



discover | engage | measure

[Flash Volunteer](#) is a volunteer engagement and management platform that enables volunteers to discover and participate in local volunteer opportunities, while providing organizations with premium engagement features to manage, measure and scale their service programs.

[Flash Volunteer](#) successfully launched its first beta site in 2010 and has since leveraged the contributions of nine web developers, 20+ community engagement volunteers and a dedicated Board of Directors to maintain and improve its open source platform while spending less than \$5,600. In October 2011, Flash Volunteer was presented with the Microsoft Award for Social Innovation at the inaugural Seattle Social Innovation Fast Pitch, which positioned it to begin development on Version 2.0 of its innovative platform.

### **The Need**

Schools, city governments, non-profits, and corporations have long realized the value and importance of engaging their members in service programs. However, with time constraints, decreasing budgets and fewer resources to go around, volunteer managers and corporate social responsibility (CSR) directors find it increasingly challenging to recruit, manage, track and thank volunteers, much less keep them engaged from one event to the next.

Imagine a Washington state company with 200 employees who volunteer at a rate equal to that of Washington state residents (33%, from [volunteeringinamerica.gov](http://volunteeringinamerica.gov)). If the company were to offer a corporate match for employee volunteer service (\$18/hour), they would stand to gain an additional \$85,536 in potential tax write-offs.

### **Making the Business Case**

Company size = 200 employees  
Volunteer rate = 33%  
Volunteer hours = 6/month

Corporate in-kind match policy donates \$18 per hour volunteered to 501(c)3.

Resulting in an average tax-write off of \$85,536.

Many organizations still rely on Excel spreadsheets to manage and measure their community service efforts. With Flash Volunteer, those headache-filled days are long gone. By offering simple, scalable web-based and mobile tools, Flash Volunteer eliminates the pain of volunteer managers in organizations of all sizes, including grassroots community groups, major universities, large nonprofits and businesses, while simultaneously offering innovative and unique ways to better engage their constituents and dramatically increase the reach and impact of their service programs.

## **The Solution**

For Volunteers: Organized by neighborhood and focused on single-serving volunteer efforts, Flash Volunteer leads the way for the next generation of service-minded citizens with both our online and mobile solutions. Volunteers can discover and share their upcoming events in real-time while on the go, as well as create, discover and sign-up for events with minimal hassle. Our innovative Cause Crowds also engage users through social media-driven, semi-spontaneous gatherings of volunteers whose purpose is to make a large positive impact in a short period of time.

For Organizations: Flash Volunteer offers a complete end-to-end service engagement platform to easily create, recruit, track, and measure the impact of service initiatives and programs. Flash Volunteer also customizes the enterprise platform offering to match the client's existing brand, allowing for seamless integration of our unique online tools to help organizations increase volunteerism and expand constituent engagement.

## **Market Opportunity**

According to [Volunteeringinamerica.gov](http://Volunteeringinamerica.gov), 62.8 million volunteers donated approximately 8.1 billion hours of service in 2010. The dollar value of this service was nearly \$173 billion (using the 2010 Independent Sector valuation of \$21.36 per hour). The Hands On Network estimates the average American will spend over 2,655 hours volunteering in their lifetime. These are a lot of hours to track...and a huge number of volunteers to manage. Even more importantly:

- 64% percent of all public schools, including 83% of public high schools, had students participating in community service activities recognized and/or arranged through the school.
- Almost 60% of all community colleges and 25% of all colleges and universities offer service learning in their curricular programs. – AAAC
- Nearly every municipality, from Seattle to Orlando, offers some sort of government-sponsored community service, not to mention federal programs such as AmeriCorps and others.
- Corporate employee engagement programs are flourishing around the country, with many CSR directors looking for an easy to implement, turn-key solution to better connect their employees to local service opportunities, as well as quantify their impact at the end of the quarter

To meet this increased growth in volunteerism, organizations have even begun building their own platforms to manage and track their service programs. In fact, several higher education institutions, including California State University at Monterey Bay, Central Washington University, Boise State University, Indiana University, and Georgetown University have all internally built and attempted to manage their service learning programs, but are challenged to create simple, low-cost solutions that also appeal to end users. Flash Volunteer offers a simple, pain-free alternative to these difficult to manage ad-hoc solutions while still providing customers a high degree of control over the look and feel of the end-user interface.

