



# BitKind

Be Kind  
GIVE & RECEIVE

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“We Can't Help Everyone,  
but **Everyone Can Help Someone.**”

-Ronald Reagan-

# BitKind

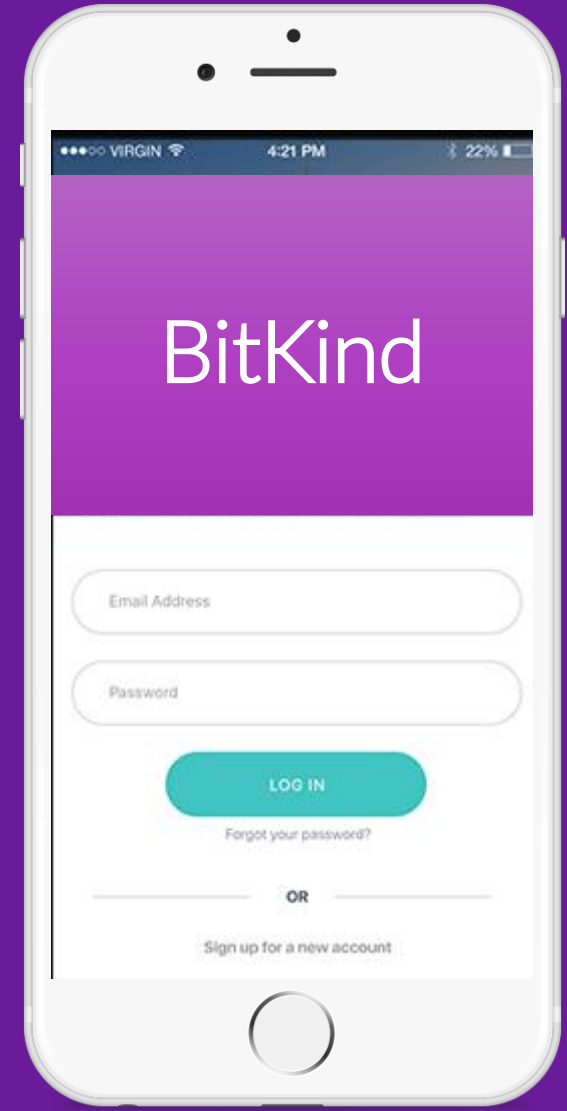
The First Israeli Mobile App Platform,  
with a Reward System for  
Generosity.

Connecting generous people to people.

On demand, Location Based, No agenda.

Just Ask.

Be generous and receive "Bitkinds" -  
virtual kindness coins, you can use for personal shopping,  
or share with friends.



# The Problem



## 7 Out of 10

"It would be nice if they would have received help last week"



**47,029**  
nonprofits organizations.  
**1.2** millions of people in  
need are receiving help .



**8.8**  
millions of  
people in Israel

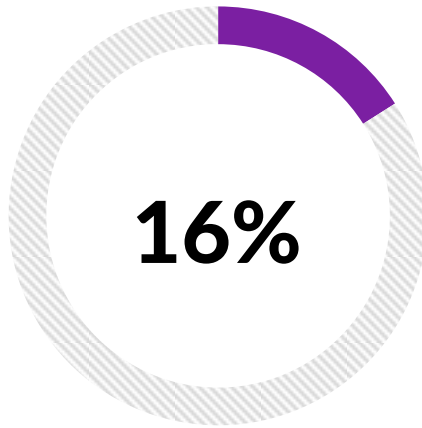
**2,624,000**

millions of poor people in Israel who need help with food, school supplies, home work, clothing, finding a job, medical care, handyman help, housing help and lack of social activities and loneliness.

