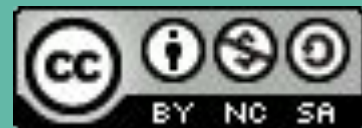# CrowdCycle

A Fundraising Flow Where Everyone Benefits!

www.crowdcycle.io

ver 1.8 - 16 September 2021

Available on the App Store

ANDROID APP ON Google Play

The Challenge of Fundraising

Good Causes should be able to focus their efforts on the delivery of services.

- Fundraising takes effort that would be better spent on the delivery of services.
- *Good Causes* need revenue on a regular basis, and sometimes at short notice.
- Fundraising wears out volunteers and wastes management time.

Fundraising can feel dependent and disempowering for *Good Causes*, and a drain on *Individuals* and *Businesses*.

The Challenge of Giving

- *Businesses* are frequently approached to contribute in a way which costs them cash flow.
- *Individuals* become desensitized to the kinds of messaging used to convince them to donate.
- *Good Causes* can become disempowered by the negative and shock messaging used to raise funds.

The solution will encourage *businesses* and *individuals* to contribute regularly.

Unlocking the Flow

- Make it so *Businesses* can contribute in-kind as a pledge, and not from their cash flow.
- Make it so *Individuals* can buy this pledge and receive an equivalent amount of 'pledge points' which can be spent at the business.
- Make it so *Good Causes* can communicate easily with supporters.
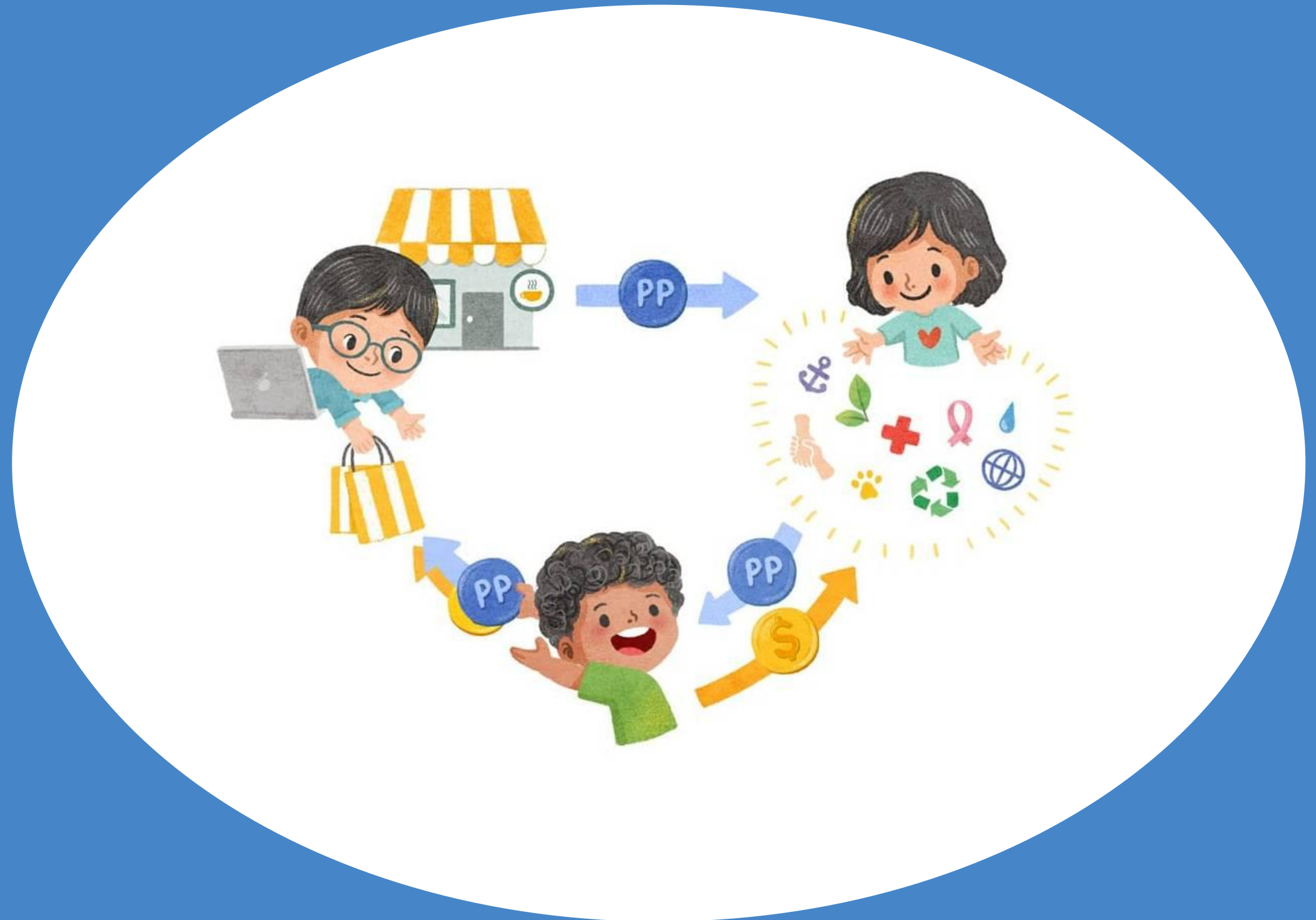
How Crowdcycle Works

