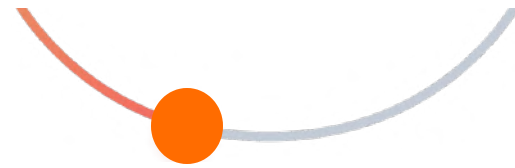
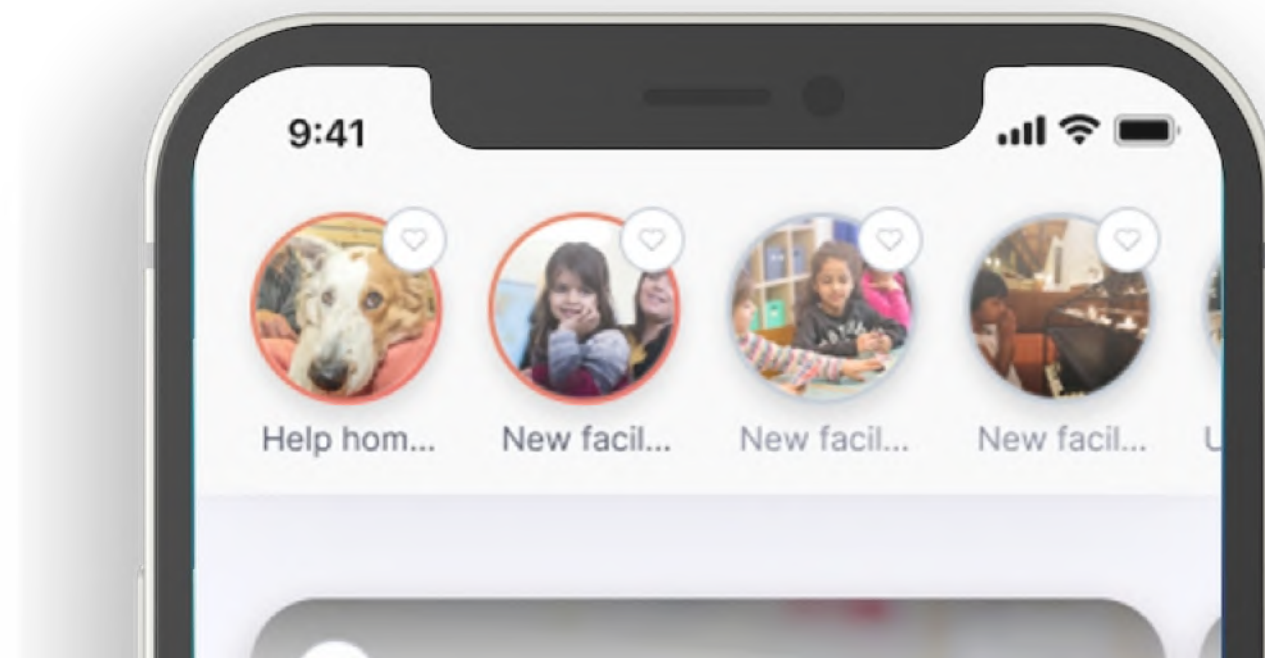


felloz



Create the best donation
experience in the world.



Insider know-how combined with execution power.



Niklas Zechner
Co-Founder &
Productlead



Raphael Marton, BSc.
Co-Founder &
Teamlead



Neven Falica, BSc.
Technical Lead



Incubator



Finalist



Acceleration



Incubator



Incubator



Winner

(...) felloz is yet again trying to empower non-profit organization by the digitalization of funding processes.

-Culturico, 2021

Charities need to raise funds **all year** for good causes.



€460B

The **charity sector** needs to raise €460B in donations **every year** worldwide to be able to provide their services. That's the equivalent of the Austrian GDP.

1.61M

There are **1.6M** charities in the USA and **148T** in Europe.

