

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

The logo for PTO (Parent Teacher Organization) consists of the letters "PTO" in a bold, blue, sans-serif font.The ASPCA logo consists of the letters "ASPCA" in a bold, sans-serif font. The "A" and "P" are orange, while the "S", "C", and "A" are grey.The logo for ΑΣΦ (Alpha Sigma Phi) consists of the Greek letters Α, Σ, and Φ in a bold, red, serif font.The PTA logo features the letters "PTA" in a bold, black, sans-serif font. Below it, the tagline "everychild.one voice." is written in a lowercase, sans-serif font.

User Acquisition and Lead Gen Experts



Jon Carmen

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



Mike Kelly

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



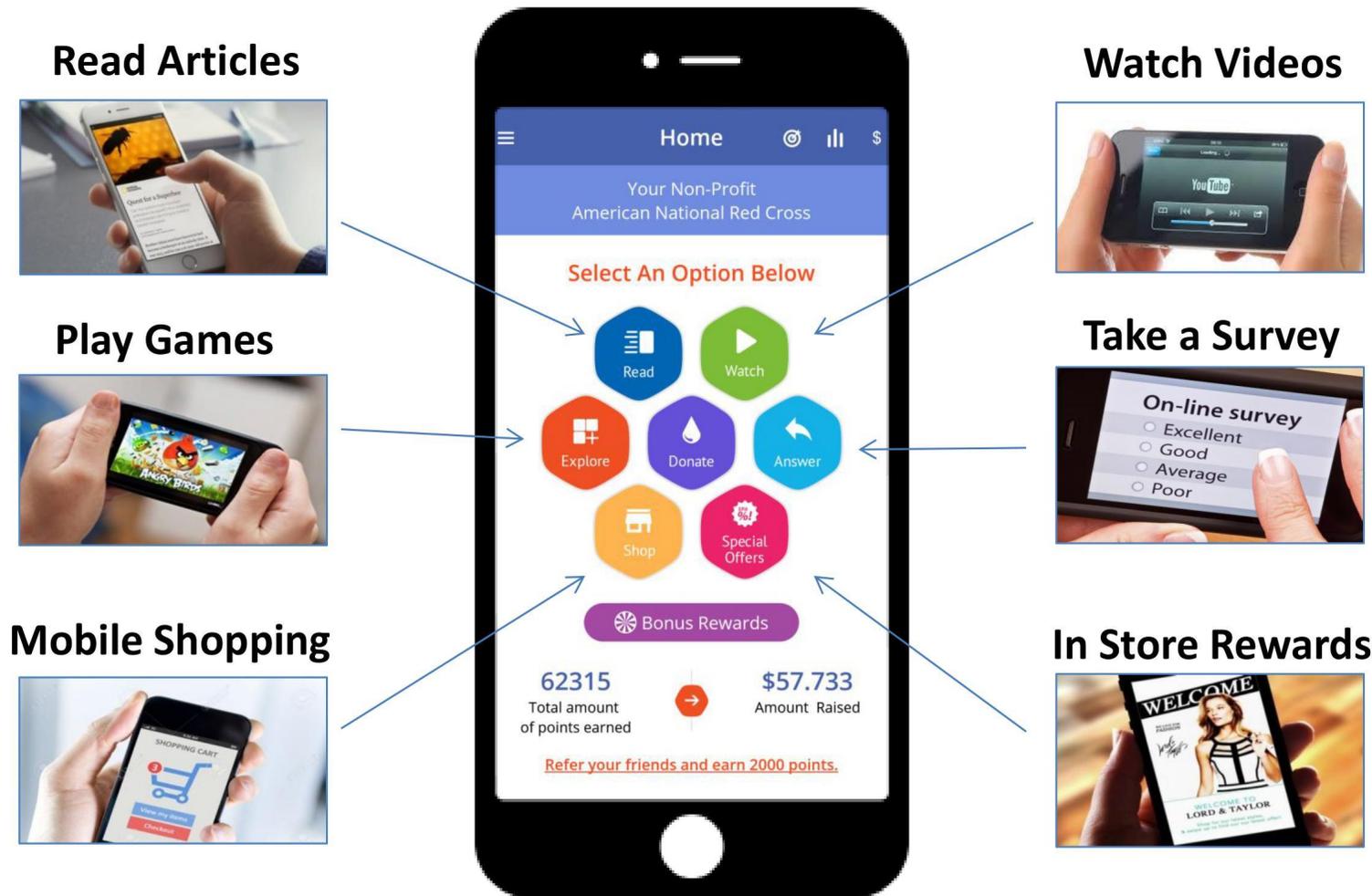
John Edholm

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

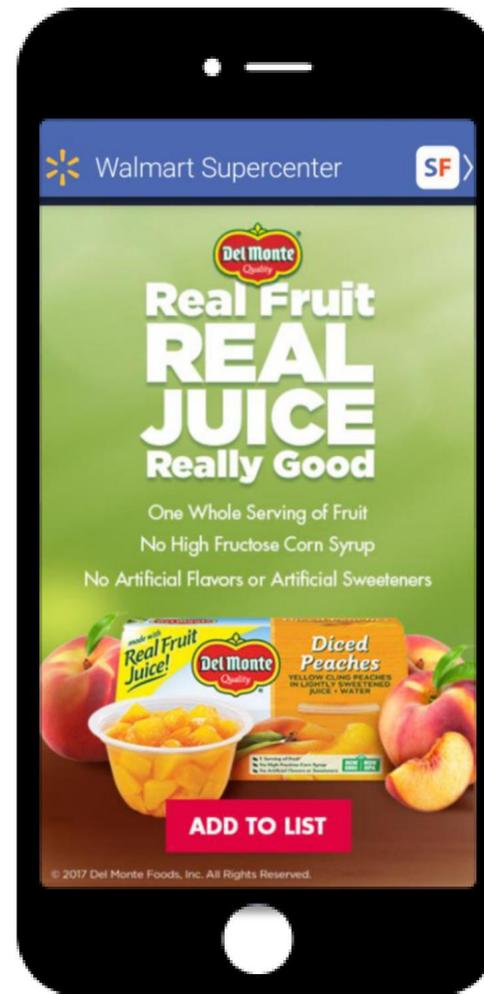
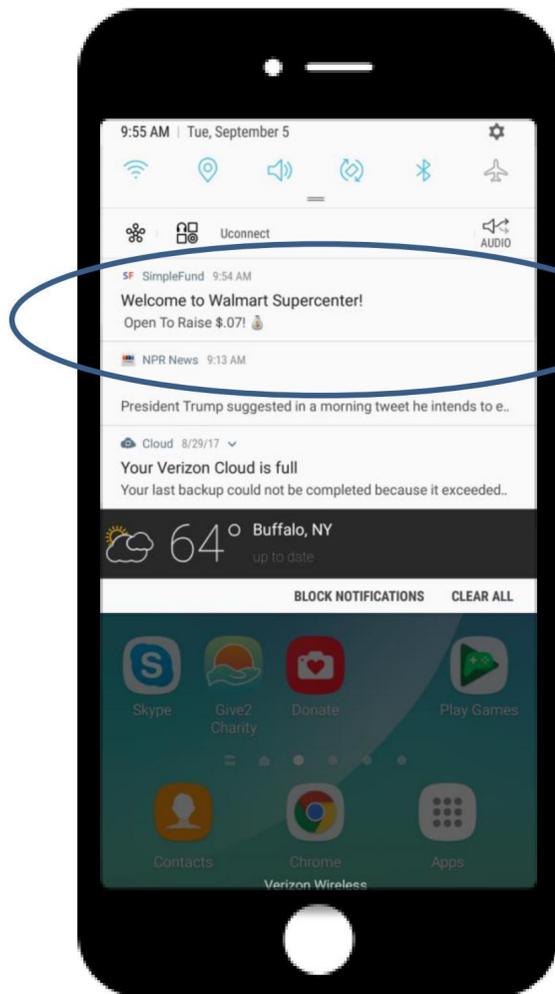
Using Our Phones To Raise Money