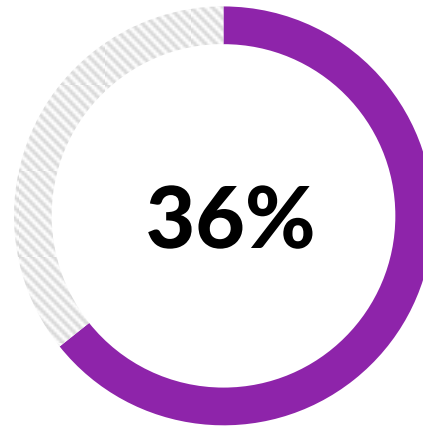
\* "Latet" poverty report 2017

# The Problem

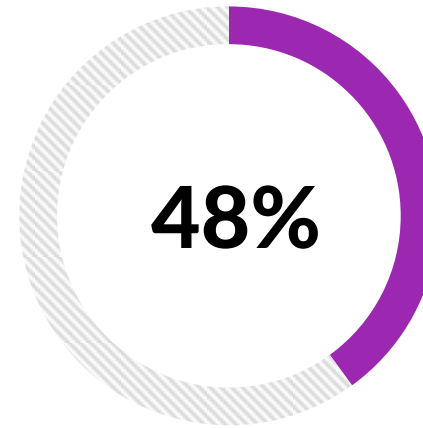
## Social Gaps- The Leading Economic Concern



Israel's World Status,  
Education, Health,  
Corruption, Jewish Identity,  
Politics, Israel – Palestinian  
Conflict, Ecology,  
Environment, Lack of Trust  
in Leadership



**War, Terrorism  
and Safety**



**Social Gaps**

Housing, Poverty and  
Welfare, Cost of living,  
Economic inequality

\* Maala-Globescan Radar public opinion survey conducted by GlobeScan and Rotem AR in Israel, analyzing societal attitudes, expectations and trust of businesses, as well as material issues on the public agenda.

# Common Conception

The most common conception today is that volunteering must be done by a connection to an organization or a specific agenda.



# How Do We Help in the World Today?



20%  
Volunteered



30%  
Donated money



50%  
Helped a stranger

**\*139 countries, which represents 95% of the world's population.**

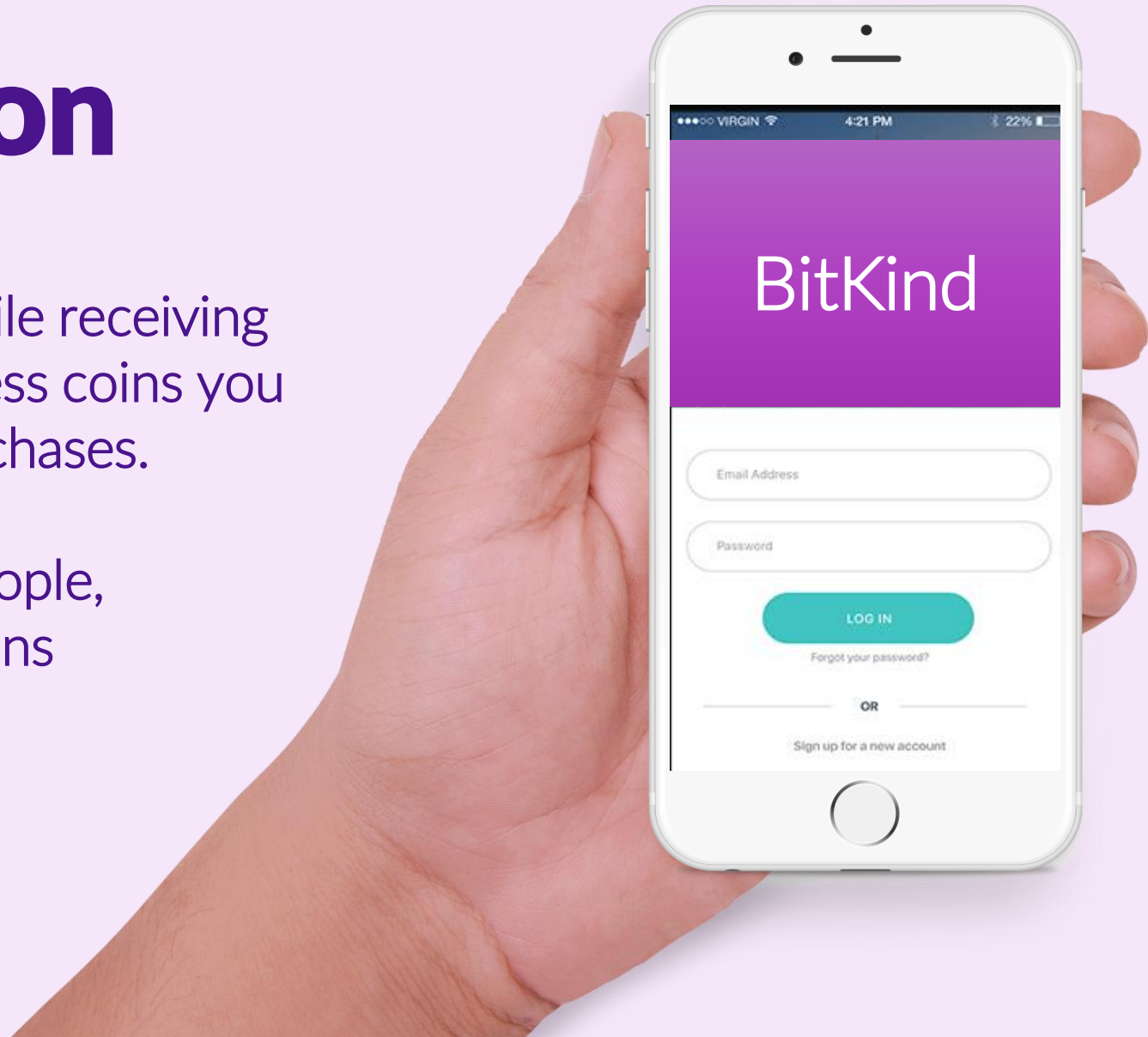
\* The CAF (Charities Aid Foundation) World Giving Index 2017



