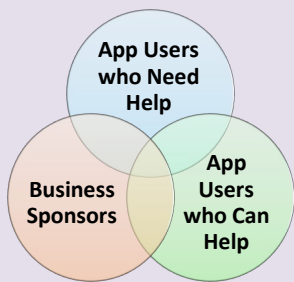


BitKind

Mobile app platform, with a reward system for generosity. Connecting people to help people and earn coins for personal shopping.



Stage: Pre Revenues, Pre Seed

Industry: Social Cooperative Economy

Number of Employees: 1

Investment Opportunity: \$500K

Use of Fund:

App characterizing, designing and developing prototype. Launching beta version. Analysis app users behaviors. Sign strategic sponsors agreements. Marketing. Building operation management.

Shelly Sever, CEO & Founder

15 years experience in Digital Marketing Management, Business Development and Building Successful Strategic Business Plans. Highly experienced in Design & Branding; Product Development and B2B / B2C Sales and Marketing, including online / offline campaign. “Shemesh Foundation” Entrepreneur of the Year Award 2012, by Criteria of Business Success, Social Contribution and the Individual Journey.

Contact Information

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What we do

The app platform will enable to connect people who need help with people who can provide that help. One time, on demand, location based, with no agenda. Just ask and do good while receiving "bitkinds" virtual kindness coins for personal shopping.

Need/Opportunity

The connection to welfare organizations and nonprofits is outdated and does not respond to the need of the market. Society turns more to the private sector to respond to major social challenges.

Giving is down across the globe.

The solution

The app allows doing good to be spontaneous, addictive and fun. Integrates doing good experience perfectly with one's lifestyle and personal preferences. Makes asking for help and helping easy. Sponsors, advertisers and Bitkind accepters get the opportunity to educate, impact and influence the future generation, and have them return as potential customers.

Revenue model

Sponsorship and coin conversion based revenue model.

Sponsors pay monthly sponsorship fee for exposure on the app, and pay a conversion fee when coins are redeemed for sponsor products or services.

Competitors

helpi.co.il / Students Scholarship Programs/ facebook and whatsapp groups.

The possibility to connect for doing good is optional on these platforms, but there is no app today in Israel, that offers to connect people to people on daily basis, location based, only for doing good purpose, and offers app users to receive rewards for their generosity.

Go to market

E-mail campaign to all sponsors customers. PR. Viral Marketing. Google Ads. Social networks Ads. Traffic media buying. Push notifications. Influencers and bloggers reviews.

Roadmap Key Metrics

Building the co founders team, Product development

Strategic sponsorship with at least 5 corporate or businesses

Beta launch marketing campaign, 1 year - 30,000 users

Operation in place and ready to scale. 30,000 acts of kindness and generosity.

Income and Expenses Projection (In Millions)

