

# SimpleFund

**Replaces Traditional Fundraising  
Activities Using Ad Revenue To Fund  
Non-Profit's**

**\$5 Billion Dollar Market**

# Mobile Fundraising Anyone Can Use

SimpleFund uses **Ad Revenue** to fund **Non-Profit Groups**, that users feel passionate about

**PTO**



**ASPCA**



**ΑΣΦ**

**PTA**  
everychild.one voice.

# User Acquisition and Lead Gen Experts



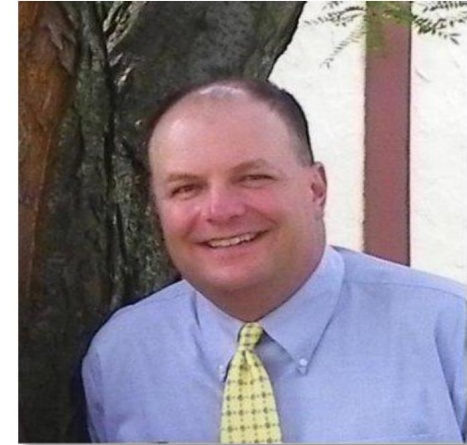
**Jon Carmen**

**Co-Founder and CEO**  
**\*Product**  
**\*Demand Generation**



**Mike Kelly**

**Co-Founder**  
**\*Marketing**  
**\*Demand Generation**



**John Edholm**

**Co-Founder**  
**\*Business Development**  
**\*Demand Generation**

3 founders have worked together for over 15 years and each have 15-20 years of experience in Ad Tech

# The Fundraising Problem

Unwanted Products, Not Convenient, Costly, Fundraiser Fatigue...

