



Fundraise Up

Nonprofits | Enterprise | B2B | SAAS | AI | Payments

Fundraise Up is a Brooklyn based payments technology startup assisting nonprofits in **collecting donations** online

Fundraise Up has developed proprietary technology to address the **\$30B market** opportunity

The company **processed \$0.5M** in donations since launch in January 2018

Founders **invested \$200K** and **raised \$225K** from angel investors

fundraiseup.com

Mission: **Help nonprofits around the world make a greater impact**


 安全な寄付

¥ **7,878** JPY ▾

¥400	¥1,000	¥2,000
¥10,000	¥25,000	¥50,000

指定先 それが最も必要とされる場所
名譽を与える/記憶
コメントを追加




 Sichere Spende

€ **60** EUR ▾

€40	€100	€200
€1,000	€2,500	€5,000

Designieren zu Wo es am meisten gebra...
Gib Ehre / Erinnerung
Einen Kommentar hinzufügen



 Secure Donation

£ **60** GBP ▾

£40	£100	£200
£1,000	£2,500	£5,000

Designate to Where it is needed most
Give In Honor / Memory
Add Comment



Founders



Peter Byrnes ran a successful design studio with 9 employees in Brooklyn for 20 years.



Yuriy Smirnov built & lead tech startups valued at over \$100M. Ran dev company with \$1M annual revenue.



Anton Isaykin built & sold Spotify-like music app with 4M MAUs

Notable advisors & investors



Suzanne Sobel, Adviser
Exec VP of advertising /marketing
Martha Stewart Living Omnimedia,
\$2B brand