Step 1

Good Causes join the platform and create a profile.

Step 2

Businesses choose which *Good Causes* they support, and make a pledge which is given an amount in 'pledge points'.

Step 3

Individuals buy the 'pledge points' which *businesses* have pledged which they can spend as a portion of a purchase. The *Good Cause* receives the funds.

Results for Good Causes

Good Causes receive the funds they need to operate and can focus on delivering services.
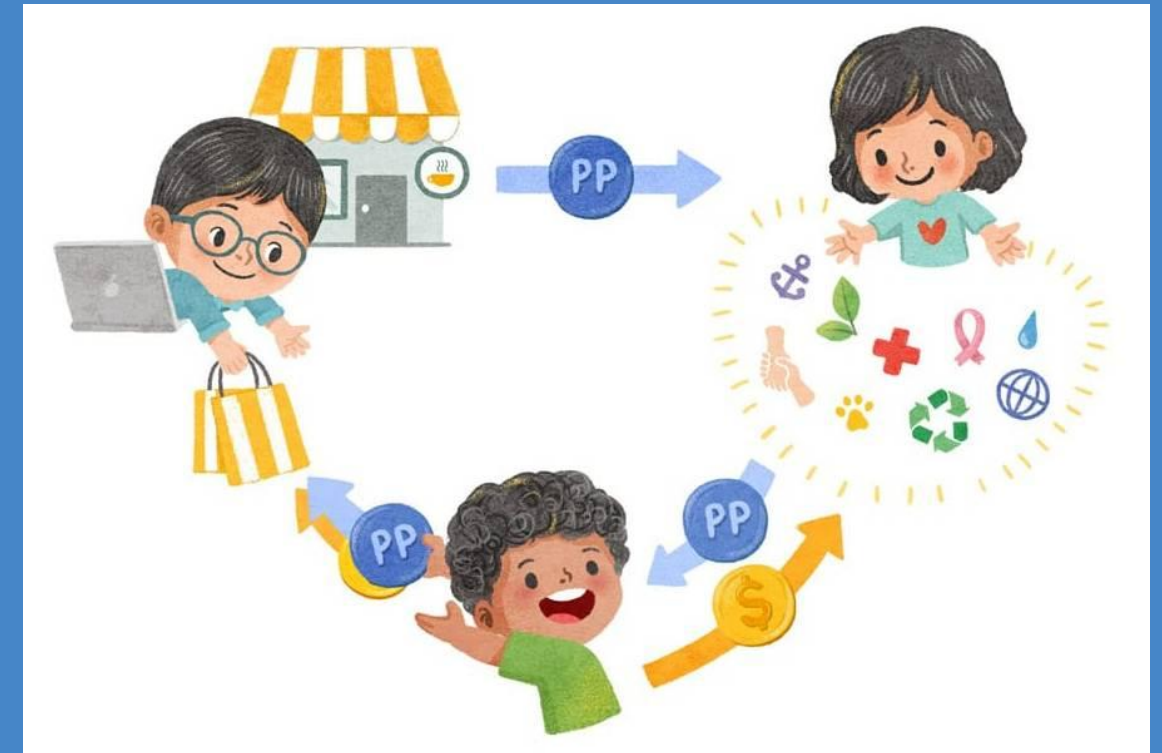
Result for Individuals

Individuals give money and receive an equivalent amount of 'pledge points' - their contribution is essentially free.

