



TaskCause

Helping nonprofits reach a new audience
and raise funding.



The Problem

Nonprofits struggle to reach an audience and raise funding.

-Current solutions have a high fixed cost

-Nonprofits must commit to spending thousands of \$ per month at a marketing agency

OR

-Hire an in-house fundraising & marketing manager



The Solution: TaskCause Mobile App

- Nonprofits pay a small subscription fee to get listed on TaskCause

- Additional fees for:

- money raised

- audience reached



How It Works

- TaskCause serves nonprofits so that they can focus on their area of impact.

- We curate a local audience that wants to discover and support their nonprofit in various ways. Through TaskCause, supporters are able to:

 - Discover local nonprofits

 - Donate money directly

 - Request local help from people within the nonprofit

 - Volunteer locally by helping others to raise money for the cause

 - Giving By Doing™



Business Model

- \$10/mo subscription fee for nonprofits to get listed.

 - 5% transaction fee on receiving donations

 - users have the option to cover the fee

 - \$1/person that joins the nonprofit



Traction

- MVP developed via Ionic Framework (live on iOS and Android app stores)

 - outsourced development to a capable team

- 100 beta users

- 6 Nonprofits onboarded for Pilot Program

- No MRR/ARR



Unique Value Proposition

- TaskCause provides the service & manages the campaign

 - low effort & cost to get started

 - zero technical skills required

 - no internal fundraising manager needed

 - Giving By Doing™

Competitors: GoFundMe Charity, Facebook Fundraising, Fundly, Flipcause



Market Opportunity > \$100M

- 1.5 million nonprofits in the U.S.

 - Capturing 10% of the market at \$10/mo = \$18M in ARR

- \$390B annual charitable donations; \$31B in online donations

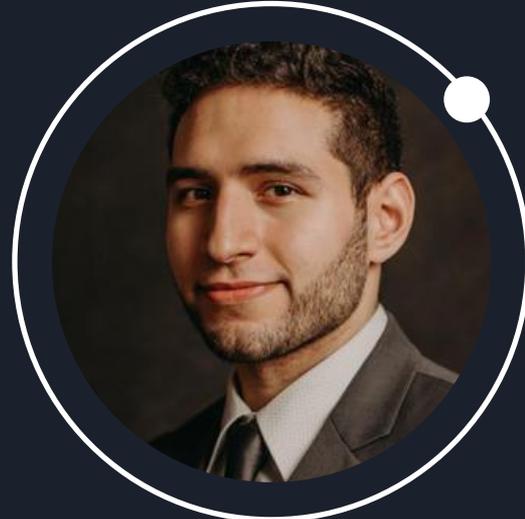
 - Capturing 10% of online donations at 5% fee = \$155M in ARR

The Team



KEVIN NAM
CEO / Founder

Self-funded, led product development, and created the vision.



KHALED SALEM
VP Sales/Co-Founder

UWM alumni with sales experience. Cold called nonprofits and signed pilots; attracted initial beta users.



Current Needs & Contact

- Attract first outside capital

 - Build a team

 - Start marketing campaigns

 - Reiterate the product for PMF

Contact kevin@taskcause.com for further inquiries