# Our Solution

Just ask and do good while receiving “Bitkinds” - virtual kindness coins you can use for personal purchases.

Connecting people to people,  
not people to organizations

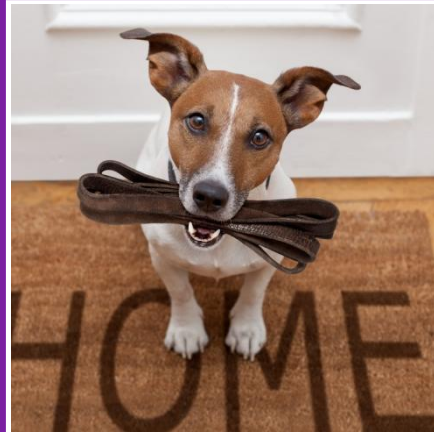




# How Does BitKind Work?



Donation of Clothing,  
Food,  
School Supplies,  
Furniture and Electrical  
Appliances.



Animal Services



Homework Assistance



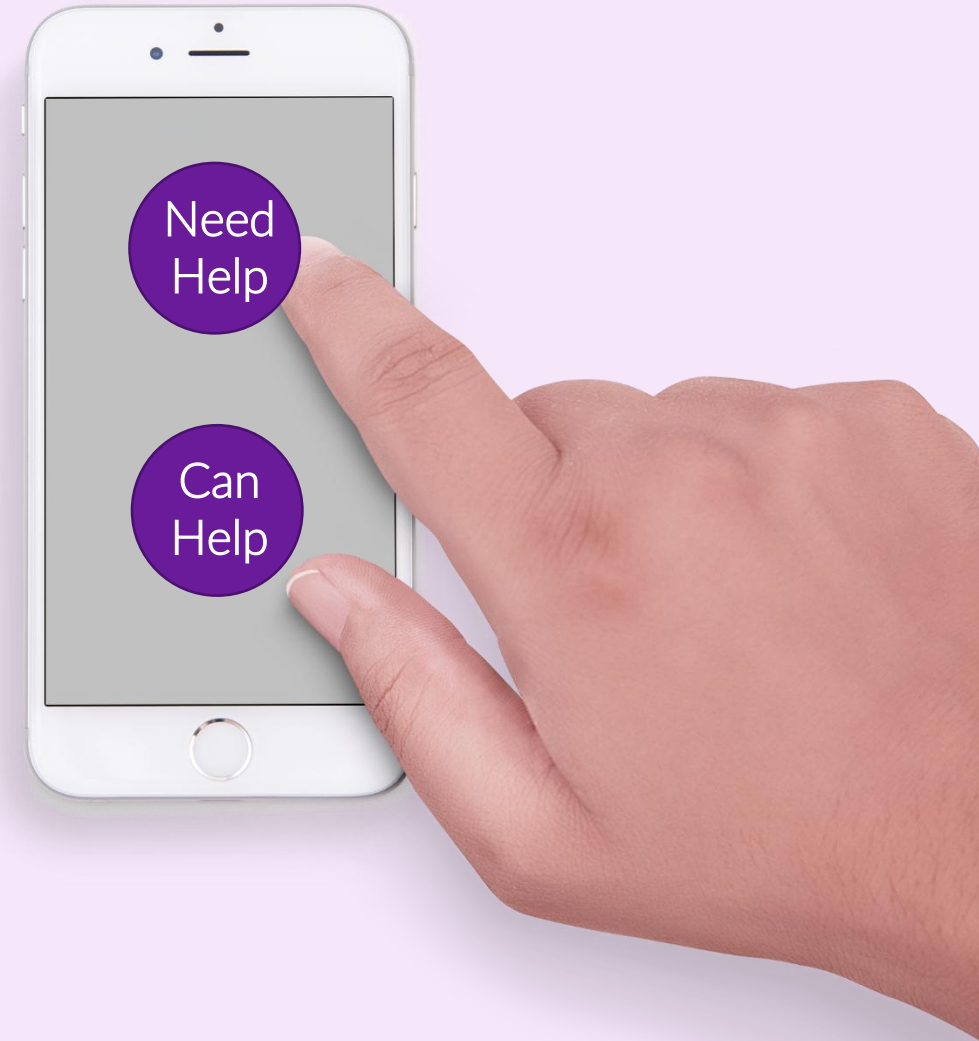
Finding Jobs

And more...

# How Does BitKind work?

1. Download the app.
2. Define your personal profile and interests.
3. Start doing good or ask for help.
4. Earn Bitkinds and shop online.

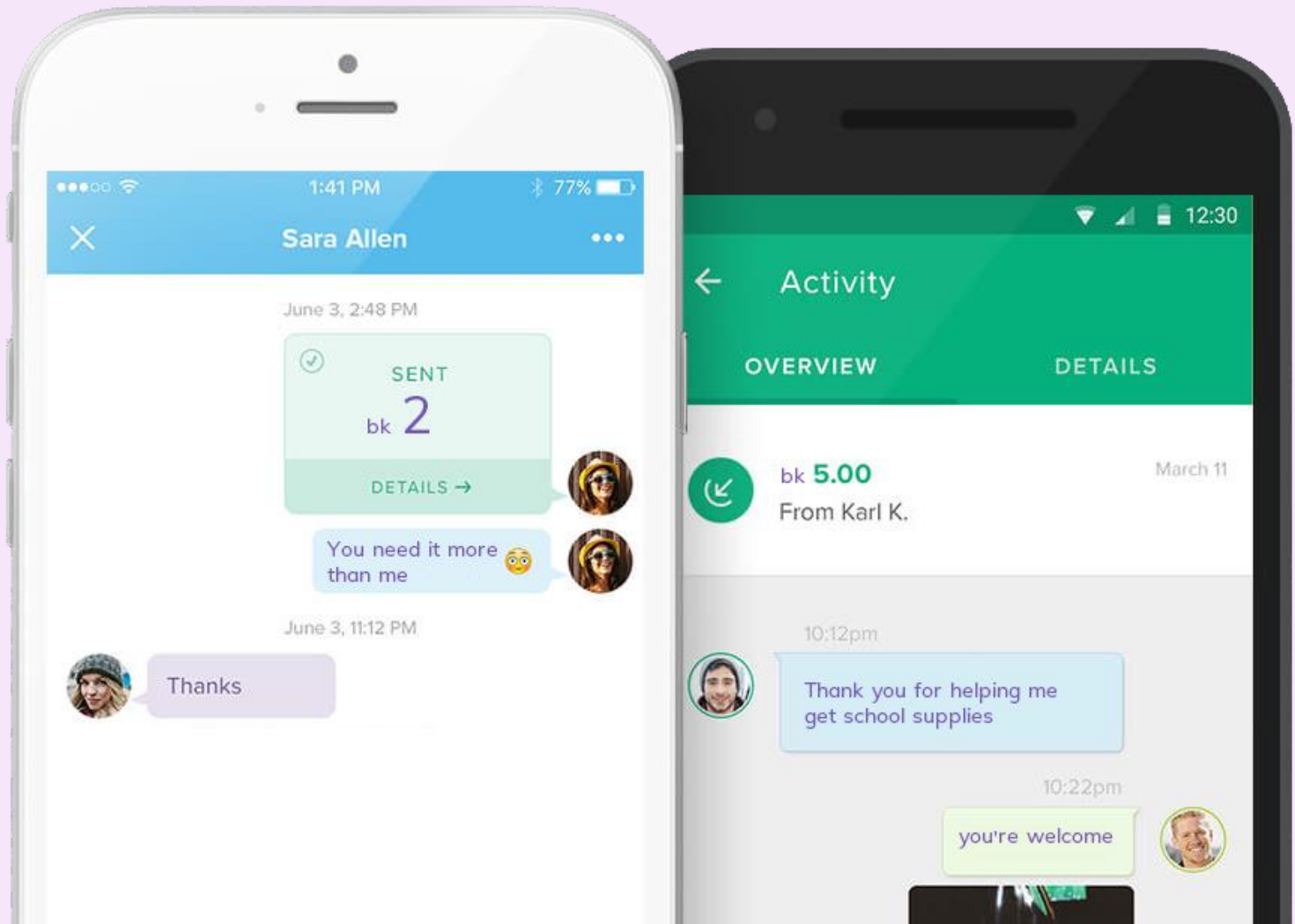
Easy and free.



