



Products With Purpose



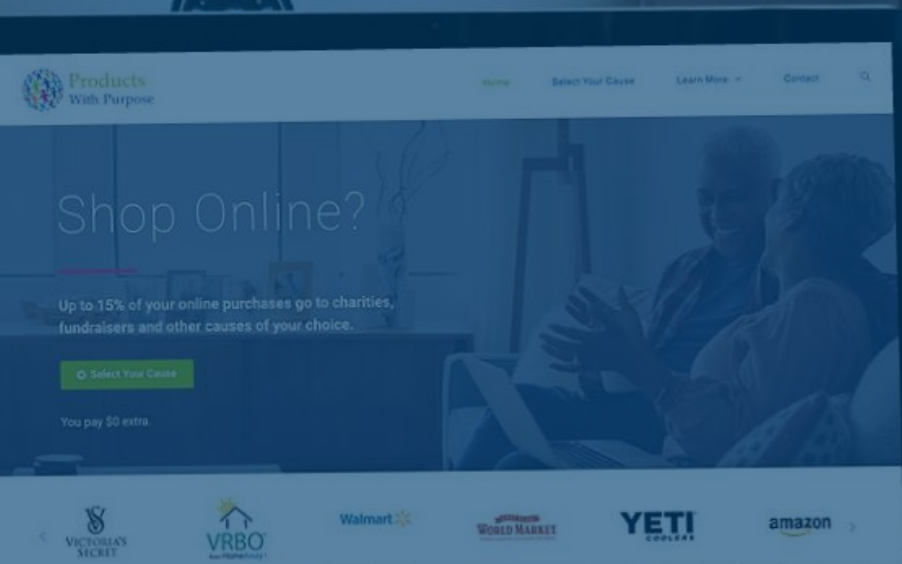
Business Plan

September 2019 | ProductsWithPurpose.org

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Introduction



Millions of people, animals and situations around the world are currently in desperate need of care and attention. We also believe in the extraordinary power of humanity and give users the ability to freely support causes of their choice through their online shopping.

Our Purpose

FOR THE BENEFIT OF ALL LIVING THINGS

The way many charities, fundraisers and other nonprofits have raised money has changed very little in the last 100 years. Holding events/auctions, sending letters/emails and simply asking people to donate has long been the traditional approach. While optimizing these strategies has brought an extraordinary amount of extremely positive change in the world, we think there's another approach that can help.

We introduce an entirely new way for charities, fundraisers and other supporters to raise money through a custom-built fundraising system to maximize the abundance of opportunity in the current digital landscape.

It's in our human nature to help others and we think more people would if they knew a) more about all of the good being done in the world, b) they can support causes of their choice with no extra time or money, c) it's as easy and simple as 2 clicks. We believe the world has an abundance of resources and with our plan, they could be far more effectively distributed.

We are inspired by the efforts of incredible people and organizations supporting a variety of causes in your community and around the world for the benefit, hope and future of all living things.

“Our rewards will be directly proportionate to our contribution or service.” - Earl Nightingale

Executive Summary



Objective

To help charities, fundraisers and online influencers leverage opportunities in the digital landscape to raise money and awareness while also helping individuals donate more easily through their online shopping.

A. Why this model?

- ▶ **High revenue potential** - Model with extremely high and self-sustaining revenue potential
- ▶ **Maximum reach** - Reach, help and involve as many people as possible
- ▶ **Low cost** - Extremely inexpensive to build, operate and drive traffic, low risk
- ▶ **Rapid growth** - Quick to build, quick to profit, quick to build clients/customers, quick to generate large revenue
- ▶ **Automated & self-sustaining** - Our causes drive their own traffic and revenue into our automated systems
- ▶ **Unique** - Very few competitors, no one offering the same model

B. Core Service - A Custom-Built Fundraising System & Webpage

- ▶ Up to 35% of any online purchase can support charities, fundraisers and other causes of the user's choice
- ▶ 2% minimum of every purchase is donated, users pay \$0 extra and can shop all leading retailers
- ▶ A new way to freely support nonprofits and raise money through everyday, online shopping requiring no extra time or money

C. Customers - We provide services to 3 main groups of customers

- ▶ **Causes** - We provide a custom-built fundraising system and webpage for charities, fundraisers and influencers
- ▶ **Users** - Visitors using the website/system and freely donating to their favorite cause(s) through their online shopping
- ▶ **Social media following** - Positive charitable news and stories to bolster awareness and understanding

D. Industry Opportunity - Leveraging trends in major, growing and emerging industries

- ▶ **1)** E-Commerce, **2)** Social Media, **3)** Affiliate & Influencer Marketing, **4)** Philanthropy

Market Analysis | E-Commerce

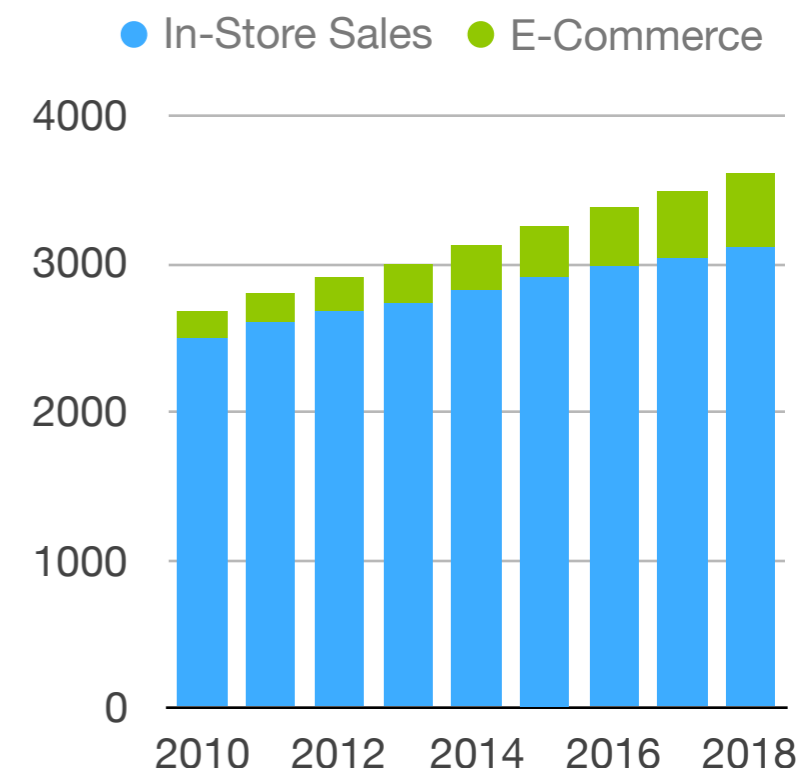


E-Commerce is growing as fast as ever and continuing to capture a larger portion of total retail revenue.

A. Online Shopping

- ▶ Retail e-commerce sales worldwide forecasted to nearly double 2016-20
- ▶ 15% growth US e-commerce in 2018
- ▶ 40% of internet users in US make multiple purchases online each month
- ▶ Average order value - desktop \$128, tablet \$88, smartphone \$85
- ▶ Amazon accounts for 40% of US online retail
- ▶ 2.86% of e-commerce website visits result in a purchase
- ▶ 84% of US online shoppers review at least 1 social media site before making a purchase
- ▶ 51% of Americans have made a purchase with their mobile device
- ▶ 1.66 billion people bought online in 2017 (21.8% of world population)

US - Retail Revenue (in Billions)



Retail	2010	2011	2012	2013	2014	2015	2016	2017	2018
E-Commerce	\$171	\$201	\$231	\$261	\$299	\$343	\$390	\$453	\$517
In-Store Sales	\$2,499	\$2,600	\$2,678	\$2,739	\$2,828	\$2,904	\$2,985	\$3,043	\$3,103
E-Comm %	6.4%	7.2%	7.9%	8.7%	9.5%	10.6%	11.6%	13%	14.3%

Sources - Statista, DigitalCommerce360, BigCommerce, SmallBizTrends

Market Analysis | Social Media



Social media is continuing to grow as fast as ever, especially the platforms we focus on to maximize awareness - Facebook, Youtube & Instagram.

Ba. Facebook

- ▶ Largest online platform with 2.32 billion monthly active users
- ▶ 68% of Americans use Facebook, 58 minutes/day on average
- ▶ 71% of people have increased their online video viewing from last year
- ▶ Tends to do better with slightly older demographic than Instagram

Bb. Youtube

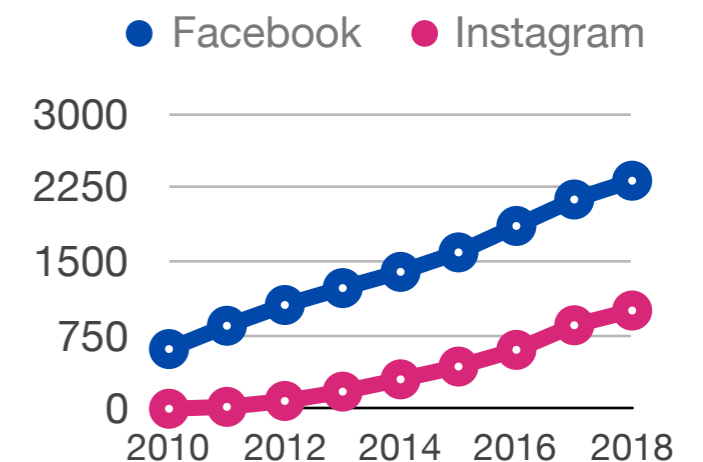
- ▶ 73% of Americans use Youtube (90%+ ages 18-44)
- ▶ World's 2nd largest search engine and 2nd most trafficked site to Google
- ▶ Number of channels with 1 million subscribers increased 75% since last year
- ▶ 5 billion videos watched/day - Age 33-55 fastest growing demographic

Bc. Instagram

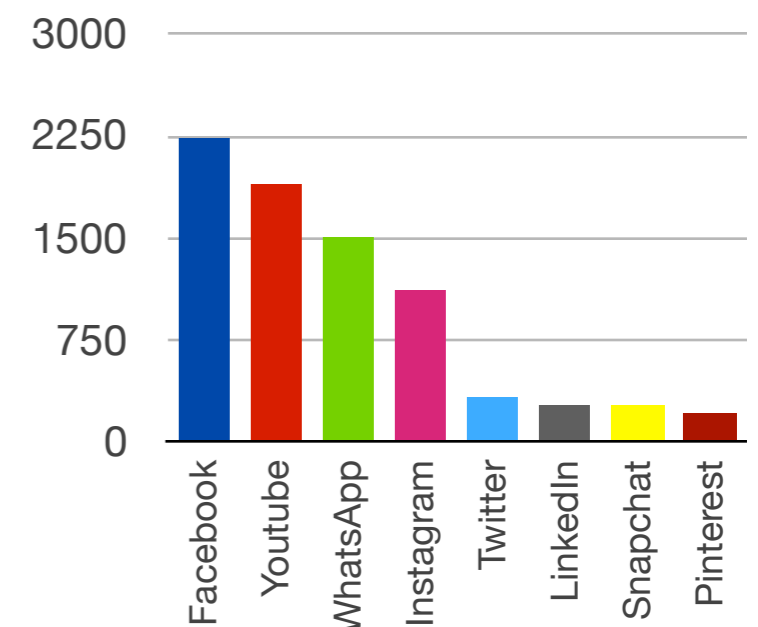
- ▶ 35% of Americans use Instagram, 53 minutes/day on average
- ▶ Roughly 50+ million accounts with 50k+ followers (influencers)
- ▶ 30% of users have purchased a product they first discovered on Instagram
- ▶ Influencer Marketing - \$700M in 2016, \$1.2B in 2017, \$1,7B 2018