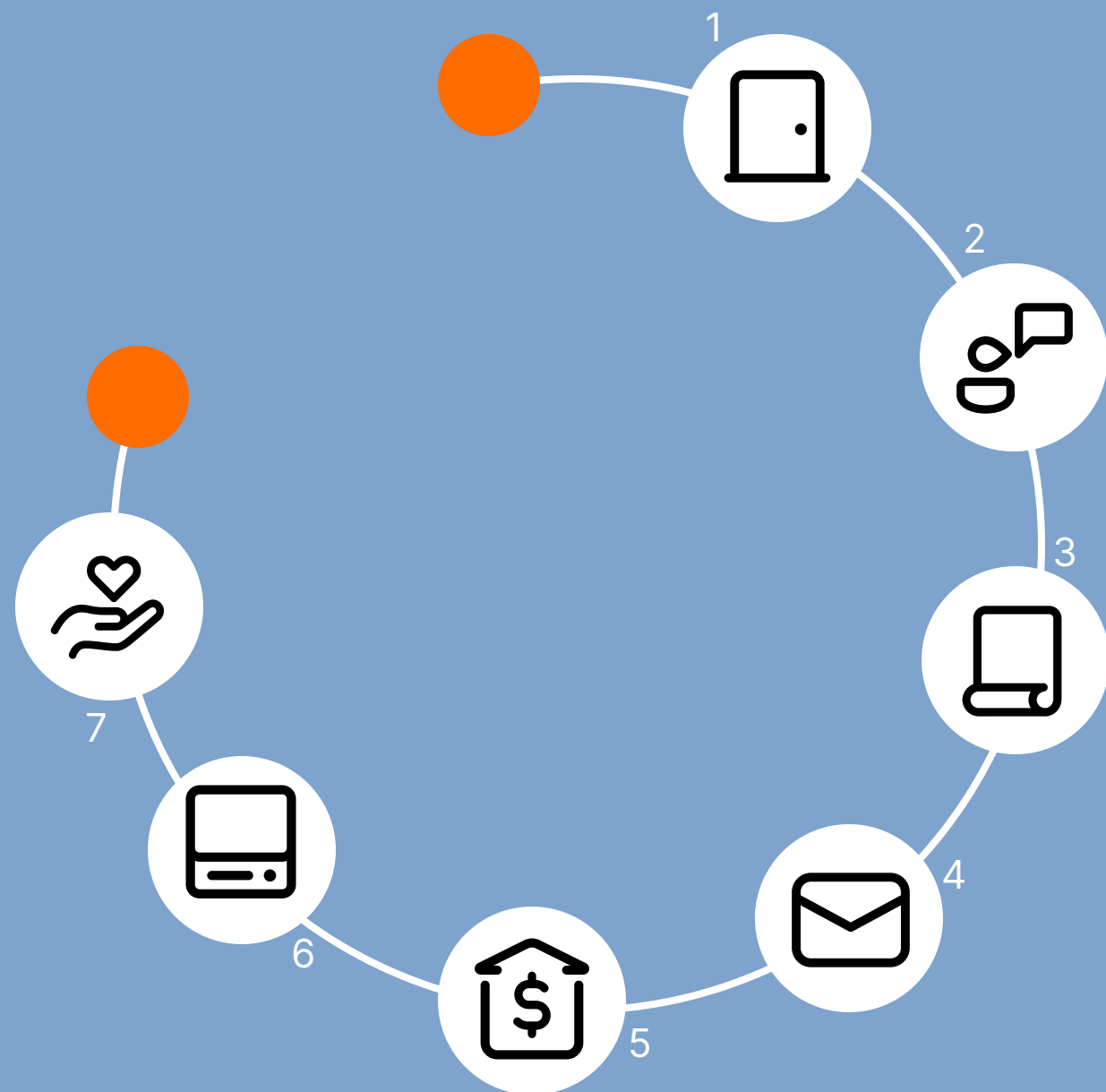
400k

E.g. Red Noses International provides 13.885 clown visits in **hospitals** for sick children every year, helping over 400.000 **patients**. Even in war zones.

The charity sector is seen as an increasingly important part of society and in the delivery of services which have traditionally been provided by the public sector (e.g. in areas like safeguarding, cancer research, homelessness and loneliness).

- Matthew Taylor, BBC Radio 4, Charity Business

Charity fundraising is stuck in the **fax-machine** age.



86%

Analog fundraising is still the **primary** fundraising method of charities. **86%** of **all funds** are raised like this or similar according to Giving USA, Alliance, NPTrust 2020.

