



# PITCH DECK

## HELPERS - to Build Back Together



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<https://helpers.money>



Watch Team Video:  
<https://youtu.be/4Y0tHTes1II>

# PROBLEM

What is the underlying problem you want to address?

The Covid-19 pandemic has disrupted everyday life halting economic and social activities and highlighting critical vulnerabilities in social and economic systems worldwide.



## ! Major Problems

- The dire **need of aid funds** to tackle the increased demand for support.
- The **decrease** in available “**traditional**” aid funding.
- The **unavailability** of some new **scalable & sustainable** solutions for **alternative funds stream**.
- The fact that GIZ is unable to finance all partner organizations due to being **budget focused**.
- The **high overhead costs** in the aid funding generation process.
- The Need to work further on “**Partnership for the Goals**” as per **SDG 17**.

## Paris Declaration on Aid Effectiveness



AID WORKS WHEN  
WE WORK TOGETHER



17 PARTNERSHIPS  
FOR THE GOALS



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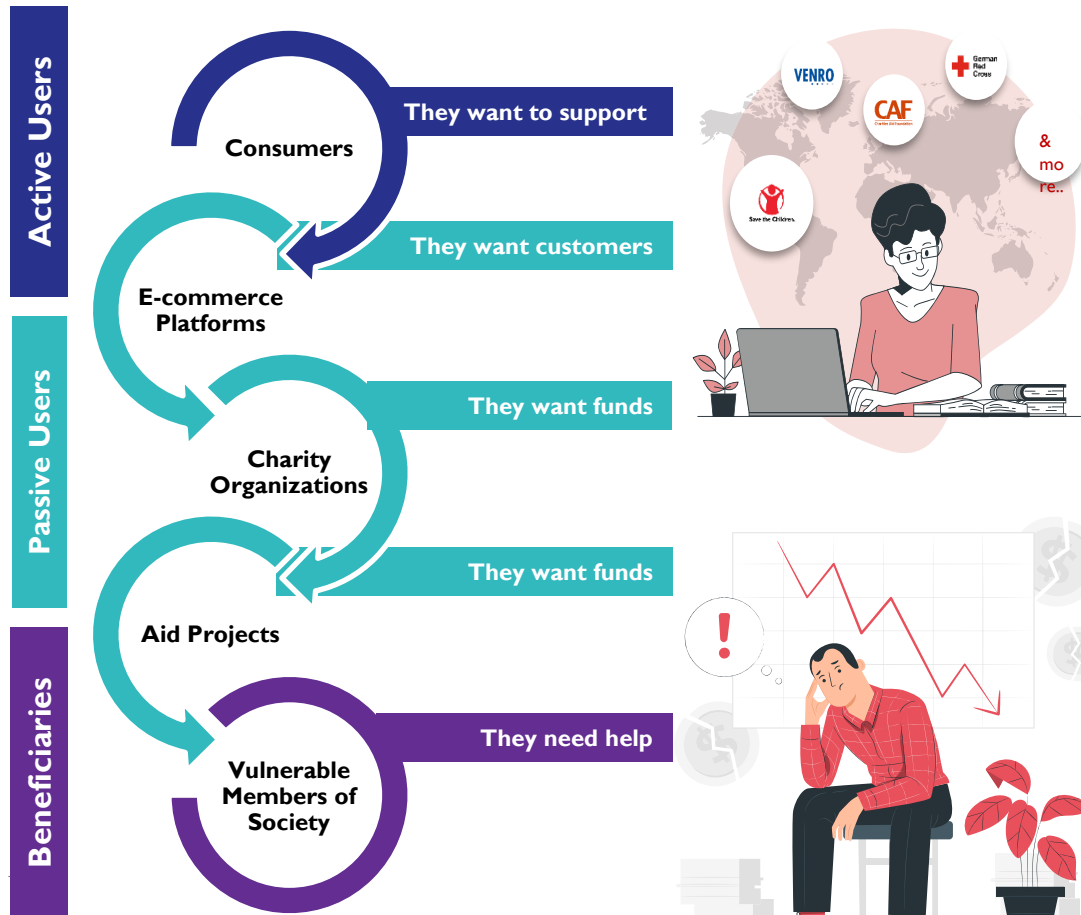
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# TARGET GROUP & THEIR NEEDS

Who is your solution made for (beneficiaries/users)? What is their pain?



