

Our Solution

A simple technology solution to effectively manage a nonprofits mission.

Donor retention rates are declining by 21%... As software on the market becomes more difficult to manage.

50% of nonprofits have little to no cash reserves on hand... As they do not effectively track or understand all their supporter data.

Nonprofits need multiple software add-ons... Which adds to more complication, and they pay more as they grow.

- 01 Our team understand that when it comes to nonprofits, a one-size-fits-all approach never works.
- 02 And WHY we developed our solution to manage critical activities, without adding more cost as a nonprofit grows—and helping you raise more money.
- 03 Nonprofit is a UNIQUE hybrid solution that plugs into your existing website and helps you easily manage everything needed for success.

Our Product Modules Include:

| | | | |
|------------------------|------------------------|----------------------|----------------------------|
| Donor Management | Digital Communications | Event Planning | Data Analytics & Reporting |
| Peer-to-Peer Campaigns | Calendar Updates | Volunteer Management | Prospect Management |

B2B Business Model with a \$79 Monthly Subscription Fee, and a \$200 User Certification Fee Upon Set-up.

Market Opportunity in the U.S.

*Numbers reflect annual revenue

| | | | |
|------------|--------------------------------------|------------------------------------|----------------------------------|
| TAM | Total Access Market | 1.6M registered nonprofits | \$1.8 Billion¹ |
| SAM | Serviceable Available Market | 1.4M nonprofits with budgets <\$1M | \$1.4 Billion¹ |
| SOM | Serviceable Obtainable Market | 140K nonprofits | \$28 Million¹ |

Core Team



NICOLE BROSE, CEO

has spent decades starting and running nonprofits, as well as consulting nationally and internationally, performing every role in upper management. She has helped raise over \$100M for nonprofits. Nicole has personally used dozens of CRMs on the market and is thrilled to now offer Nonprofit.



NICHOLAS LOUCKES, CTO

is a seasoned engineer and has worked at several prestigious technology corporations, as well as the Department of Defense. Nick also consulted with nonprofits all sizes, this is when he and Nicole met and realized together, they can develop their own CRM. Nonprofit was born out of a love of technology and helping nonprofits thrive.

Competition

| Features | WordPress Plugins | | SaaS Applications | | | | |
|---------------------|-------------------|--------------------------|---------------------------------|---------------|--------------------|---------------|---------------|
| | NON PROFIX | donorbox CHARITABLE Give | blackbaud Raiser's Edge HubSpot | NEON CRM | Little Green Light | salsacrm | Kindful |
| Donor Management | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Events | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Volunteering | ✓ | | ✓ | | | | |
| Peer-to-Peer | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Donor Prospects | ✓ | | | | | | |
| Price Range / Month | \$79 | \$30 - \$65 | \$400+ | \$300+ | \$89+ | \$200+ | \$250+ |

Note: This chart shows pricing and features included with no additional add-ons for all those listed, as well no onboarding or user certification fees.

Using business as a force for good.