-€130B

The **cost of fundraising** with these methods is **€130B annually** worldwide according to the Blackbaud Institute, 2020

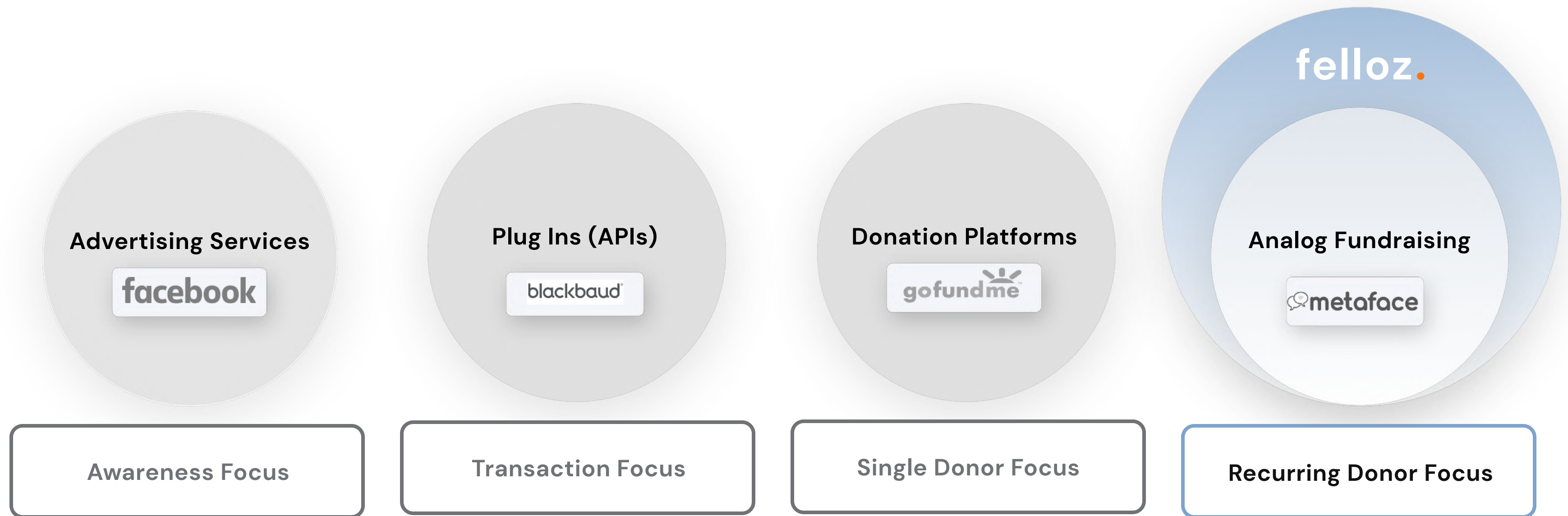
E.g. SOS Children's Villages CRO needs a fundraising team of approx. **50 people** working all year.

The average time to raise one donation as displayed in the fundraising cycle is approx. **two months**.

The current method of fundraising for committed donors is a multi-step analog process depending heavily on manual labor and paper: 1) The fundraiser visits the potential donor. 2) Convinces the person to donate. 3) The donor has to fill out a paper-form with his/her personal data 4) The donation form is mailed/faxed to the bank. 5) The bank has to create a recurring payment order. 6) The personal data has to be manually put into the CRM System of the charity. 7) The funds are transferred to the charity.

Focus on recurring donors.

felloz.



"Online works great to quickly raise funds for a project. The media is full of it and the project is quickly fully financed. 2 weeks later it's over again. But NGOs have something to do all year round. And suddenly funds are missing again. That's why recurring donor are so important, they come from analog fundraising (...) -Alexander B. Fundraising Manager Licht für die Welt

Turn the rusty fundraising engine into an **efficient** one.

Efficient Operation

Digitalization of the analog steps of the fundraising process.

