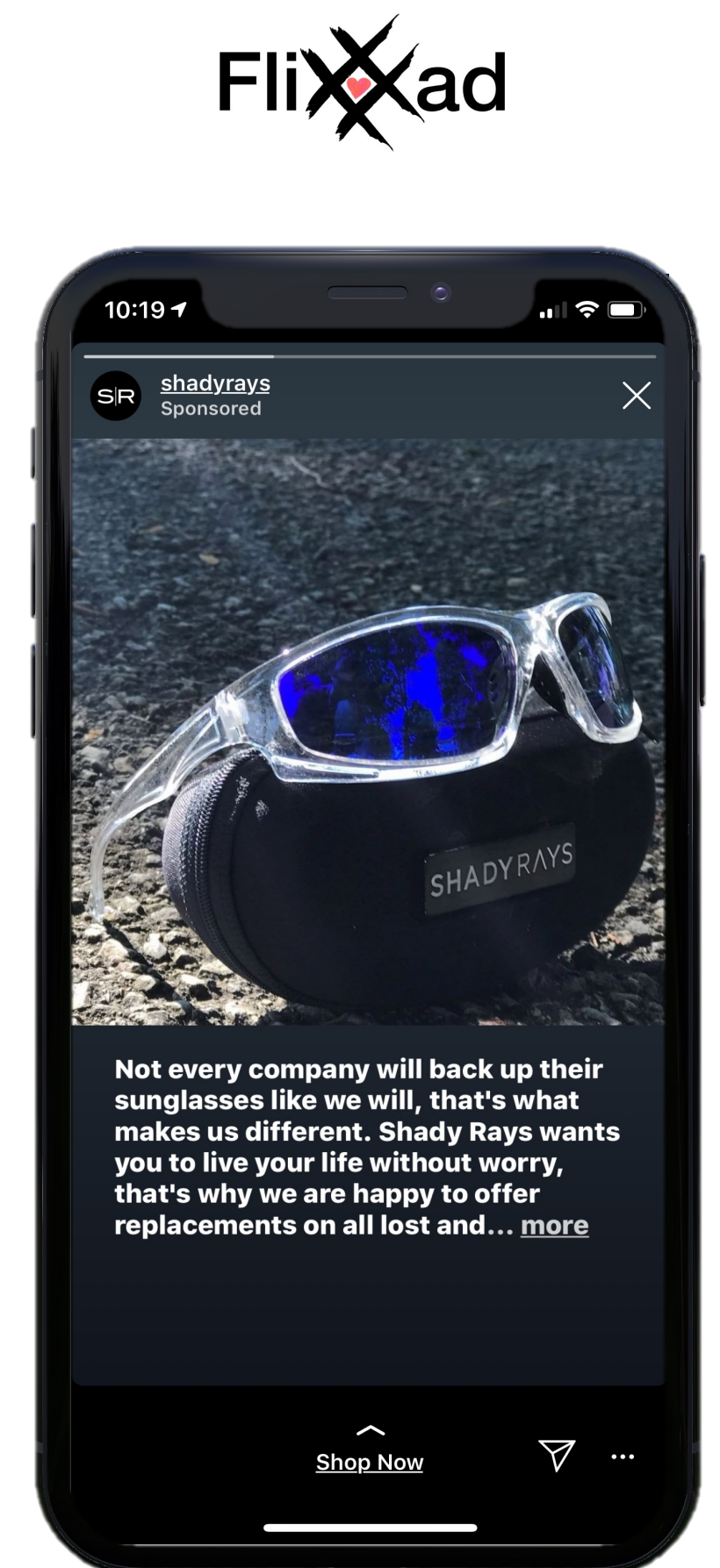
