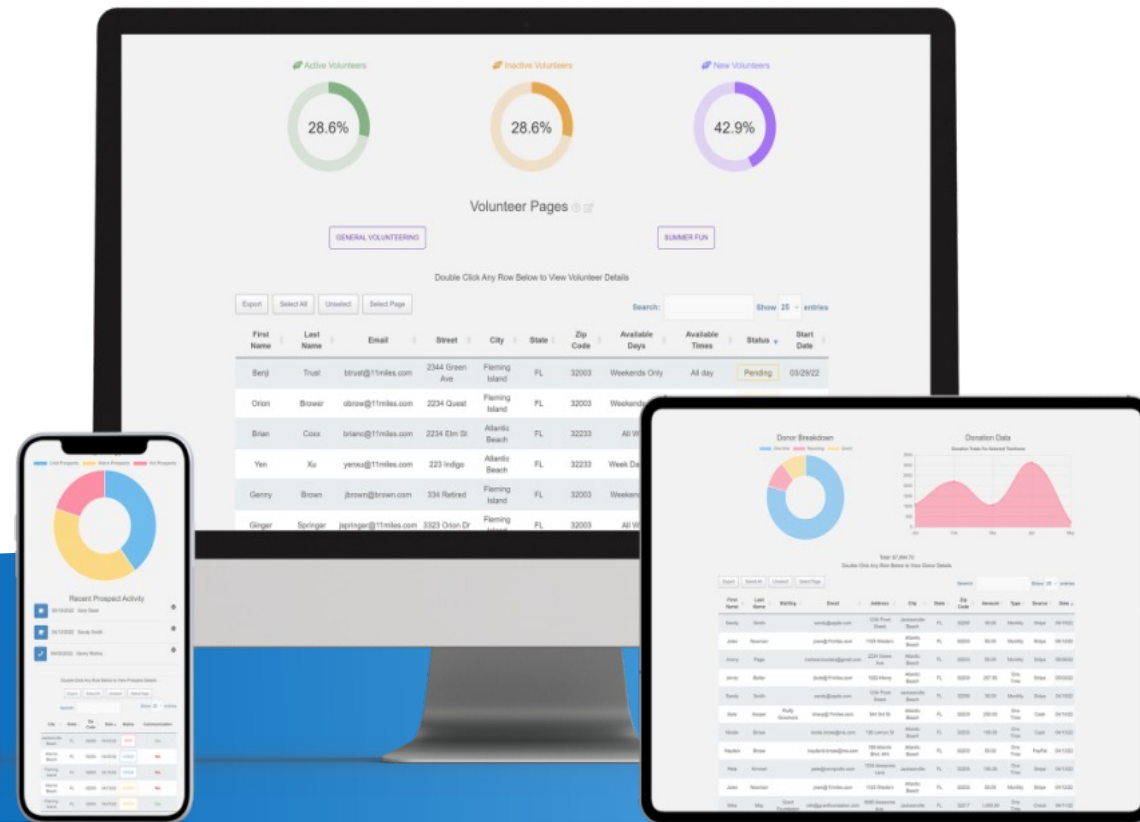




NONPROFIX

A simple and affordable software solution to effectively manage a nonprofit's mission.



 Nicole Brose, CEO & Co-Founder

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PROBLEM: Nonprofits are missing out on critical donations due to NOT effectively managing data.



Donor retention rates are declining by 21%...

As data management software becomes more difficult to manage, even requiring multiple software add-ons.



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 staff skilled at using these technology tools.

Meanwhile many with smaller budgets have no or limited staff.



SOLUTION: We've developed a comprehensive yet simple business solution for nonprofits.



Nonprofits can more easily raise money by being able to know ALL their supporters - in ONE place.

With no multiple add-ons needed and cost.



Now nonprofits can much more effectively track and understand all their supporter data.

We make technology easy to learn and more enjoyable to manage.