**Flash Volunteer Business Model**

[Flash Volunteer](#) will generate revenue by offering customers a subscription-based, software-as-a-service product menu with tiered pricing based on the industry and desired features. We’ve talked with a number of organizations that are interested in pilot testing our enterprise offering, including the following:

- Northwest Immigrant Rights Project
- UW Foster MBA C4C
- St. Bridget’s Catholic Church
- OneBrick Seattle
- Seattle University

Though there will always be a free version for the general public to utilize, the following table provides subscription pricing details for our enterprise offerings:

	Individuals & Groups	Nonprofits	High Schools	Higher Education	Businesses
<b>Basic Functionality</b>	FREE	FREE	FREE		
<b>Metrics &amp; Reporting</b>	N/A	Starting at \$15/month	Starting at \$100/month	Starting at \$1000/month	Starting at \$1000/month
<b>White Label/ Customer Branding</b>	N/A	Starting at \$50/month	Starting at \$200/month		

The metrics we will use to measure traction will include the following:

- Unique site visitors
- Account sign-ups (Individual and Organizational)
- Conversion rate (Goal = 10% of Organizational users convert to premium accounts)
- User acquisition (Goal = 10,000 new unique visitors per month)
- Retention rate (60% or higher per month)
- Customer Lifetime Value

**Go-to-Market Strategy**

Based upon our market and segmentation analysis, we will address the market through two primary value propositions: increased productivity and reduced costs. Because nonprofits, schools and corporate social responsibility departments focus on maximizing effectiveness and engagement, the primary benefit of our solution is lower volunteer program management costs and increased efficiency. This allows organizations to redeploy resources to other strategic activities, thereby increasing overall productivity.

To begin with, we will leverage our installed base of end-users, using word-of-mouth marketing to promote the platform and win our first pilot customers in the Seattle area. These pilot customers will be critical to helping further refine the platform while also providing credibility with national volunteerism groups.

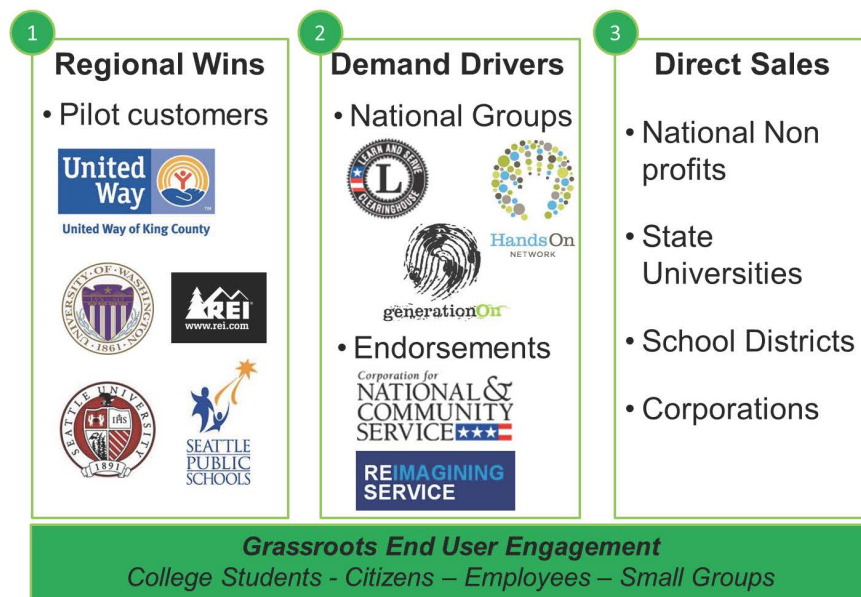
For our initial pilot customers, we will focus on service learning administrators at colleges, universities and high schools, with secondary focus placed on service program directors at early adopter corporations and mid-sized nonprofits. We will launch the product with a weekend-long game on the University of Washington campus, driven by fraternity, sorority and student club participation. We will then use data gathered from this event to develop a case-based B2B sales strategy for other higher education clients throughout the Northwest.