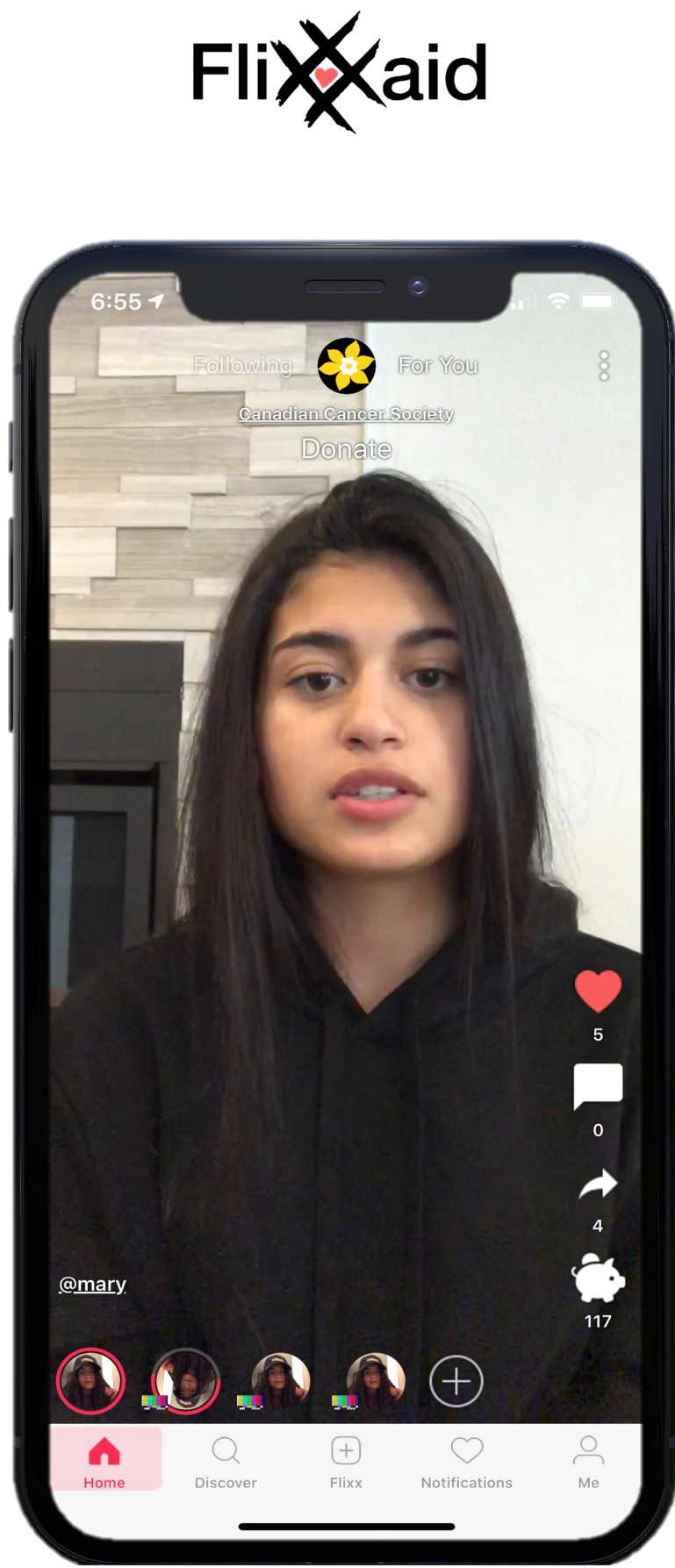
Business Model