1

Easy Transaction

Fast and costumer-friendly donation experience

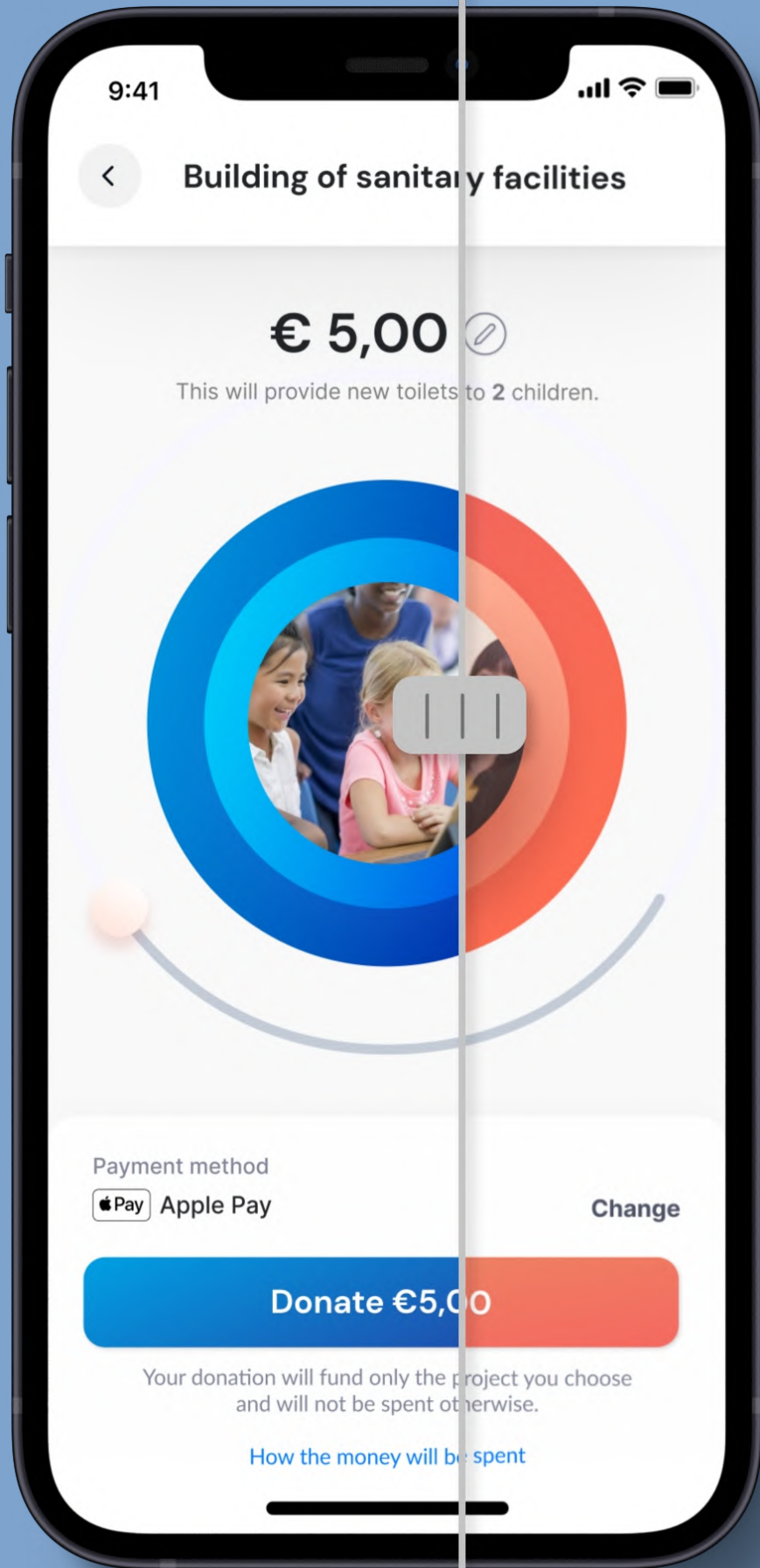
2

Committed donors

Engage donors the way they want to be engaged & turn them into committed donors.

3

Reducing the cost of fundraising more funds can go into helping people. By making the process 40% more efficient, with the same resources, e.g. Red Noses International can provide 5200 more clown doctor visits in children's hospitals every year.



Say hello to the **felloz fundraising** engine.