Result for Business

An in-kind contribution from *Business* through Crowdcycle brings more revenue and may even be tax deductible.

By coming together, the whole community can benefit

The Crowdcycle Platform

Our product is a free mobile app for Android and iOS, and a web-based platform for *Good Causes* and *Businesses* to track their activity in the Crowdcycle network in detail.
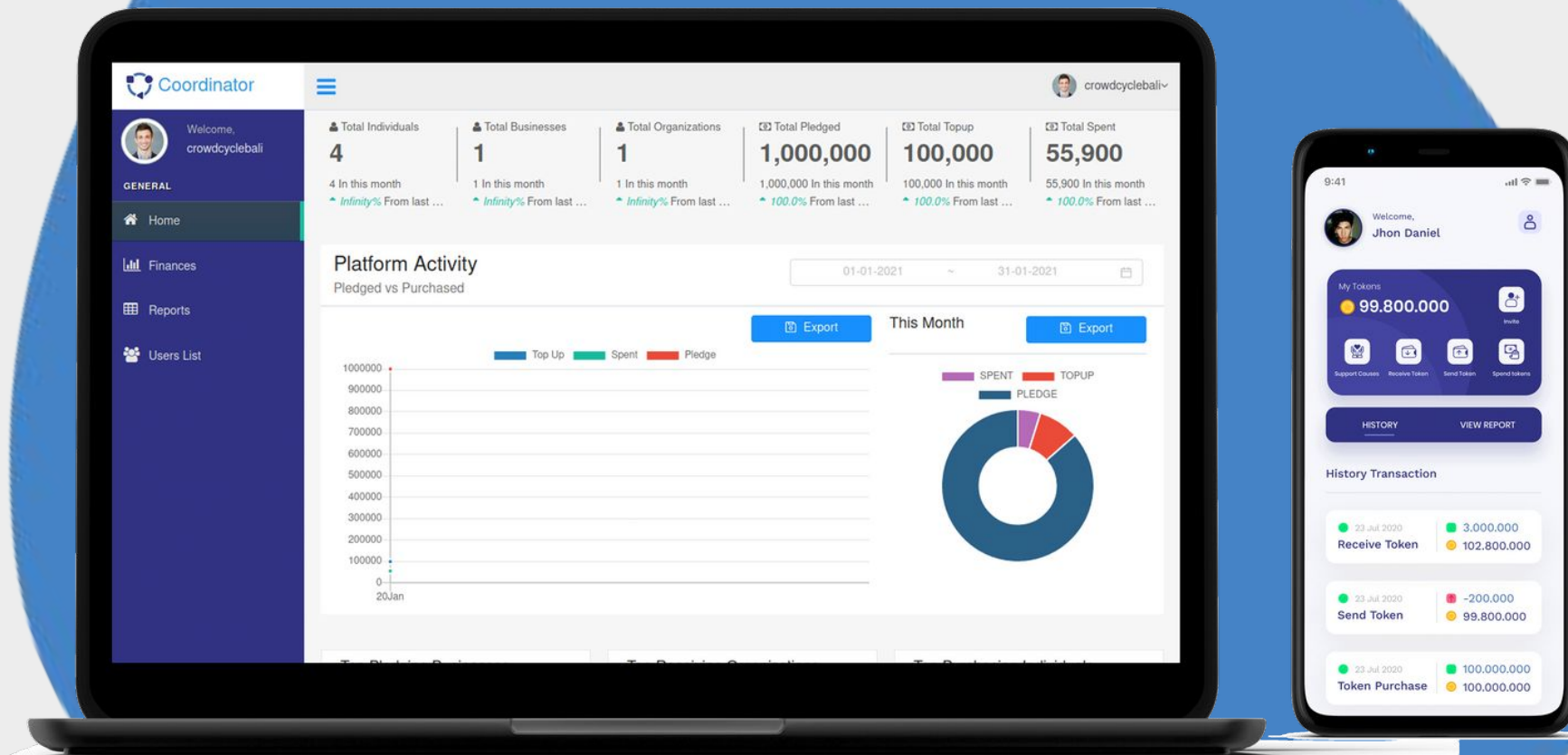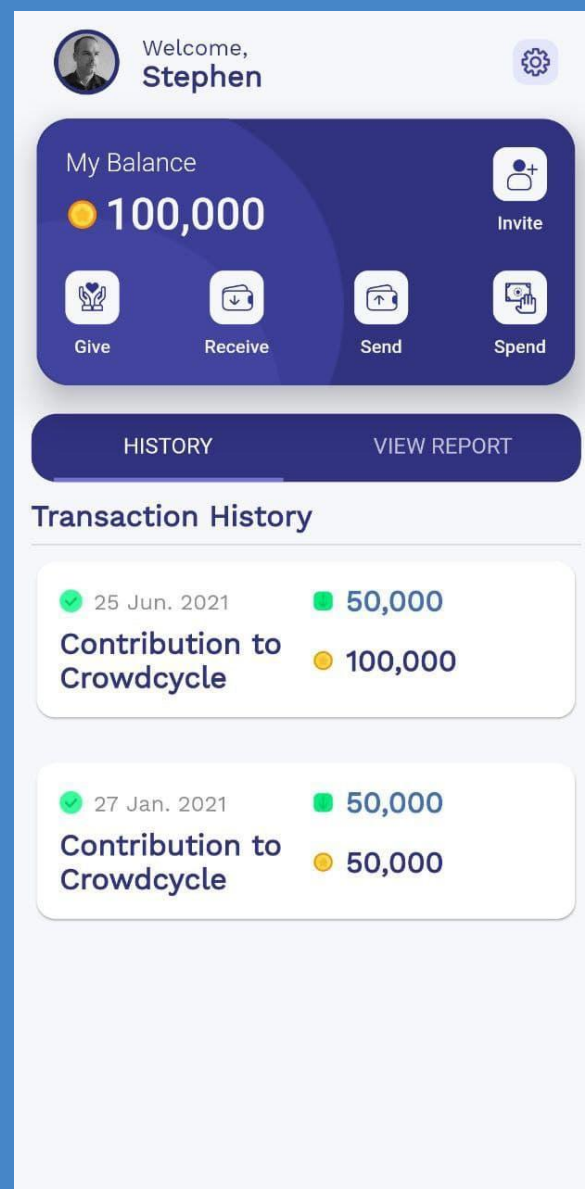