Canva

<p>Key Partners:</p> <ul style="list-style-type: none"> • Nonprofits help raise awareness and encourage their supporters to participate on the platform • Nonprofits also help bring in Advertisers through their Corporate Sponsorship programs and Influencers through their Celebrity Sponsorship programs • Cloud Platform for test and production environments (Google Firebase/AWS) • Web/Mobile development contractors to supplement platform development team • Government, School Boards and Principals help drive awareness in schools 	<p>Key Activities:</p> <ul style="list-style-type: none"> • Platform Development • Marketing and Customer Acquisition (Advertisers, Nonprofits, Influencers, Schools) • Managing Ad Payouts and Donations • Customer Support 	<p>Value Proposition:</p> <p>Social Media Users:</p> <ul style="list-style-type: none"> • Opportunity to show support for their friends and idols while financially supporting their cause either directly through financial donations, or indirectly through ad views. <p>Social Media Influencers:</p> <ul style="list-style-type: none"> • Opportunity to raise awareness and help drive financial support for nonprofit of their choice, without the explicit need to solicit financial donations from their personal network • Positively improve their brand (halo effect) <p>Nonprofits:</p> <ul style="list-style-type: none"> • Provides a new marketing channel to raise awareness around your nonprofit and its cause • Engage the next generation of givers using mobile social • Provides a new supplementary revenue stream at no cost <p>Advertisers:</p> <ul style="list-style-type: none"> • A new way to market or promote a service or product with <i>positive</i> attention and greater transparency • 100% viewable ads to a highly engaged socially responsible audience • Positive brand and social impact by supporting nonprofits (halo effect) • Receive tax benefits by donating a portion of their advertising spend 	<p>Customer Relationships:</p> <ul style="list-style-type: none"> • Social Media: Facebook page, Instagram page, Twitter, LinkedIn • Customer Support: Website, Email, Phone, Flixxaid app 	<p>Customer Segments:</p> <p>Social Media Users:</p> <ul style="list-style-type: none"> • Create online communities to share information, ideas, personal messages, and other content (such as videos) <p>Social Media Influencers:</p> <ul style="list-style-type: none"> • A user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach resources. <p>Nonprofits:</p> <ul style="list-style-type: none"> • An organization set up to provide help and raise money for those in need. <p>Advertisers:</p> <ul style="list-style-type: none"> • Businesses with Brand, selling a product or service
<p>Cost Structure:</p> <ul style="list-style-type: none"> • Platform development & hosting • Marketing and Sales • Customer Support 			<p>Revenue Streams:</p> <ul style="list-style-type: none"> • Ad revenues • Donation payment commission • Subscriptions (Nonprofits) • In-App Purchases (Credits) 	

Flixxaid, Flixxad...

Sponsored ads provide higher ad revenue per view, resulting in larger donations per view



Market Facts

\$449B

Americans donated to charities in 2020

69%

give to charities.
84% of Millennials give

1.5M

Nonprofits in the USA alone, most with similar problems around engagement and funding

\$108B

Annual Social Media Ad Revenue

628,000

Ontario Secondary School Students that require 40 hours of community service to graduate

1 of 3

Minutes online is spent on Social Media

Canadian TAM

Canadian Charity Gross Ad Revenue TAM

$$85K \times 100 \times 24 \times 40 \times 0.02 = \$163M$$

Charities in Canada Influencers per Nonprofit Posts per Year Users per Influencers Cost Per View Annual Gross Ad Revenue

Canadian Nonprofit Subscription TAM

$$175K \times \$100 = \$18M$$

Nonprofits in Canada Annual Subscription Annual Revenue

Canadian Online Donation TAM

$$\$11B \times 21\% \times 1\% = \$23M$$

Canadians donate Annually Donated Online Service Charge Per Transaction Annual Revenue



Charitable Stats

Charitable Stats	
General Charitable Stats	Americans gave \$449 billion to charities in 2020, up +4%
	85,000 registered charities and 170,000 total nonprofits in Canada
	465,000 registered charities and 1.5 million total nonprofits in the USA
	69% of the population gives
	25% of adults volunteer to make a difference, on average of 52 hours a year
Student Volunteer Hours	628,000 high school students in Ontario alone, each requiring 40 hours of community service to graduate
	Several other Provinces and US states have similar mandates. E.g. Maryland (720,000 students enrolled)
Millennials	84% give to charities, annual avg. of \$481 across 3.3 orgs
	46% donate to crowdfunding campaigns
	Millennials are active on their phones and response best to text messages and social media, but rarely check personal email or respond to voice calls
	Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift
Online Giving	Online giving grew +12.1% in 2017 to \$31 billion
	Only 3% of charities rate their board and exec leaders as digitally savvy.
	66% of charities worry they will miss out on opportunities for digital fundraising
Nonprofits & Social Media	34% of nonprofits have paid for ads on social media
	21% of donations are directly through social media
	55% of people who engage with nonprofits on social media end up taking some sort of action
	59% of those people donate money; 53% volunteer
	40% subsequently purchase a product that directly benefit that charity
	26% of Instagram users make more than \$75,000 per year
Facebook	84% of Facebook users share to show their support for a cause and highlight issues that are important to them
Mobile Giving	1 in 4 donors use mobile devices to discover nonprofits they were previously unaware of
	25% of donors completed their donations on mobile devices
	In the past year, mobile giving donations have increased by 205%
	51% of people who visit a non-profit's website do so on a mobile device