# Earn & Share Bitkinds

Be Generous –  
Earn Bitkinds.

Feeling Extra  
Generous-  
Pass Your Bitkinds  
Forward, to Your  
Friends .



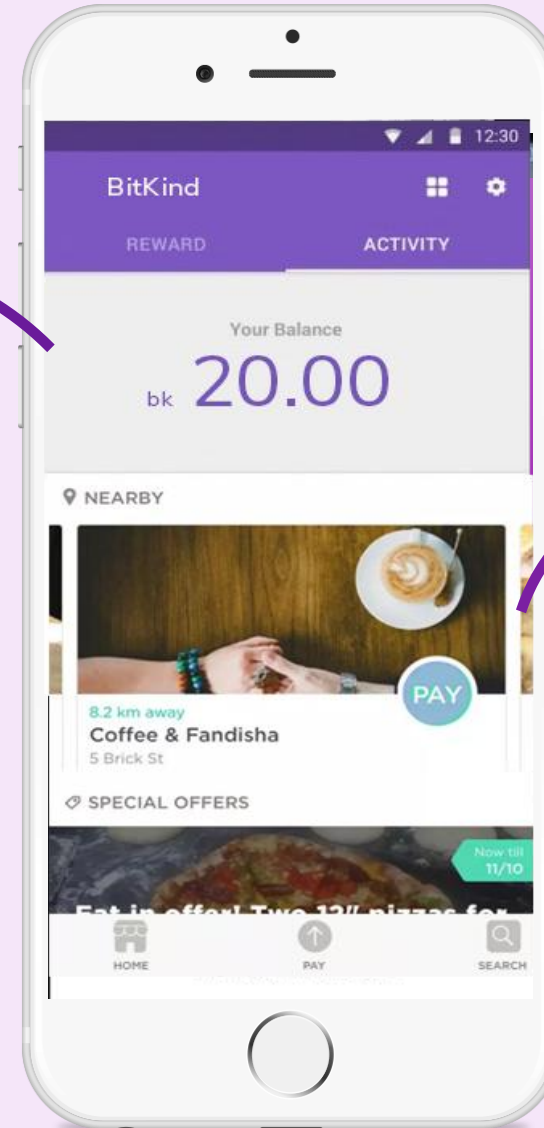
# Shop With Bitkinds

## Track Your Balance

Every Bitkind equals \$5.

## Find Special Offers

Bitkinds could be used as discount coupons.



## Buy Online

Sponsors can advertise goods for direct purchase online with Bitkinds.