Alan Meckler, Investor
Founded Mecklermedia,
sold for \$274M cash in 1998

Balanced Team



AI Engineer



Frontend Engineer



Backend Engineer



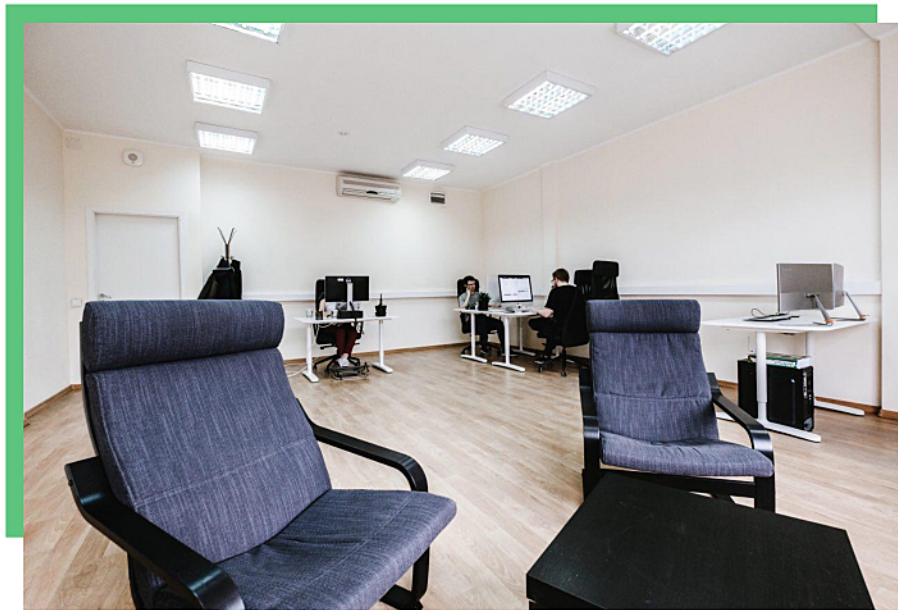
Product Designer



Backend Engineer



Researcher



Fundraise Up office

Problem

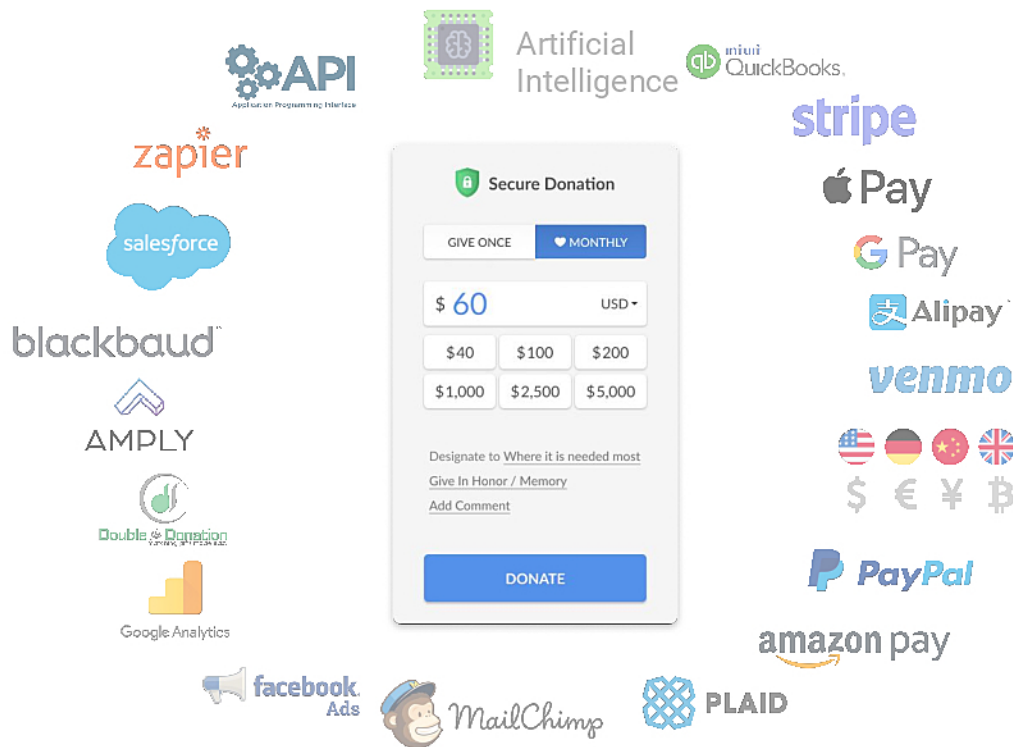
6 out of 7 donors abandon the donation process

Nonprofits are losing potential revenues from digital donors because of antiquated methods and technology.

Donors give less than they could

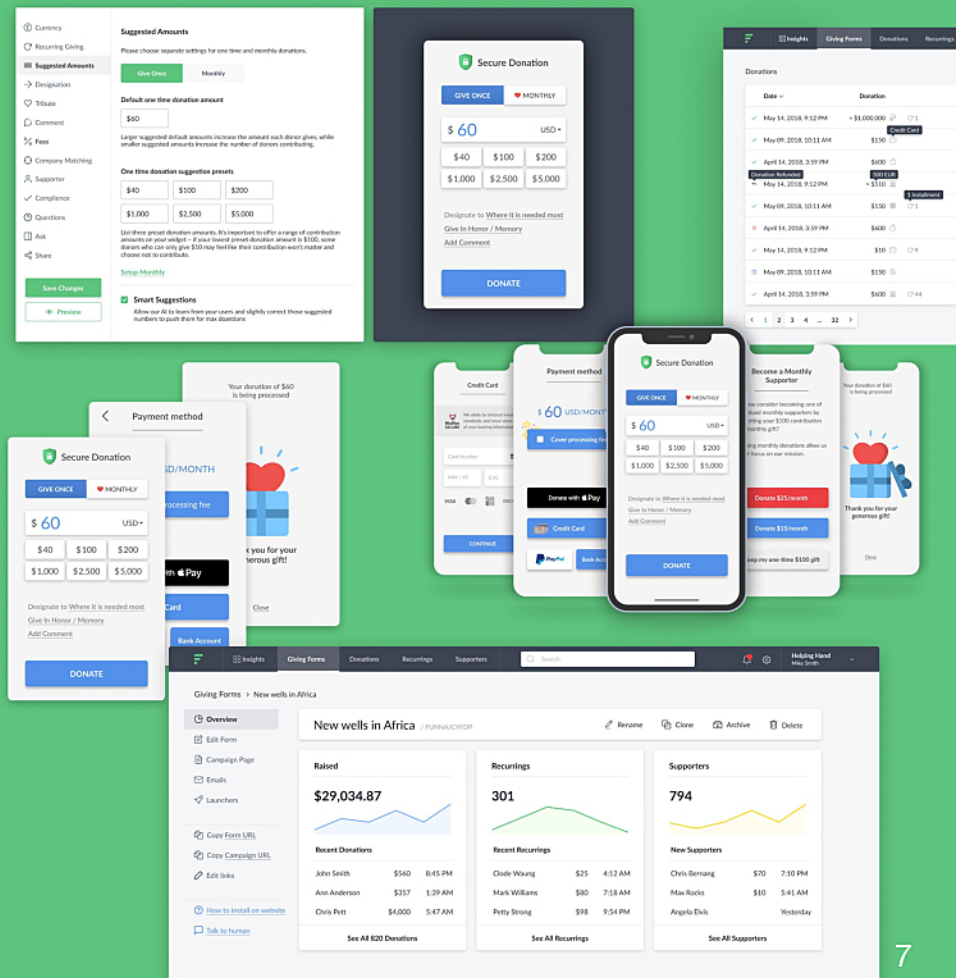
Apply mix of modern technologies and digital donor psychology
to maximize giving