Sources - Statista, Hootsuite, Omnicore, Smart Insights, We Are Social, TechCrunch

Monthly Active Users (in Millions)



Monthly Active Users (in Millions)



Market Analysis | Affiliate Marketing

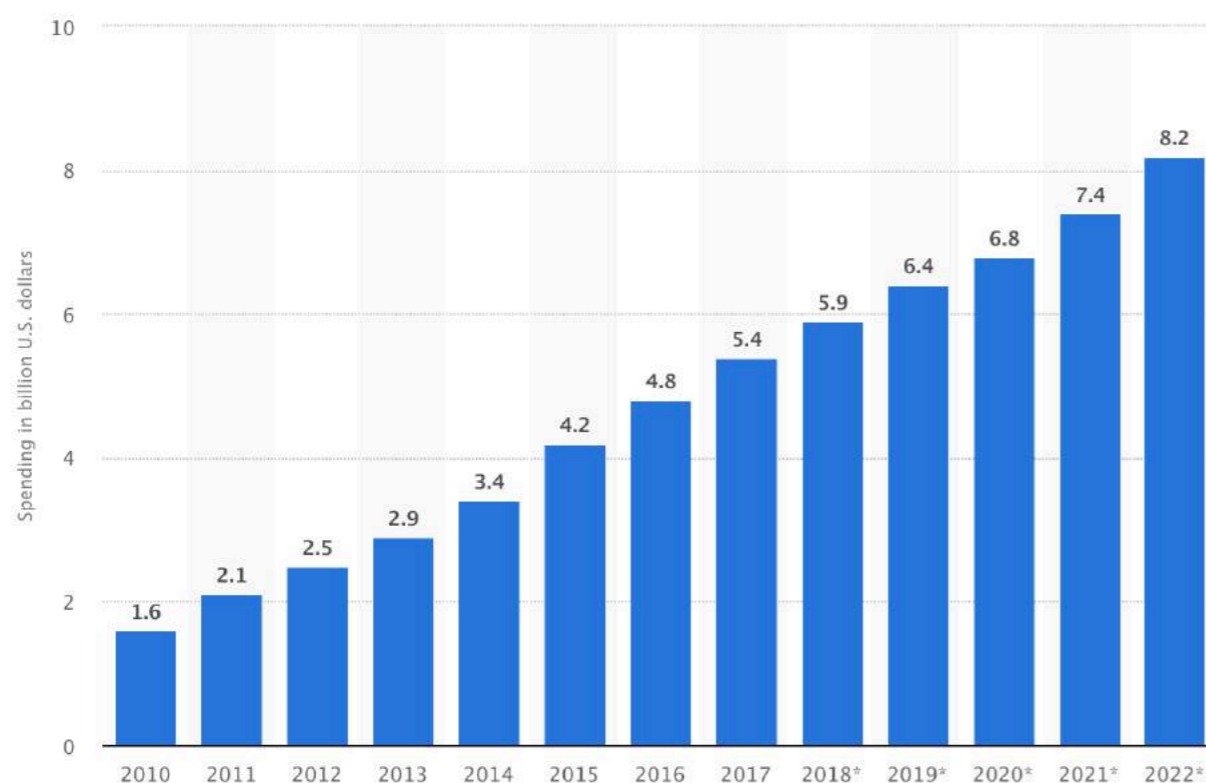


Brands and retailers are using online influencers and affiliate marketing increasingly more to drive traffic to their website.

C. Affiliate & Influencer Marketing

- ▶ The affiliate marketing industry is growing and expected to reach \$6.8 billion by 2020 - Forrester Research
- ▶ 60% total growth from 2015 - 2020 (10.1% CAGR - Compounded Annual Growth Rate)
- ▶ More than 80% of all brands currently utilize affiliate marketing to drive traffic to their website
- ▶ 8-10 major affiliate networks all major retailers work with
- ▶ Average return per \$1 spent on influencer marketing = \$7.65 (2017)

Affiliate Marketing Spending in Billions



Source - Forrester Research (*Projected), Statista

“Affiliate marketing is a high-value, low-risk strategy proven to drive sales and awareness for brands and revenue for publishers. When done right, it cultivates mutually beneficial and authentic relationships between brands and publishers, and those publishers and their audience.”

- Adam Weiss, General Manager and Senior Vice President of Rakuten Affiliate Network

Market Analysis | Charity Donation



People are donating to charity more than ever, especially digitally.

D. Charity Donations

- ▶ Estimated \$410 billion given to charity in 2017 (most ever)
- ▶ Individuals accounted for \$286 billion
- ▶ Add in gift request giving and individuals accounted for more than 80% of donations (Corporations account for 5%)
- ▶ YoY Giving | +2.7% YoY 2016, +4.1% in 2015, +5.4% in 2014

Da. Other Philanthropic Statistics

- ▶ 69% of the population gives
- ▶ 25% of adults population volunteers (63 million Americans)
- ▶ 3% of charities rate their board/leadership as digitally savvy
- ▶ 56% of country public schools have at least 1 donor appeal on it's site
- ▶ 71% of parents say they've sold fundraising products to friends, family and co-workers
- ▶ 55% of people who engage with nonprofits on social media end up taking some sort of action
- ▶ Online giving grew +23% YoY in 2017, +15% in 2016.

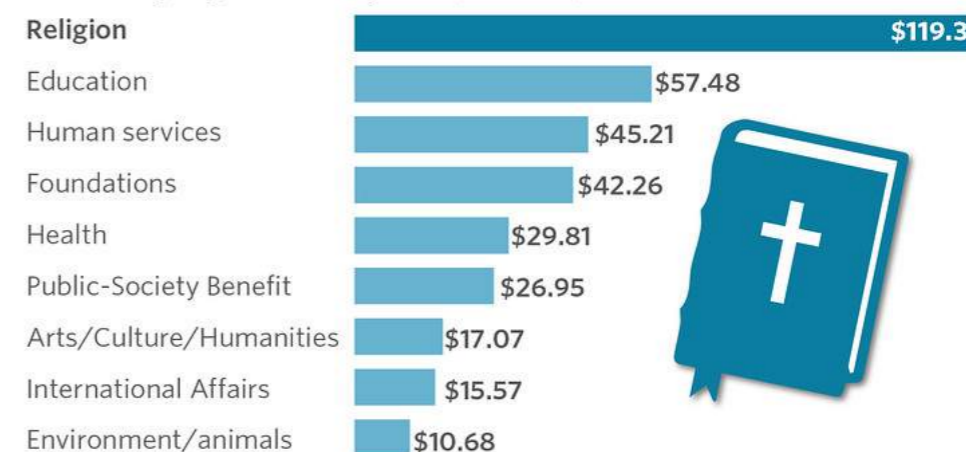
Americans are more generous than they've ever been



Source: Giving USA 2016: The Annual Report on Philanthropy for the Year 2015. Researched and written by Indiana University Lilly Family School of Philanthropy. Sponsored by Giving USA Foundation, a public service initiative of The Giving Institute

Americans give an average of more than \$1 billion to charity each day

Charitable giving in the U.S. by cause, in billions, 2015



Source: Giving USA

Sources - Giving USA, Charity Navigator, Nonprofitssource

Market Analysis | Digital Statistics



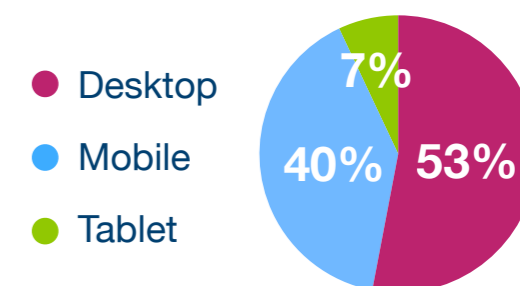
Relevant Device, Website, Traffic, Email and Conversion Statistics

E. Online Traffic, Email & Conversion Statistics

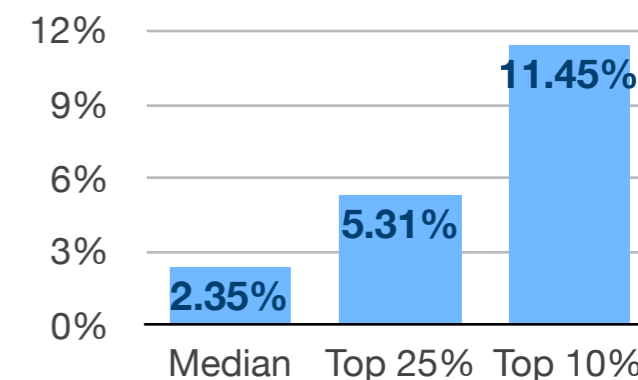
- ▶ All online website traffic type by device: Desktop 53%, Mobile 40%, Tablet 7%
- ▶ Average website conversion rate: 2.35%, top 25% = 5.31%, top 10% = 11.45%
- ▶ Average click-through-rate for influencer marketing campaigns = 2.00%
- ▶ Average conversion rate of influencer marketing traffic = 2.55%
- ▶ Average email open rate = 20.81%
- ▶ Average email click through rate = 2.43%
- ▶ E-Commerce revenue from mobile devices = 50% of total E-Commerce Revenue
- ▶ Average cost per click - Google Adwords* = \$2.69, nonprofit = \$1.43
- ▶ Average cost per click - Google Display Network* = \$0.63, nonprofit = \$0.62
- ▶ Average cost per click - Facebook Ads* = \$1.72, nonprofit = \$0.45
- ▶ Average person sees - 1,100 ads per day or 1 every 11.2 seconds

*For reference purposes - no paid advertising is included in our revenue model

US Website Traffic By Device



Website Conversion Rates



Industry	Email Open Rate	Email Click Rate
Arts & Artists	26.03%	2.66%
Beauty & Personal Care	17.01%	1.76%
E-Commerce	15.66%	2.07%
Nonprofit	24.11%	2.57%
Religion	25.33%	2.92%
Education	21.8%	2.48%
Average for All Industries	20.81%	2.43%

Sources - Wordstream.com, Mailchimp, Statcounter.com, Grapevine, Statista

Market Analysis | Competitors



There are few direct competitors in the space and none offer the exact same service.

