

# PARVENU

Crowdfunding at POScale

Incubated By

SEED·SPOT

# Checkout Charity at Point of Sale

**65%**

Consumers who remember the last retailer to ask them to donate

-[Forbes](#)

**+10% Sales**

From personalization

-[McKinsey](#)

**5-8x ROI**

Personalization

-[McKinsey](#)

**80%**

8 in 10 consumers think a company should incorporate social responsibility into its model

-[For Momentum](#)

**89%**

Americans that will switch to a brand that is associated with a good cause

-[Cone Communications](#)

**82%**

Four in five shoppers want personalization

-[I.Me.Mine](#)

# The Problem FinTech & Philanthropy



## Amazon Better Engages Shoppers

Amazon has a market cap that is \$179 billion higher than the next 5 retailers combined and AmazonSmile has nearly 1 million nonprofit brands to choose from.



## Millennials Expect Impact & Personalization

Antiquated technology, a fragmented payment market, and heavy regulation have limited innovation at POS.

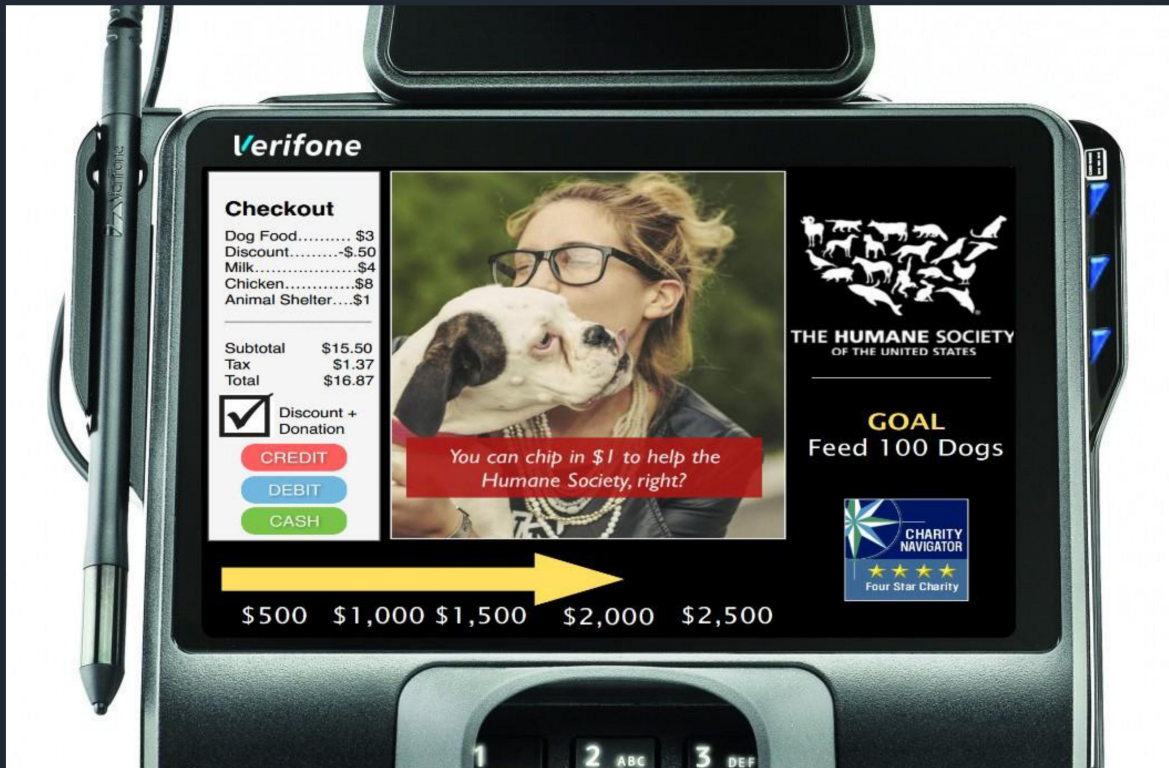


## Nonprofits Hurt by New Tax Reform

Nonprofits are stigmatized for investing donations in growth and an increased minimum deduction disincentivizes traditional giving.



# The Solution Smart Crowdfunding Platform



## Predictive Cause Alignment

Personalization through AI.

Ex. A shopper buying dog food is asked to donate to the animal shelter.

## Smart Price Points

Parvenu's proprietary technology analyzes shoppers purchases and predicts the donation price point the shopper will be most likely to give.

## Beacons & Geo-Fencing

Send targeted notifications to shoppers' mobile phones in proximity to the store or a specific aisle within the store.