Our product is easy to learn so nonprofits with no or limited staff can effectively use it.

We know what it's like to have a lack of staff/volunteers to help.



The Product

Simplify Your Success



Donor
Management



Digital
Communications



Peer-to-Peer
Campaigns



Prospective Donor
Management



Event Planning



Data Analytics &
Reporting



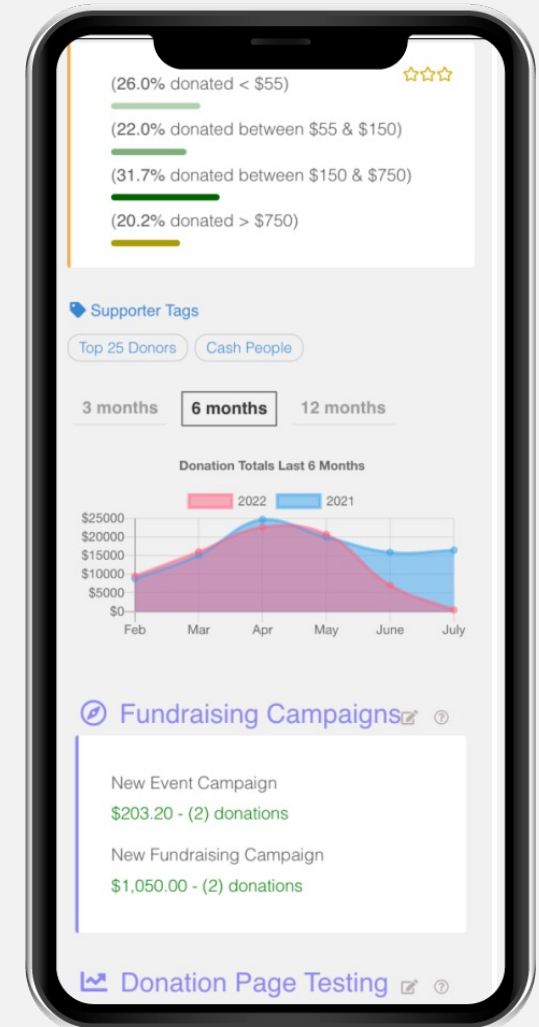
Volunteer
Management



QuickBooks
Connectivity



Main
Dashboard



Market Opportunity in the U.S.

