



## Revolutionizing Charitable Giving

RoundOut is a mobile application that facilitates daily micro-donations from user to charity on an ongoing, consistent basis. The application gives users the opportunity to donate to charity every time they swipe their credit or debit card; by rounding each transaction to the user's preset denomination and transferring the difference to their pre-selected charities, RoundOut gives users the ability to make a positive impact every day.

RoundOut offers a consolidated donating experience for users of all ages. Whether you'd like to round-up with each transaction, make recurring monthly donations, or make a one-time contribution, RoundOut offers a streamlined donation method that works from the palm of your hand.

Because RoundOut allows users to donate with each transaction, charities will receive a steady stream of unrestricted funds throughout the entire year. Charities will also benefit from the fact that RoundOut is the first social media platform specifically designed to harbor more personal user-charity relationships than ever before. Charities can expand their outreach and widen their donor base by posting updates, sending thank you messages within the app, and buying "featured post" advertisement space.

Similarly, socially-minded users who are passionate about their favorite causes can interact and connect with charities in unprecedented ways. Through comments, direct messaging, and charitable event-based forums, RoundOut's interactive platform will completely transform the way donating is done today.

If your charity does a lot of crowd-funding for walks and races, imagine this:

John creates a group within RoundOut a month before the big race. He invites 25 of his best friends to help him raise funds for the walk's cause – his friends join the group where they can either pledge a one-time amount, or agree to give a portion of their spare change from each transaction to support John's fundraising effort. On the day of the event, all the money John and his friends raised in the past month is donated to the cause!

Another use case is for collegiate fundraising departments who struggle to get alumni and recent graduates to give back to the school. RoundOut is the perfect solution for young professionals to give back to their alma maters without putting too much stress on their bank accounts. With monthly minimum and maximum donations, long time donors can still give their preferred amount while new donors can be assured they will never give away more than they can afford.

In a society where transactions are becoming increasingly paperless, RoundOut will act as a digital donation box which will enable people to do something good with every purchase they make. Current donors will love RoundOut for its at-the-fingertips convenience while new donors will be attracted by the social simplicity of the application. RoundOut will enable charities to reach a wider demographic of donors thus increasing the overall amount of donations they receive.

RoundOut's competitive advantage lies in the fact that it is modernizing an outdated charitable giving system. This revolutionary application will bridge the gap between the age-old tradition of giving to charity and the rapidly expanding new world of technology.