Available for Android, iOS and Web.
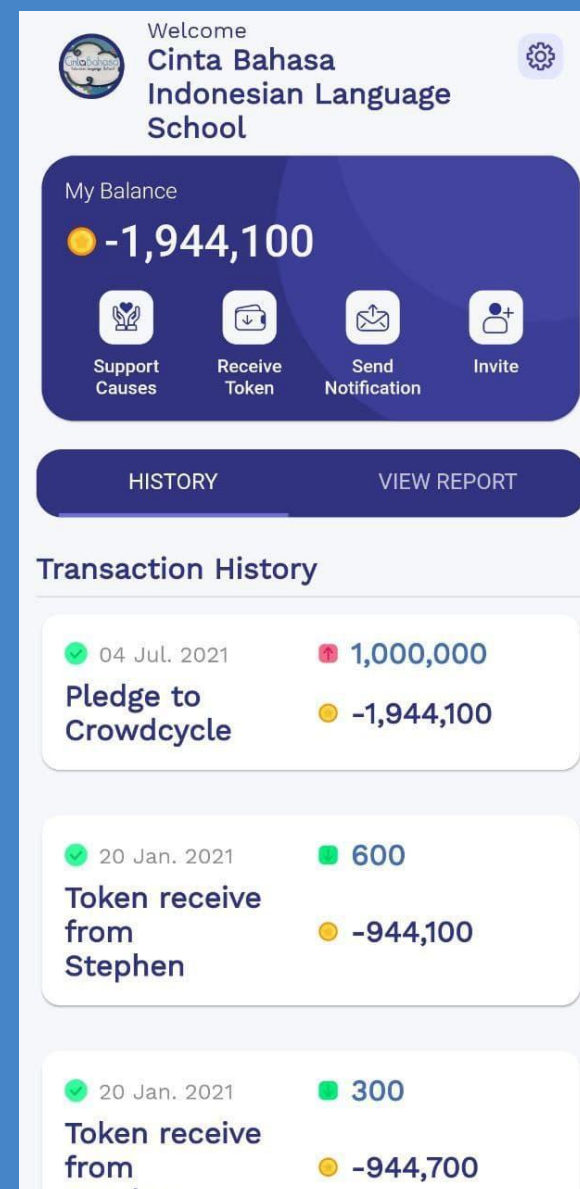
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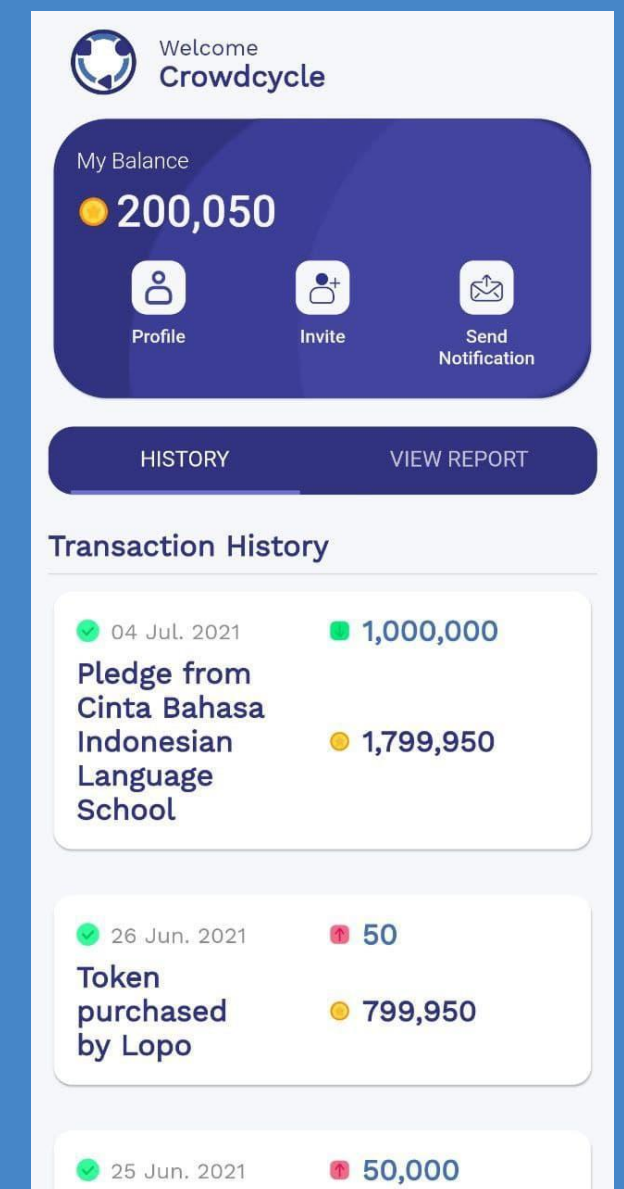
Tailored to Each User