Less operational tasks

-90%



Donate with a swipe

15s



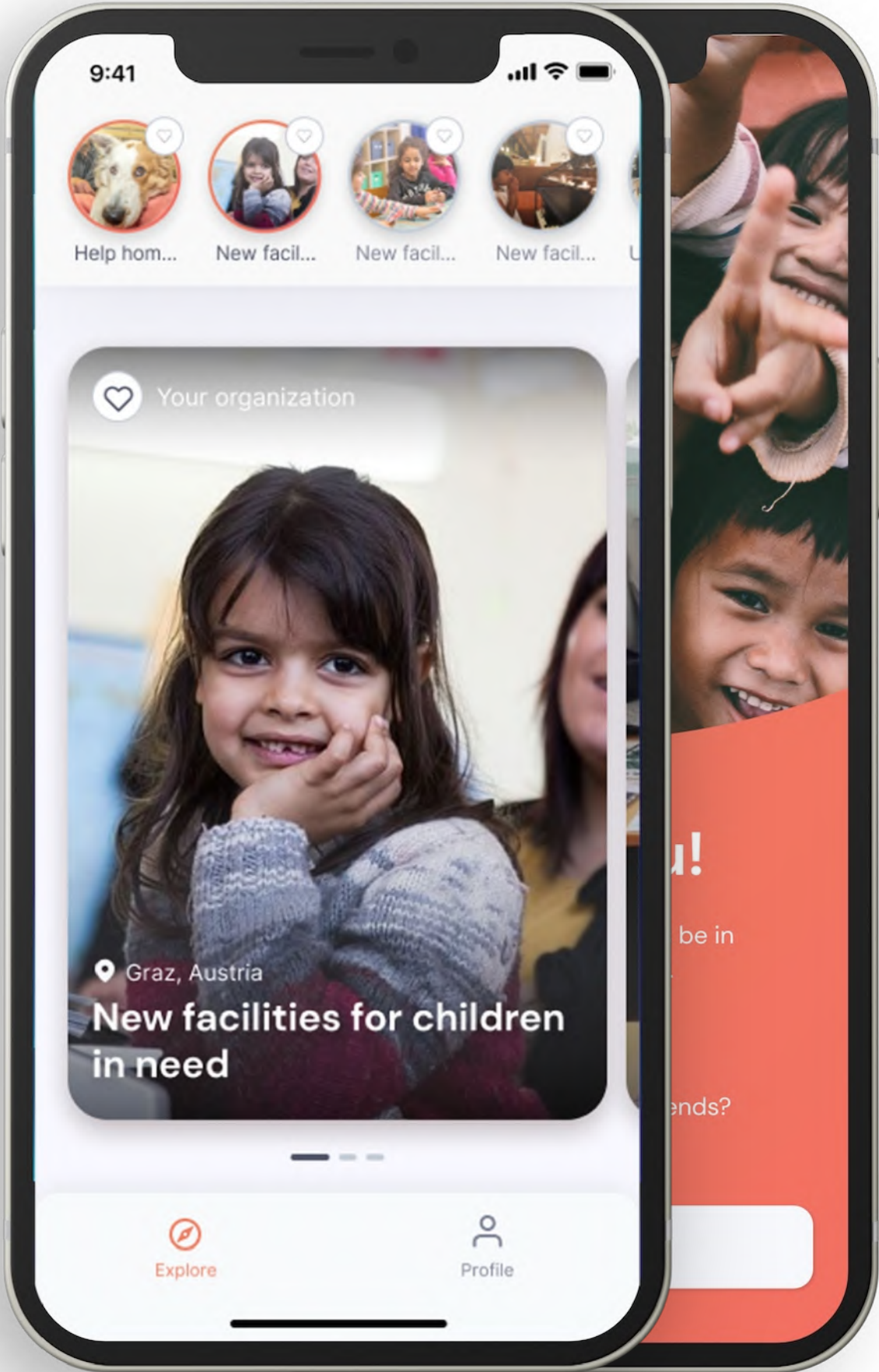
More donation per donor

+42%

According to networkforgood.com the average recurring online donor will give 42% more than a one-time donor per year.

Whitelabel donation app helping charities to get more committed donors.