A. Goodshop.com

- ▶ Most similar concept - login required, individual driven, coupon focused
- ▶ Causes don't have their own webpage/links to share
- ▶ No social media influencers (community leaders) can benefit from promoting
- ▶ Must login and click more prior to shopping - not as strong user experience
- ▶ Random social presence and reach out activity - only Facebook, coupon focused
- ▶ \$13M+ raised for causes since start in 2009



B. Amazon Smile

- ▶ Very similar but donates 0.5% - we donate up to 10% of Amazon purchases (2% minimum)
- ▶ No social media influencers (community leaders) can benefit from promoting



C. (RED) - RED.org

- ▶ Partners with big brands to create products to raise money for HIV/AIDS
- ▶ Only 1 cause benefits from buying certain (RED) items
- ▶ Not a shopping network of all major online retailers and products
- ▶ \$600 million raised



D. Other Brands/Sites

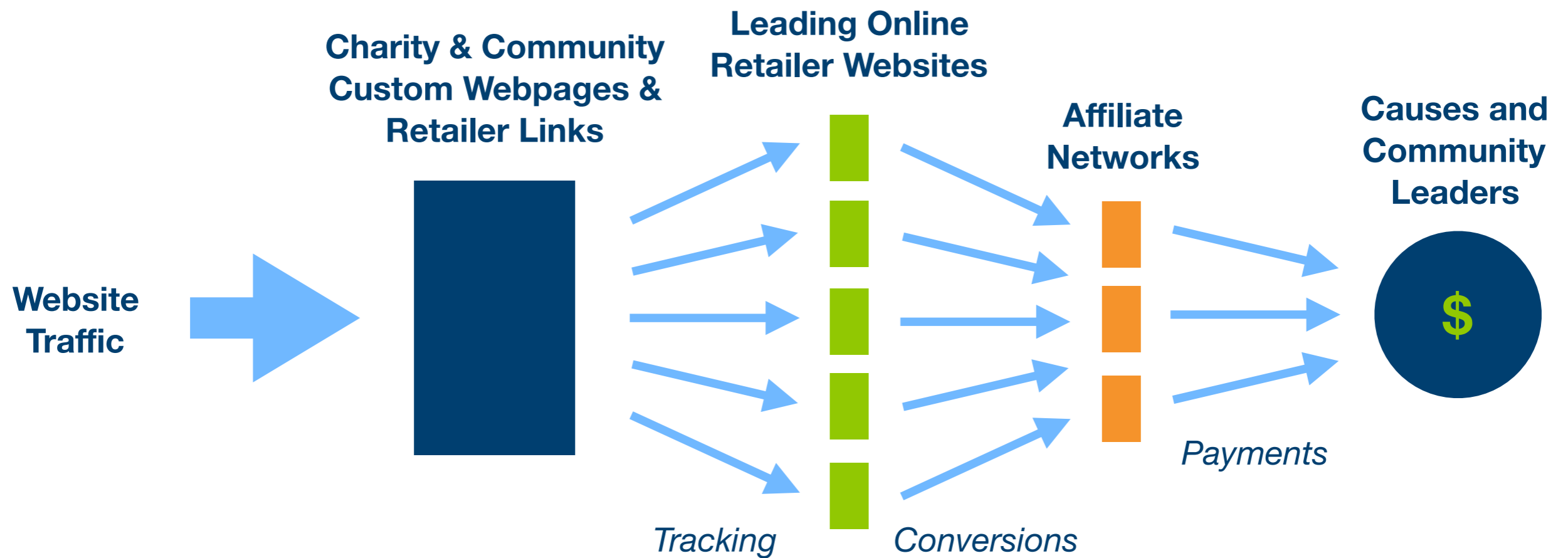
- ▶ Purchase of specific brand's products - very similar to TOMS shoes
- ▶ Users can't benefit charity through all of their online shopping



Products & Services



A Custom-Built Fundraising System & Webpage



- ProductsWithPurpose.org -

Products & Services



We serve three main groups of customers through our products, services and activity.

1. Website Visitor/Users

- ▶ All direct, indirect or organic traffic to our website
- ▶ Positive UX, navigate, learn, convert, return, email capture
- ▶ Email nurturing campaign and newsletters
- ▶ Support their favorite cause or community with no extra time or money through their online shopping

2. Charity, Fundraiser & Community Leaders

- ▶ Build, deliver, manager custom webpage and links
- ▶ Resource Center materials and support
- ▶ Reporting, payments and revenue growth
- ▶ New employee/service, free - 5% fee of revenue

3. Social Media Following

- ▶ Direct and indirect supporters
- ▶ Tagging, sharing, SEO best practices
- ▶ Podcast with various charity and community leaders
- ▶ Featuring positive charitable news, stories and more



Products & Services



What type of charities and fundraisers? Who are community leaders?

Charities & Fundraisers

1 cause on webpage
Earns 100% of revenue

Community Leaders

Several causes on webpage
Earns 0-50% of revenue, causes split the rest

Charities

- ▶ Children's Charities
- ▶ Food Drives
- ▶ Disaster Relief
- ▶ Health & Medicine
- ▶ Emergency Response
- ▶ Environmental Protection
- ▶ Homeless Support
- ▶ Volunteers & Donations
- ▶ Community Projects
- ▶ Animals & Rescue
- ▶ Research & Development
- ▶ Global, Regional & Local

Fundraisers

- ▶ Clubs & Activities
- ▶ Youth Sports
- ▶ Food & Shelter
- ▶ K-12 School Programs
- ▶ Universities & Athletics
- ▶ Teacher Supplies
- ▶ Sustainable Resources
- ▶ Hospital Bills
- ▶ Special Interests
- ▶ Corporate Initiatives
- ▶ Personal or Family Funds
- ▶ All Types

Community Leaders

- ▶ Celebrities & Athletes
- ▶ Social Media Influencers
- ▶ Websites & Blogs
- ▶ Neighborhood Advocates
- ▶ Companies
- ▶ Small Businesses
- ▶ Teachers & Coaches
- ▶ Parents
- ▶ Clubs & Groups
- ▶ Students
- ▶ Volunteers
- ▶ 2nd Income Streamers

Marketing & Sales



FREE sources we and our partners utilize to drive traffic to our website and their pages.



Marketing & Sales



To maximize revenue generation, we drive traffic, clicks and conversions to the website utilizing 1) a variety of strategies and best practices while 2) empowering leaders of charities, fundraisers and our communities.

A. We Drive Traffic, Clicks, Conversions and Revenue

- ▶ **Social Media** - Types of content (Youtube, Facebook, Instagram)
 - ▶ Podcast - 15-30 minute interview with causes and community leaders
 - ▶ Strongest form of content is video (reactions, engagement, sharing)
 - ▶ Charity and community features - 30-60 video recap of their webpage, recent news or other content
 - ▶ Two E's - Enlightening and Entertaining - Positive, enriching content people enjoy consuming
 - ▶ Sales, discounts and shopping specials for our retailer's websites
 - ▶ **Growth** - a) posting, b) tagging, c) following, d) reach outs (majority of accounts completely miss b-d)
- ▶ **Email** - Nurturing campaigns including our newsletter, shopping specials/sales and positive/inspiring charitable news and stories.
- ▶ **Sharing** - People sharing this with their friends/following is one the most powerful ways to increase awareness and drive traffic because of the trust of a personal recommendation.
- ▶ **SEO** - Website and social media posts optimized to capture organic traffic. Competitive advantage on many in the industry and social media world. Very few others SEO optimized.
- ▶ **Website** - Optimized for conversion, capture email, retailer clicks, sharing and enjoyment. Cause & community navigators & categories also help to improve UX and ease of navigation.

Marketing & Sales



This is where the majority of our website traffic comes from and the strength of our model - referral traffic from our charity, fundraiser and community leaders.

B. Causes Drive Traffic, Clicks, Conversions and Revenue

- ▶ Charities, fundraisers and other causes use the same sources to drive traffic
 - ▶ Social media, email, sharing, SEO, our website navigation and communities
- ▶ Resource Center - A variety of assets and features to help any cause raise funds and awareness
 - ▶ Print materials, digital images, emails, videos and brand resources - Getting Started & Best Practices Guide
- ▶ Empower them with a webpage, links and materials already built, all they have to do is share this opportunity
- ▶ Utilize 15-20 minutes video conversations for shareable content - podcast

C. Community Leaders Drive Traffic, Clicks, Conversions and Revenue

- ▶ These social media influencers are skilled at galvanizing support amongst their followings
- ▶ Can reach a lot of people quickly for no cost - expected to drive a majority of traffic and revenue
- ▶ There are still not many easy and effective ways for social media influencers to monetize their following
- ▶ Positive story to share and cause to support with their following - everybody wins

D. We Reach Out to Causes & Community Leaders

- ▶ This is the majority of our sales and marketing efforts besides fundamental best practices in part A.
- ▶ The more charities, fundraisers, other causes and community leaders that are effectively engaged, the greater the growth will be.

Current Status & Timeline



A. Schedule of Development

- ▶ Idea creation, brand, logo, url, social channels
- ▶ Automated website and fundraising tool
- ▶ 100+ webpages to start - causes and communities (multiple causes)
- ▶ Retailer links for 100+ cause/communities
- ▶ Forms & automated email communication
- ▶ Analytics, payments and reporting system
- ▶ SEO webpages and website punch-list
- ▶ Sharing materials for causes and communities
- ▶ Brand sales/promotional content, emails, videos for our 3 customers - individual visitors, causes/communities, social media

July 1, 2018

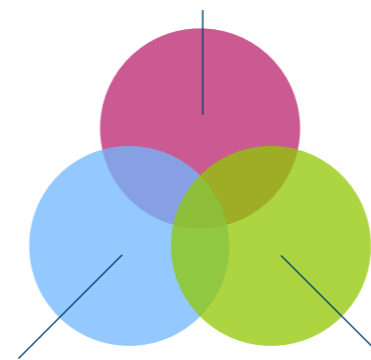
Oct 1, 2019



B. Post-Development Action

- ▶ Sign causes/communities up and help them succeed (as fast and much as possible)
- ▶ Promoting brand, building following/business - podcasts, posting, employees, company
- ▶ Satisfying and retaining our 3 customers - visitors, causes/communities, social media

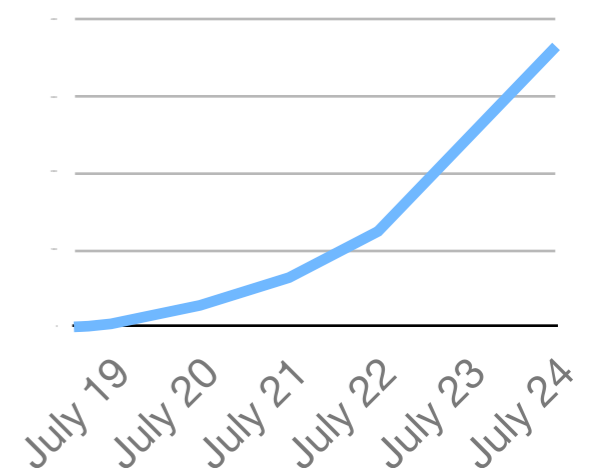
1 | Add Causes & Communities



2 | Promote Brand & Build Following

3 | Satisfy & Retain Our 3 Customers

of Causes & Communities



Organization & Growth



Highly trained and ambitious professional with more than 7 years of digital marketing and product development experience.

A. Founder & Creator | Tyler Simpson

Co-Founder, Product & Marketing Lead | Tathata Golf (Scottsdale, AZ) *March 2012 - May 2017, May 2018 - Current*

- ▶ Started and oversaw operation including ten employees that resulted in more than \$1.8M of sales revenue from September 2015 - April 2017
- ▶ Developed a 60-day, in-home, digital golf training program, freely endorsed by industry leaders (LPGA, Gary McCord, Brandel Chamblee)
- ▶ Developed a training program and business model for instructors and utilized change management strategies (ADKAR) to maximize adoption.
- ▶ Design modern responsive websites and utilized agile techniques through development.
- ▶ Delivered digital marketing campaigns that generated \$915k in revenue in 7 months with a cost of \$360k utilizing a variety of techniques across a variety of platforms (Google, Facebook, Youtube).

Digital Marketing Manager | V Digital Service (Phoenix, AZ) *Aug 2017 - May 2017*

- ▶ Responsible for 45 clients delivering on 110 different services totaling \$150k in monthly revenue (\$1.8M annually) within first four months of employment.
- ▶ Thorough understanding and daily application of best practices in the following 5 services: 1) Paid Media (Google, Facebook, Youtube), Organic SEO, Local SEO, Social Media, Responsive Web Development
- ▶ Built and grew a variety of relationships with clients and internal teams.
- ▶ Weekly marketing and website data gathering, analytics and reporting.
- ▶ Certified in: Google Analytics, Google Adwords Fundamentals, Google Search, Facebook Ads

Organization & Growth



The speed and strength of our growth is proportionate to the growth and performance in 2 key areas - a) employees and b) 3 core areas of action.