Individuals can choose *Good Causes* to support, and spend 'pledge points' at Businesses.

Welcome,
Stephen

My Balance
🟡 100,000

Invite

Give | Receive | Send | Spend

HISTORY | VIEW REPORT

Transaction History

✅ 25 Jun. 2021 | 🟩 50,000
Contribution to Crowdcycle | 🟡 100,000

✅ 27 Jan. 2021 | 🟩 50,000
Contribution to Crowdcycle | 🟡 50,000

Businesses can choose *Good Causes* to pledge to, receive 'pledge points' from Individuals and broadcast notifications.

Welcome
Cinta Bahasa Indonesian Language School

My Balance
🟡 -1,944,100

Support Causes | Receive Token | Send Notification | Invite

HISTORY | VIEW REPORT

Transaction History

✅ 04 Jul. 2021 | 🔴 1,000,000
Pledge to Crowdcycle | 🟡 -1,944,100

✅ 20 Jan. 2021 | 🟩 600
Token receive from Stephen | 🟡 -944,100

✅ 20 Jan. 2021 | 🟩 300
Token receive from Stephen | 🟡 -944,700

Good Causes can see how much they will be receiving, which *Businesses* have pledged and which Individuals have bought 'pledge points' to support them.

Welcome
Crowdcycle

My Balance
🟡 200,050

Profile | Invite | Send Notification

HISTORY | VIEW REPORT

Transaction History

✅ 04 Jul. 2021 | 🟩 1,000,000
Pledge from Cinta Bahasa Indonesian Language School | 🟡 1,799,950

✅ 26 Jun. 2021 | 🔴 50
Token purchased by Lopo | 🟡 799,950

✅ 25 Jun. 2021 | 🔴 50,000

Competitive Advantage

Global Survey Research Says:

"Consumers want to buy from businesses that support community efforts."

Businesses Benefit Society

"80% of consumers believe that businesses must play a role in addressing societal issues."
- 2016 Edelman Trust Barometer Study

Individuals Support Businesses

"92% said they would buy a product with a social or environmental benefit given the opportunity, and 67% said they had done so in the past 12 months."
- 2013 Cone Communications Corporate Social Responsibility Global Study

Businesses Benefit from Giving

"For those companies that do engage in CSR, 94% of individuals will be more likely to trust that company and 93% will be more loyal to the company (i.e., continue buying products or services)"
- 2013 Cone Communications Corporate Social Responsibility Global Study

If It's Too Good to Be True

Why Hasn't it Been Done Before?

Digital Currencies are New

Digital currencies are a new concept, and until now are mostly used to represent fiat money, rather than to achieve successful social, economic or environmental outcomes.

Re-Designing Money is New

The idea that one can design currencies to achieve specific outcomes is a relatively young concept. However increasing use of digital currencies and loyalty points are changing this. Pledge points aren't money, but they are familiar.

Innovation for Good is New

Most people think that good causes are already well-funded and the donation model works perfectly fine. For this reason there has been relatively little innovation in this area of philanthropy.

Size of the Market

CROWDFUNDING

In America exceeds 5.5 Billion Dollars Per Year since 2017.

CAUSE-RELATED SPONSORSHIP

Exceeds 60 Billion Per Year Worldwide.

CORPORATE CONTRIBUTIONS

Exceeds 25 Billion Dollars Per Year for Fortune Global 500 only.

Path to Market

Step 1
Onboard Good Causes, incentivize them to sign up Businesses and Individuals.

Step 2
Onboard Businesses, incentivize them to sign up Individuals and Good Causes they support.

Step 3
Marketing by Good Causes and Businesses to the community to open accounts as Individuals.

Step 4
Partner with foundations and aid agencies to match pledges from Businesses to Good Causes to scale contributions and increase impact.

Phase 1 - Idea Origination

1995 - Exploring new monetary models for improving funding for non-profit organizations in Victoria, BC, Canada.

Phase 2 - Prototype

1995-2000 - Some prototype systems were attempted which failed due to insufficient transaction technologies.

Phase 3 - The Right Time

2020 - Recent developments in mobile and transaction technologies make Crowdcycle possible, which was not possible before.

Where does the idea come from?

Crowdcycle is an idea 25 years in the making.