# Value Proposition

## Nonprofits

- Pre-Check multiplies the giving rate
- Fundraising solutions in light of tax changes
- New donor access
- No upfront cost
- Diversify revenue streams



## Parvenu Membership

Brands that use our Crowdfunding platform become Parvenu Members

- Parvenu Membership signals to shoppers that this store is helping the local community
- Shoppers reward the store with loyalty



## Millennial Shoppers

- Educated, tech-savvy millennials who switch brands over CSR efforts
- They expect local giving & transparency
- They expect the brands to create social & environmental impact
- They will benefit from giving by an donation integration with **loyalty reward programs**

## Retail Stores

- Increase sales, build brand, instill loyalty, and differentiate from the competition to **drive customer retention**
- Online & in-store

# FinTech

A New Era: API-based SaaS at POS

1980 - 2010

Security Driven



Legacy



Compliance



Mag Stripe



EMV in Europe

2010 - 2017

Technology Driven



Wifi-enabled



Color  
Terminals



Contactless  
Payments



BT



Touch  
ID

2017-

Consumer Driven



API-based SaaS



Smart POS



Omni-  
Channel



POS Application  
Marketplaces

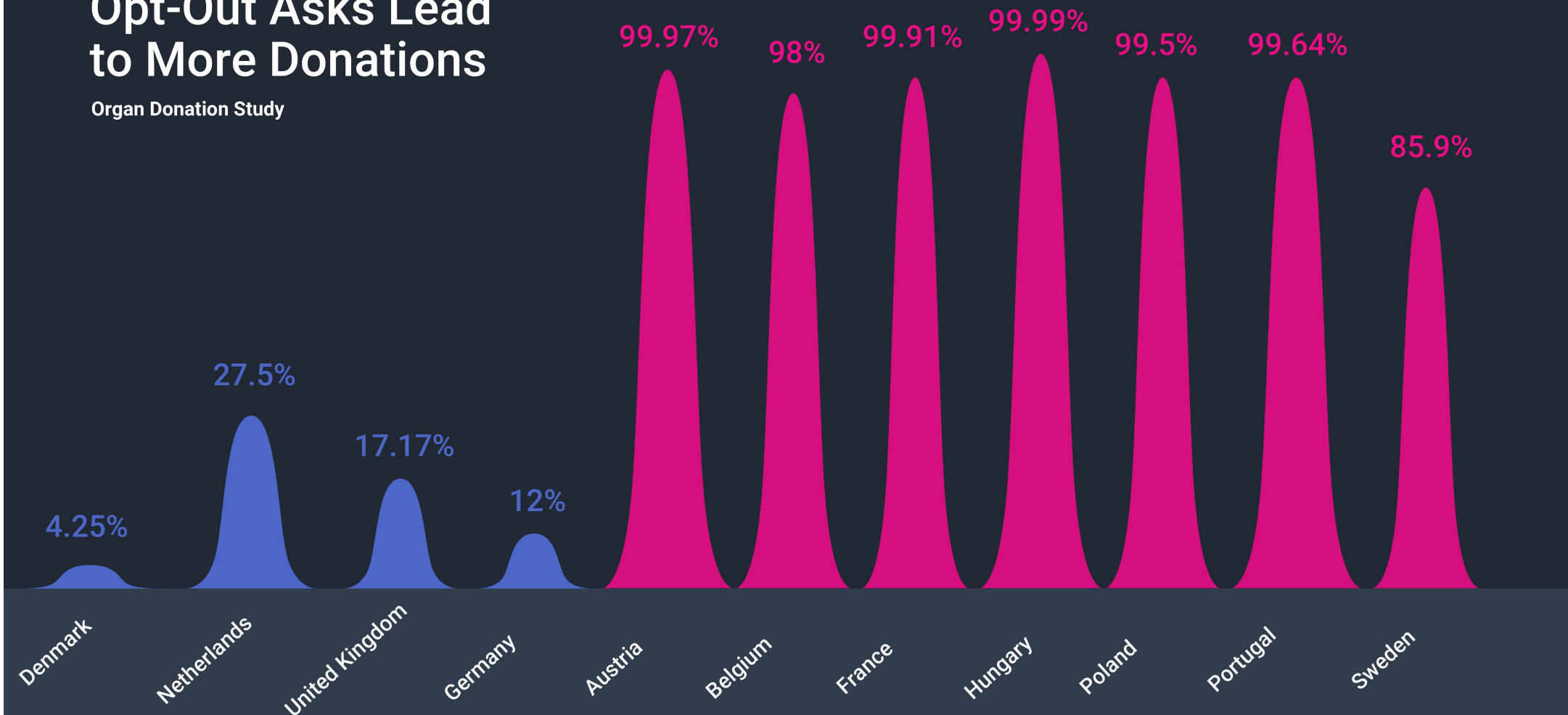


Artificial  
Intelligence

Source: Ingenico 2017 Investor Relations Report

# Opt-Out Asks Lead to More Donations

Organ Donation Study



Source: University of Chicago

# Our Advantages

Scalable,  
Proprietary  
Technology

Eliminates High  
Upfront Costs

First Mover in  
New Market

Hyperlocal  
Focus

Parvenu-brand  
Membership

Proven  
Business Model  
in Europe

Light Regulation

## Pre-Check

Opt-out is Disruptive to Fundraising

Traditional checkout charity campaigns ask, "Would you like to donate?" This has an 8% national average success rate.

Parvenu Pre-Checks the donation box. Our 5 test campaigns have yielded a 25% success rate - a 312% improvement!

