

# Onboarding Guide for Businesses

## What is Crowdcycle?

Crowdcycle is a solution to the challenges of raising funding faced by community organizations and worthy causes, as well as by businesses and individuals in providing this financial support to the causes they support on an ongoing basis.

Crowdcycle creates a network between three important stakeholders in a community: local businesses, supportive individuals and good causes, with the goal of funding good causes on a regular basis.

Crowdcycle is a model for fundraising that makes use of collaboration between businesses and individuals to identify and support worthy recipients of their combined financial support, which could be a good cause, a community organization, a non-profit organization, or even just someone in need or a good idea that should be supported.

Crowdcycle makes use of an innovation, what we simply for now call a 'token', that represents the amount that a business has pledged, in-kind, to a cause, and it represents an amount of this pledge that an individual has purchased. These 'tokens' are like coupons, or loyalty points, but they aren't exactly like either of these. They quantify an in-kind contribution in a way that can be used to circulate like money.

An in-kind contribution is a good or service that the business offers from what they do and it can be contributed as an alternative to giving cash from their till. However as the recipient of an in-kind contribution is often unable to monetize the contribution or make use of it, it's a much less well-known way of making a contribution.

However, for the business it's cheaper, sometimes much cheaper, to give what their business provides rather than to give cash from the till. This is because cash from the till includes profit from the sale, whereas an in-kind contribution is not yet a sale and therefore does not have the profit margin attached to it. A business needs to make a sale before they can give cash, which costs them cash flow, whereas what they offer is always in supply, and therefore the cost of giving is much lower for them, and more impactful for the recipient by comparison.

## How does Crowdcycle work?

Crowdcycle is an innovation on other methods of fundraising that connect individuals and businesses, such as crowdfunding. It goes further by creating a fundraising cycle

where companies and individuals are incentivized to continue giving on a constant basis, depending on their spending and redemption patterns.

An organization, group or individual representing a good cause is approved to join Crowdcycle and prepares a profile of their cause, activity they propose to do and how much funding they are seeking. This is put together with other profiles of good causes into a portfolio.

A business owner reviews the portfolio, chooses which worthy cause(s) they wish to support and makes a pledge. A pledge is an in-kind contribution of the goods or services their business offers, which is given a monetary value. So if they own a restaurant, they are effectively offering a certain value in meals and drinks. They also set a rate of acceptance of Crowdcycle tokens as a percentage of each purchase made by individuals.

An individual reviews the same portfolio and identifies which causes they wish to support, that have already received a pledge from a business. They then purchase a specific amount of this pledge, and receive an equivalent amount in the form of tokens in return.

The cash funds from the purchase of tokens are then received by Crowdcycle and sent to the good cause, which they can use to carry out their activities.

The tokens that the individual received in return for their purchase of the pledge can then be spent at any of the businesses that have made a pledge. Usually, this amount will be as a portion of a purchase, the profit margin portion, with the rest being paid in cash. This is much like it would be if it was a voucher, gift certificate or discount coupon that has a monetary value.

Businesses determine the percentage of this portion which can be paid in tokens in order to ensure they are receiving sufficient income for the goods or services they provide. This allows them to give on a continual basis, knowing that they are still breaking even, or even possibly cash flow positive from that customer.

The cycle continues as businesses make pledges on a regular basis, which are purchased by individuals on a regular basis who make purchases using these tokens, while the worthy causes who receive the funds can focus more on the delivery of services rather on the fundraising needed to deliver these services.

## What's in it for businesses?

Businesses and Individuals face challenges in meeting their desire to support worthy causes which they know would have a net benefit both to their community as well as to their business.

Businesses, particularly small businesses, are restricted in what they can contribute to local good causes by the variability of their cash flow. This means it is difficult to make ongoing repeat contributions to the causes they and their customers wish to support.

When the contribution of the business or individual is spent, they are soon asked to contribute again. If the cause is both important and expensive, it is difficult to sustain a significant level of expenditure over the longer term without the additional support of external donors or government agencies. This results in the business appearing reluctant to contribute and cost of acquisition of additional financial support from this and other businesses starts to rise.

Good causes need to find a way to raise funds in which everyone benefits in return so that the fundraising cycle stays healthy and keeps cycling on a perpetual basis. This means there needs to be financial advantages to businesses and individuals to do this.

Individuals receive a token which is equivalent to their contribution, so it is effectively free for them to contribute, as long as they would normally shop at any of these businesses. But what's in it for business owners?

