INVEST IN DONORSEE, INC.

Transforming how charitable giving is done.

Philip Hagan
Co-Founder & Chief Technology Officer
Leading the technical development of DonorSee, Philip is responsible for building the platform that connects donors with nonprofits, ensuring secure transactions and a seamless user experience. With a background in software engineering and a passion for technology-driven solutions, he ensures the platform is scalable, secure, and user-friendly. Committed to leveraging technology for social impact, Philip is dedicated to creating a platform that empowers both nonprofits and donors.

Invested $10,000 this round for 0.5% DSEE ownership

Highlights

- $1+ the last 3 years, revenue has grown 3x, and customer base 13x
- $83.5 million transaction volume to date.
- $1M anyone in active community on platform, with 98% retention rate.
- $100+ partner orgs, with 50% retention rate.
- $10+ successfully funded humanitarian projects and 30K+ fellow car videos sent to donors.
- $150 founded and exited Healthtech SaaS company. Board and investors built $100m+ businesses.

Our Team

Owen O'Doherty CEO & Director of Product

Innovative leader and creative problem solver with a background in entrepreneurship, science and innovation. Passionate about designing products for the greater good, and curing global pathetics.

Sometimes they pretend that the belief that people are generous, they can't restrict, are the best and hard that they scores will actually make an impact. He believes that there is a great community of people who want to make a difference, and therefore needs a development and direct co-founder.

Con Condon Director of Marketing

Leads performance marketing & Customer Primarily managed International Marketing, Sales & Operations. Has helped grow Nonprofits and Corporations through the implementation of marketing strategies.

Duane McCarthy Head Marketing (Africa, DRC, Sweden)

Cross functional platform/nonprofit to their customers and fellow volunteers. Responsible for Marketing, Sales & Administration. Has helped grow Nonprofits and Corporations through the implementation of marketing strategies.

Bethany Langham Head of Content

Has worked with some of Ireland's biggest charities and nonprofits as well as global tech giants (Meta, Google, Twitter) to develop their marketing strategies. Specialist in Content, Social Media and Comms.

Chaitanyk Cobb Head of Partnerships

Has worked with some of Ireland's biggest charities and nonprofits (Barnardos since 2) Acorn. Has the experience of working with Corporate Partners, Fundraising Campaigns, Social Impact Strategy, and Educational Programmes.

Patrick "Paddy" Whelan Operations Director, Sweden (IT, LEAN)

Cross functional Manager of Sweden for all of IT, HR, LEAN, Multiple business operations plans, Former Operations Director of IT, Business Analyst, accomplishment for 20 years of marketing, operations, business development.

Pete Hayes Photo/Videoman, Bio Adventure, Peru

Business leader, entrepreneur and Award-winner. Last quarterly discussion within the region comprises for 10 years. Now focussed on Venture Capital, Private Equity, Social work and working Peru.

Watch your investment grow while you make a difference.

DonorSee
Use the difference you make

The giving platform that is completely transforming how charitable giving is done.

Watch our video

Traditional charitable giving is broken.

Today's world, nonprofits are finding it increasingly difficult to find new donors and connect with them in a meaningful way so that they go again.

For donors, there is a lack of trust, control and transparency resulting in a poor giving experience.

When someone gives, they often do it in a cold and transactional way. They give, and they forget about it. They satisfy, if not, we have that money now and we get to experience the emotional connection that is a crucial part of helping people.

We decided it's past due for technology to solve this problem.

Giving is different when you see the joy it creates.

DonorSee is a cold and mobile platform that allows people to directly support vetted projects and nonprofit organisations around the world.

The magic is in the human connection on the platform. Donors get video updates on every donation showing the difference it made to people's lives, and can connect with the people and cause they support in a way never experienced before.

People love it and it is reinvesting charitable giving.

With DonorSee, 70% of donors give multiple times a year, 2.5x higher than the industry average.

★★★★★
1,000+ 5-star reviews (average)

Connecting nonprofits and donors in a way that they love.

Nonprofit	Donor
Nonprofits post video projects of the projects they are searching for.	Donors discover vetted nonprofits and projects, and can filter by projects that inspire them.
They can connect with new donors and retain them by showing how	
They share visual updates showing exactly how the donation was used.	Donors receive personal updates showing exactly how their donation

We bring donors to the scene of their giving, and show them exactly how their money was used, and the joy it created. We have seen time and time again that happy donors make the biggest impact.