Opportunity



Social Media Ad Stats

Social Media Advertising Stats	
General Social Media	A million new social media users are born every day
	4.41B or well over 50% of the world's population are active social media users (39% mobile)
	One out of every 3 minutes spent online is on social media
Social Media Ad Revenue	Social media ad revenue forecasted at \$108 billion USD
	Social media ad budgets projected to double in 5 years
Video Ads	Social video ads up 130%
Effectiveness	84% marketers track effectiveness, 29% still trying to prove its value
	59% of global consumers use social media as a source of inspiration for purchases
	34% use social media to receive promo offers
	16% of global consumers click on ad that is relevant to them
Instagram	25 million active advertisers, \$23.6 billion in advertising revenue in 2021
	75% of Instagram users take action, such as visiting a website or making a purchase after looking at an Instagram advertising post
Facebook	9 million active advertisers, \$98.3 billion in advertising revenue in 2021
	Facebook Live has 6x more interaction than typical video content
Snapchat	Snapchat video ads get 2x more attention than Facebook, 1.5x more than Instagram, and 1.3x more than YouTube
Twitter	\$1.4 billion USD in advertising revenue in 2021
YouTube	\$2.96 billion USD in advertising revenue in 2021
	\$15.1 billion USD in advertising revenue in 2021
	45% of TV ads receive attention, 83% of YouTube ads receive attention
	1.6x lift in brand awareness, 1.4x lift in brand recall



Competitive Analysis

	Strengths	Weaknesses	Opportunity
Social Media Platforms	<ul style="list-style-type: none"> Established stable platforms rich in features including ads platform Have millions of active users and advertisers Some have methods for nonprofits to accept donations through crowd fundraising 	<ul style="list-style-type: none"> Rely on current advertising revenue, and would cannibalize profits if the shared ad revenue business model was adopted Have negative brand connotations around non-transparency, ad fraud and viewability, and privacy concerns Some are becoming less popular with younger generations (e.g. Facebook) 	<ul style="list-style-type: none"> Unique advertising business model providing options to support a charity with no financial commitments from the user from user, and with no initial cost to the nonprofit organizations. Purpose driven platform offers halo effect for Brands Time is right for a new player in the social media space with good intentions
Nonprofit Solution Platforms	<ul style="list-style-type: none"> Established stable software solutions platforms Established customer base 	<ul style="list-style-type: none"> Some require payment for their services and solutions Only offer support for financial donation fundraising from supporters 	<ul style="list-style-type: none"> Model requires no investment from either the nonprofit, nor the influencer running a drive, nor the user supporting a drive Opportunity to offer an integrated lower cost donation platform and low monthly subscription service (<\$9) to nonprofits
Charity Fundraiser Events	<ul style="list-style-type: none"> Effective way to raise awareness and funds towards a charitable fund Participants are very engaged and are rewarded at the event (e.g. run, walk, dinner, etc) 	<ul style="list-style-type: none"> Requires a lot of marketing, effort, and organization by nonprofit to plan and run Occurs only periodically, usually annually 	<ul style="list-style-type: none"> Opportunity to both support and supplement their fundraising events 365 days a year, self propelled, supporter driven campaigns Offering volunteer receipts to students for their online support through original content
Ad Viewing Platforms (Goodeed.org)	<ul style="list-style-type: none"> Established since 2015 Raised over \$1MM in donations supporting over 60 nonprofits Over 300K members 	<ul style="list-style-type: none"> Have not established themselves in the North American market, mostly France and Western Europe Focus solely on driving ad views to support projects for nonprofits with no social capability which misses on network effects and appeal to younger users 	<ul style="list-style-type: none"> Social media platforms provides a more personal, engaging medium, providing higher incentives for friends/followers to be introduced to a cause/nonprofit and to participate in supporting through financial and non-financial methods