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



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



= \$.07

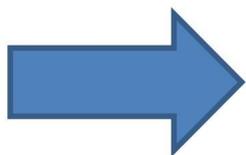
Target End User Audience



Individuals with an affinity towards specific large non-profits

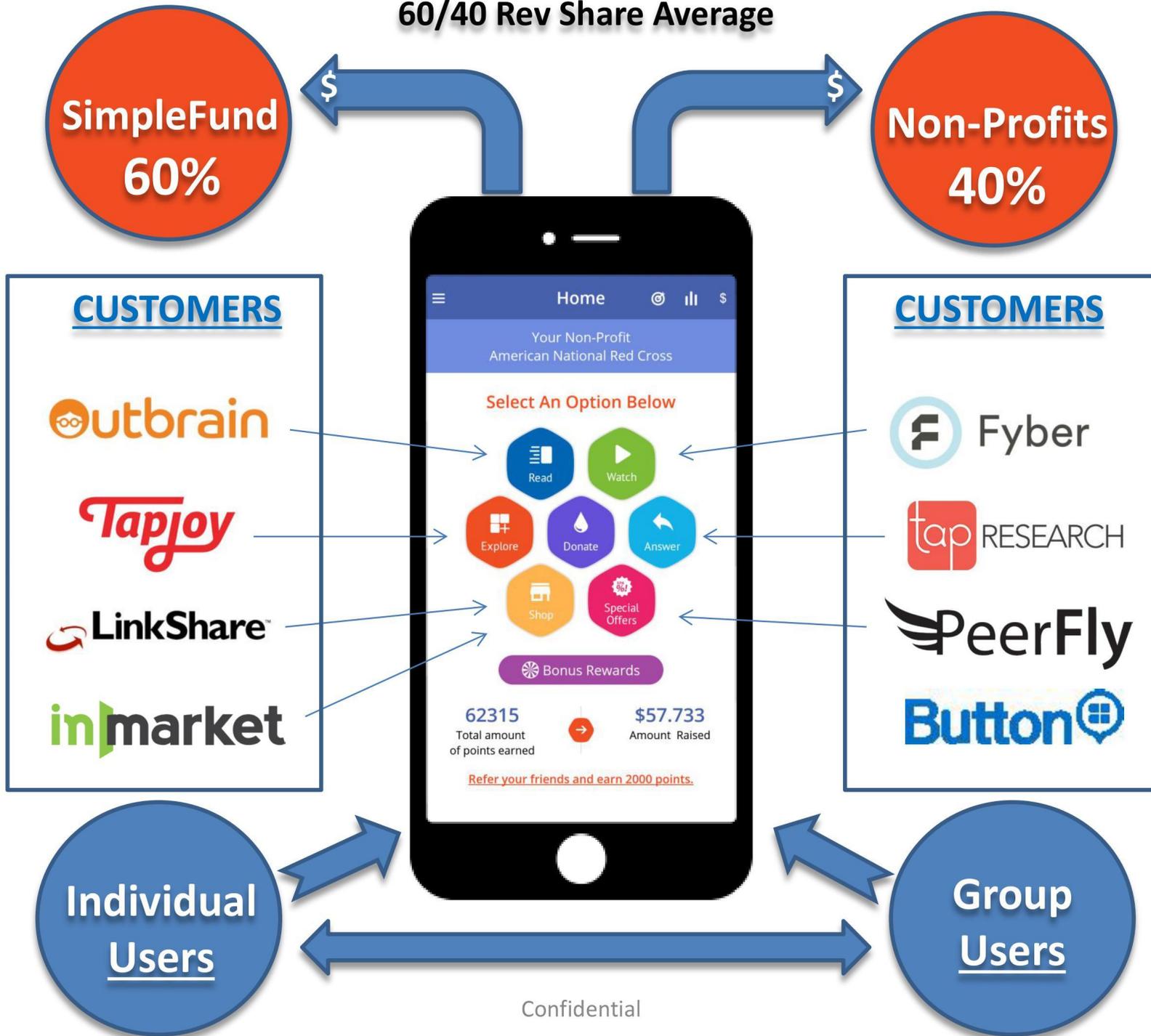
Groups with specific annual fundraising goals that need to be met