Firstly there's the benefit to the community and society. The Crowdcycle platform allows everyone in the cycle to see how collaboration between businesses and individuals supports important work by using purchasing power to affect positive change.

1. Community organizations receive funding on a monthly basis.
2. Individuals can spend the same amount at a local business that they contributed to by funding a good cause.
3. Businesses receive ongoing and additional business in a way that does not cost them more than their profit or negatively impact their cash flow, and brings in both new and returning customers.

Then, there's the financial benefit to the business. Businesses benefit from attracting customers who are committed to supporting the local community, motivating their staff and stakeholders to make the business a success, without having to find funds for cash donations ahead of revenues. This leads to a favourable impression of the business, which is referred to as "cause-related marketing".

Thirdly, there is an advertising benefit to businesses, because in addition to cause-related marketing, businesses can broadcast notifications to one of two broadcast lists, those users who signed up to Crowdcycle through their business, and all individuals in the same Crowdcycle. This way businesses can increase their cause-related marketing impact, as well as their role in making a greater impact for the community.

## How does Crowdcycle benefit my community?

Local Businesses and community members know what the local needs are and know whether a good cause is seeking to meet those needs in a suitable manner. Business owners and managers are often well connected and talk about local needs, people and initiatives, and so develop relevant insight into how the delivery of public goods benefit society.

Small business organizations like the Chamber of Commerce, Rotary, Lions and other clubs spend a significant amount of time and effort identifying and evaluating these causes.

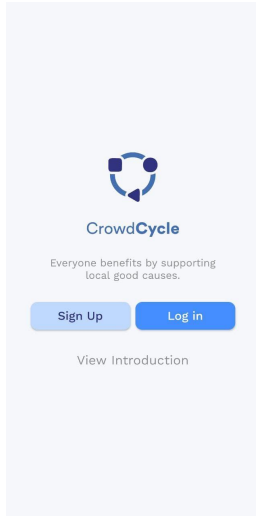
Crowdcycle strengthens this process of identifying and supporting worthy causes, and brings businesses and the community together to discuss which worthy causes are most important to them and to the community.

## Rules for participating businesses

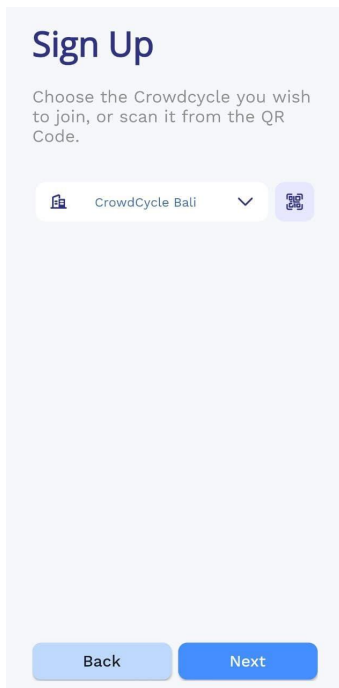
1. Pledges made to organizations cannot be revoked.
2. Requests from Individuals to spend tokens that are in line with the percentage that you have set in the app cannot be refused.
3. Businesses may choose which percentage they are willing to receive which is above the percentage that is set in the app at their discretion, at any time.
4. When making an announcement via the app, a business can only refer to their contribution to a good cause and the token percentage they accept when they advertise. No general advertising is allowed.
5. Businesses that violate these rules may have their account suspended.

## How to sign up and get started

1. Download the app from the Google Play Store or Apple Store with these links:  
iPhone - Install the Testflight app then open: <https://testflight.apple.com/join/h70uh1v9>  
Android: <https://play.google.com/store/apps/details?id=io.crowdcycle.indonesia>
2. If you chose to install on an iPhone, the Crowdcycle app will appear in your phone alongside the Testflight app. This allows Apple to monitor the performance of the app, security and stability, and report any problems to us.
3. If you chose to install on an Android, the app will appear in your phone's list of apps and is also being monitored by Google for performance, security and stability.
4. The app is identical on both devices. Open the app.
5. You are first taken through a series of 4 introduction screens that explain what Crowdcycle is, and then to a Sign Up / Login Screen.



6. Click on Sign Up, and choose which Crowdcycle you wish to join from the list. Currently Crowdcycle Bali is the only option. Click 'Next' at the bottom.