Financial Model

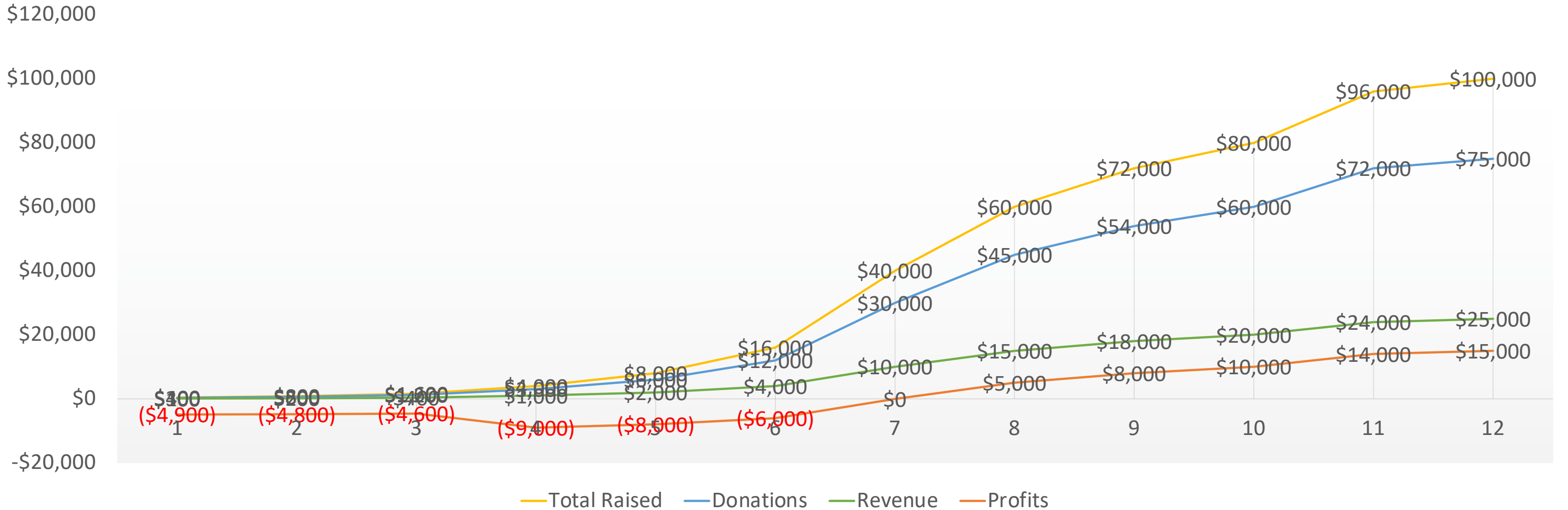
Forecast

	Month												Total	Year 2 Runrate
	1	2	3	4	5	6	7	8	9	10	11	12		
Nonprofits Onboarded	2	5	10	15	25	40	60	75	90	100	120	125	125	125
Influencer	50	100	200	500	1,000	2,000	5,000	7,500	9,000	10,000	12,000	12,500	12,500	12,500
Posts	100	200	400	1,000	2,000	4,000	10,000	15,000	18,000	20,000	24,000	25,000	119,700	300,000
Supporters (MAU)	2,000	4,000	8,000	20,000	40,000	80,000	200,000	300,000	360,000	400,000	480,000	500,000	500,000	500,000
Total Raised	\$400	\$800	\$1,600	\$4,000	\$8,000	\$16,000	\$40,000	\$60,000	\$72,000	\$80,000	\$96,000	\$100,000	\$478,800	\$1,200,000
Donations	\$300	\$600	\$1,200	\$3,000	\$6,000	\$12,000	\$30,000	\$45,000	\$54,000	\$60,000	\$72,000	\$75,000	\$359,100	\$900,000
Revenue	\$100	\$200	\$400	\$1,000	\$2,000	\$4,000	\$10,000	\$15,000	\$18,000	\$20,000	\$24,000	\$25,000	\$119,700	\$300,000
Expenses	\$5,000	\$5,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$105,000	\$120,000
Profits	(\$4,900)	(\$4,800)	(\$4,600)	(\$9,000)	(\$8,000)	(\$6,000)	\$0	\$5,000	\$8,000	\$10,000	\$14,000	\$15,000	\$14,700	\$180,000
Donations per Noprofit (Avg)	\$150	\$120	\$120	\$200	\$240	\$300	\$500	\$600	\$600	\$600	\$600	\$600	\$4,630	\$7,200
Donations per Influencer (Avg)	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$72	\$72
Advertisers Required	0	0	0	0	1	2	4	6	7	8	10	10	10	10