TAM

Total Access
Market

1.6M registered
nonprofits

\$1.8 Billion¹

SAM

Serviceable
Available Market

486K nonprofits with
budgets <\$500K

\$558 Million¹

SOM

Serviceable
Obtainable Market

140K
nonprofits

\$28 Million¹

¹ Numbers reflect annual revenue

B2B Business Model

Pricing

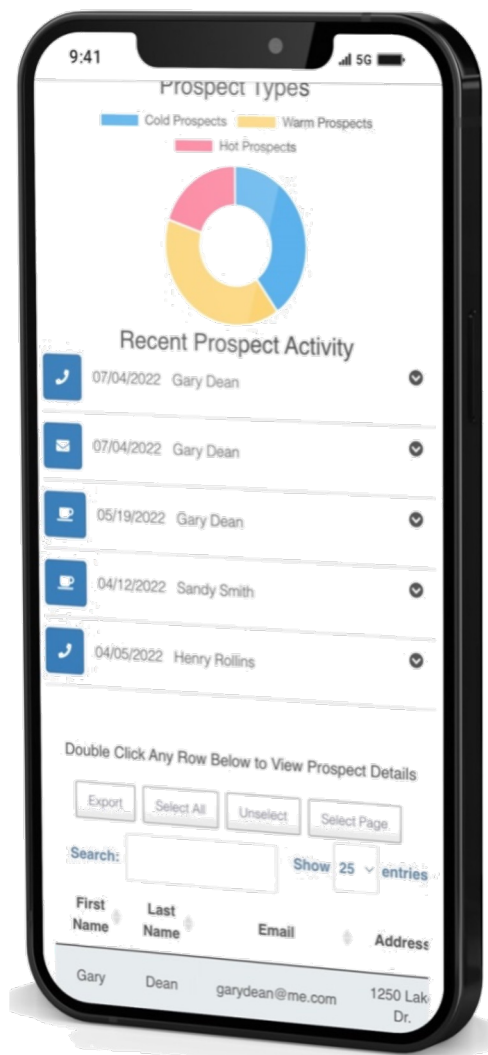


\$79
Monthly Subscription

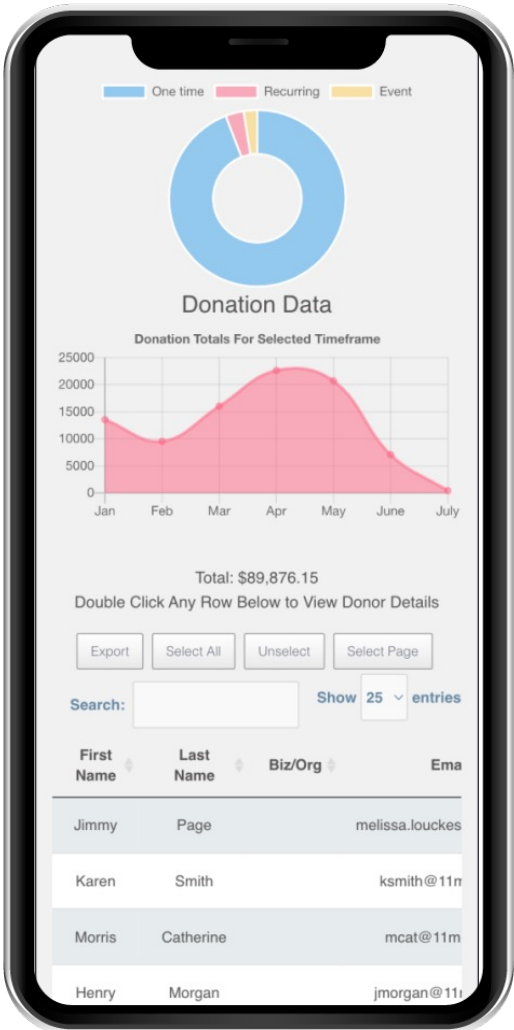


\$200
User Certification Fee
(one time start-up fee for each new user)

Donor Prospect Module



Donation Dashboard



Go-to Market Strategy

Channels



Strong digital marketing strategy.



Build our inside sales lead generation team.



Leverage our vast network of contacts from decades of consultancy work.



Market referral program, where proceeds are donated to charities of your choosing.

Market Extension



First focus on the animal welfare industry, which make up 45K orgs, with assets of \$28+ billion.



Continue to on-board our current client base.

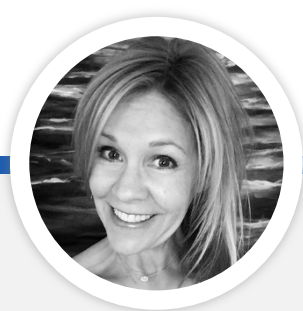


Partner with foundations and businesses to sponsor access, as interest has been shown.



Next focus on the senior support industry, which make up 28K orgs, with assets of \$100+ billion.

Core Team



NICOLE BROSE – CEO

has spent decades running nonprofits such as First Coast No More Homeless Pets, the nation's largest nonprofit veterinary hospital, as well as consulting nationally and internationally, performing every role in upper management, and helping to raise over \$50M for nonprofits of all sizes. 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, such as Beeline, Andromeda Systems, and Chrysler. Nick also worked for the Department of Defense and helped develop reliability-centered maintenance software. While consulting with Nicole they discovered what was missing with CRMs, which inspired him to develop this software.


















