Onboarding Guide for Organizations

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.

What's in it for businesses and individuals?

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.

What does this mean for Non-Profits and Good Causes?

What this means for you is that businesses and individuals are incentivized to give to your good cause, your organization, your idea that is of benefit to the community on a regular and ongoing basis.

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 good causes

The rules are very simple:

- You may not request Individuals to contribute tokens directly to you. They must spend them at a business so that the businesses' pledges are recovered and they can continue giving.
- You must provide reporting on the activities conducted with the funds raised by Crowdcycle.
- When sending notifications, only send notifications related to activities that you are raising funds for.
- Organizations or causes that violate these rules may have their account suspended

Fees

The goal of Crowdcycle is to raise funds for organizations and good causes.

To achieve this, Crowdcycle provides the services of:

- Creating, managing and promoting the network
- Receiving payments through a payments provider
- Distributing funds
- Managing the mobile app, backend, hosting, security
- Marketing, advertising, communications

For these services, the following fee chart applies:

Amount Raised per period (monthly)	Fee Applied
0 to 15,000,000	15%
15,000,000 to 50,000,000	10%
50,000,000 and up	5%

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.
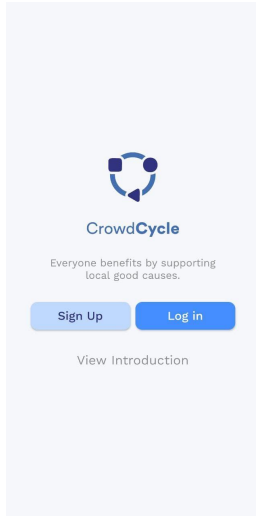
6. Click on Sign Up, and choose which Crowdcycle you wish to join from the list. Currently Crowdcycle Bali is the only option. Click 'Next' at the bottom.
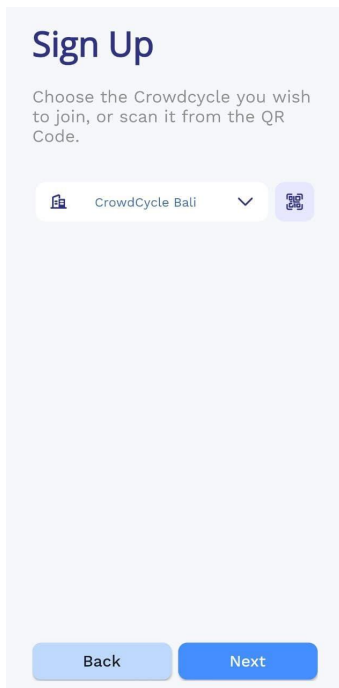
7. Read the Terms and Conditions, and then click on Accept.

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
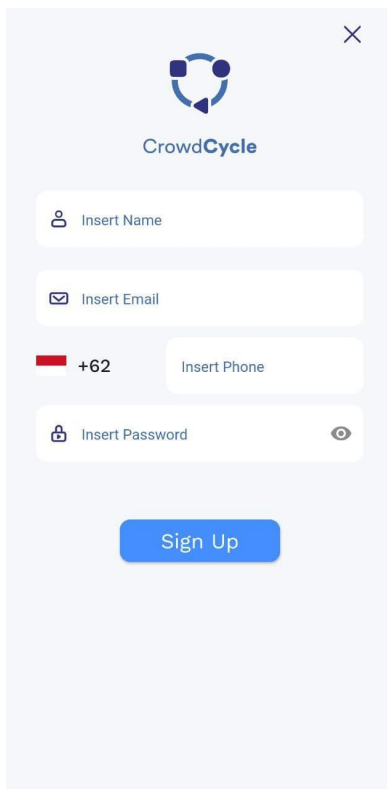which are available on our website at
www.crowdcycle.io

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
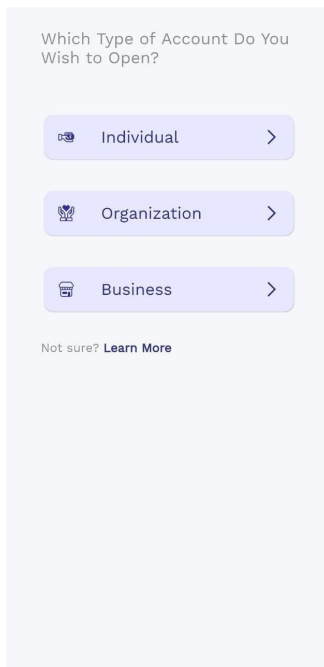 information about
  Crowdcycle.
Businesses
• Pledges made to
  organizations cannot be
  revoked.

