

# Transforming acts of kindness into a global, decentralised value exchange network

## Problem

- ✳ Untapped potential in informal favour exchanges
- ✳ A prevalent lack of tangible recognition for good deeds, hindering the encouragement of further acts of kindness
- ✳ Missed economic opportunities in developing regions due to unstable financial infrastructures

## Market Opportunity

**2.2B** Help a stranger or volunteering every year

### Source Gallup

**43%** Helped a stranger      **27%** Donated      **18%** Volunteered

## Revenue Model

- Monetising Ratings & Reputation
- Transaction-Based Revenue
- Data Insights & Analytics Sales
- Sponsored Content & Promotions

## Growth Strategy

- ✳ Global expansion of the peer-to-peer platform
- ✳ Targeted marketing in developing regions
- ✳ Partnerships with educational institutions

## Solution

- ✳ Peer-to-peer platform for exchanging favours and advices
- ✳ Empowering developing regions through decentralised value creating
- ✳ Integrating with social platforms and educational institutions to foster community service and goodwill

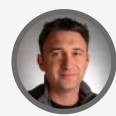
## Competitive Landscape

Parameters	ITU	Traditional Reward Systems	Cryptocurrency Platforms	Social Media Engagement Platforms
Tangible Rewards for Favours	Yes	No	No	No
Global Community Engagement	Yes	No	No	Yes
Monetization of Goodwill	Yes	No	No	No
Peer-to-Peer Exchange	Yes	No	Yes	No
Social Impact & Kindness	Yes	No	No	No

## Traction



## Team



**Mickey Kazarian**  
Founder



**Gregory Kakhiani**  
Adviser

## Funding

**\$800K**  
for

- 01 System transfer to blockchain
- 02 Public profiling and listing creation
- 03 Further market validation and marketing
- 04 Influencer and market trend analysis