

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



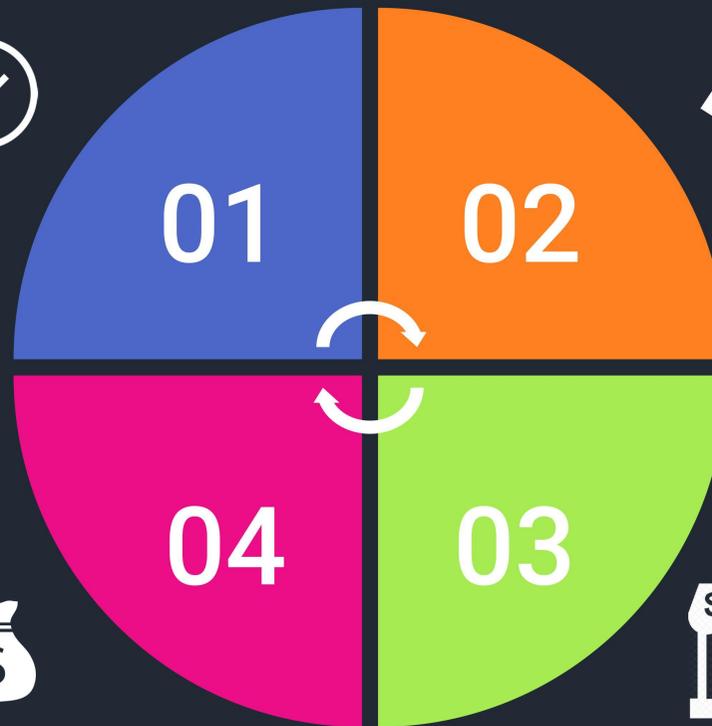
Millennial Shoppers

- 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**



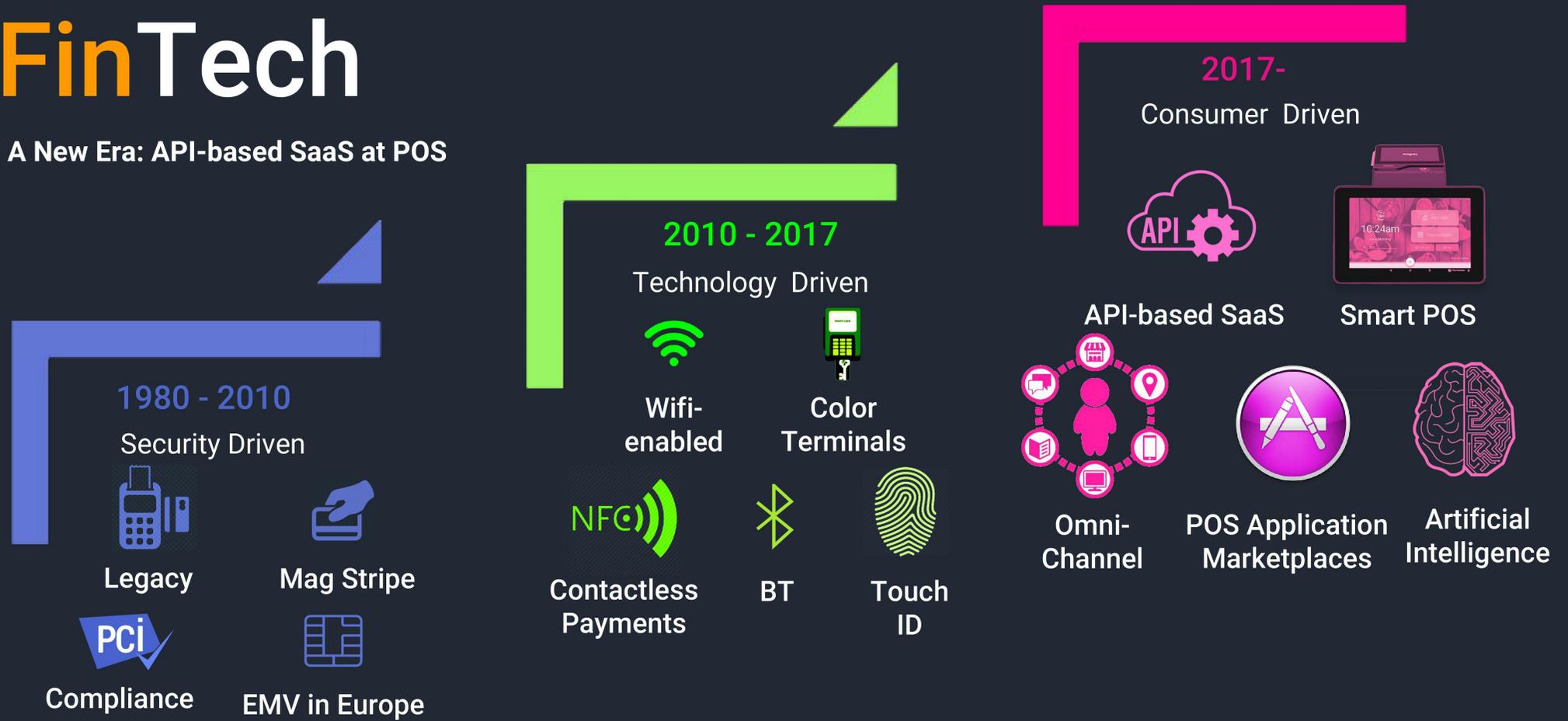
Retail Stores

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



FinTech

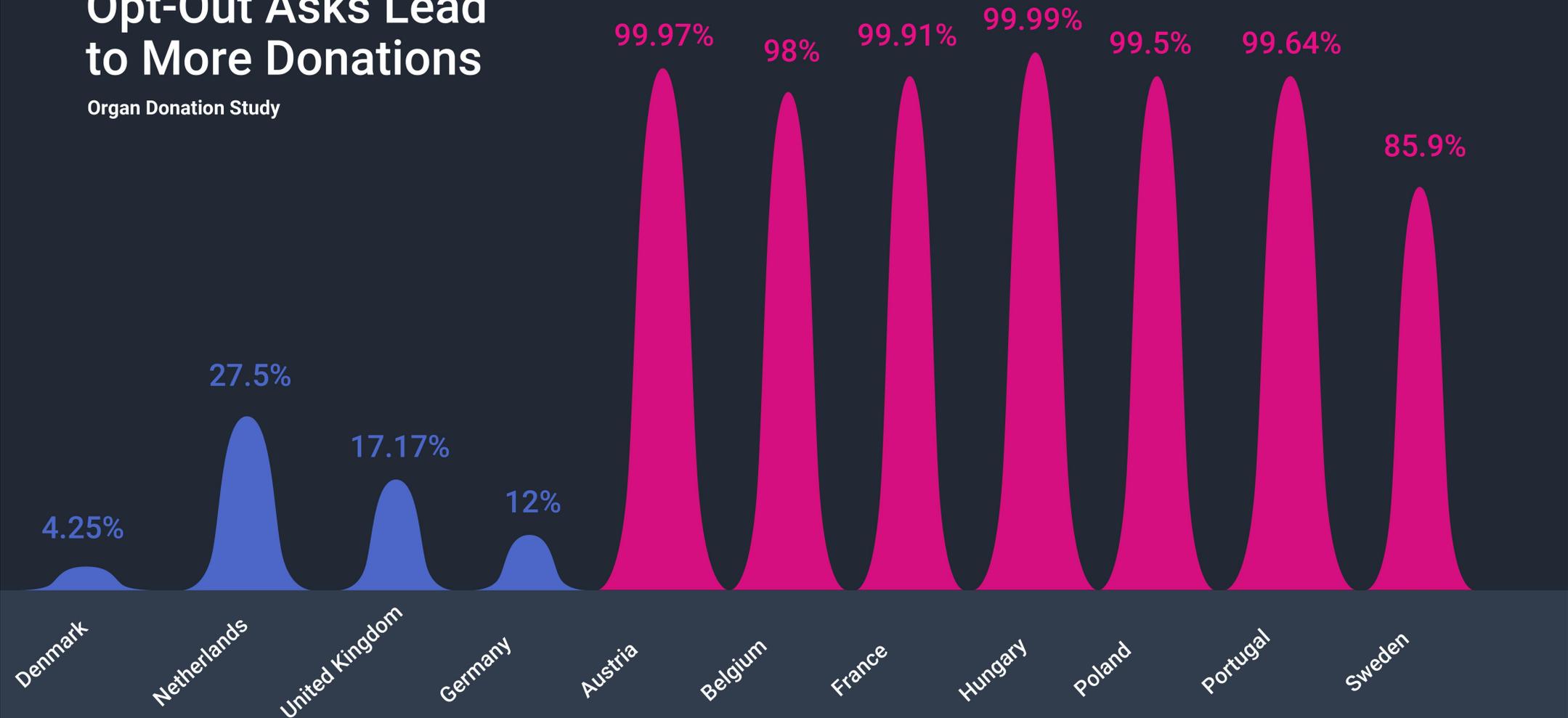
A New Era: API-based SaaS at POS



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!

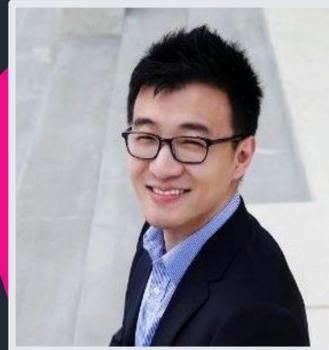
Our Team



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

Close our \$250,000 seed round to build MVP



Seed

API



API connectors allow us to build a single app for in-store & online POS systems

Partner with VeriFone & Ingenico's POS app marketplace



POS App Marketplaces

Mobile



Beacons & Geo-Fencing

Achieve scale through online & storefront chains



Scale

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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