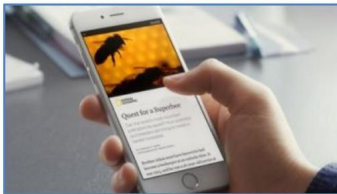




# Using Our Phones To Raise Money

**SimpleFund** lets you raise money for any non-profit by doing things you do every day on your phone

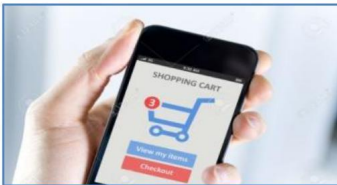
**Read Articles**



**Play Games**



**Mobile Shopping**



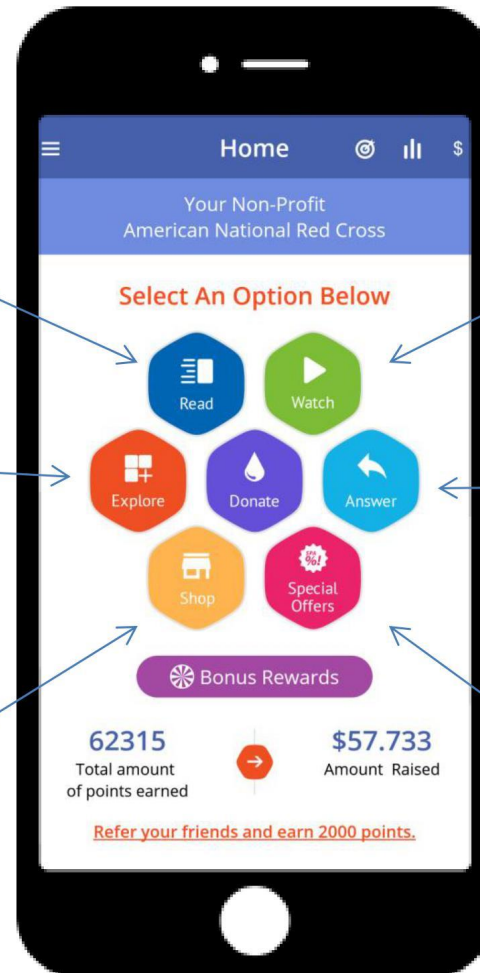