- ✓ customizable
- ✓ real-time project updates
- ✓ one-app per charity
- ✓ visa, mastercard & apple pay support
- ✓ single & recurring payments
- ✓ OS-language detection
- ✓ sharable content
- ✓ full iOS support



Use Case.

9:41

All over Europe

Support for Ukrainian children in need of relief

A month of visits for children in refugee camps & reception centers

€ 4.000 to reach the goal

More about us

Description

Since the war in Ukraine started, RED NOSES has been working around the clock, in more than 8 countries, to support the people fleeing Ukraine seeking refuge in the neighbouring countries. Our clowns from Poland, Slovakia, Czech Republic, Hungary, Lithuania, Germany, Austria, Slovenia and Croatia have already visited thousands of children strained in refugee centres set up in the borders and other main cities around Europe.

Support project

How we use your donations

100%

Project support
This amount goes directly into the projects to help people in need.

Fundraising & Marketing
All activities we do online & offline to receive the necessary funds we need.

Other expenses
Costs without a clear category, like event materials or service fees.

Support Project

See exactly how we use your donations

Send our clown doctors on their mission

SEARCH FOR LAUGHTER MATTERS &



We work together with **international** charities.

2

paying costumers



RED NOSES
CLOWNDOCTORS
International

99

charities in the pipeline

+100%

Quarterly revenue growth



SOS DJEČJE
SELO
HRVATSKA

Red Noses Group is operational in 11 countries, raising over 21M in donations annually. SOS Children's Villages Croatia is part of the larger SOS Childrens Villages Group. It's main operation is in Croatia and currently raising €3.2M annually.

Strategy & Marketgrowth.

SaaS business model

Volume based pricing: transaction fee + monthly subscription fee

Top down market strategy targeting the top 10% of charities per country.

Focus on recurring donors.

We are utilizing the distribution channels of charities for both B2B and user-acquisition.

+20.7%

Funds generated through online-fundraising grew by 20.7%, 28% of the volume was generated on mobile devices.
-Blackbaud Institute, 2020

Pricing examples.

Pilot

Only pilot

- ✓ All features
- ✓ 5-10% commission

€ 1500/mo

Small

Charity size: >1M€/y

- ✓ All features
- ✓ 0.30€ / transaction

€ 2330/mo

Medium

Charity size: >€27M/y

- ✓ All features
- ✓ 0.30€ / transaction

€ 4100/mo

Large

Charity size: >€150M/y

- ✓ All features
- ✓ 0.30€ / transaction

€ 8300/mo

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Other **start ups** servicing the charity sector.



Canada

Unicorn

acquired by Hg Capital
for \$1.1B (2020)



France

Valuation: \$13-20M

closed \$3.49M seed
round (2018)



Switzerland

Valuation: \$60M

closed \$6M Series
A+ round (2020)

€2.5M Valuation

Seed Investment opportunity.

