

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."

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

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