## Pain Killing Strategy

- Helpers is primarily **made for projects and organizations that are fighting the effects and aftermaths of Covid-19.**
- The Helpers concept is **targeting consumers as users that are actively using e-commerce platforms and previously donated to social causes and even those that have not yet donated but are aware of the negative impact of Covid19.**
  - Helpers will lower the threshold for users to become socially active!
- Helpers has exciting potential, is scalable and can address many challenges in diverse social perspectives.

**1** In the **initial stage**, Helpers will focus on **consumers in one selected country** and will work with **credible local non-profit organizations working in BMZ partner countries** for social causes such as; vaccination, climate change, zero hunger, access to healthcare for all, sustainable economic development, etc.

**2** In the **second stage**, when Helpers' platform has gained traction and can mobilize larger amounts of private funds, it will target **users on a global scale** and will **offer its services to global organizations.**

# IDEA DESCRIPTION

What is your innovative approach for addressing your beneficiary's/user's need? What are the core elements of your idea?

## Core Idea

- To help, support aid organizations through a **sustainable, decentral & innovative** source of **funding**, earned via **affiliate marketing**.
- Bring more **transparency** and **automation** in funding processes.
- Using the **growing e-commerce** market, by channeling available **money that is in circulation** without affecting anyone's wallet.

## How does it work?

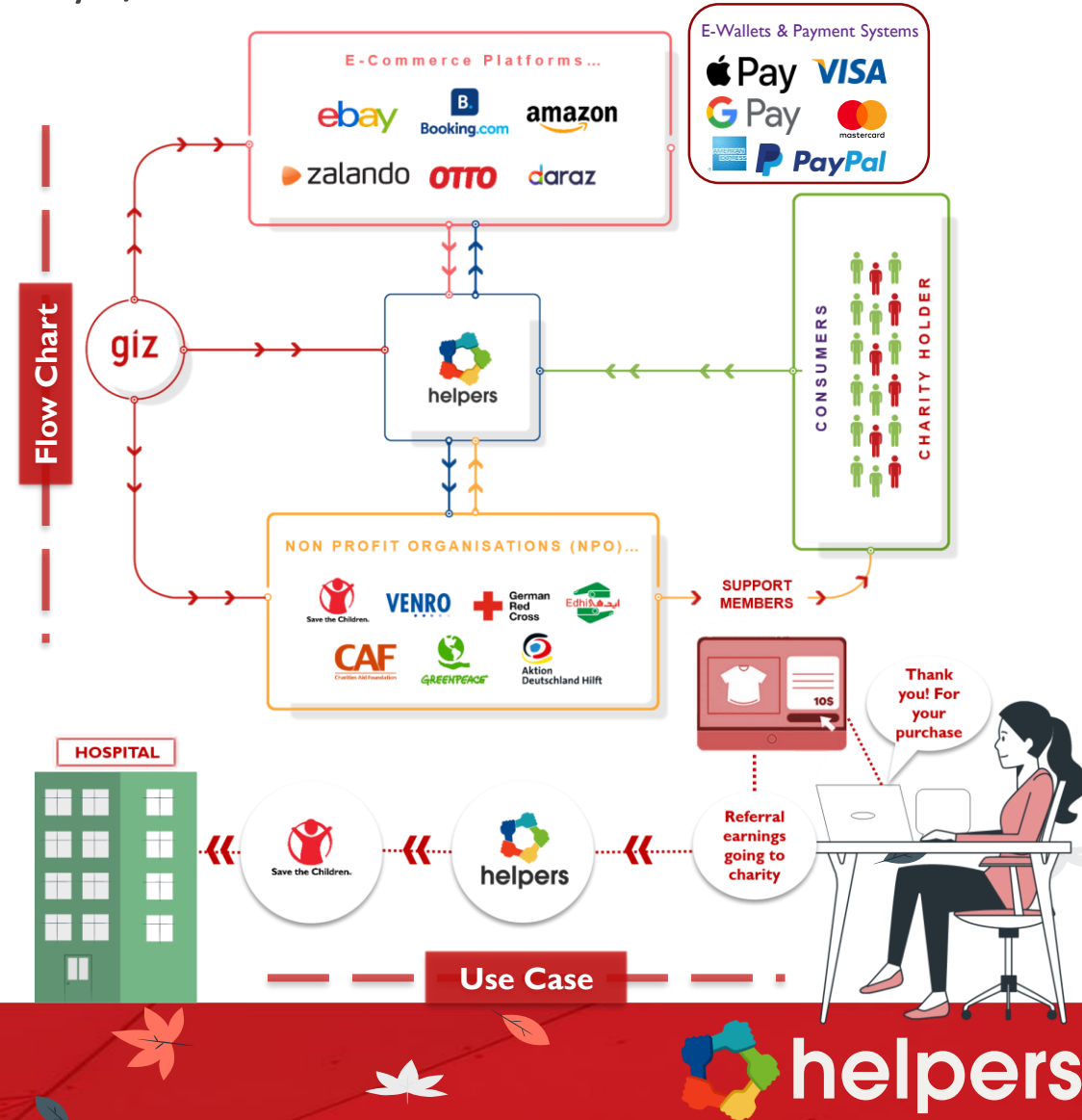
- Helpers will develop an **online platform** (WEB, APPS, APIS, plugin), to connect with e-commerce platforms using affiliate marketing.
- Helpers' beneficiaries will **promote** the platform to their supporters to be Helpers users.
- Users can select **any project** close to their heart to support.
- Users will access **Helpers** and can shop at any **e-shop**.
- Helpers being a referral agent will receive a **referral commission** by the e-shop for each purchase.
- Once the user has finished shopping, they will receive a **notification** of the amount that has been **donated on their behalf** to their pre-selected aid project.