\$5+ Billion Addressable Market



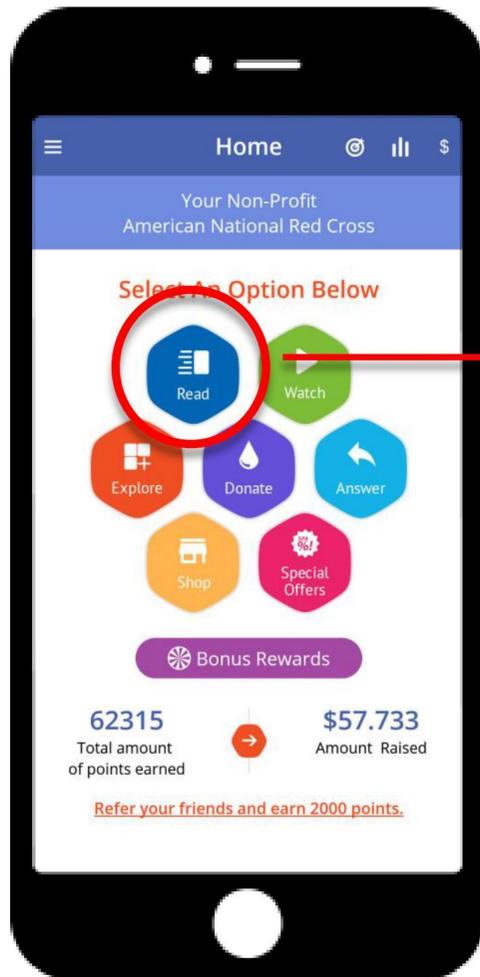
Youth Sports Teams, Schools, Amateur Sports, High School Sports, PTO/PTA Groups and Greek Philanthropy combined raise over \$5 Billion Dollars a year selling candy bars, popcorn and car washes!