When people donate from a place of guilt or a feeling of pressure, they tend to get fatigued and stop giving. But when you give from a really amazing donor experience, they are inspired to do more, they tell their friends, and they become more educated and interested with their giving.

Donors value trust, the connection to the person they are helping and the immediacy. By showing them the impact of their donation, we have seen donors coming back to give more and more often.

Donors love the DonorSee experience.

And nonprofits love it too.

DonorSee provides nonprofits with all of the tools needed to succeed, allowing them to connect with new donors, build lasting relationships with them, raise more, and grow their impact.

Our mission

In a world of instant access to media and information, people value immediacy, and they value trust and transparency. They find this on DonorSee.

There is a global army of people that want to be part of something bigger than themselves, to be part of a mission to drive real change in the world.

We have made that simple, transparent, and joyful.

What the DonorSee Community has done

So far, 12,000+ projects have been successfully funded, 30,000+ videos have been sent to donors, and 83 million dollars has been donated through DonorSee.

What started as a reimagining of the donor experience has transformed into a community of nonprofits and organisations around the world transforming thousands of lives.

The market opportunity

Total U.S. charitable giving reached $449.64 billion last year. People are generous and are looking for effective and rewarding ways to help others.

But, in this, only 10% of that was given online.

Donation revenue and interest in philanthropy continues to grow across the board, but it's still essential that nonprofits adapt their strategies to shifting demographic preferences.

MARKET HIGHLIGHTS

$485B
Total U.S. charitable giving in 2021

20%
Increase in online giving YoY

10%
Increase in overall average gift amount YoY

Online is where the top nonprofits are thriving. In the U. expected to gain $120.1 billion of global online giving by 2026.

We have developed a platform and experience that helps non-profits adapt to online giving but equip them with all the tools they need to successfully fundraise online. The Donor experience and retention is a core unique selling point of what we do.

Unlike the first video based platform and developed a global community on the platform.

There has been a major shift towards video platforms like YouTube and TikTok in recent years. Video has proven itself as the go to medium for communication and applied that same approach to charitable giving and humanitarian work.

	DonorSee	gofundme	GlobalGiving	crowdfunding	Donorbox
Customizable dashboard	✓	✗	✗	✗	✗
Video engagement & thank you	✓	✗	✗	✗	✗
Personalized donation experience	✓	✗	✗	✗	✗
Impact tracking and updates	✓	✗	✗	✗	✗
Donor-focused platform	✓	✗	✗	✗	✗
Transaction fees	0%	0-5% + processing	0-5% + processing	0-5% + processing	0-5% + processing

What's next

From very humble beginnings, in the last 2 years, our revenue has grown over 3x, and the customer base and the platform has grown over 13x. Our community on the platform is over 10,000 and growing.

We have a great platform where nonprofits can tell their stories and connect directly with donors, where donors can give joyfully and trust their donations are used effectively, and where the unreasonable change happens for the world's poorest.

Now is the time to scale and expand globally.

We think equity crowdfunding is the perfect way to do that. It gives you and everyone else the ability to have ownership in DonorSee and to benefit from its growth and success.

Use of funds

We are looking to raise £500,000 GBP through a 90 day Wefunder campaign. With this funding, we will continue to expand and develop DonorSee in the following areas:

- We will launch an additional 400 humanitarian partners and expand our reach to 40 countries.
- We will invest in our team and enhance now staff to project, partner success and marketing.
- We will continue to develop our platform with new features whose and invest in user experience, creating the best possible experience for both nonprofits and our donor base.
- Invest in marketing to reach more people and grow our existing donor base from 10,000 to 30,000.

By doing this, DonorSee will create a global community of people coming together to end extreme poverty.

Only +500,000 can be raised through this CF. The remaining amount can still be raised under Reg A+.

Invest for impact

People have never been more socially conscious. They want to help, they just don't know how. We have found a way to provide the connection and transparency they need.

An investment in DonorSee's technology platform means you get to benefit from very strong ROI over the lifetime of your investment (not just dividends), while doing good in the world.

DonorSee is building a global community of people committed to ending extreme poverty through innovative means. This was the vision of our late visionary founder Ben Glyn, and it remains our guiding light. We are excited to ramp up our impact through this IPO campaign.

So join us. Pound-for-pound a mission you can believe in. Invest your money, bring in and join the global army of people changing how charitable giving is done.

If you have any questions you can post them to the Ask a question' section above or email contact@donorsee.com and we will be happy to answer them.