- **Target Customers:** Higher education institutions, school districts, top 50 service-based nonprofits, and corporations with employee service programs.
- **Primary Strategy:** Leverage pilot customer wins to gain endorsements and referrals through national volunteerism groups that influence nonprofits, corporations and educational institutions.
- **Secondary Strategy:** Target volunteer managers, service program directors and corporate social responsibility (CSR) directors, offering case-based evidence and free platform trials.

Next, we will drive demand by obtaining endorsements from some of the top volunteering and service organizations in the United States, including Hands on Network and the Corporation for National and Community Service, whose various affiliates include Serve.org, Learn & Serve America, and the National Service-Learning Clearinghouse. These organizations will help promote and drive awareness of our enterprise solution with our secondary targets.

Finally, to reach the broader market, we've identified two audiences within organizations who play critical roles in the decision-making process for constituent engagement programs: volunteer managers and service program directors/corporate social responsibility (CSR) directors. To best reach these audiences, we plan to offer free trials, case studies and PR-based marketing activities to drive awareness and increase demand.

This chart provides examples of the types of organizations that will play pivotal roles in our overall go-to-market strategy:



## Competitive Analysis and Advantage

The competitor landscape of the volunteer management field is currently dominated by static, bulletin board-style web sites such as VolunteerMatch.org and Idealist.org. Flash Volunteer has a three-pronged product strategy to effectively compete and capture market share.

1. Meet Users’ Needs: Appeal to the “on-demand” nature of today’s volunteer, which will enable us to quickly acquire a large, active segment of the addressable market. As regular Flash Volunteer users share their positive experiences with others, we can leverage this buzz to approach the organizations they work in with enterprise solution offers.
2. Actively Engage Volunteers: Competitors focus their resources on simple volunteer management, while Flash Volunteer provides innovative solutions for volunteer engagement. For instance, our mobile platform, which uses social and gameplay tools to harness the power of crowds for doing good, is a major differentiator that especially appeals to our younger target audience.
3. Saying “Thanks!” Matters: We’re also creating what we believe to be the first “Volunteer Gratitude Engine”, which will allow users of the Flash Volunteer mobile app to send unique, personal thank you notes to randomized volunteers who have recently completed service events in a specific geolocation. Not only will this empower more people to participate in the virtuous circle of volunteerism, but it will also help spread the word about Flash Volunteer and its many unique features.

	Flash Volunteer	VolunteerMatch	Idealist	Others
<b>Volunteer Listings</b>	Yes	Yes	Yes	Yes
<b>End-user Engagement Features (e.g. Flash Teams)</b>	Yes	No	Limited	No
<b>Mobile App Integration</b>	Yes	Limited	No	Limited
<b>Social Media Integration</b>	Yes	Limited	Yes	Varies
<b>Enterprise Licensing Model</b>	Yes	Yes	No	Varies
<b>On-demand opportunities (e.g. Cause Crowds)</b>	Yes	No	No	No
<b>Volunteer Gratitude Engine</b>	Yes	No	No	No

### Competitive Advantage

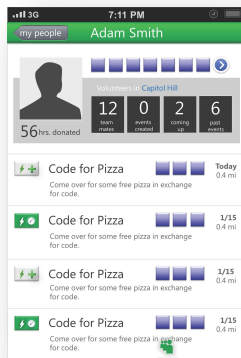
## Management Team

- Brad Wilke – **Partnerships & Business Development**
  - Founder and Executive Director
  - MBA, UW Foster School of Business (2012)
  - Over 9 years of nonprofit volunteer engagement experience
- Logan Buesching – **Mobile and Web Development**
  - Software developer (SDE II) at Microsoft (3 years)
  - BS, Computer Science, Purdue University
- Janis Lee – **User Interface and User Experience**
  - Program Manager at Microsoft (2+ years)
  - BS, Computer Engineering, University of Illinois
  - Minor in Technology Management, University of Illinois
- Damon Gjording – **Marketing & Demand Generation**
  - MBA, UW Foster School of Business (2012)
  - Managing executive of 35 person marketing and creative agency
  - Proven growth driver who built \$15M practice within 36 months