Assumptions

Influencers per Nonprofit	100
Monthly posts per Influencer	2
Supporters per Influencer	40
Ads viewed per Supporter	5
Advertiser Monthly Campaign Budget	\$10,000
Cost per view (15-30secs)	\$0.02
% Revenue Donated (with tax)	75%

Revenue Model





ecosystem

Ecosystem



Meet The Team



Abe Batthish

CEO / Founder

Sr. Director, Strategic Initiatives, RBC



Stephan Dowless

Head of Development

iOS Developer
Udemy Course Instructor



Lara Pietrolungo

Nonprofit Consultant

Founder, Emma Rose Fund
Director, SickKids,
International Education



Tom Delulis

Marketing Consultant

SVP, Venngo Inc.

Michael

Help.org Engagement Manager

Raising awareness around a New Initiative



Adriana

Ontario High School Student

Volunteer Hours to Support a Cause



Samantha

Senior Associate Brand Manager, G&P

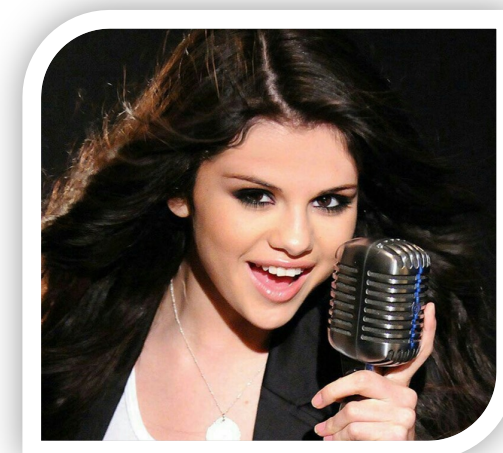
Positive impact for a New Product Line



Selena

Celebrity Influencer

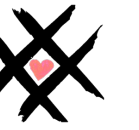
Giving Back



Michael

Help.org Engagement Manager

Raising awareness around a New Initiative



Michael is looking to engage the Help.org community, raise awareness and drive some additional fundraising around a new initiative. He's worried about causing donator fatigue within his member network, so isn't excited about sending out another email request for donations for this campaign.

He heard about the new Flixxaid platform from a colleague in the industry and decided to reach out to the Flixxaid team for more information. Angie from the Flixxaid team provided him with an overview of the program and suggested creating a video post on Flixxaid to raise awareness around the new initiative to the member network. She also recommended asking one or two of their corporate sponsors to sponsor ads to support the campaign. This is optional, but will help maximize the fundraising effort if that is important to them. Michael was excited and started working with the communications team on the new video.

Michael also signed up for a Help.org user account on Flixxaid, flagged that the account will be for a charity nonprofit organization, and filled in the necessary contact information. In 24 hours he was contacted by Angie again to request some additional information in order to verify the account as a registered charity with the responsible government agency. Within 2 days, Michael received an email stating that the Help.org account is not verified on the Flixxaid platform, and now appears as a validated target charity for posts.

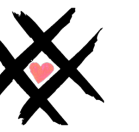
In the meantime two corporate sponsors agreed to redirect some of their ad budget to advertise on the platform in support of the new Help.org initiative, and connected with Flixxaid to setup their campaign. This guarantees them competitively priced social ads, targeting an engaged and socially responsible audience, and ensuring 100% viewability. But most importantly, they feel great that the campaign is also supporting a cause they are passionate about.

The communications team met with Michael to review the video. The material was mostly reused from content they created for their own website. Once ready, he uploaded and posted it to Flixxaid, sending a invite request to 500 members in the network to view and support by viewing at least 1-2 ads following the video message. At the end of the video message and within the text of the post, Michael included a message asking viewers to repost the message to their network in support. By the end, the network effect of reposting the video had a reach of over 30,000 viewers each watching 1-2 of their corporate sponsored ads and raising over \$10,000 through ad revenue donations alone over the course of that week!

Adriana

Ontario High School Student

Volunteer Hours to Support a Cause



Adriana is looking for opportunities to collect 40 volunteer hours to meet the mandatory requirements by the Ontario government in order to graduate high school. She is passionate about fighting bullying at schools and is looking for ways to support that cause.