**Watch Videos**



**Take a Survey**



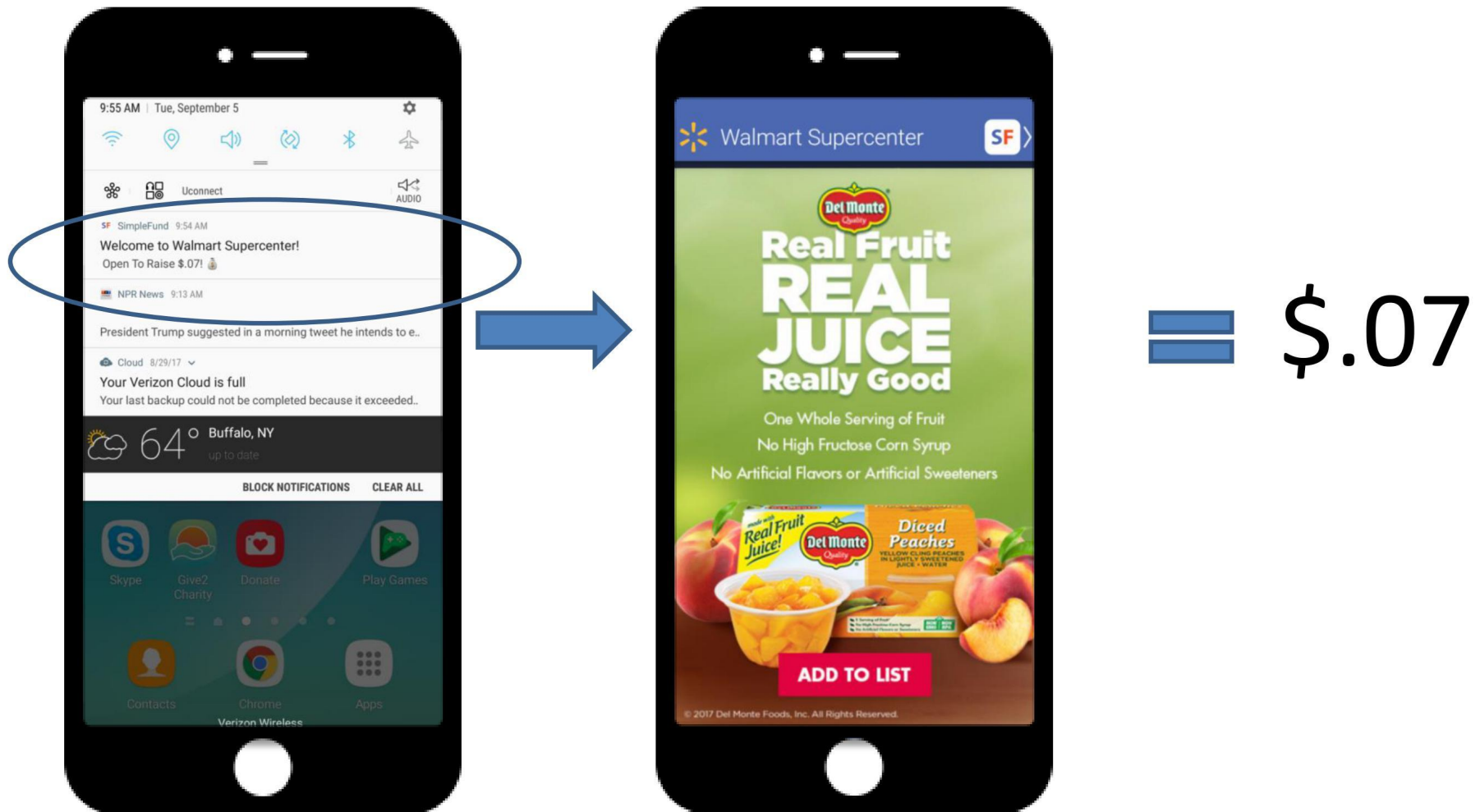
**In Store Rewards**



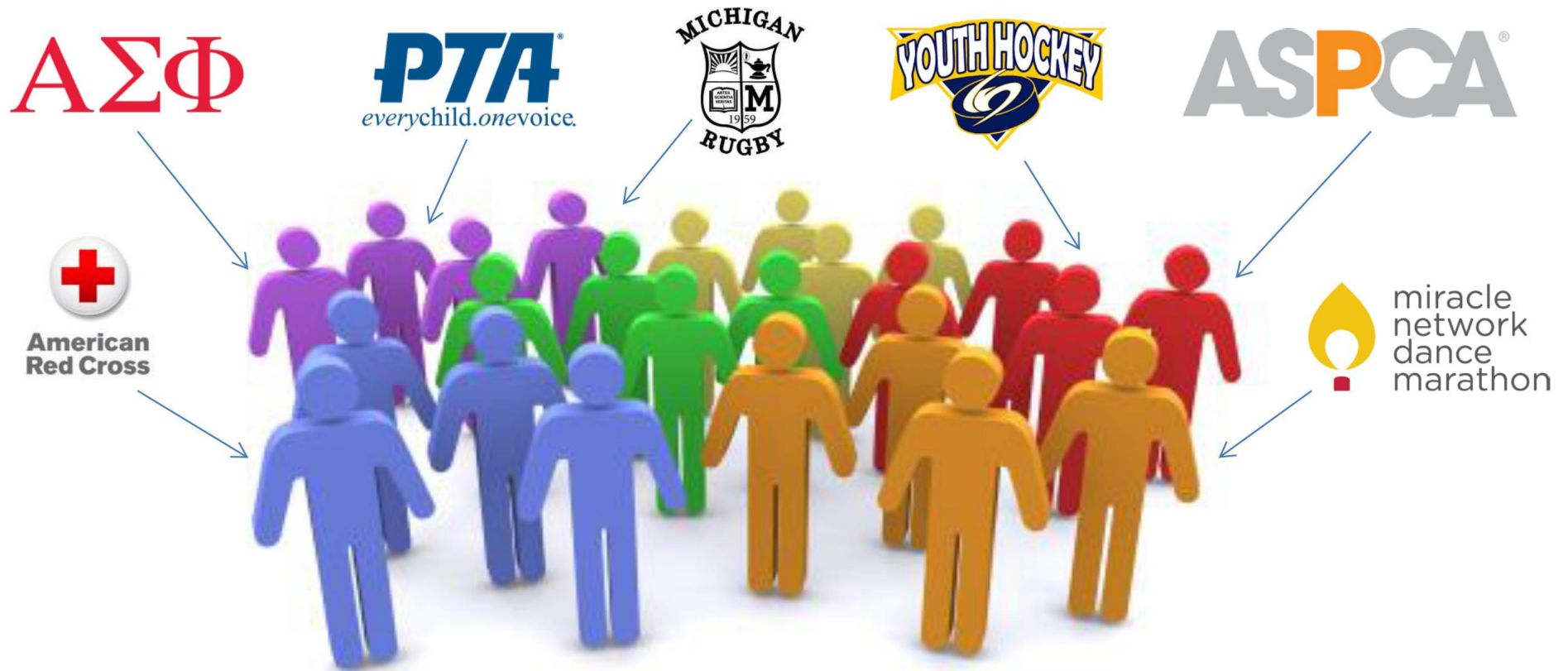
Confidential

# Visit Retailers = Raise Money

Raise money just by walking into Walmart, Target and 300 other national chains  
Each opened push notification raises \$.07 for users selected organization