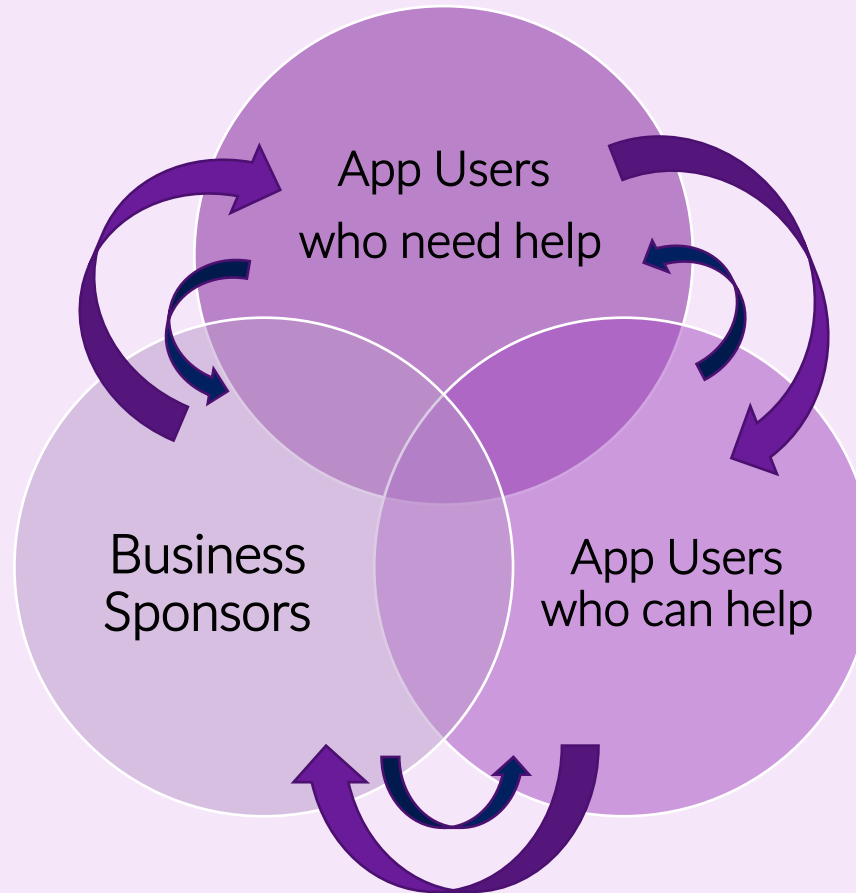
# BitKind Solution

## For those who need help:

The Bitkind App will allow more people to receive needed help without the bureaucracy of applying to or joining a nonprofit organization.

## Sponsors, advertisers and Bitkind accepters:

Will encourage kindness and get an opportunity to educate a future generation to be kind and return as potential costumers – invest in Bitkinds that are earned by generous acts.



## For the millennials:

Provides more options of doing good, helping strangers and empowering the sense of self and social happiness. Allows people to connect with each other by sharing acts of kindness and generosity.

# BitKind Features

## Sign up

- ✓Mail
- ✓Phone
- ✓Social network



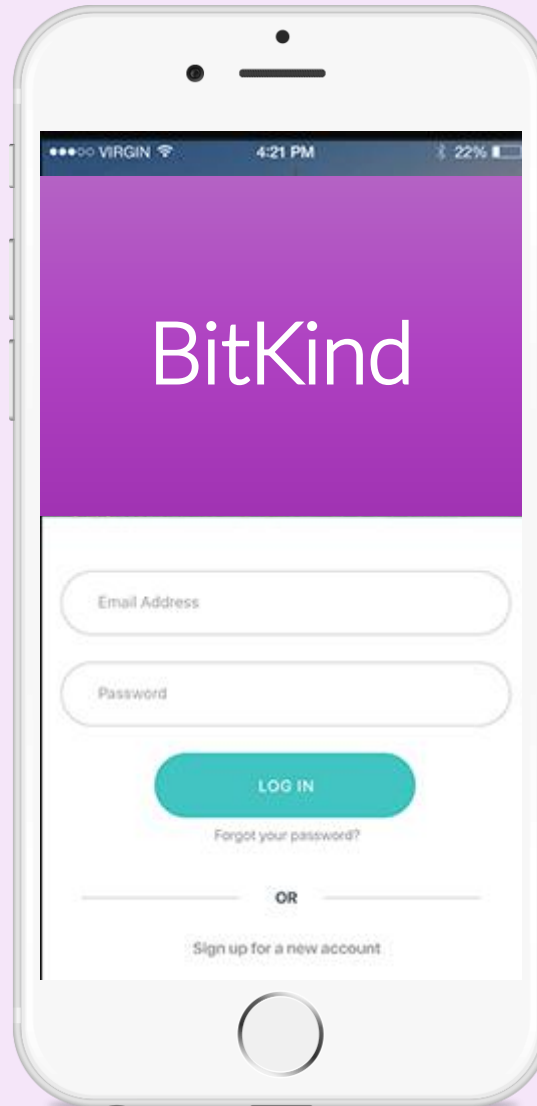
## Location locator

- ✓Map view



## View

- ✓List view
- ✓News feed
- ✓Sponsors' ads



## Settings

- ✓Push notifications
- ✓Customizable user profile
- ✓Choose kindness fields
- ✓Privacy settings