7. Read the Terms and Conditions, and then click on Accept.

Before continuing, please read and accept these Terms & Conditions

[CrowdCycle Rules, Terms and Conditions Updated Oct 14, 2020](#)

The following are the easily readable Terms & Conditions for the mobile app. By agreeing with these Terms & Conditions, you also agree to our legally written terms and conditions which are available on our website at [www.crowdcycle.io](http://www.crowdcycle.io)

Everyone

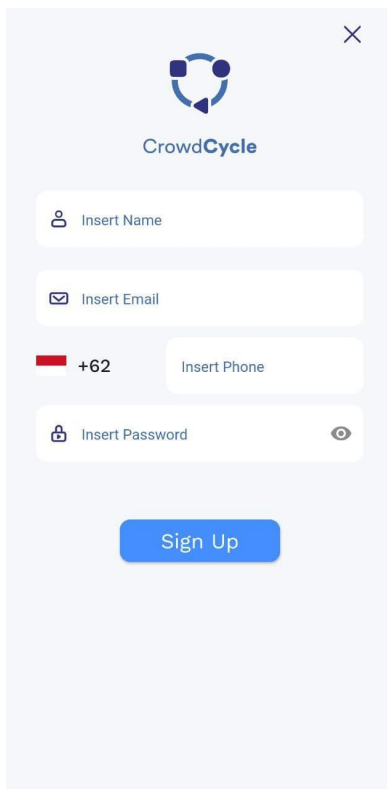
- Agrees to receive emails and notifications from the Mobile App and occasionally by email.
- When you sign up you will be automatically subscribed to emails. Please do not opt-out as occasionally we will send you important information about Crowdcycle.

Businesses

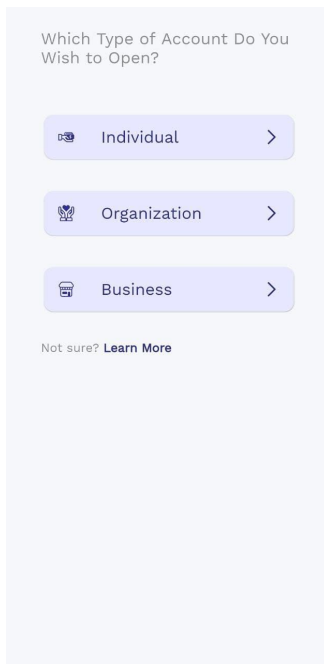
- Pledges made to organizations cannot be revoked.

8. Create your account by giving your Business Name, Business Email Address, Business Phone Number and create a password. Then click on the Sign Up button.

✕

  
CrowdCycle

9. Then choose the Business option at the bottom.



Which Type of Account Do You Wish to Open?

Individual >

Organization >

Business >

Not sure? [Learn More](#)

10. The Crowdcycle manager will receive your request to open a business account and will contact you directly by phone or email to confirm that your account is real and not fake. This is why it is important to give your business email address and business phone number.
11. Once your account has been confirmed, you can log in.
12. The first thing to do is to set a 6-digit PIN so that you can log in easily each time. However you will need to create a new PIN after each time you log out.

## Set Your Pin

Please add a login PIN.

Enter 6 digit pin


-----

Repeat 6 digit pin to confirm

-----

Add

13. You are then taken to your home screen, where you can create your profile. Click on the gear icon at the top right of the screen. You can also update your profile on your computer by going to the Crowdcycle website. <https://bali.crowdcycle.io> Be sure to use a browser with the popup and ad blocker turned off, such as Google Chrome.

×

Cinta Bahasa Indonesian Langu:

+62 81239165005

Cinta Bahasa provides Group and Private courses in Indonesian and Balinese

Jl. Raya Sanggingan 88x, Indomaret Lt 2, Ubud

We have schools in Ubud, Sanur and Canggu.