Decline   Accept

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

Crowd**Cycle**

👤 Insert Name

✉ Insert Email

🔴 +62   Insert Phone

🔒 Insert Password   👁

Sign Up

9. Then choose the Organization option in the middle.

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.
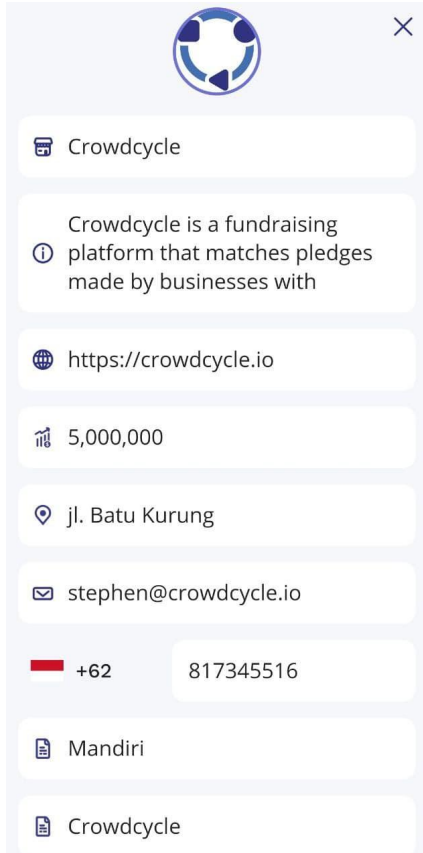
Set Your Pin

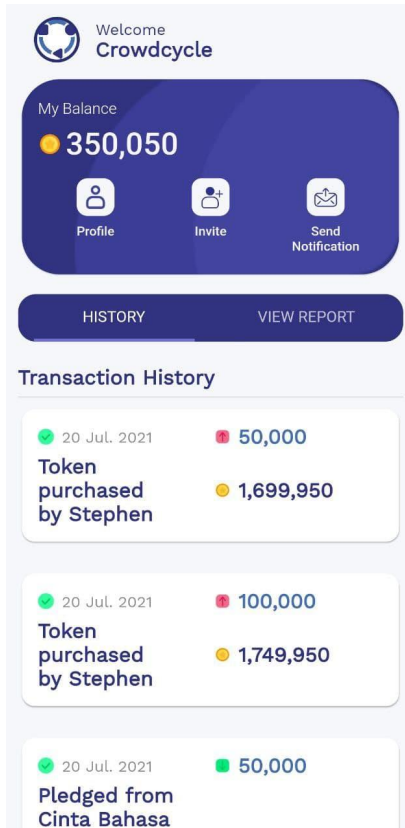Please add a login PIN.

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.

🏪 Crowdcycle

ⓘ Crowdcycle is a fundraising platform that matches pledges made by businesses with

🌐 https://crowdcycle.io

📈 5,000,000

📍 jl. Batu Kurung

✉ stephen@crowdcycle.io

+62   817345516

📄 Mandiri

📄 Crowdcycle

14. Now you're ready to start receiving pledges and funds raised from the purchase of tokens! Click on the main screen to see the pledges and purchases of tokens as they come in. The balance at the top is the amount payable to you from Crowdcycle, not including fees.

Welcome
Crowdcycle

My Balance
● **350,050**

Profile Invite Send Notification

HISTORY VIEW REPORT

Transaction History

| ✔ 20 Jul. 2021 | 🔺 50,000 |
| **Token purchased by Stephen** | ● 1,699,950 |

| ✔ 20 Jul. 2021 | 🔺 100,000 |
| **Token purchased by Stephen** | ● 1,749,950 |

| ✔ 20 Jul. 2021 | ■ 50,000 |
| **Pledged from Cinta Bahasa** | |

15. You can also send notifications to people who sign up through your organization or cause, or to all members of the Crowdcycle network. These must be 140 characters or less, and only be related to fundraising for your cause.
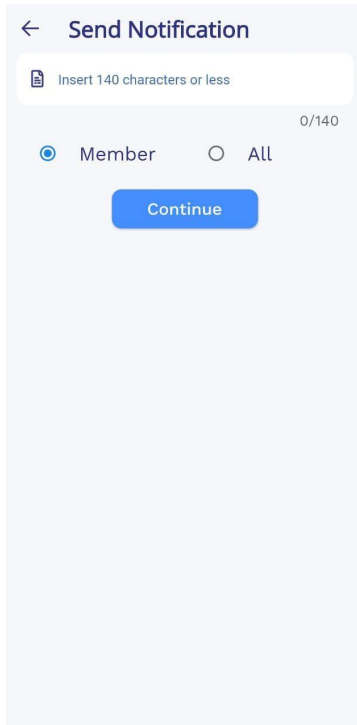
That's all!

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 or a whatsapp to the Crowdcycle Manager (Stephen, +62 817 345 516). Please include full details and a screenshot if reporting problems.