## Engage

- ✓Post text, photo, video
- ✓Share
- ✓Follow
- ✓Invite
- ✓Create groups and communities
- ✓Make friends
- ✓Ability to reject / block
- ✓Connect with others by chat, phone calls, text messages.
- ✓Rate help giver



## Account

- ✓Collect, share and buy with "Bitkind"

# Sponsors pricing plan

Platinum	Gold	Silver
<b>bk10,000</b>	<b>bk5,000</b>	<b>bk1,000</b>
Online link to sponsors store		Sponsors Logo ads
Every day ads	Sponsors Coupon ads	
Coupon ads	Link to sponsors site	
Receive Customer Profile		
Get Complete Plan	Get Popular Plan	Get Economic Plan

## Educate the future

By sponsoring app users' activities and enabling app users to convert their Bitkinds into purchase power, companies can **gain both exposure and corporate social responsibility.**

Companies sponsoring the Bitkind App will invest by buying Bitkinds and offer products or services in exchange for Bitkinds, from the app users.





# Shelly Sever

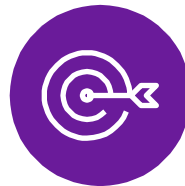
CEO, Co-founder

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 campaigns.  
Creative. Innovative.

“Shemesh Foundation” Entrepreneur of the Year Award - by Criteria of Business Success, Social Contribution and the Individual Journey - 2012

## Skills

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An entrepreneur, resourceful person who successfully translates desired thoughts, concepts and ideas to reality.



Leadership



Empowering  
Skills



Creativity



Passion



Design





Challenges Leader, integrating the new with the renewable.



# Odelia Friedman

CTO, Co-founder

18 Years Experience in Developing Mobile App Products, Complex Technological Projects' and Team Management.

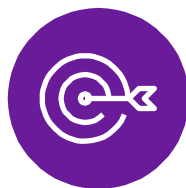
Director of Product Development and Digital mobile Services for leading companies in Banking and Communication Industries.

Product Management & Innovative Technologies Specialist - Communication Channels for Customers, C2B.

Technological Innovation Leader in Applicative Products - Collaborating Sales Processes.

Vast knowledge in managing complex digital online projects & strategic procedures. Characterization needs, design and implementation of technology products, along UX UI design and understanding.