Solution



Product

- All popular payment methods
- Give in local language & currency
- Regional tax compliance
- In-depth data analytics
- Integrations with major donor management databases



How we are different

Classy
blackbaud™
Traditional forms

 Fundraise Up

10,000 people/month
visit nonprofit website

10,000 people/month
visit nonprofit website

700 people*
start donated process

900 people
start donated process

100 people
complete donated process

200 people
complete donated process

\$180**
median donation size

\$220
median donation size

\$18,000/month

\$54,000/month

Can raise 3 times more

*Source: <https://www.nonprofitpro.com/post/digital-benchmarks-nonprofits/>

**Source: <https://npengage.com/nonprofit-fundraising/5-facts-about-online-average-gift-size/>

USA market size

\$410B

Annual donations to charitable causes in the United States

\$30B

Online giving by individuals in 2017 in the United States

Increasing **11%** annually

\$1.5M

Number of tax-exempt nonprofits in the United States

Business model

We keep **2-5%** fee
on each
transaction

In talks with...



Budget: \$5B/year (25-th world largest nonprofit)

Est. donations online: \$60M/year

Est. Fundraise Up revenue: **\$1.2M/year**



Save the Children

Budget: \$2.1B/year (37-th world largest nonprofit)

Est. donations online: \$40M/year

Est. Fundraise Up revenue: **\$800K/year**

Fundraise Up est. donations processing for 2018

Customers

(45 onboarded nonprofits
Zero attrition)



~\$1,000,000



neverthirst

~\$1,000,000



~\$200,000



~\$200,000



ANIMAL CHARITY
EVALUATORS

~\$300,000



~\$200,000



Exit strategy

We see a potential buyer (bank or payment processing company) acquiring us to switch to their processing network. We expect ARR multiplier of X10 and **valuation of \$100M+** in the next 6 years.



Traction

Since our launch in
January, 2018

	YTD	2018 Est.
Transactions #	~3.1K	10K+
Processed donations	~\$0.5M	\$3M* – \$6M**
Revenue	~\$10K	~\$60K – \$120K

* Due to donor giving patterns, ~50% of annual donations are collected in November & December each year.

** Based on acquisition of new clients before the end of 2018.

Financial snapshot

Stable and growing

Founders invested:

~\$200,000

Raised from angel investors:

\$225,000

Monthly burn:

~\$20,000

Cash on hand:

~\$150,000

Debts:

\$0

Runway:

~1 year

The ask

We are seeking **\$1.5 – 2 million** of seed funding

With this round of financing we will:

- Become cash flow positive and profitable
- Launch internationalization and integrations with donor management databases
- Commence broad marketing

Contact: **Peter Byrnes**

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