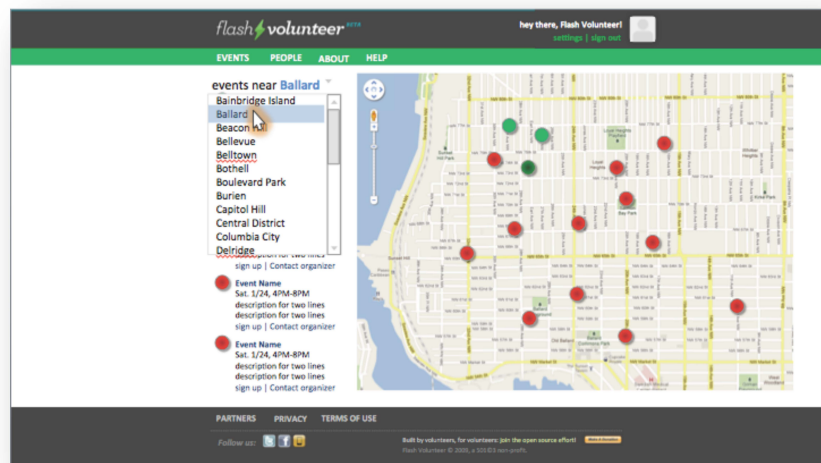
## Traction

With our current beta site and all-volunteer staff, Flash Volunteer has achieved the following:

- 1,600+ registered users;
- 600+ Puget Sound area volunteer events hosted;
- Verbal commitments for pilot testing of our enterprise offering this spring from several Puget Sound area organizations, such as Northwest Immigrant Rights Project, UW MBA C4C, Seattle University and others;
- Inquiries about the feasibility of bringing Flash Volunteer to various cities around the country;
- Winner of Microsoft Social Innovation Award (\$10,000) at Seattle Social Innovation Fast Pitch in October 2011;
- Microsoft in-kind match of over \$8,000 for volunteer site development efforts performed pro bono by our dev team.



Beta Mobile Application



Web Application – Map View

## Financials

The table below provides a financial projection of the next six years of Flash Volunteer's operations.

We intend to acquire three to five customers in 2012, a year in which we will be operating at a deficit while we establish a foothold in the market. Following that, we plan to pursue an aggressive expansion strategy that leverages early successes to grow our installed base across customer segments.

To arrive at these numbers, we made a number of assumptions based on performance of comparable companies and industry standards across all web applications that employ a subscription-based business model. These assumptions include the following:

- subscriptions will come from a combination of sales calls and earned media;
- 2012 revenues of \$82,710 are based on in-depth discussions with 10-15 organizations who were willing to pay from \$400 to \$25,000 per year for our enterprise offering;
- 2013 revenues of \$591,060 are based on increased earned media traction, leveraging of success with current customers to gain new ones, and the addition of one full-time business development staff member.

	2012	2013	2014	2015	2016	2017
Annual Subscription Revenues	\$ 82,710	\$ 591,060	\$ 1,844,580	\$ 3,612,450	\$ 6,666,900	\$ 13,051,800
Operating Costs	\$ 75,000	\$ 265,977	\$ 645,603	\$ 1,264,358	\$ 2,333,415	\$ 4,568,130
<b>EBIT</b>	<b>\$ 7,710</b>	<b>\$ 325,083</b>	<b>\$ 1,198,977</b>	<b>\$ 2,348,093</b>	<b>\$ 4,333,485</b>	<b>\$ 8,483,670</b>
Volunteer Events Hosted	1,200	1,167	3,500	9,625	24,063	48,125
Volunteers Engaged	6,400	7,000	21,000	57,750	144,375	288,750