## Skills



Leadership



Mobile app  
developer



Projects & Strategic  
managment

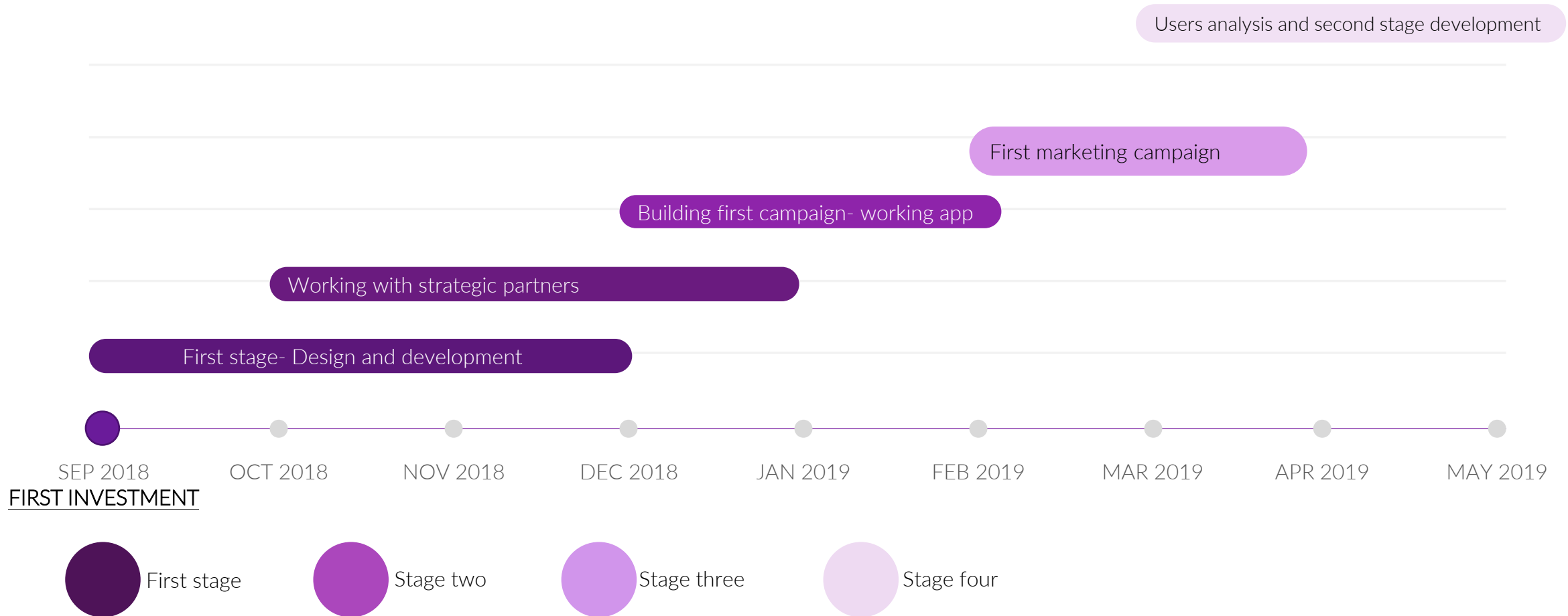


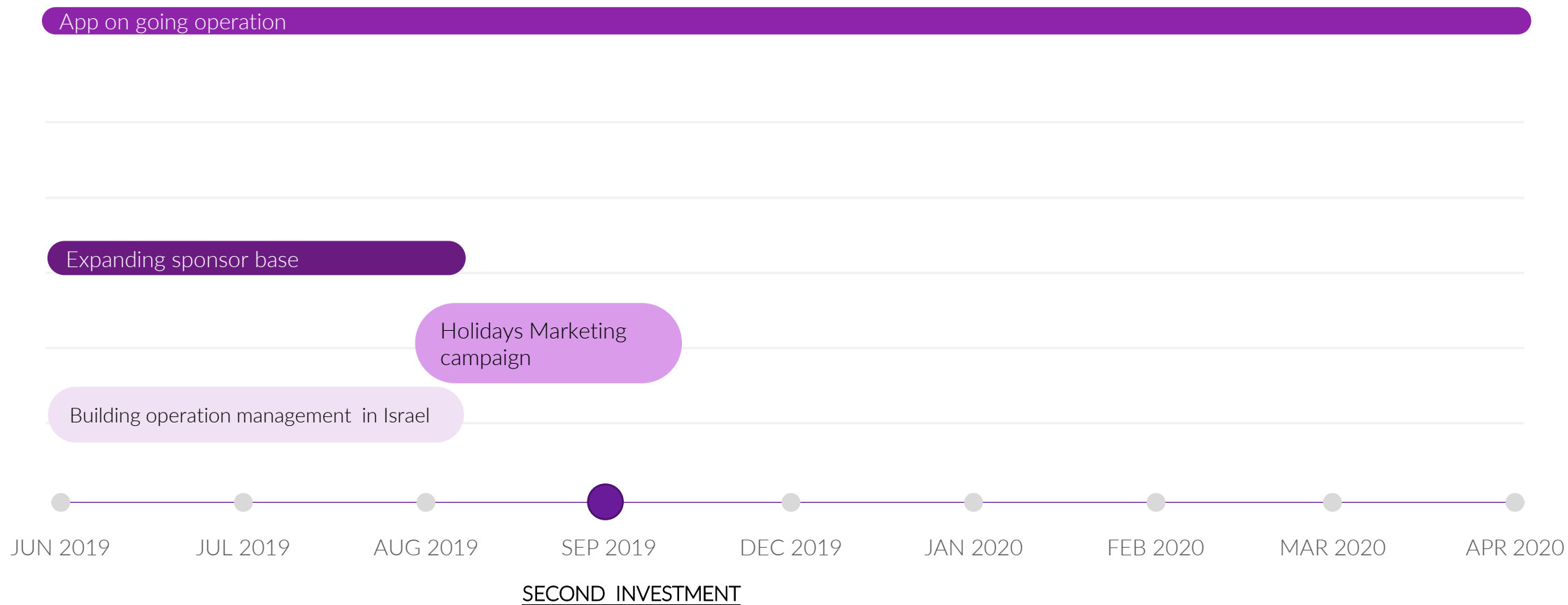
Team  
management



Technological  
innovative

# First year future app milestones





Bitkind

**THANK** YOU