Adriana creates a video message on Flixxaid that describes why she is passionate about this cause and why she would like to support the charity KidsHelpPhone.ca, which she found on Flixxaid while searching for an organization using the term “bullying”. Adriana found several charities, read their profiles and accessed their websites before settling on *KidsHelpPhone.ca* which appealed to her the most. She spends a couple of hours to script the message, record the video and edit it to her liking. She posts the video on Flixxaid and selects the target charity and the option for a *Volunteer Receipt*.

Adriana invites all her friends and classmates to view her post, and either donate financially or non-financially by viewing her video and related ads. The post was a hit! It received over a hundred likes, and many comments from her friends commending her on her video message. Some liked her message so much that they reposted her original post to their friends. A few were inspired and gave donations of \$5-\$10 dollars to her drive totaling \$100. While others who didn’t have the means to donate, watched multiple video ads totaling over 600 views, augmenting her total by an additional \$110 to bring the total to \$210!

Later that week, Adriana received an automated email from Flixxaid with the subject, “Volunteer Receipt – Thank you for your support!”. The email included a message of thanks from Flixxaid and on behalf of the charity for her recent post which raised \$210 for KidsHelpPhone.ca. It also included the necessary details she would require to prove her volunteer effort. Adriana submits this email with her volunteer hours tracking sheet as proof of her volunteer effort.

Her friends at school couldn’t believe that it’s possible to earn volunteer hours by participating on a social platform! So each of them used their new profile on Flixxaid to search for a charity related to a cause they are passionate about, and started working on their own video message. Adriana heard about this and will surely support her friends in return!

Samantha

Senior Associate Brand Manager, G&P

Positive impact for a New Product Line



Samantha is looking for new ways to promote her company's brand and a new toothpaste line. But the company lost faith in online advertising, as it has been very difficult to get transparency and traceability around the ads campaigns they pay for from the existing big name social platforms. Public bidding systems make it difficult to ensure their ads are placed in appropriate placements and guarantee a positive impact on her company's brand. Placements in the past have been included next to or during inappropriate content which was a nightmare.

Samantha heard about Flixxaid in a recent article she read, which explained the benefits of advertising on the platform for a brand. She appreciated the fact that sponsored ads offer a wide variety of advertising options including traditionally ad placement and fixed price guaranteed deals without a bidding process. This makes it very clear where her ads will appear and ensures she achieves the target volumes for her campaign. G&P is also a notorious supporter for the Save the Children charity and would be interested to further support their cause.

Samantha contacts Flixxaid and asks to talk to a sales rep. Jeff answers and explains the various options including the traditional placement option. This guarantees volumes for the campaign and allows Samantha to select a particular participating validated charity on the platform, or a group of charities that support the target cause her company would like to sponsor. Samantha and Jeff lock in on a campaign size of \$20,000 with a per view cost of 0.25 per view that will exclusively run following posts for Save the Children. Samantha later sends Jeff the related promotion creative. Samantha is asked to create a new user profile for G&P and declare it as a business profile. Jeff shows her how to take advantage of campaign analytics tools built into the profile. He later marks it as verified after validating the business profile account using information provided by Samantha.

The Save the Children charity profile is highlighted as Sponsored and those following the charity's profile are notified, sparking a wave of posts and fundraising drives for the charity. Samantha monitors the analytics within the P&G business profile. The campaign lasted 6 weeks, but not before achieving 80,000 views across 55,000 unique users. These stats and more insights are available through the G&P profile, including gender, age and location where allowed by users.

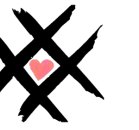
At month-end following the end of the campaign, payments are processed. Since Flixxaid offered a 90% donation rate for the campaign, Flixxaid sends a donation for the amount of $\$20,000 * 75\% = \$15,000$ to the Save the Children charity, copying G&P on the donation.

G&P receives great press for their efforts to support Save the Children through this campaign. Sales of their new toothpaste saw a 10% uptick in locations correlating to the campaign stats. So Samantha is confident with the impact of the campaign, and is excited to kick off a new campaign next month for their new laundry detergent!

Selena

Celebrity Influencer

Giving Back



Selena is an established pop celebrity, who has a large following of over 10M followers on social media and is looking to use her fame and influence to give back to society. She feels strongly about abolishing human trafficking and supports a related nonprofit organization a21.org as their celebrity advocate.