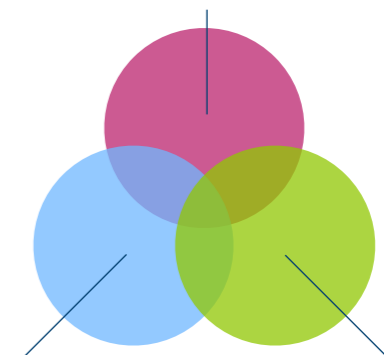
Ba. Growth | Employees

- ▶ I'll be responsible for acquiring and growing the first 500-750 accounts
 - ▶ Webpage, links, start-up, sharing, driving traffic, payments/reporting
- ▶ 500-750 accounts - near profitability - Hire individual to take over and run accounts - I'm free to add more
- ▶ Hire others to do exactly what I do and perform across all areas of account management and growth
 - ▶ Reach out to charities, fundraisers, other causes and community leaders
 - ▶ Build pages, setup links, manage accounts, run reports and payments
 - ▶ Evolve into specialized roles with growth - page/link builders, sales, design, content and account managers
- ▶ Bring on additional employees while still maintaining a large portion of the responsibility

Bb. Growth | 3 Core Areas of Action

1. Add Charities, Fundraisers & Communities (social media influencers)
 - ▶ Reach out in-person, over phone, through email, social media, organically
 - ▶ Tipping point when causes start visiting and signing up on their own
2. Promote Brand - Podcast and social media activity and best practices
3. Satisfy & Retain Customers - Website UX, email communication, exceptional service

1 | Add Causes & Communities



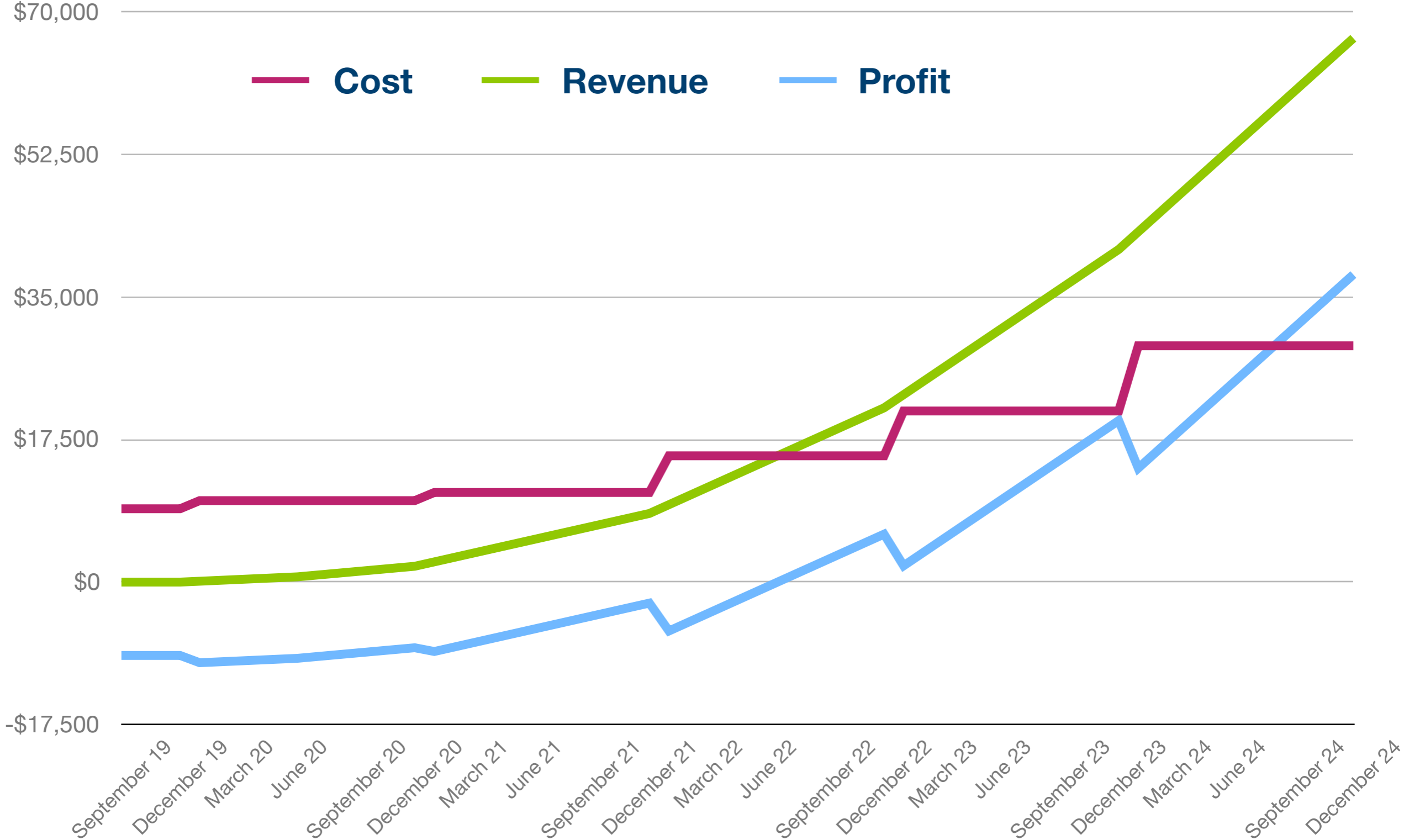
2 | Promote Brand & Build Following

3 | Satisfy & Retain Our 3 Customers

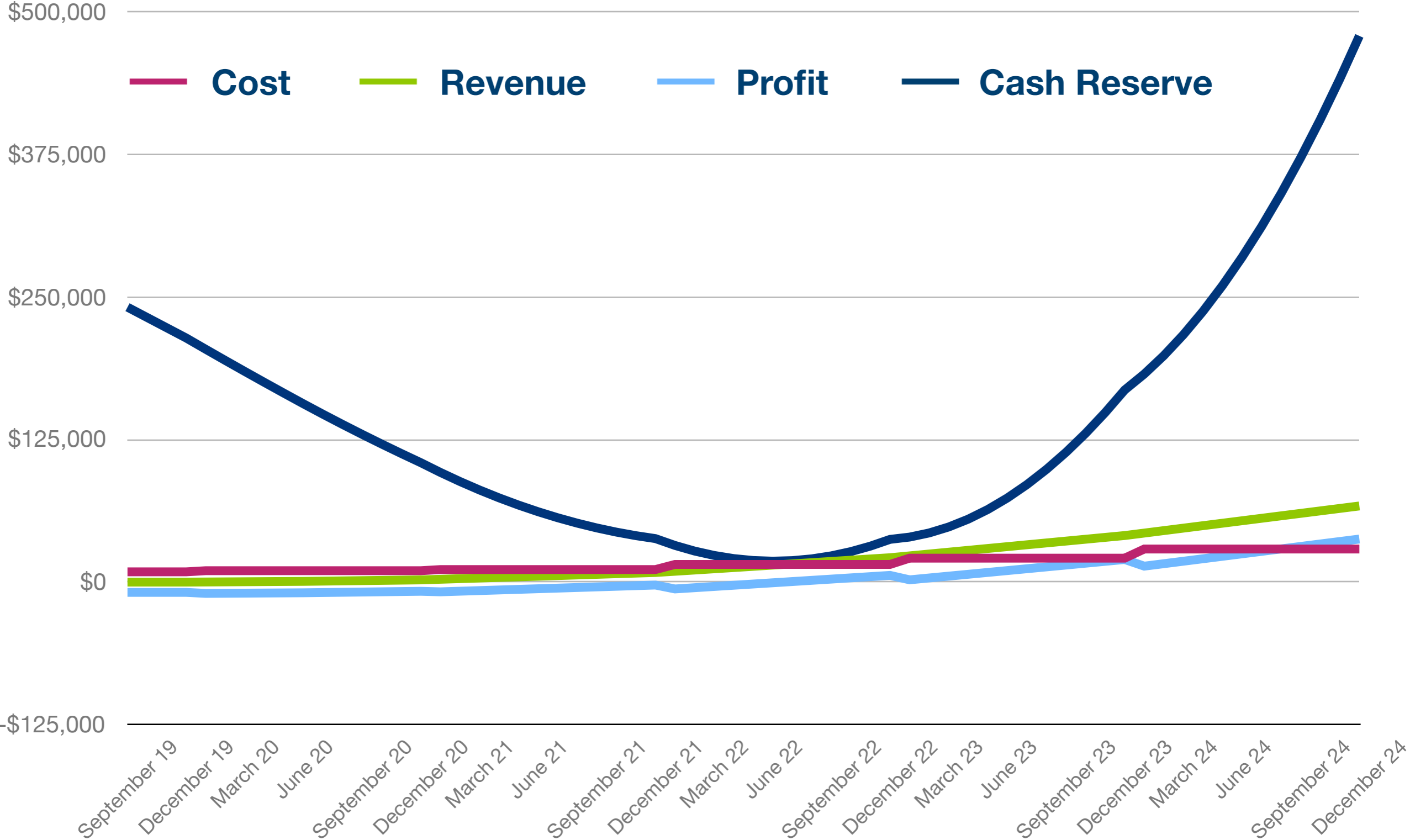
Bc. Operations | Materials & Services

- Website hosting and security, automated email, design, software, equipment

Financial Model | 5-Year (Monthly)



Financial Model | 5-Year (Monthly)



Financial Model | 5-Year Summary



Type	2019	2020	2021	2022	2023	2024	5-Yr Total
Costs	\$36,000	\$120,000	\$132,000	\$186,000	\$252,000	\$348,000	\$1,074,000
Revenue	\$0	\$10,692	\$65,448	\$185,328	\$382,968	\$658,368	\$1,302,804
Profit	(\$36,000)	(\$109,308)	(\$66,552)	(\$672)	\$130,968	\$310,368	\$228,804
Cash Reserve	\$214,000	\$104,692	\$38,140	\$37,468	\$168,436	\$478,804	\$478,804

- See Appendix for 10-year and alternative pacing models -

Financial Model | Assumptions



Costs	2019	2020	2021	2022	2023	2024
Salary (monthly)	\$8k	\$8.5k	\$9k	\$9.5k	\$10k	\$12.5k
Materials & Services (monthly)	\$1k	\$1.5k	\$2k	\$2k	\$2.5k	\$3k
Employee 2 (monthly)				\$4k	\$4.5k	\$5k
Employee 3					\$4k	\$4.5k
Employee 4						\$4k
Monthly Costs	\$9k	\$10k	\$11k	\$15.5k	\$21k	\$29k

Revenue	2019	2020	2021	2022	2023	2024
Number of Causes	0	90	390	990	1890	3090
Number of Communities	0	90	390	990	1890	3090
Cause & Community Increase / Month	0	5-10	25	50	75	100

Revenue	Assumptions
Avg. Purchase Value	\$80 (\$82 - <i>statista.com</i> & <i>multiple sources</i>)
Avg. Donation %	4%
Avg. Revenue / Purchase	\$3.20
Avg. Mangement Fee	7.5%
Avg. Donation	\$2.96
Avg. Fee (Revenue)	\$0.24
Avg. Purchases/Cause	30 / month
Avg. Purchases/Community	60 / month

Financial Model | 2019



Description	Investment	September 19	October 19	November 19	December 19	2019 Total
Investment (Modeled at \$250k)	\$250,000					
OVERHEAD						
Salary 1		\$8,000	\$8,000	\$8,000	\$8,000	\$32,000
Development - Materials & Services		\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Employee 2						
Employee 3						
Employee 4						
Additional Employees (Year 5+)						
TOTAL		\$9,000	\$9,000	\$9,000	\$9,000	\$36,000
PWP Revenue Model						
Number of Causes Using		0	0	0	0	0
Cause Revenue		\$0	\$0	\$0	\$0	\$0
PwP Revenue (via Causes)		\$0	\$0	\$0	\$0	\$0
Number of Communities Using		0	0	0	0	0
Community Revenue		\$0	\$0	\$0	\$0	\$0
PwP Revenue (via Communities)		\$0	\$0	\$0	\$0	\$0
PWP TOTAL REVENUE		\$0	\$0	\$0	\$0	\$0
PWP PROFIT		-\$9,000	-\$9,000	-\$9,000	-\$9,000	-\$36,000
PWP Cash Reserve	\$250,000	\$241,000	\$232,000	\$223,000	\$214,000	\$214,000

