Is Ufeed really that necessary?
You care - you share
People prefer to give emotional support, rather than financial donation.
50% of global CONSUMERS would reward companies for their social actions by paying more.
(Nielsen Study 2013, Consumers Who Care)

BUT!

70% of consumers are confused by CSR messages of the companies.
(2013 Cone Communications/ Echo Global CSR Study)
Grassroot NGOs – direct solutions to communities’ problems!
Smartphone app to connect powerful brands with hungry children all over the world.
How does it work?
Easy 4 steps:

Food item:  
NGO:  
Sponsor Brand:  
Share:
Marketing strategy model validated!

- Regular re-tweets of the donations
- Great feedback on social networks
- High level of interactions between users
Easy, and it works.
• NGOs to TRUST

• NO MONEY, just SHARE

• CSR TOOL for BRANDS
Main Values

for USERS:
• participation in charity process with their friends

for BRANDS:
• promotion of social cause activities in social networks
  !Brand loyalty from users + new clients acquisition!

for NGOs:
• funds for food aid projects
Market size

Our first market: Spain

Goal

Users: 20,000

Visualizations in social networks: 5,000,000
Business model

15% on each “donation”

Brand donates 1 cent on every user reached on social media

Average number of people that every „donation share” reaches: 154

Revenue per client: 1.54
Metrics:

- Marketing Strategy:

- Cost of bowls of rice donated: **123 euros**.

- Bowls of rice donated: **946**

- Downloads: **1,514**

- Client Adq. Cost: **0,08 euros**
Results up to now

- 1514 users
- 50 press publications
- radio edits
- 3 tv apparitions in Spain
- 20 NGOs collaborating
- 1900 fans on Facebook
Projected Numbers
(investment in marketing: 25.000)

- Downloads: 312,500
- Revenue: 468,750 €
- Expected Income: 70,312,5 €
- Expected Donations for
  - Food Aid Projects:
    - 398,437,5 €
Our Team

Co-Founder/ Project management

Co-Founder/ Business Development

Outreach Officer and NGOs coordination

Communications and Marketing