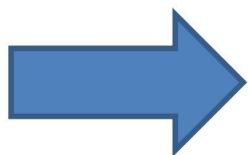
# Target End User Audience



**Individuals with an affinity towards specific large non-profits**

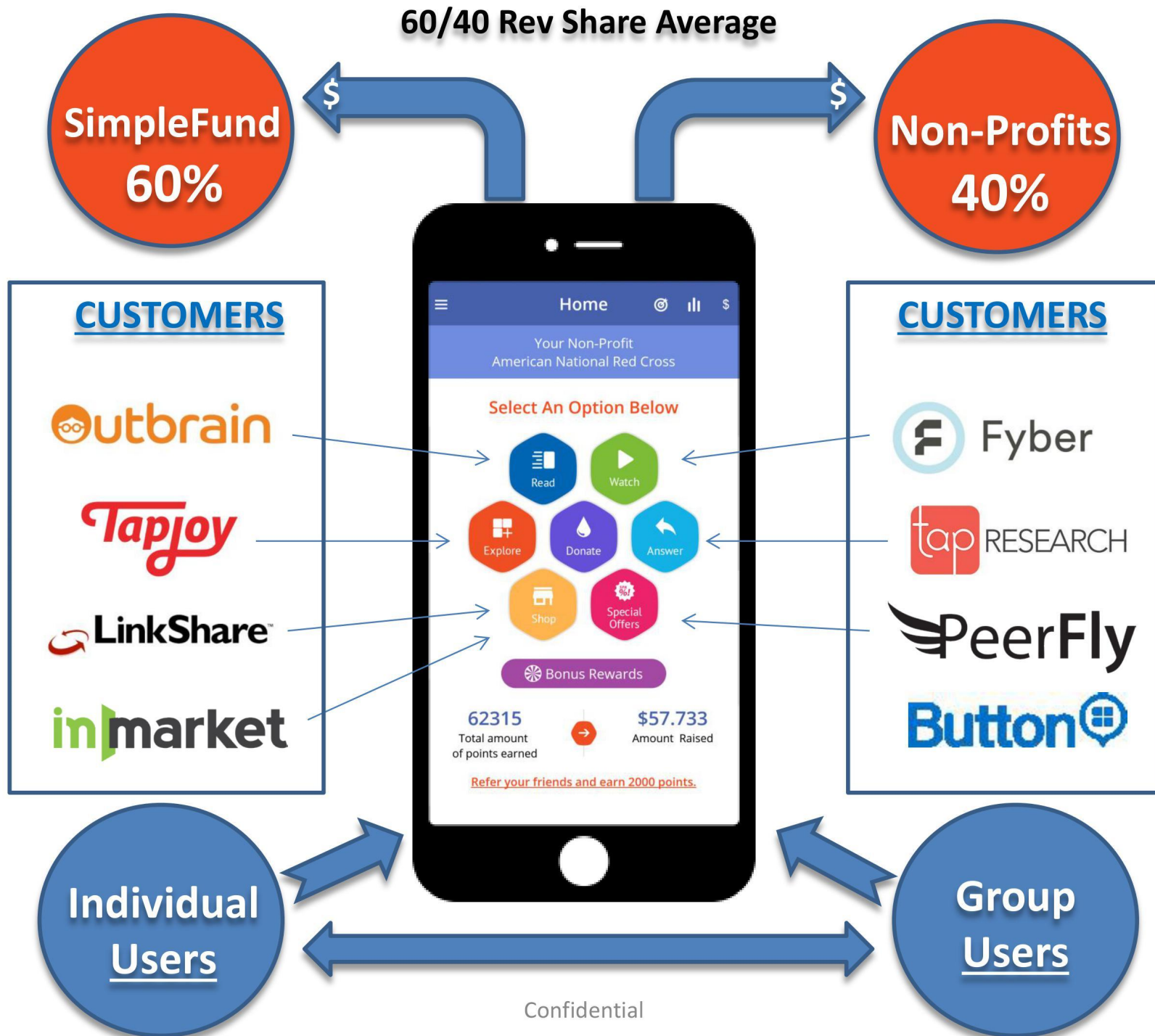
**Groups with specific annual fundraising goals that need to be met**

# \$5+ Billion Addressable Market



**Youth Sports Teams, Schools, Amateur Sports, High School Sports, PTO/PTA Groups and Greek Philanthropy combined raise over \$5 Billion Dollars a year selling candy bars, popcorn and car washes!**