Financial Model | 2020



Description	January 20	February 20	March 20	April 20	May 20	June 20	July 20	August 20	September 20	October 20	November 20	December 20	2020 Total
Investment (Modeled at \$250k)													
OVERHEAD													
Salary 1	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$8,500	\$102,000
Development - Materials & Services	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Employee 2													
Employee 3													
Employee 4													
Additional Employees (Year 5+)													
TOTAL	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
PWP Revenue Model													
Number of Causes Using	5	10	15	20	25	30	40	50	60	70	80	90	90
Cause Revenue	\$444	\$888	\$1,332	\$1,776	\$2,220	\$2,664	\$3,552	\$4,440	\$5,328	\$6,216	\$7,104	\$7,992	\$43,956
PwP Revenue (via Causes)	\$36	\$72	\$108	\$144	\$180	\$216	\$288	\$360	\$432	\$504	\$576	\$648	\$3,564
Number of Communities Using	5	10	15	20	25	30	40	50	60	70	80	90	90
Community Revenue	\$888	\$1,776	\$2,664	\$3,552	\$4,440	\$5,328	\$7,104	\$8,880	\$10,656	\$12,432	\$14,208	\$15,984	\$87,912
PwP Revenue (via Communities)	\$72	\$144	\$216	\$288	\$360	\$432	\$576	\$720	\$864	\$1,008	\$1,152	\$1,296	\$7,128
PWP TOTAL REVENUE	\$108	\$216	\$324	\$432	\$540	\$648	\$864	\$1,080	\$1,296	\$1,512	\$1,728	\$1,944	\$10,692
PWP PROFIT	-\$9,892	-\$9,784	-\$9,676	-\$9,568	-\$9,460	-\$9,352	-\$9,136	-\$8,920	-\$8,704	-\$8,488	-\$8,272	-\$8,056	-\$109,308
PWP Cash Reserve	\$204,108	\$194,324	\$184,648	\$175,080	\$165,620	\$156,268	\$147,132	\$138,212	\$129,508	\$121,020	\$112,748	\$104,692	\$104,692

Financial Model | 2021



Description	January 21	February 21	March 21	April 21	May 21	June 21	July 21	August 21	September 21	October 21	November 21	December 21	2021 Total
Investment (Modeled at \$250k)													
OVERHEAD													
Salary 1	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$108,000
Development - Materials & Services	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Employee 2													
Employee 3													
Employee 4													
Additional Employees (Year 5+)													
TOTAL	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000	\$132,000
PWP Revenue Model													
Number of Causes Using	115	140	165	190	215	240	265	290	315	340	365	390	390
Cause Revenue	\$10,212	\$12,432	\$14,652	\$16,872	\$19,092	\$21,312	\$23,532	\$25,752	\$27,972	\$30,192	\$32,412	\$34,632	\$269,064
PwP Revenue (via Causes)	\$828	\$1,008	\$1,188	\$1,368	\$1,548	\$1,728	\$1,908	\$2,088	\$2,268	\$2,448	\$2,628	\$2,808	\$21,816
Number of Communities Using	115	140	165	190	215	240	265	290	315	340	365	390	390
Community Revenue	\$20,424	\$24,864	\$29,304	\$33,744	\$38,184	\$42,624	\$47,064	\$51,504	\$55,944	\$60,384	\$64,824	\$69,264	\$538,128
PwP Revenue (via Communities)	\$1,656	\$2,016	\$2,376	\$2,736	\$3,096	\$3,456	\$3,816	\$4,176	\$4,536	\$4,896	\$5,256	\$5,616	\$43,632
PWP TOTAL REVENUE	\$2,484	\$3,024	\$3,564	\$4,104	\$4,644	\$5,184	\$5,724	\$6,264	\$6,804	\$7,344	\$7,884	\$8,424	\$65,448
PWP PROFIT	-\$8,516	-\$7,976	-\$7,436	-\$6,896	-\$6,356	-\$5,816	-\$5,276	-\$4,736	-\$4,196	-\$3,656	-\$3,116	-\$2,576	-\$66,552
PWP Cash Reserve	\$96,176	\$88,200	\$80,764	\$73,868	\$67,512	\$61,696	\$56,420	\$51,684	\$47,488	\$43,832	\$40,716	\$38,140	\$38,140

Financial Model | 2022



Description	January 22	February 22	March 22	April 22	May 22	June 22	July 22	August 22	September 22	October 22	November 22	December 22	2022 Total
Investment (Modeled at \$250k)													
OVERHEAD													
Salary 1	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$9,500	\$114,000
Development - Materials & Services	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Employee 2	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Employee 3													
Employee 4													
Additional Employees (Year 5+)													
TOTAL	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$186,000
PWP Revenue Model													
Number of Causes Using	440	490	540	590	640	690	740	790	840	890	940	990	990
Cause Revenue	\$39,072	\$43,512	\$47,952	\$52,392	\$56,832	\$61,272	\$65,712	\$70,152	\$74,592	\$79,032	\$83,472	\$87,912	\$761,904
PwP Revenue (via Causes)	\$3,168	\$3,528	\$3,888	\$4,248	\$4,608	\$4,968	\$5,328	\$5,688	\$6,048	\$6,408	\$6,768	\$7,128	\$61,776
Number of Communities Using	440	490	540	590	640	690	740	790	840	890	940	990	990
Community Revenue	\$78,144	\$87,024	\$95,904	\$104,784	\$113,664	\$122,544	\$131,424	\$140,304	\$149,184	\$158,064	\$166,944	\$175,824	\$1,523,808
PwP Revenue (via Communities)	\$6,336	\$7,056	\$7,776	\$8,496	\$9,216	\$9,936	\$10,656	\$11,376	\$12,096	\$12,816	\$13,536	\$14,256	\$123,552
PWP TOTAL REVENUE	\$9,504	\$10,584	\$11,664	\$12,744	\$13,824	\$14,904	\$15,984	\$17,064	\$18,144	\$19,224	\$20,304	\$21,384	\$185,328
PWP PROFIT	-\$5,996	-\$4,916	-\$3,836	-\$2,756	-\$1,676	-\$596	\$484	\$1,564	\$2,644	\$3,724	\$4,804	\$5,884	-\$672
PWP Cash Reserve	\$32,144	\$27,228	\$23,392	\$20,636	\$18,960	\$18,364	\$18,848	\$20,412	\$23,056	\$26,780	\$31,584	\$37,468	\$37,468

Financial Model | 2023



Description	January 23	February 23	March 23	April 23	May 23	June 23	July 23	August 23	September 23	October 23	November 23	December 23	2023 Total
Investment (Modeled at \$250k)													
OVERHEAD													
Salary 1	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Development - Materials & Services	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
Employee 2	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$54,000
Employee 3	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Employee 4													
Additional Employees (Year 5+)													
TOTAL	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000	\$252,000
PWP Revenue Model													
Number of Causes Using	1065	1140	1215	1290	1365	1440	1515	1590	1665	1740	1815	1890	1890
Cause Revenue	\$94,572	\$101,232	\$107,892	\$114,552	\$121,212	\$127,872	\$134,532	\$141,192	\$147,852	\$154,512	\$161,172	\$167,832	\$1,574,424
PwP Revenue (via Causes)	\$7,668	\$8,208	\$8,748	\$9,288	\$9,828	\$10,368	\$10,908	\$11,448	\$11,988	\$12,528	\$13,068	\$13,608	\$127,656
Number of Communities Using	1065	1140	1215	1290	1365	1440	1515	1590	1665	1740	1815	1890	1890
Community Revenue	\$189,144	\$202,464	\$215,784	\$229,104	\$242,424	\$255,744	\$269,064	\$282,384	\$295,704	\$309,024	\$322,344	\$335,664	\$3,148,848
PwP Revenue (via Communities)	\$15,336	\$16,416	\$17,496	\$18,576	\$19,656	\$20,736	\$21,816	\$22,896	\$23,976	\$25,056	\$26,136	\$27,216	\$255,312
PWP TOTAL REVENUE	\$23,004	\$24,624	\$26,244	\$27,864	\$29,484	\$31,104	\$32,724	\$34,344	\$35,964	\$37,584	\$39,204	\$40,824	\$382,968
PWP PROFIT	\$2,004	\$3,624	\$5,244	\$6,864	\$8,484	\$10,104	\$11,724	\$13,344	\$14,964	\$16,584	\$18,204	\$19,824	\$130,968
PWP Cash Reserve	\$39,472	\$43,096	\$48,340	\$55,204	\$63,688	\$73,792	\$85,516	\$98,860	\$113,824	\$130,408	\$148,612	\$168,436	\$168,436

Financial Model | 2024



Description	January 24	February 24	March 24	April 24	May 24	June 24	July 24	August 24	September 24	October 24	November 24	December 24	2024 Total	2019 - 2024 Total
Investment (Modeled at \$250k)														
OVERHEAD														
Salary 1	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$150,000	\$626,000
Development - Materials & Services	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$136,000
Employee 2	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000	\$162,000
Employee 3	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$54,000	\$102,000
Employee 4	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000	\$48,000
Additional Employees (Year 5+)														
TOTAL	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$348,000	\$1,074,000
PWP Revenue Model														
Number of Causes Using	1990	2090	2190	2290	2390	2490	2590	2690	2790	2890	2990	3090	3090	3090
Cause Revenue	\$176,712	\$185,592	\$194,472	\$203,352	\$212,232	\$221,112	\$229,992	\$238,872	\$247,752	\$256,632	\$265,512	\$274,392	\$2,706,624	\$5,355,972
PwP Revenue (via Causes)	\$14,328	\$15,048	\$15,768	\$16,488	\$17,208	\$17,928	\$18,648	\$19,368	\$20,088	\$20,808	\$21,528	\$22,248	\$219,456	\$434,268
Number of Communities Using	1990	2090	2190	2290	2390	2490	2590	2690	2790	2890	2990	3090	3090	3090
Community Revenue	\$353,424	\$371,184	\$388,944	\$406,704	\$424,464	\$442,224	\$459,984	\$477,744	\$495,504	\$513,264	\$531,024	\$548,784	\$5,413,248	\$10,711,944
PwP Revenue (via Communities)	\$28,656	\$30,096	\$31,536	\$32,976	\$34,416	\$35,856	\$37,296	\$38,736	\$40,176	\$41,616	\$43,056	\$44,496	\$438,912	\$868,536
PWP TOTAL REVENUE	\$42,984	\$45,144	\$47,304	\$49,464	\$51,624	\$53,784	\$55,944	\$58,104	\$60,264	\$62,424	\$64,584	\$66,744	\$658,368	\$1,302,804
PWP PROFIT	\$13,984	\$16,144	\$18,304	\$20,464	\$22,624	\$24,784	\$26,944	\$29,104	\$31,264	\$33,424	\$35,584	\$37,744	\$310,368	\$228,804
PWP Cash Reserve	\$182,420	\$198,564	\$216,868	\$237,332	\$259,956	\$284,740	\$311,684	\$340,788	\$372,052	\$405,476	\$441,060	\$478,804	\$478,804	\$478,804

Funding Request



Products With Purpose LLC has targeted \$250,000 in funding to execute this business model.

