

COMPANY OVERVIEW: SpreadKarma® is a funding ecosystem empowering positive social impact in underserved communities through crowdfunding and education.

CHALLENGE: There's a lack of funding, lack of support, and lack of community for social entrepreneurs. Most fundraising platforms are merely tools; they don't provide marketing support, fundraising coaching, financial management, or help create a community of donors. Less than 2% of funding from foundations go to minority-led organizations. This forces many social entrepreneurs to end impactful programs or never get their ideas off the ground.

SOLUTION: SpreadKarma® provides: 1) Donation and rewards-based crowdfunding software; 2) Fundraising Education; 3) Increased exposure & marketing support for campaigns; and 4) An ecosystem of donors and funding resources for social entrepreneurs. Our theory of change is connected to the UN's Sustainable Development Goals. We reduce inequality and poverty by providing a platform to raise money for marginalized populations (SDGS1&10). We empower cities to become more sustainable and equitable through our fundraising education services (SDGS4&11). Finally, we partnerships for the greater good by bridging the funding gap between foundations and minority-led organizations (SDGS17).

MARKET: The crowdfunding industry is projected to grow to \$400 billion by 2025. There are 11.5m potential donors and 1.9m potential campaigners in the four major cities in the mid-Atlantic region: Baltimore, NYC, Philly, Washington D.C. Targeting 1% of the population, we anticipate earning our first million in revenue in 3 years, charging a 4.5% fee for every donation made on our platform, offering live coaching, and selling e-courses and workshops.

MILESTONES:

- Since launching in Oct. 2019, we've had \$80K raised through the platform, 8 fully funded social impact campaigns and gained a community of over 1900 donors - 12% of which are repeat givers. We also provided 40 hours of live fundraising coaching.
- We have secured key lead-generating partnerships such as Baltimore Homecoming, Warnock Foundation, Move Maryland, and a Data partnership with Giving Tuesday. Diversity, Equity, and Inclusion vendor of choice for the National Association of Minority Nonprofits.
- We will present crowdfunding workshops during Baltimore Innovation Week Summer 2021 and at the Nonprofit Technology Conference.
- Verified Stripe Partner for payment processing.
- Our proven crowdfunding curriculum is backed by Dr. Jim Kucher, Associate Professor of Social Innovation at UMB.
- Currently participating in Social Innovation Lab and Innovation Works Accelerator programs.

REVENUE MODEL: SpreadKarma® has 5 revenue streams: **Platform fee:** 4.5% of every donation made on our platform; **Coaching services:** 3 packages ranging from \$175-\$750. **Digital products:** crowdfunding e-courses (self-paced or group guided) **Workshops:** and **purpose-driven merch.**

COMPETITIVE ADVANTAGE: Our competitors are GoFundMe, DonorsChoose, and Fundly. Our competitive advantage is trust, capacity building and support: Trusting that your funds will make a difference; people who are looking for groups like this don't know who they can trust, and don't have the know how to run a fundraising campaign. That's where SpreadKarma® comes in. We're more than just a crowdfunding platform. SpreadKarma® carefully vets each campaign, offers live coaching, recurring donation software, a reward feature incentivizing donations - which is beneficial for small businesses to leverage products to raise capital. And our ecosystem is strictly for social impact fundraising. None of the mentioned competitors offer any of these services.

COMPANY NEEDS: Lead-generating partnerships in Baltimore, mentorship, grants and/or VC funding of \$460k for next two years of milestones: Hiring sales and marketing team, two crowdfunding coaches, two engineers, enhancing software, and finishing the e-course development.

Spread Karma, LLC

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■ **KEY PERSONNEL**

Kellie Brown, Founder & CEO
MBA, 10 + Years Nonprofit Executive, experienced in crowdfunding expert and building strong teams.

Sherman Barksdale, Co-founder & COO
BS: Business Admin, 15 + Years in Business Operations, M.Ed: Curriculum and Instruction

LeMar Moore, Chief Legal Compliance Officer
Attorney with experience in fintech startups and IP and data privacy

Love Joyner, Culture & Communications Director
Communications and marketing professional with HR experience, creating and sustaining a unique company culture.

Adrienne Coverdale, CFO
20 years of experience in business accounting and finances

Jose Hermida, Webmaster/Developer
Fintech Developer and Scrum Master

Total # Employees/Team Members: 7
Total # Advisors: 4

■ **COMPANY STATUS**

Founded: 2018
Industry: Social Impact Fundraising
Company Registration Status: LLC
Total Funds raised to date: \$45,000

■ **RECOGNITION**

- [New Baltimore-based firm looks to offer more 'hands-on' crowdfunding services](#), Baltimore Business Journal
- [Attman's Business Pitch Competition Finalists 2020](#)
- [Black-Founded Crowdfunding Platform SpreadKarma Wants to Make 2021 the Year of Giving](#), Afrotech
- [Greater Philadelphia Social Innovations Awards Finalist 2021](#)
- [2021 Technical.ly 20 most promising Baltimore Tech Companies](#)
- [Rise to the Challenge Business Pitch Competition Finalist 20:](#)
- [Minority Innovation Week Pitch Competition Finalist Summer 2021](#)
- [Baltimore Innovation Week Workshop Presenter May 2021](#)