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# BENEFIT OVER EXISTING SOLUTIONS

How is this need currently being addressed (e.g. in other fields or contexts)?

Why are existing solutions not sufficient? What would you do differently? What can you build on?


## Traditional Funding

- Grants
- Donations & Presents
- Campaigning
- Contracts
- Family Foundation
- Etc.

### Obstacles:

- Long Term Planning
- Overhead Cost
- Post COVID Reduction
- Sluggish Digital Growth
- Lack of Sustainability
- Etc.

## Why Helpers?

- ✓ Fundraiser without demand
- ✓ Not limited to e-shops
- ✓ Not limited to countries
- ✓ Only legitimate partnerships
- ✓ No limit on the number of causes
- ✓ Fully transparent
- ✓ User friendly, least clicks
- ✓ Incorporated with partners
- ✓ Not for profit but Self funded
- ✓ Least overhead
- ✓ Post COVID opportunity
- ✓ Sustainable & Scalable
- ✓ No cap limit
- ✓ **giz** flagship 

## E-Commerce Funding

### Amazon Smile



! Limited to Amazon & Selected Charities

### Shop Donation



! New Setup and Commercial Base

### The Giving Machine



! UK Focused and Commercial Base

### Easy Fund Raising



! UK Focused and Commercial Base

### Give as You Live



! Commercial Base at 50% Share

\*These are the competitors, there are few more but doesn't worth mentioning



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# POTENTIAL PARTNERS

Our challenge partners are:

## Internal Partners



**Pan-African e-Commerce Initiative (PeCI), – Boosting Digital Trade in Africa N.A.**

**Steffen Grammling, Project Head**



**SV Cooperation With The Private Sector, – Leverist.de,**

**Cora Bay, Project Manager**

\*In talks with 5 more projects



\*Helpers Future Network

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## How They Help Helpers?

- Knowledge & experience sharing
- Access to the networks
- Participation & direct involvement
- Sharing of resources
- Implementation support

## How Helpers Helps Them?

- Developing trust in e-commerce
- Awareness raising
- Enabling an increment in shoppers and donors
- Creating new partnerships
- Supporter to their causes

AND Increasing **giz** Impact Visibility

## External Partners

**Muhammad Faisal Nisar, CEO**



**Technology Wisdom (Software House)**

**András Kiss, Regional Treasurer**



**Diageo (Beverages Company)**

**Andreas Reiffenstein, CEO**



**UHURU (Microfinance Consultancy)**

**Marcel Belt, CEO/Co-Founder**



**Green Soap Company (Sustainable Products)**

**Bernd Weißhaar, Founder/Trustee**



**H2H Help to Haiti (NGO)**

\*In talks with 10 more organizations