A. Principal, Interest and Equity

- ▶ Principal | \$250,000 available over 3 years - up to \$250,000 in total principal
- ▶ Interest | Interest rate = 20% - total interest on \$250,000 principal = \$50,000
- ▶ Equity | \$20% equity of Products With Purpose LLC is available for an investment of \$250,000

B. Value

- ▶ Company Value | Projected at the end of 2024 to be **\$3 million** estimated at ~5x yearly profit (\$50,000 monthly profit)
- ▶ Development Costs | The equivalent development costs to hire professional web development and marketing teams to create this model - a) automated fundraising system, b) responsive website, c) marketing assets and d) development of social media platforms is conservatively estimated to exceed **\$500,000 in total fees.**
- ▶ Operation Costs | The equivalent cost to hire professional web management, marketing and support teams to execute this model exceeds **\$250,000 per year in total fees - \$1.25M total for 5 years.**

C. 5-Year Total Return (Principal + Interest + Profits)

- ▶ Principal Return = Total amount borrowed, up to \$250,000 | Interest Return = Up to \$50,000
- ▶ Profit Share = (\$478,804 cash reserve - \$250k principal - \$50k interest) x 20% = \$35,761 total (based on 5-yr model)
- ▶ 5-Year Total Return = \$250k principle + \$50k interest + \$35,761 profit share = \$335,761
- ▶ Projected Value of Equity Position = ~\$3M total company value @ 5x yearly profit = \$600,000



Products With Purpose



For the last 7 years, I've helped others develop and support a vision. Along the way, I've been fortunate to acquire a wide variety of valuable web development and digital marketing skills and experiences.

The business plan, website and vision is the culmination of more than 18 months of work, ideas, brainstorming and constant building and action. It's culmination consumes my thoughts and time, constantly working late into the night and through weekends.

My ultimate passion, which I think rests at the center of a lot of our hearts and the core of our organization, is to help, inspire and benefit as many living things as possible while making the world a better and more positive place.

Thank you for your time in review and consideration. I'd be greatly appreciative of any support to help bring this vision forward and make the absolute biggest impact we can for generations to come.

Tyler Simpson

503.975.0043 | tsimpsn10@gmail.com



Products With Purpose

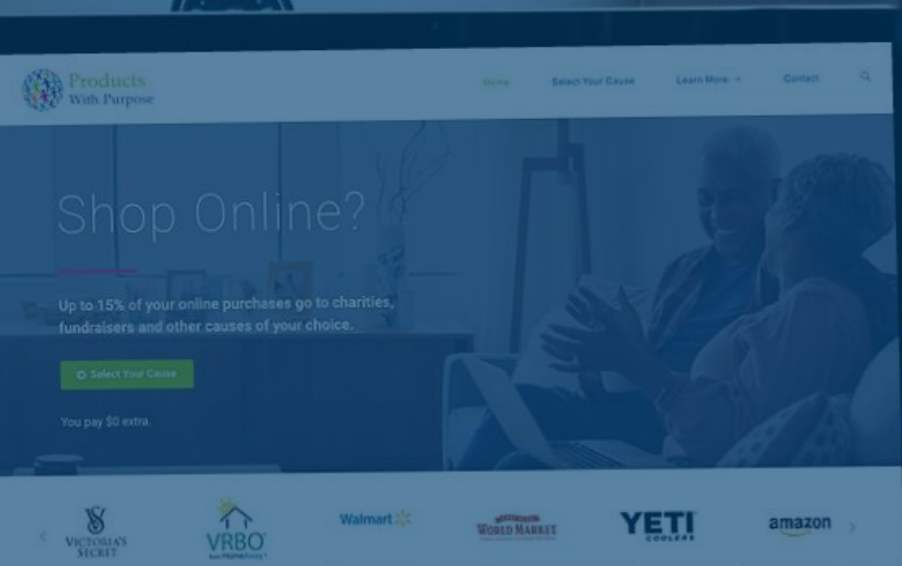


Appendix

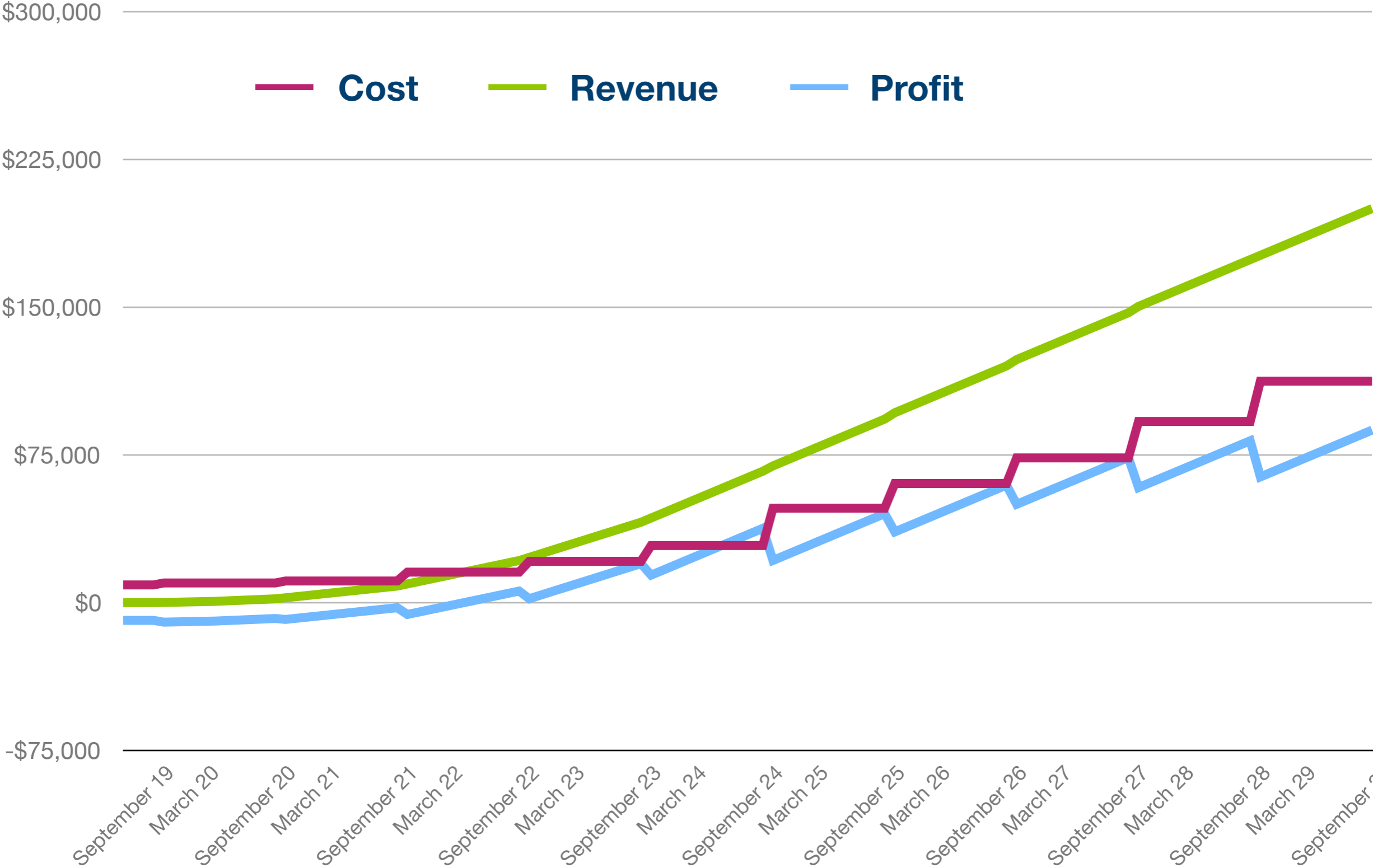
Appendix



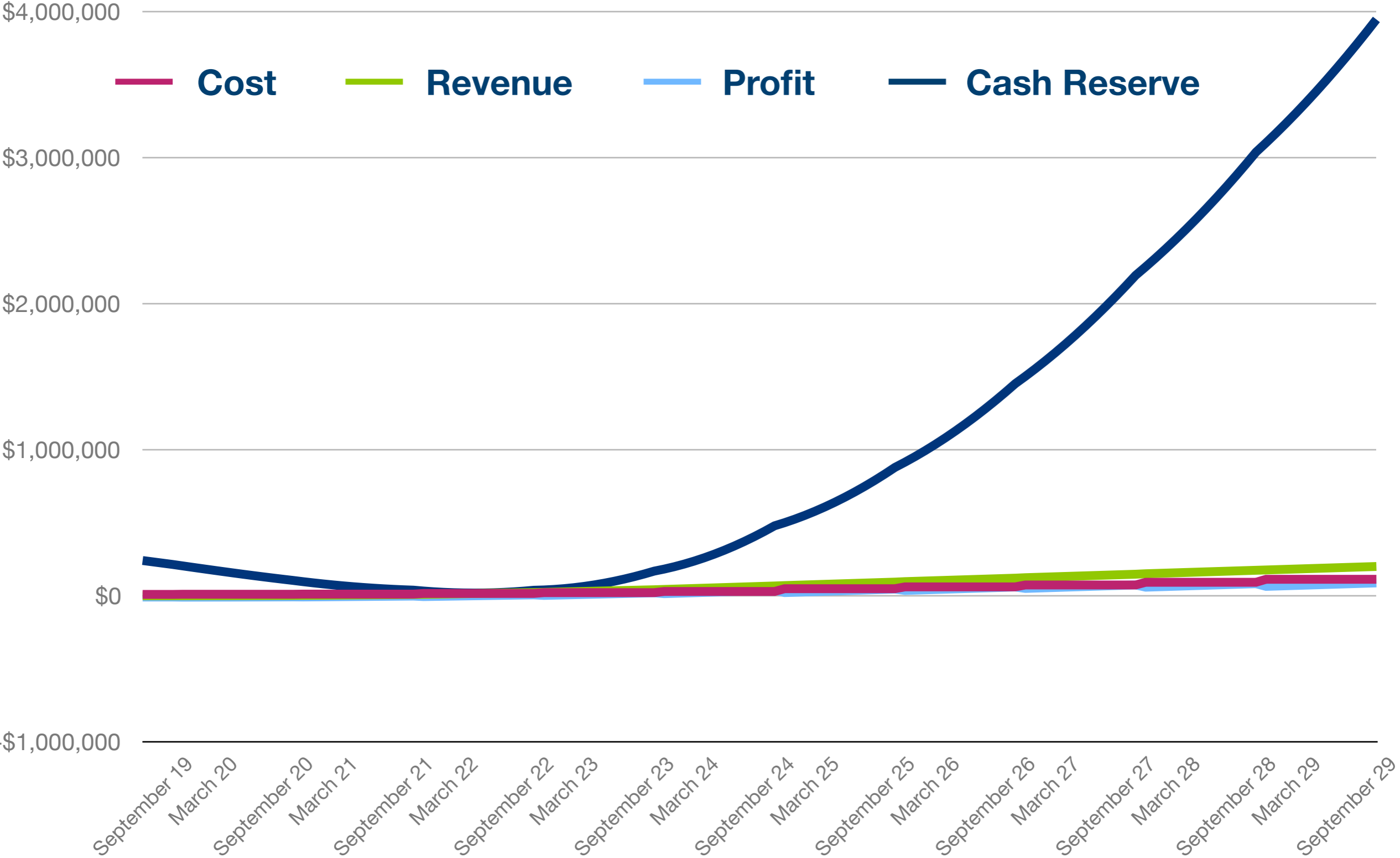
- I. 10-Year Model
- II. 5-Year Model Fast-Paced
- III. 5-Year Model Slow-Paced



Financial Model | 10-Year (Monthly)



Financial Model | 10-Year (Monthly)