A21.org has an active validated charity profile on Flixxaid and has already accumulated \$100,000 of donations this year through charity and user driven mini fundraisers. A Flixxaid rep, Jennifer, meets monthly with Mark from a21.org to get feedback on their experience and ensure the organization is getting full value from the platform. During their last meeting, Jennifer suggested that if a21.org have access to top social media influencers in their network, that they can help drive a significant amount of fundraising by posting to Flixxaid.

Selena or her manager is approached by Mark and asked to sign up to Flixxaid and donate a video. Selena agrees!

Selena with her PR team create a video message that covers why she is passionate about the cause and gives a brief overview of why she believes a21.org with support can help abolish human trafficking. The post managed to attract over 500,000 viewers, many of them first time users on the platform, raising in total over \$250,000 in direct donation and donated ad revenues in one day! The historic post also managed to raise a large amount of positive media coverage for Selena, a21.org and Flixxaid. The post continued to raise money for a21.org for days after its debut, raising in total over \$1.5M to date. All from one 60 sec video post from a celeb influencer!

“Pricing” Table

Increase Engagement

Free

FOMO Plan

Register Nonprofit Profile
Send invites to members to participate on the platform

Learn More

Increase Revenue

Free

Corporate Sponsor Plan

Register Nonprofit Profile
Send invites to members
Engage Corp Sponsors to sponsor ads

Learn More

Maximize Engagement & Revenue

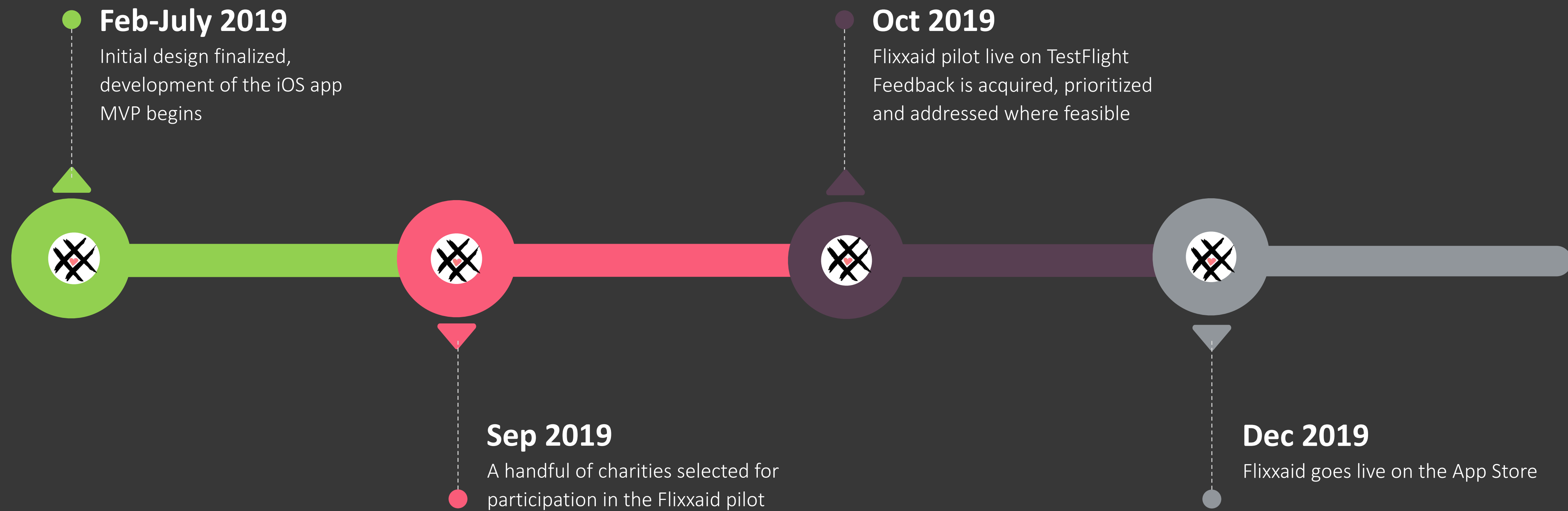
Free

Social Influencer Plan

Register Nonprofit Profile
Send invites to members
Engage Corp Sponsors
Involve Celebrity Influencers

Learn More

SCHEDULE OVERVIEW



Thank 