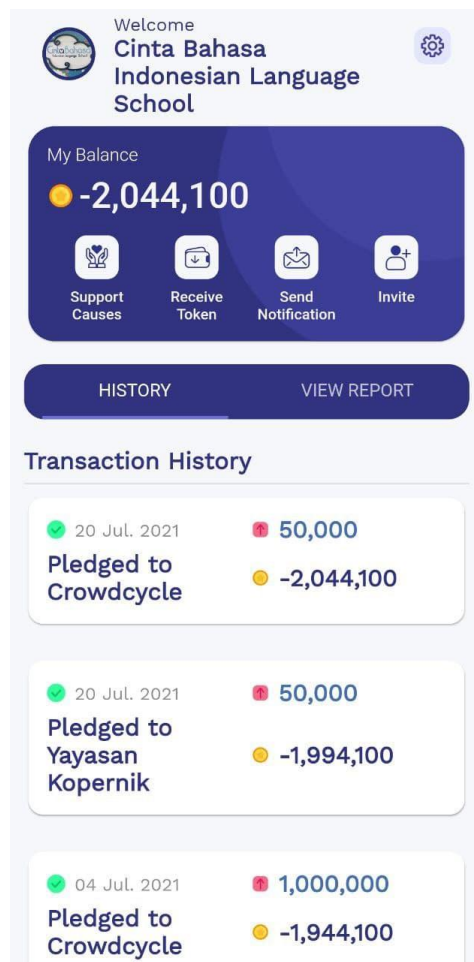
<https://www.cintabahasa.com>

What percentage of tokens are you willing to accept for each purchase?

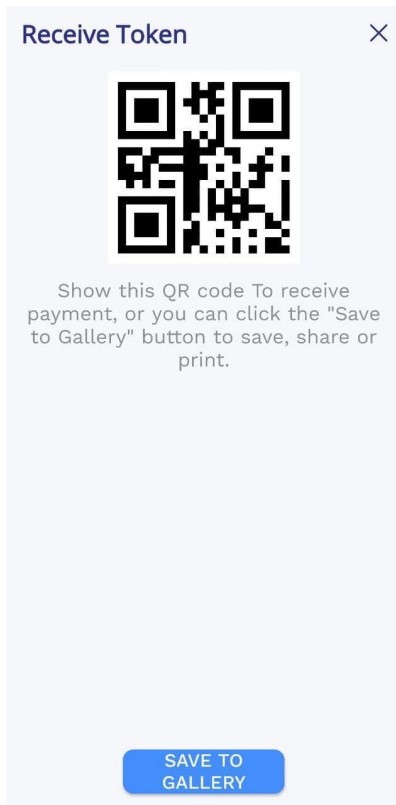
-----



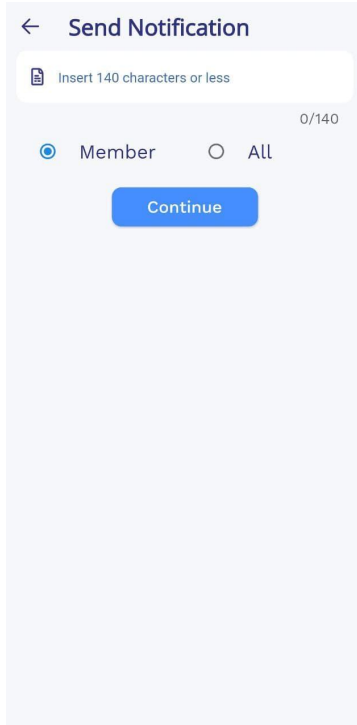
14. Now you're ready to begin pledging! Click on the "Support Causes button to see the list of good causes seeking pledges.



15. Remember to only pledge as much as you are willing to contribute, and to set a percentage that you are willing to accept. You can always pledge again, so we suggest starting with an IDR 1,000,000 pledge to start.
16. When a customer comes to your business to redeem their tokens, you need to use your mobile app to do this so that the tokens are deducted from your pledge.
17. The bill needs to be split between the cash/card portion of the payment, and the token portion of the payment. To receive the token portion of the payment, from the main screen click on the "Receive Token" button. The customer opens the "Send Token" button on their app, which scans the QR code on your app.



18. Note that you can save your QR code to your phone's gallery so that you can accept token transfers remotely via your website, whatsapp, etc.
19. You can also send notifications to people who sign up through your business, or to all members of the Crowdcycle network. These must be 140 characters or less, and according to the rules must refer to your contribution to support a good cause.



## How to view my reports

You can view your reports either on your phone, or in a browser by logging into <https://bali.crowdcycle.io>

Your report not only tells you how much you pledged, which causes you pledged to, and how much has been redeemed, but even more detailed information on the website.

## How to give feedback and receive support

To give feedback or receive support, please send an email to [feedback@crowdcycle.io](mailto:feedback@crowdcycle.io) or a whatsapp to the Crowdcycle Manager (Stephen, +62 817 345 516). Please include full details and a screenshot if reporting problems.