Financial Model | 10-Yr Assumptions



Costs	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Salary (monthly)	\$8k	\$8.5k	\$9k	\$9.5k	\$10k	\$12.5k	\$20k	\$25k	\$30k	\$40k	\$50k
Materials & Services (monthly)	\$1k	\$1.5k	\$2k	\$2k	\$2.5k	\$3k	\$4k	\$4.5k	\$5k	\$5.5k	\$6k
Employee 2				\$4k	\$4.5k	\$5k	\$7k	\$7.5k	\$8k	\$8.5k	\$9k
Employee 3					\$4k	\$4.5k	\$6.5k	\$7k	\$7.5k	\$8k	\$8.5k
Employee 4						\$4k	\$5.5k	\$6k	\$6.5k	\$7k	\$7.5k
Employees (Year 5+)							\$5k	\$10.5k	\$16.5k	\$23k	\$31.5k
Monthly Costs	\$9k	\$10k	\$11k	\$15.5k	\$21k	\$29k	\$48k	\$60.5k	\$73k	\$92k	\$112.5k

Revenue	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Number of Causes	0	90	390	990	1890	3090	4315	5565	6815	8065	9265
Number of Communities	0	90	390	990	1890	3090	4315	5565	6815	8065	9265
Monthly Cause & Community Increases / Month	0	5-10	25	50	75	100	125	150	150	150	150

Revenue	Assumptions
Avg. Purchase Value	\$80 (\$82 - <i>statista.com</i> & <i>multiple sources</i>)
Avg. Donation %	4%
Avg. Revenue / Purchase	\$3.20
Avg. Mangement Fee	7.5%
Avg. Donation	\$2.96
Avg. Fee (Revenue)	\$0.24
Avg. Purchases/Cause	30 / month
Avg. Purchases/Community	60 / month

Financial Model | 10-Year Summary



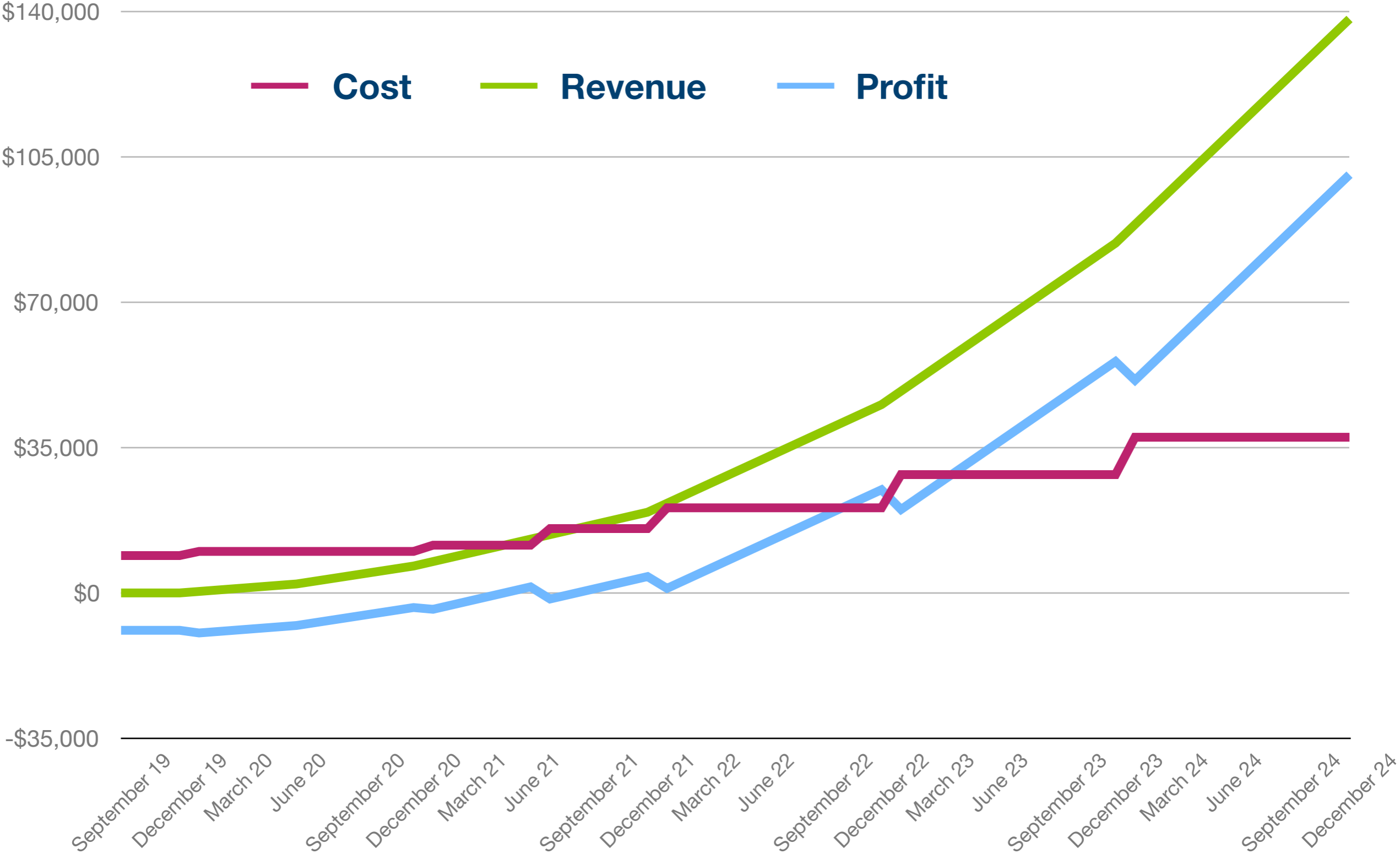
Type	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	10-Yr Total
Costs	\$36,000	\$120,000	\$132,000	\$186,000	\$252,000	\$348,000	\$576,000	\$726,000	\$882,000	\$1,104,000	\$1,350,000	\$5,712,000
Revenue	\$0	\$10,692	\$65,448	\$185,328	\$382,968	\$658,368	\$975,888	\$1,299,888	\$1,623,888	\$1,947,888	\$2,258,928	\$9,409,284
Profit	(\$36,000)	(\$109,308)	(\$66,552)	(\$672)	\$130,968	\$310,368	\$399,888	\$573,888	\$741,888	\$843,888	\$908,928	\$3,697,284
Cash Reserve	\$214,000	\$104,692	\$38,140	\$37,468	\$168,436	\$478,804	\$878,692	\$1,452,580	\$2,194,468	\$3,038,356	\$3,947,284	\$3,947,284*

Profit Share = (\$3,947,284 cash reserve - \$250k principal - \$50k interest) x 20% = \$729,457

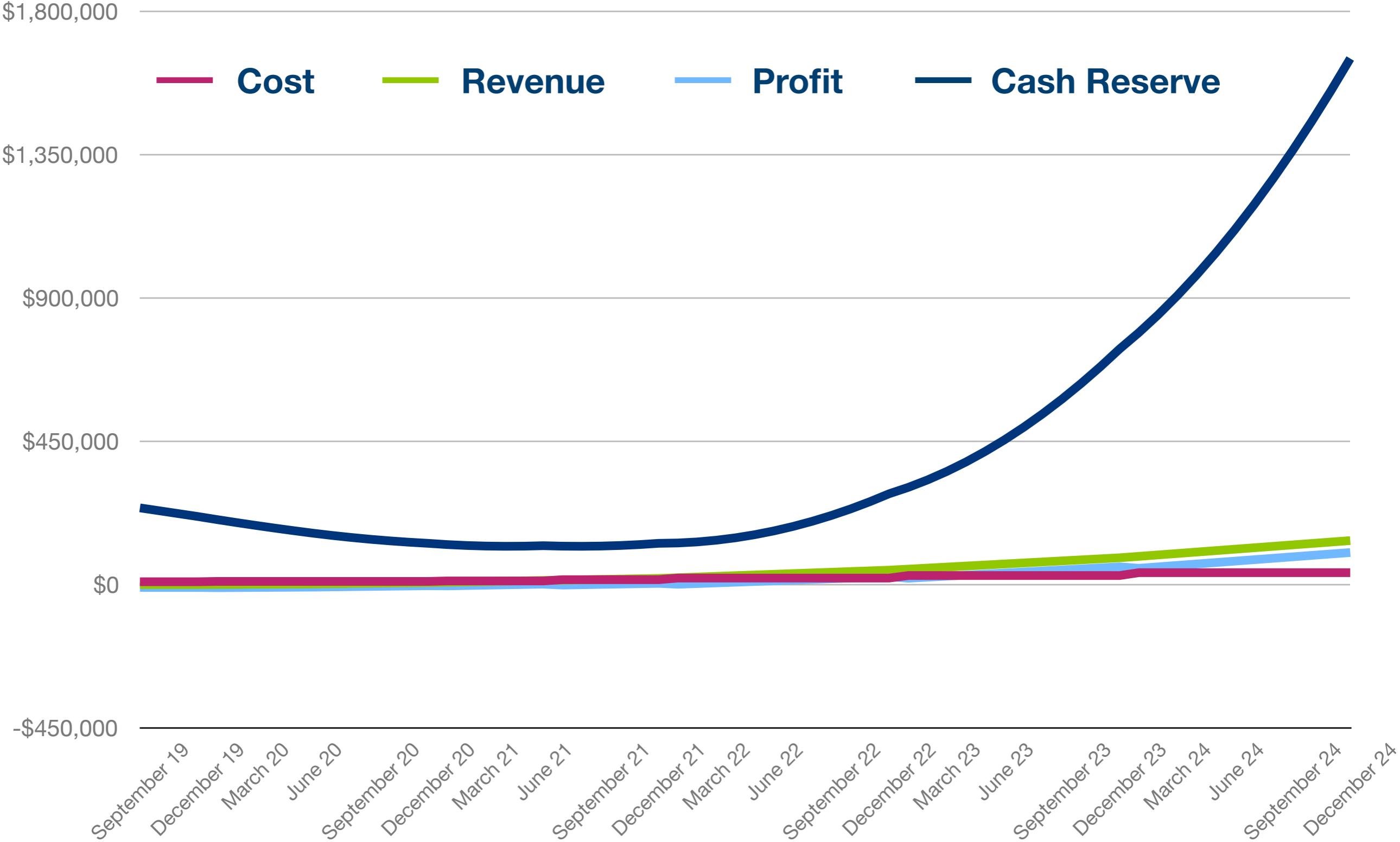
***Total 10-Year Return = \$250k principal + \$50k interest + \$729,457 profit share = \$1,029,457**

Value of Equity Position = ~\$6M total company value @ 5x yearly profit = \$1,200,000

Financial Model | 5-Yr Fast-Paced



Financial Model | 5-Yr Fast-Paced



Financial Model | Assumptions (FP)



Costs	2019	2020	2021	2022	2023	2024
Salary (monthly)	\$8k	\$8.5k	\$9k	\$10k (\$9.5k)	\$12.5k (\$10k)	\$15k (\$12.5k)
Materials & Services (monthly)	\$1k	\$1.5k	\$2.5k (\$2k)	\$2.5k (\$2k)	\$3k (\$2.5k)	\$4k (\$3k)
Employee 2 (monthly)			\$4k (July)	\$4k	\$4.5k	\$5k
Employee 3				\$4k (\$0k)	\$4.5k (\$4k)	\$5k
Employee 4					\$4k (\$0k)	\$4,5k
Employee 5						\$4k
Monthly Costs	\$9k	\$10k	\$11.5-15.5k	\$20.5k (\$15.5k)	\$28.5k (\$21k)	\$37.5k (\$29k)

Revenue	2019	2020	2021	2022	2023	2024
Number of Causes	0	180 (90)	540 (390)	1260 (990)	2340 (1890)	3840 (3090)
Number of Communities	0	180 (90)	540 (390)	1260 (990)	2340 (1890)	3840 (3090)
Cause & Community Increase / Month	0	10-20 (5-10)	30 (25)	60 (50)	90 (75)	125 (100)