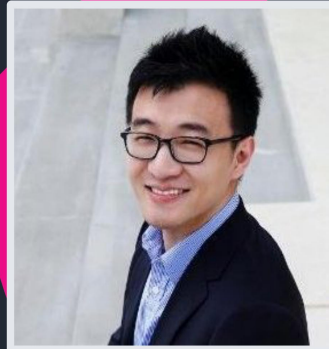
# Our Team



**Patrick Hoban**

**Co-founder & CEO**

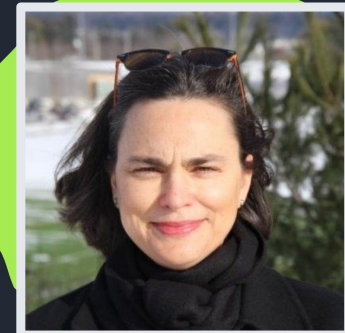
- Nationally ranked fundraiser for The Nature Conservancy & Save the Children
- Co-founded a transactional sharing app in collectible gaming
- High social capital & marketing potential as #1 card player in a brand of 2m+ customers



**Johnny Li**

**Co-founder & COO**

- Former consultant in accounting technologies with clients in diverse sectors (retail, oil & gas, government, drilling, restaurant)
- Has worked with Patrick for 5+ years, including chief editor to one of Patrick's Amazon Best Sellers
- Rice University graduate



**Krista Conley**

**Business Development & Advisor**

- Sold her first startup to British firm, backed by Great Hill Partners of Boston
- Served as COO to clinical workflow solutions entity – restructuring it to an exit to Phase Forward & then to Oracle
- Won a national innovation award in digital health; Angel investor for 5 years



# The Market

By bringing crowdfunding to the point of sale rather than relying on traditional methods, we raise the ceiling on an already large market to everywhere there are transactions.



\$441 M

## POS Fundraisers 2016

The most successful campaigns were eBay, Walmart, Petco, McDonald's, & Costco



\$5.5 -> \$300 B

## Crowdfunding

Crowdfunding for donations reached \$5.5 billion in 2015 and is projected to explode to \$300 B by 2025



\$5.2+ T

## Retail Sales

A platform with the capacity to generate revenue **everywhere there are transactions**



# Roll Out





The diagram features a central blue circle with a white border containing the text "Sales Strategy". Four dark blue rounded rectangular boxes are arranged around this central circle, each connected by a thin white line. Each box contains a title and descriptive text, and is accompanied by a colored circle: orange for Established POS Campaigns, pink for Retail Foundations, green for Strategic Partnerships, and teal for POS App Markets.

## Established POS Campaigns

Children's Miracle Network Hospitals have a 30-year cause marketing partnership with Walmart & actively seek POS campaigns.

## Retail Foundations

Walmart has the Walmart Foundation.  
Amazon has the Amazon Foundation.

# Sales Strategy

## Strategic Partnerships

We will form strategic partnerships with organizations that have a similar focus - VeriFone, Ingenico, Pennies, IBM, & GoCatalist.

## POS App Markets

*"Market the apps together with us for merchants/financial institutions to discover, purchase and install across their devices"*

**-Verifone Developer Portal**

# Revenue Model

Base



10%

Interactive Display  
Singular or  
Multi-Cause  
Predictive  
Alignment  
Smart Donations  
Loyalty & Incentives

Mobile - In-Store



+ 10%

Beacons – Bluetooth  
Low Energy (BLE)

Mobile - Remote



+ 15%

Geo-Fencing

Boost



+ 10%

High Visibility  
During Peak Times

# Competitor Analysis

Competitors	Criteria					
	Pre-Check	Local	Regulation	First Mover	No Upfront Cost	Scalable
Amazon Smile			✓		✓	✓
Ally Sterling		✓				
Phil & Co.		✓				
GoFundMe		✓	✓		✓	✓
Pennies			✓	✓	✓	✓
For Momentum		✓				
Parvenu	✓	✓	✓	✓	✓	✓

# Legal & Compliance

Focused on compliance with:

- Registered Funding Portal – Section 4A(a)(1) of the Securities Act
- State Fundraising Laws
- PCI Compliance
- AFP Code of Ethical Principles
- FTC Act
- Retail Technology Standards
- Negative Option Rule
- ROSCA Act
- Charleston Principle

# Exit Opportunities



*"This tweet is a request for ideas... I'm thinking I want much of my philanthropic activity to be helping people in the here and now – short term – at the intersection of urgent need and lasting impact. If you have any ideas, just reply to this tweet with the idea."*

**- Jeff Bezos, CEO of Amazon**

AmazonSmile is widely-criticized for lack of transparency.



*"Business exists to serve society."*

**- Kathleen McLaughlin,  
President Walmart  
Foundation**

Walmart's POS fundraising raised 12 times than AmazonSmile, in 6 weeks. Walmart needs innovation at the store level & cause related members will help.



In 2016, Verifone acquired Lift Retail Solutions, a consumer marketing firm with clients such as Walmart, Whole Foods, & Publix.





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