PETER KIMMEL – CMO

is a marketing expert with more over a decade of experience in running cutting edge marketing campaigns in both the nonprofit and for-profit sectors. He has developed marketing strategies to help build many prestigious businesses and nonprofits, such as First Coast No More Homeless Pets, where he worked with Nicole.

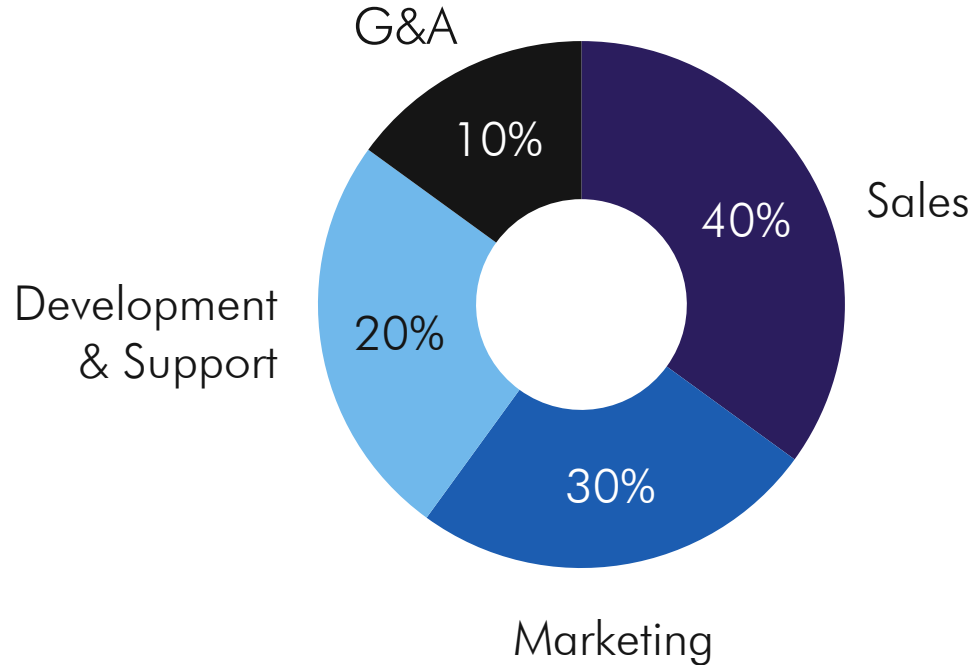


Competition

Features	WordPress Plugins		SaaS Applications				
	 NON PROFIT X	 CHARITABLE  donorbox 	 HubSpot				
 Donor Management	✓	✓	✓	✓	✓	✓	✓
 Events	✓	✓	✓	✓		✓	✓
 Volunteering	✓		✓				
 Peer-to-Peer	✓	✓	✓	✓		✓	✓
 Donor Prospects	✓						
 Price Range / Month	\$79	\$30 - \$65	\$450+	\$300+	\$89+	\$200+	\$250+

Note: This chart shows pricing and features included with no additional add-ons for all those listed, as well as does not include onboarding or certification fees.

Nonprofit is Seeking \$600,000



Use of Funds



Help secure 300+ clients = \$350,000 *ARR*



Innovative marketing



Hiring sales and support specialists

20 Months of Runway



NONPROFIX

Thank You



Nicole Brose, CEO & Co-Founder



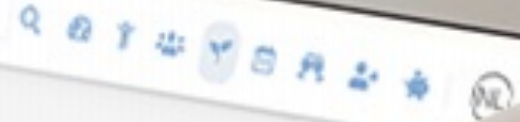
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NONPROFIX

Search for Supporter



Menu

Prospect Types

Gold Prospects Warm Prospects Hot Prospects



Recent Prospect Activity

- 05/15/2022 Gary Dean
- 04/12/2022 Sandy Smith
- 04/05/2022 Honey Rollins

Export Search Add Contact Add Page

Double Click Any Row Below to View Prospect Details

Email	Address	City	State	Zip Code	Date	Status	Communication