Committed Investors



VC-Fund



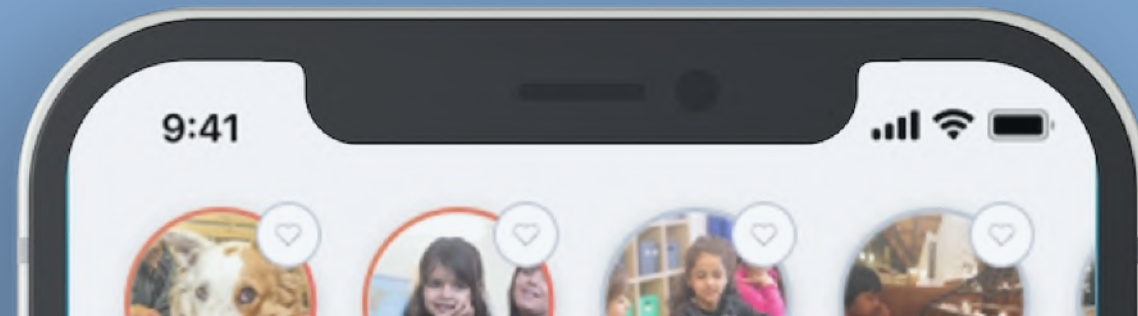
Bank



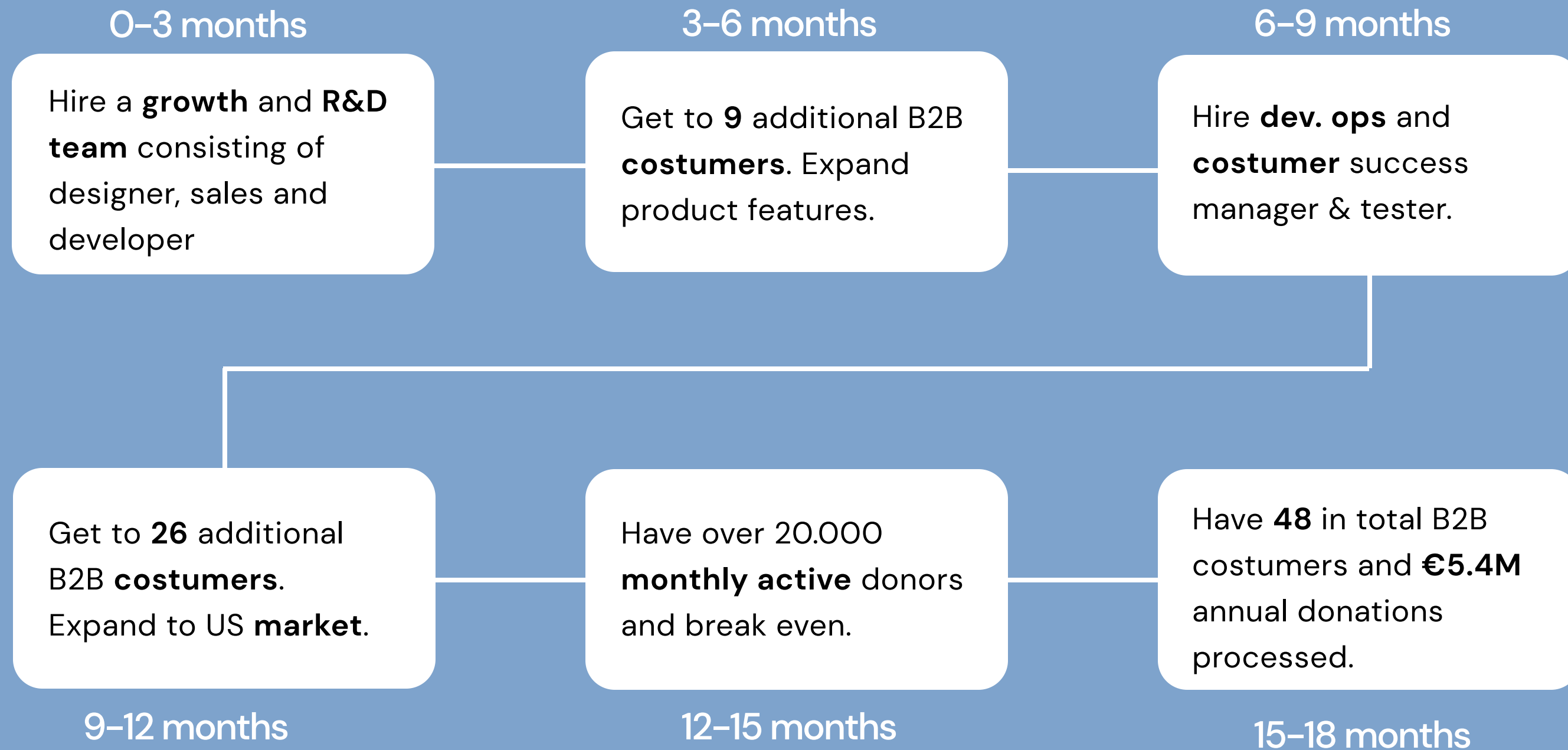
Angel Investor



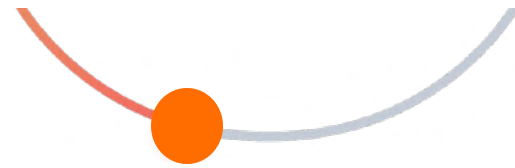
Angel Syndicate



Post-funding milestones.



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Change the world, one donation at a time.

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