

Direct Donation Network

The Direct donation network is a WhatsApp for donations. It offers the donor the experience to receive immediately a "Thank you" video from the recipient. The experience will increase the motivation to donate. The donor can see directly the good things that are achieved by the recipient with his donation. Donating will be easy like online shopping, a part of life like social media. This could lead to a world where people think: "Do I really need the 10th pair of shoes? "My friend in a developing country could eat and live from this for two month."

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Charity organisations and churches with local entities to confirm the recipient's neediness Social Media channels that integrate the app or function Skype translation Paypal, Western Union, Visa, Google Wallet, M-Pesa etc. 	<ul style="list-style-type: none"> Providing of communication tools between donor and recipient Programming of a scable platform Money transfer by a service provider Ensure the recipients neediness, strong fight of all kind of misusage Confidential identification by geo location, face etc. Programming for the use by illiterates Viral marketing with thank you videos and other videos 	<ul style="list-style-type: none"> "Thank you" by video as a new donation experience You feel the good that you do with your donation Online donation as a real life experience Earmarked Donations with control who receives it More efficient donations, with 5 USD it can be achieved more for the poor in India than with 5 USD in the US Low administration costs, 100% of the donation should reach the recipient Scalable internet platform By partner organisations the recipients neediness can be confirmed Trustworthy people reach recipients without smart phones and can buy donations of kind and help in disaster areas Recipient has a bank account and can save himself Donor loyalty by memories, awards from the recipient Change of the charity organisation from being the "man in the middle" to guide and support Self organisation of donations between recipient and donor 	<ul style="list-style-type: none"> Building of regular contacts between the donor and the recipient The donors can find a recipient by criteria, as country, the preferred answering channel, age, family status and area of help required for The recipients should get advice to give a good reply for the donation Development of communities for projects on the platform 	<ul style="list-style-type: none"> Single independent donors and donors over Small and big donors Regular donors and once-off donors Churches Charity organisations Cities for partner cities in other countries Schools can donate to partner schools, classes can donate to partner classes
Key Resources			Channels	
<ul style="list-style-type: none"> Internet availability Smart phones Bank accounts Low banking transfer fees Financing Skilled motivated employees Inner and lived vision to do good from loving your next From the vision developed strategy for a goal orientated action 			<ul style="list-style-type: none"> Integration into the website of charity organisations as a service for the donors and recipients of the organisation Providing a own direct donations network platform Offer of different donation channels, i.e. on the platform different charity organisations can be chosen to be donated for Integration of the donation function into Facebook, WhatsApp etc. 	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> Programming costs IT-costs server, cloud space Lawyer costs International money transfer fees Rent, telephone expenses, travel expenses Marketing Translation costs 			<ul style="list-style-type: none"> Donations Advertising Administration fee for providing services for charity organisations, churches etc. Crowdfunding donations or shares Selling shares to financial investors Selling shares to social investment investors 	

Channel Types		Channel Phases				
Own	Own donors and recipients	1. Awareness	2. Evaluation	3. Donation	4. Delivery	5. After Sales
Partner	Own users of the platform	1. Awareness <i>How do we raise awareness about our products and services?</i>	2. Evaluation <i>How do we help the customers evaluate our organization's value proposition?</i>	3. Donation <i>How do we allow customers to purchase specific products and services?</i>	4. Delivery <i>How do we deliver a value proposition to customers?</i>	5. After Sales <i>How do we provide post-donation customer support?</i>
	Partner websites with links	<ul style="list-style-type: none"> Network partners, i.e. charity organisations, churches etc. Viral marketing News articles Interviews Crowdfunding users Kick start actions Word-of-mouth recommendation 	<ul style="list-style-type: none"> Churches and charity organisations with local entities can access the neediness of the recipients The geo location of the recipient can be an additional indicator of the neediness Recipient scouts can confirm the neediness of the recipients 	<ul style="list-style-type: none"> Direct single donation, that is directly received by the recipient Earmarked donation e.g. school fees, medical aid, food or a house Standing donation order, e.g. an orphan, school fees or monthly support of a family 	<ul style="list-style-type: none"> Transfer by Paypal, Visa etc. Recipient has a bank account 	<ul style="list-style-type: none"> Feedback by the recipient via: <ul style="list-style-type: none"> The donor receives individual social media videos, pictures, messages Social media memories, i.e. history Feedback from customers for improvements Analysis of the donation behavior Social media rewards, happiness points, awards
	Independent usage of the software					