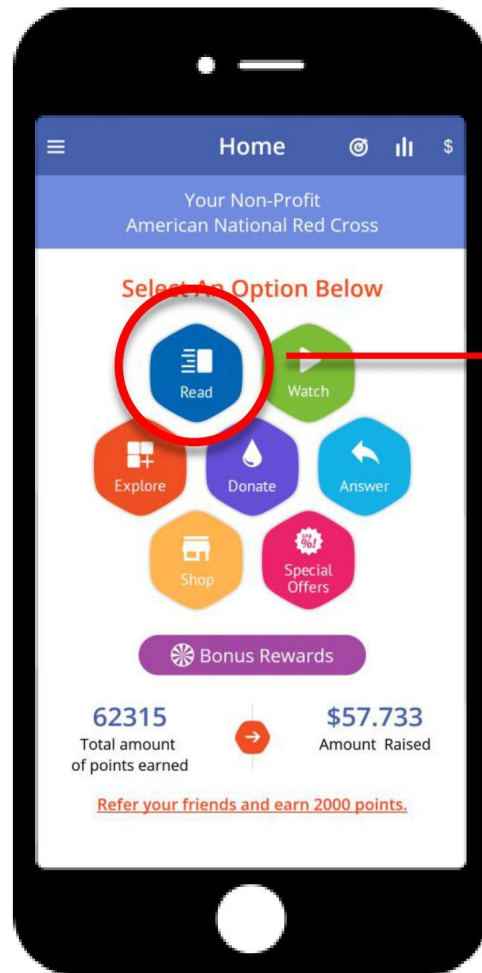




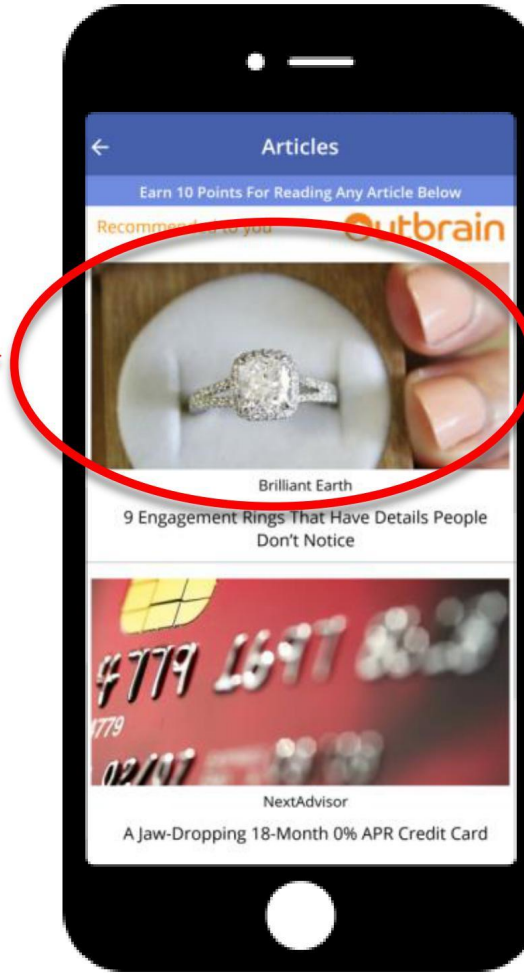
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# How It Works

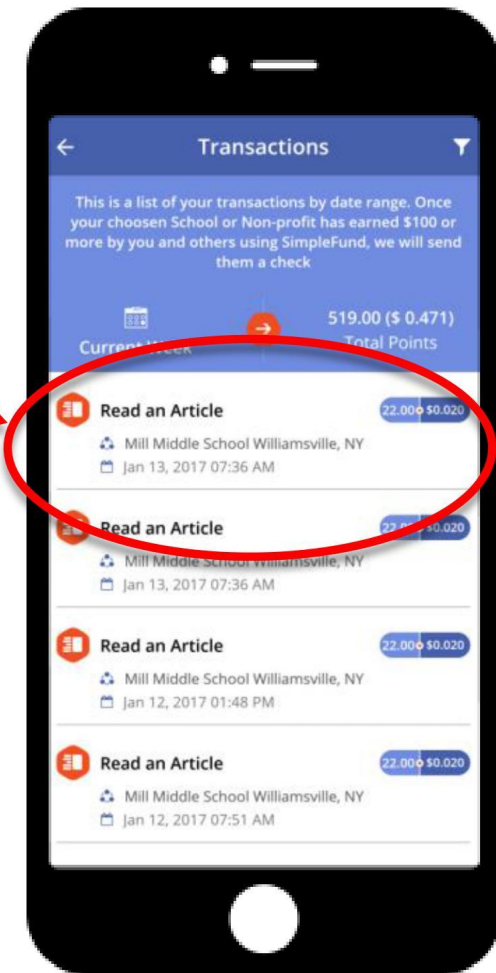
## 1: User Clicks Read



## 2: Clicks Article To Read



## 3: Raises Money



# Over \$50,000 Raised So Far!

Leaderboard

Pcm-Az Boosters Club Inc.

Tempe, AZ, United States

Total Raised Amount	Total Paid Amount
\$11,339.684	\$8,542.420

User	Amount Raised
Alexis Escobar	\$1,865.073
Sherri Fitzpatrick	\$1,005.735
Veronica Demayo	\$746.185
Kathy MadisonPriimak	\$727.833
Nathan Fitzpatrick	\$725.160
Zachary Fitzpatrick	\$629.659
Alicia Priimak	\$595.911
Alexis Escobar	\$561.270
Shawn Fitzpatrick	\$431.782
David Bigney	\$335.253

Leaderboard

Ball State University Dance

Ball State University is one of more than 150 colleges and high schools around the country to host a Dance

Muncie, IN 47306, United States

Total Raised Amount	Total Paid Amount
\$3,883.067	\$3,302.240

User	Amount Raised
Kiera Helm (PaQ, Pi Beta Phi)	\$282.843
Carly Myers (recruitment)	\$161.934
Jessica Wojton (Productions)	\$107.361
Justin Boudrot (Riley Relations)	\$94.409
Alexandra Crump (Community)	\$82.129
Austin Perle (Merchandise)	\$80.133
Alli Kimmelf (Administration)	\$79.897
Allyson Williams (Finance)	\$78.187
Alex Mast (Prodctions, Kappa Delta)	\$76.713

Leaderboard

Lightning Cheerleading

Lightning All-stars is a parent-run cheer organization. All-star cheerleading league is based on teaching

