



Our Indian company today is one of the largest nonprofit funding portal in India. And we're constantly developing.

Our next big release will be custom giving webinars with comprehensive fund deployment, CSR application, employee engagement features for Foundations and Corporates.

Crowdera: This Crowdfunding Platform Is Creating A 'Giving Economy' By Connecting Do-Gooders With Those In Need

- Inc42, Leading Online Startup Magazine in India

How does the platform make money?

Although our crowdfunding platform is fee-free, our SaaS offering is freemium subscription based business model and will help us to generate substantial revenue per customer. Moreover, our latest few partnerships have brought down our operational expenses substantially.



Our IP is in progress. We've filed trademarks for the Crowdera logo (approved), name (approved), and slogan and we're working on filing a few patents soon for our unique group fundraising creating a level deep network effect and corporate giving process.



Key Partnerships & Talks. We have inked partnerships with major media houses, PR firms, and marketing channels including AWS, Hubspot, Stripe, Google Cloud, Vodafone, Brand Capital, Jampora, Civic and more to support the promotional needs of our paid customers. We have also initiated or initiating partnership discussions with United Nations, Google, Facebook, and some major Global Foundations.



Up Next:

Our biggest objective now is to bolster our customer acquisition efforts and amplify our brand. To achieve these goals, we've focused on the following initiatives:

- Make **Customer Success** Team serving via email, chat & calls 24x7
- Build a **SaaS Sales Team** to reach North American and Indian nonprofits.
- Secure partnerships with Google to help nonprofits secure and manage Adwords grant.
- UN partnership launching a program to align Crowdera's «GivingEconomy» development goals with United Nation's sustainable development goals.
- Traditional PR, conferences, community engagement, and influencer marketing

Now we are back to help American Nonprofits with our new AI Powered SaaS Platform!

We've supported over 1500 fundraisers primarily from India and nearly one hundred from the US and other countries. Now we are getting back our focus on helping and working with the US govt/nonprofits.



We're a social enterprise on a mission to fund 20,000 nonprofits by 2025.

We're also a team of compassionate hustlers ourselves. Hello! Thanks for choosing us!



Investor Q&A

What does your company do?

We help nonprofits and social innovators raise money for what matters to them via AI powered syndicated (group/team) fundraising efforts. Our AI-based Platform takes care of many things for the fundraiser including donor outreach, sending the donation receipts automatically, creating visually appealing donation webinars and newspapers via our extremely intuitive story builder, manage all donor communication from a single dashboard, and even marketing and PR support for fundraising campaigns.

Where will your company be in 5 years?

We want to be the future of fundraising for what matters to fundraisers. Our step solution for American and global nonprofits for their comprehensive fundraising and donor outreach-management needs.

Why did you choose this idea?

This is an era where a thinking machine can power a thinking mind to care for the life on this planet. Crowdera exists because we care for the life on this planet and because we believe that doing good should not be penalized.

What would you do with the money you raise?

Improve our customer success product & service experience helping more nonprofits amplify their impact. Hire more evangelists and customer success managers (sales-delivery) to reach more nonprofits in need of our support. And start our journey towards profitability without dipping into donor dollars.

What are your future plans with Crowdera?

Crowdera has already kept its promise of offering a fee-free crowdfunding platform for causes and dreams of innovators and individuals in over 120 countries. We are committed to keeping this platform free for life. We have also built a set of software to aid nonprofit fundraising and corporate charitable giving.

The next step for us is to leverage the new era of collaboration between powerful thinking machines and compassionate humans. Our goal is to help humans scale their nonprofit initiatives by increasing the efficiency of the fundraising processes powering them with Artificial Intelligence and Machine Learning. Our new AI-powered fundraising SaaS technology will help North American & Indian (eventually global) nonprofits to amplify their fundraising results by automating most of the fundraising processes and making donor outreach process more intelligent. We generally are the first to bring innovation in this space, but we always aim to be known for our customer empathy and service.

What is the commitment of Crowdera for the life on this planet?

Crowdera does not show any bias in selecting campaigns it allows and supports. So we welcome almost everyone without gender, race or cause bias. We have supported nonprofits, entrepreneurs, startups and individuals. Having said that fundraisers/campaigns have to adhere to our «GoGreen» policies that are aligned with United Nations Sustainable Development Goals. In a nutshell, no campaign on our platform should mean any harm to humans, animals or life on this planet.

Do we directly help any causes or the underprivileged section of the society?

Yes, we do! We have our Director of Giving position in India to reach out to the grassroots for identifying several projects for the underprivileged sections of the society and aligns such causes with nonprofits that have partnered with us. We also have our own foundation where I am personally committed to donating 50% of my personal networth for causes aligned with UN SDG 3,5, 10 & 12. My personal support goes to empowering the disabled and underprivileged women for gaining sustainability for their lives.