60/40 Rev Share Average

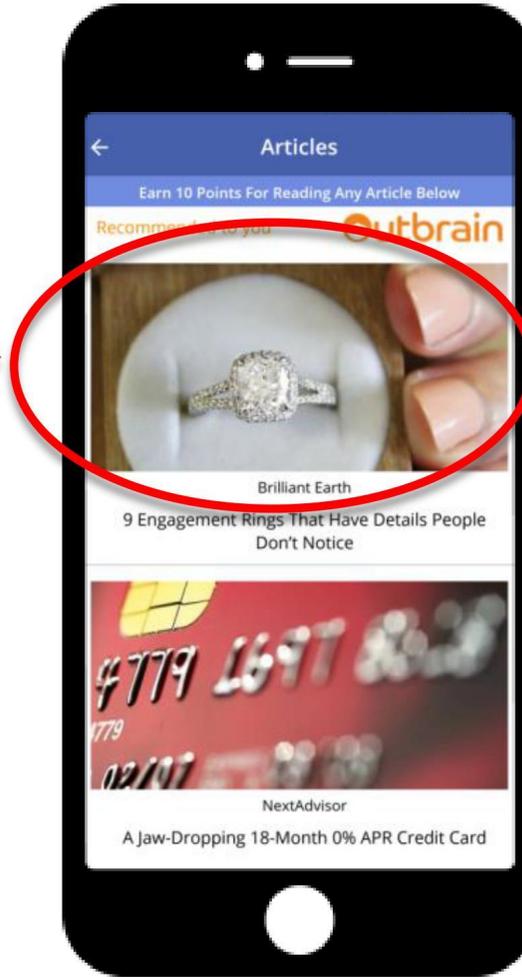


How It Works

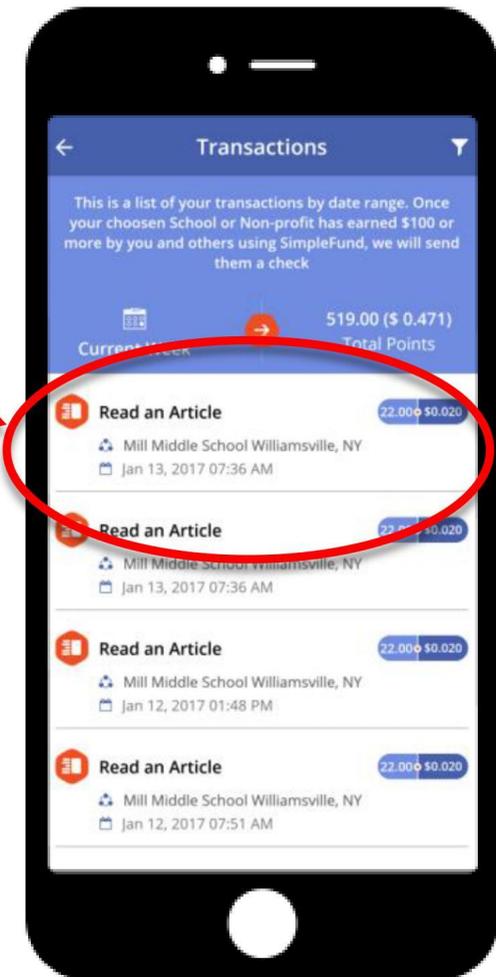
1: User Clicks Read



2: Clicks Article To Read



3: Raises Money



Over \$50,000 Raised So Far!

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 Bishop	\$235.259

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 Perre (Merchandise)	\$80.133
Alli Kimmell (Administration)	\$79.897
Allyson Williams (Finance)	\$78.187
Alex Mast (Productions, Kappa Delta)	\$76.713

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 McDonald	\$135.449
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[®]
Smile



High Effort - Low Reward

SimpleFund So Far...

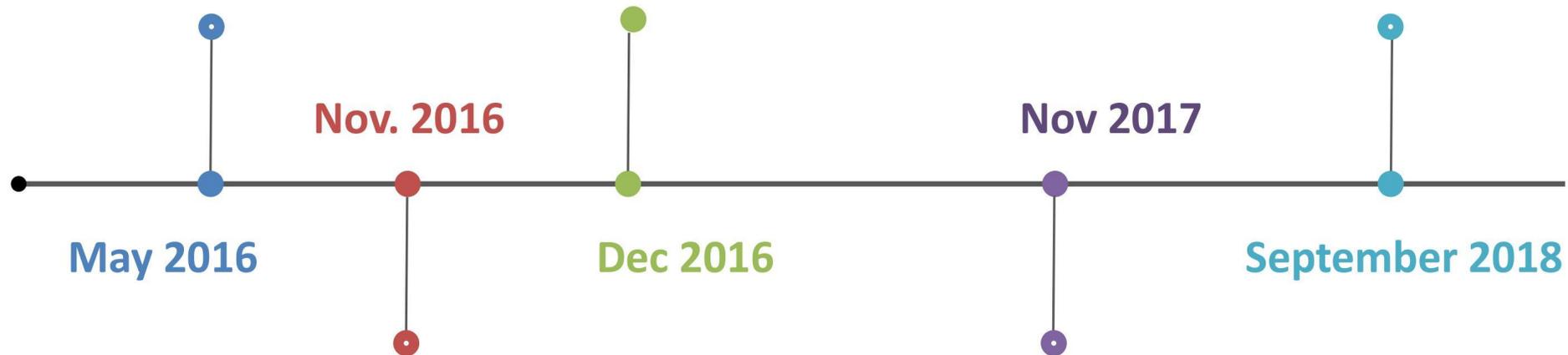
Growing User-base

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



MVP App Launch

20,000 Installs First
30 Days

\$50K Convertible
Note from Launch NY

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\$5+ Billion Dollar Market

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