487 Erie St, Lancaster, NY 14086, United States

Total Raised Amount	Total Paid Amount
\$3,544.002	\$3,438.560

User	Amount Raised
Jennifer Baker	\$254.381
Erika Cope Milewski	\$215.191
Adam Hawker	\$207.172
Marissa Zbytek	\$184.561
Nicole Hess	\$146.682
Wendy MacDonald	\$125.449
Shandra Norton	\$123.852
Catrina Walterich	\$115.661
Kaylene Hovey	\$115.576
Brittany Kelly	\$94.659

# Make It Happen



In-App Marketing



Partnerships



Digital and Social



Straight Sales



# Competitive Landscape

Low Effort - High Reward

FlipGive

Shoparoo

eScrip

SWAGbucks

## SimpleFund

- Low Effort
- Easy To Use
- Instant Gratification
- More Ways To Raise Money
- Wider Audience

Delayed  
Gratification

Instant  
Gratification

amazon.com<sup>®</sup>  
Smile



High Effort - Low Reward

# SimpleFund So Far...

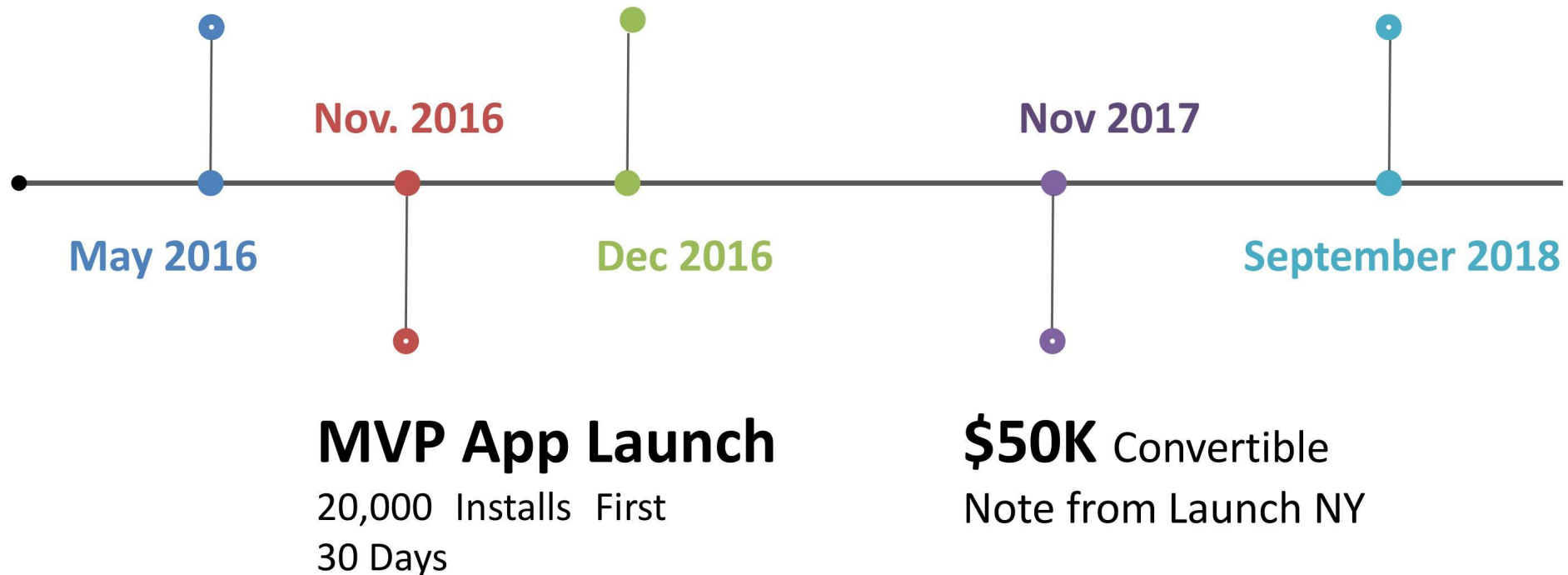
## Growing User-base

80,000 Installs  
Adding 1000 new users  
a week

## More Development

Evaluate Data, Add, Fix,  
Change Functionality based  
on data from launch

Formed NY LLC  
\$37.5K Invested  
By Founders



# SimpleFund

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Activities Using Ad Revenue To Fund  
Non-Profit's**

**\$5+ Billion Dollar Market**

Jon Carmen

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