Revenue	Assumptions
Avg. Purchase Value	\$80 (\$82 - <i>statista.com</i> & multiple sources)
Avg. Donation %	4%
Avg. Revenue / Purchase	\$3.20
Avg. Mangement Fee	7.5%
Avg. Donation	\$2.96
Avg. Fee (Revenue)	\$0.24
Avg. Purchases/Cause	50 / month (30)
Avg. Purchases/Community	100 / month (60)

Financial Model | 5-Yr Summary (FP)



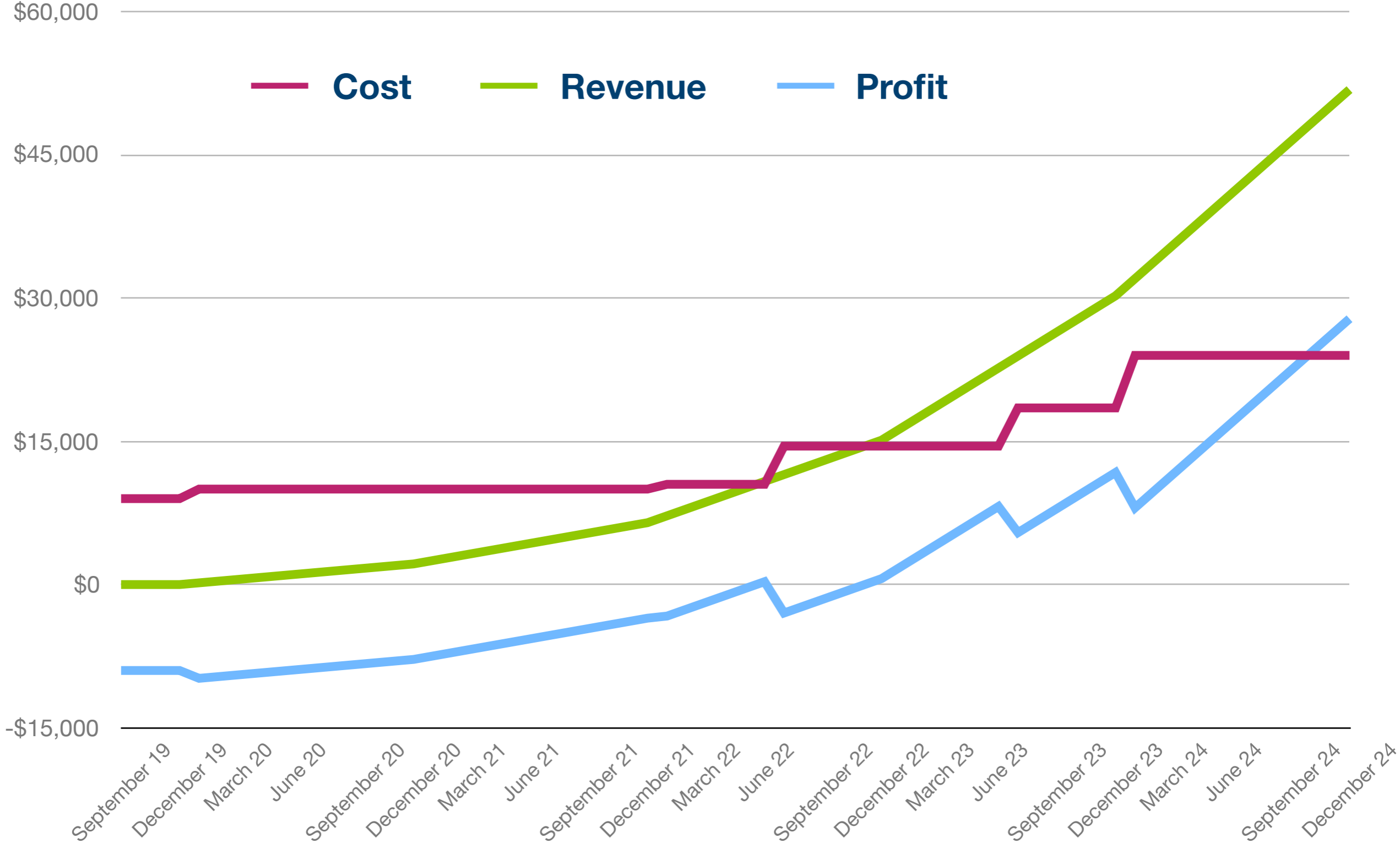
Type	2019	2020	2021	2022	2023	2024	5-Yr Total
Costs	\$36,000	\$120,000	\$162,000	\$246,000	\$342,000	\$450,000	\$1,356,000
Revenue	\$0	\$35,640	\$162,000	\$401,760	\$797,040	\$1,361,880	\$2,758,320
Profit	(\$36,000)	(\$84,360)	\$0	\$155,760	\$455,040	\$911,880	\$1,402,320
Cash Reserve	\$214,000	\$129,640	\$129,640	\$285,400	\$740,440	\$1,652,320	\$1,652,320*

Profit Share = (\$1,652,320 cash reserve - \$250k principal - \$50k interest) x 20% = **\$270,464**

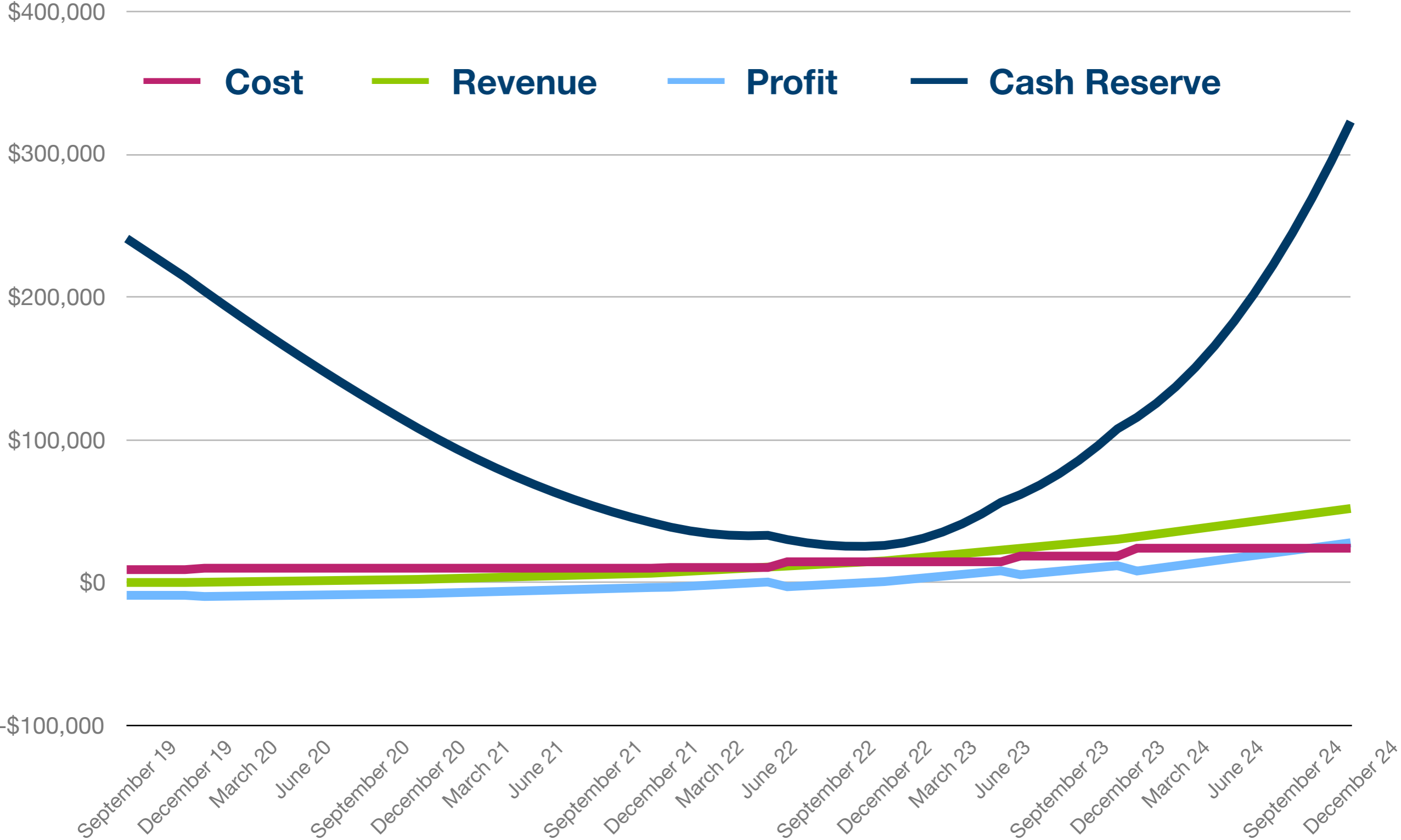
***Total 5-Year Return** = \$250k principal + \$50k interest + \$270,464 profit share = **\$570,464**

Value of Equity Position = ~\$6M total company value @ 5x yearly profit = **\$1,200,000**

Financial Model | 5-Yr Slow-Paced



Financial Model | 5-Yr Slow-Paced



Financial Model | Assumptions (SP)



Costs	2019	2020	2021	2022	2023	2024
Salary (monthly)	\$8k	\$8.5k	\$8.5k (\$9k)	\$8.5k (\$9.5k)	\$8.5k (\$10k)	\$9k (\$12.5k)
Materials & Services (monthly)	\$1k	\$1.5k	\$1.5k (\$2k)	\$2k	\$2k (\$2.5k)	\$2.5k (\$3k)
Employee 2 (monthly)				\$4k (July)	\$4k (\$4.5k)	\$4.5k (\$5k)
Employee 3					\$4k (July)	\$4k (\$4.5k)
Employee 4						\$4k
Employee 5						
Monthly Costs	\$9k	\$10k	\$10k (\$11k)	\$10.5-\$14k	\$14.5-18.5k	\$24k (\$29k)

Revenue	2019	2020	2021	2022	2023	2024
Number of Causes	0	60 (90)	180 (390)	420 (990)	780 (1890)	1380 (3090)
Number of Communities	0	60 (90)	180 (390)	420 (990)	780 (1890)	1380 (3090)
Cause & Community Increase / Month	0	5 (5-10)	10 (25)	20 (50)	35 (75)	50 (100)

Revenue	Assumptions
Avg. Purchase Value	\$80 (\$82 - <i>statista.com</i> & multiple sources)
Avg. Donation %	4%
Avg. Revenue / Purchase	\$3.20
Avg. Mangement Fee	7.5%
Avg. Donation	\$2.96
Avg. Fee (Revenue)	\$0.24
Avg. Purchases/Cause	30 / month
Avg. Purchases/Community	60 / month

Financial Model | 5-Yr Summary (SP)



Type	2019	2020	2021	2022	2023	2024	5-Yr Total
Costs	\$36,000	\$120,000	\$120,000	\$150,000	\$198,000	\$288,000	\$912,000
Revenue	\$0	\$14,040	\$54,000	\$133,920	\$279,720	\$503,280	\$984,960
Profit	(\$36,000)	(\$105,960)	(\$66,000)	(\$16,080)	\$81,720	\$215,280	\$72,960
Cash Reserve	\$214,000	\$108,040	\$42,040	\$25,960	\$107,680	\$322,960	\$322,960

Profit Share = (\$322,960 cash reserve - \$250k principal - \$50k interest) x 20% = **\$4,592**

***Total 5-Year Return** = \$250k principal + \$50k interest + \$4,592 profit share = **\$304,592**

Value of Equity Position = ~\$1.6M total company value @ 5x yearly profit = **\$324,000**



Products With Purpose



Thank You
