

OUR COMMON WORLD (OCW) – WHERE GOOD MEETS BUSINESS

Charity Market Opportunity

Millenials are pushed away by high overheads, low engagement.
For businesses the ROI of conventional CSR is low.



\$ 500 Billion
Global charitable giving per annum ¹



20%
Annual growth of online donations ⁴



30-80%
Overhead & fundraising cost of charities ²



Millenials
want engaging and effective ways to help ⁵



\$ 20 Bn
Fortune 500 companies' annual CSR spend ³

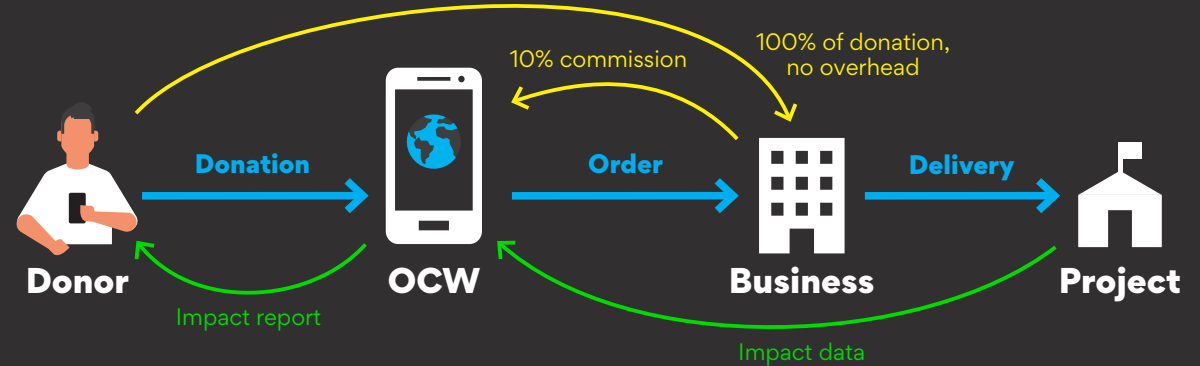


Highest ROI
on CSR programs that transform business models ³

Sources: 1) Charity Navigator, 2) Charity Intelligence 2020,
3) Berkeley Economic Review 2020, 4) Charitable Giving Report 2020,
5) OCW global giving survey on Millenials 2020

OCW Solution and Business Model

OCW brings businesses together to provide sustainable products and services for projects.
Donors can purchase those offerings directly for a project/community they like.



Timeline & resources

2021 - Analysis

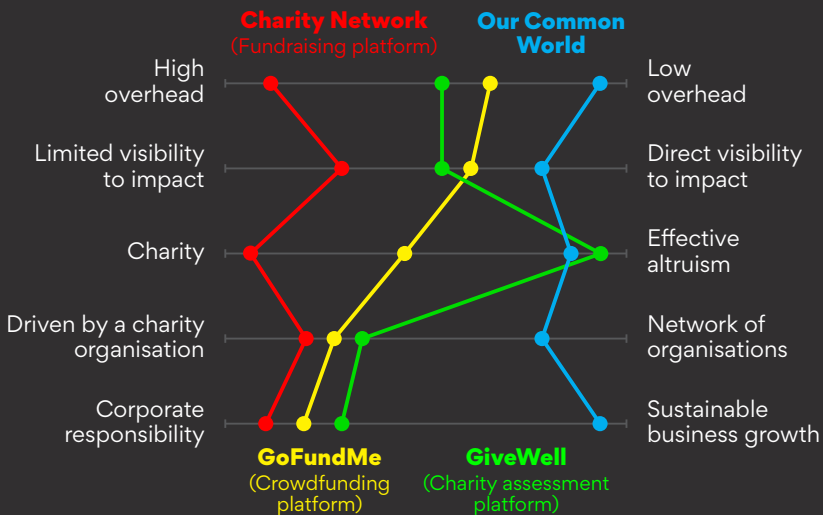
2022 - Testing

2023 - Launch

	2021 - Analysis	2022 - Testing	2023 - Launch
Focus	<ul style="list-style-type: none"> Market and competitor analysis User research, concept development 	<ul style="list-style-type: none"> Design & development of the core platform Pilot projects in food security and education 	<ul style="list-style-type: none"> Extended core feature set implemented Commercial launch to key markets
Goals	<ul style="list-style-type: none"> Pilot partners identified Pilot projects identified Platform concept 	<ul style="list-style-type: none"> 2-3 partners 3-5 projects 1.000 users 	<ul style="list-style-type: none"> 10k users 100 projects 20 partners
Resources	<ul style="list-style-type: none"> 2 x 0,5 team members Design agency External researcher 	<ul style="list-style-type: none"> 2 team members Design agency Outsourced tech team 	<ul style="list-style-type: none"> 4 team members External tech team External GTM support
Budget	250.000 € R&D loan: 50k Funding needed: 150k	500.000 € Partners & loans: 150k Funding needed: 250k	1.200.000 € Partners & grants: 300k Funding needed: 900k

How is OCW different

OCW is a low overhead channel for direct contribution.
OCW combines new business opportunities with responsible action.



Core team



Antti Hintikka
Business developer,
head of India & Africa
entries at Mahindra, HZPC



Petri Kotro
Serial Entrepreneur, product
head, lecturer, technology
expert at Polar, Suunto, Telia



Marko Myllyluoma
Economist and entrepreneur,
ex-head of Nokia Research
Africa and CXO of Fuzu