Business Model

1. Crowdcycle earns a commission for the service of processing transactions from *Individuals* to *Good Causes*.

2. Crowdcycle sells licenses for particular areas for a set period.

3. Crowdcycle provides additional services for *Businesses*, *Good Causes* and *Individuals* and aggregate data.

4. Crowdcycle helps large donors find smaller communities to support.
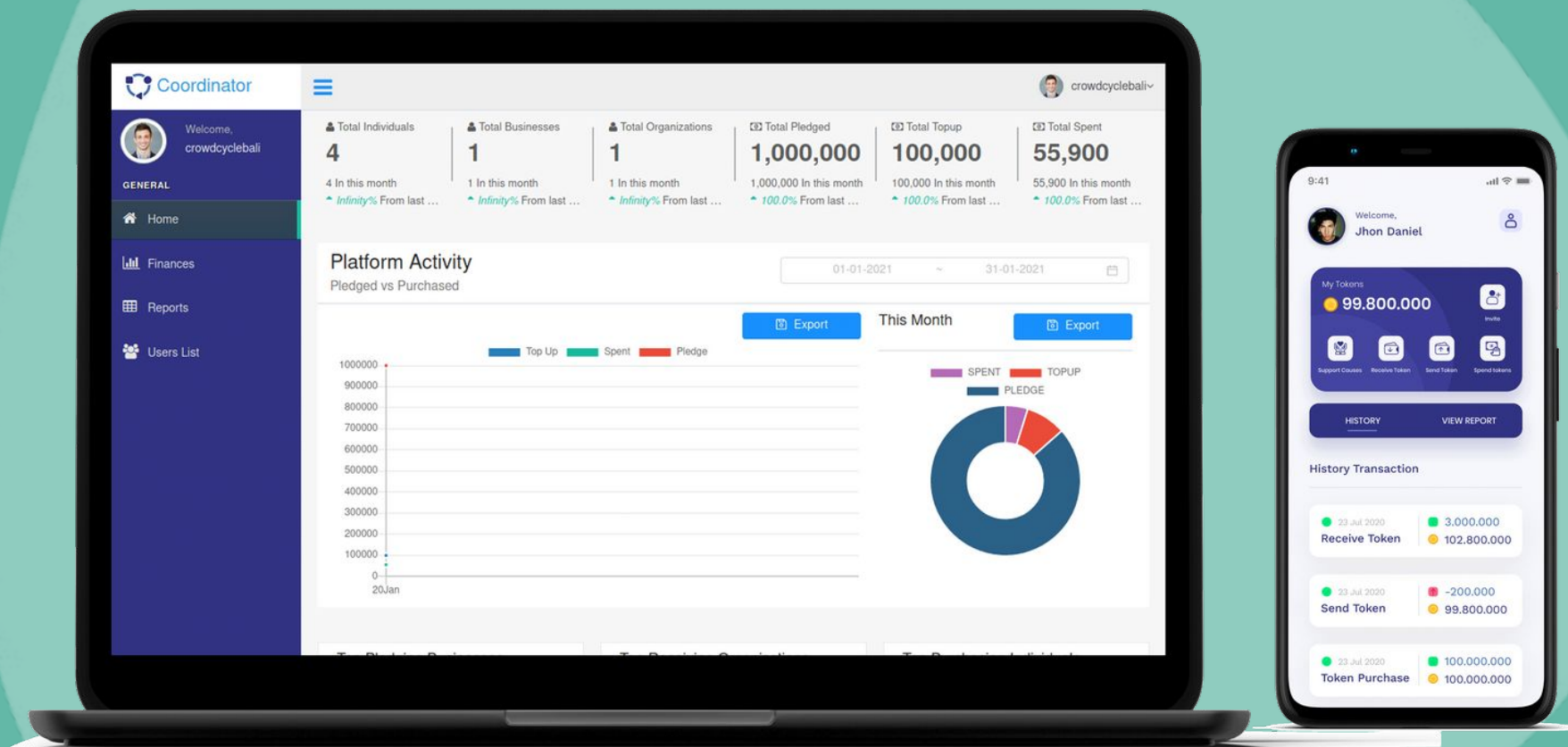
The Team

**Stephen
DeMeulenaere**

Founder

**Prof Dr. Jem
Bendell**

Lead Advisor

Roadmap

- **Design & Build**
  2020

- **Beta Test**
  2021

- **Go Public**
  2022

- **Scale Up**
  2023

CONTACT US

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