



## Why Powered by Action?

Powered by Action (PbA) is a 501(c)3 that helps nonprofits do good—better. We believe that everyone should have access to the help they need. So we amplify the efforts of nonprofits, activists, experts and people with know-how by demolishing the barriers between them and those that they help. People with knowledge and innovative ideas are already out there—they simply need help helping more. That’s where we come in. As global technology leaders, our expertise powers theirs.

Our collaboration platform empowers nonprofits to extend their reach and scale impact by virtualizing the delivery of their proven programs and services. Now, anyone anywhere can have mobile access to the help they need when they need it—including access to support services, experts with know-how and programs that inform and empower them. PbA 2.0 is an app suite (web, iOS, Android) and can be white-labeled to leverage your brand and network.

## Limits of Traditional Service Delivery Models

Today’s nonprofit organizations almost always utilize in-person methods to deliver services to their constituents. Although millions of nonprofits exist to serve diverse needs, vulnerable populations are left trapped in their circumstances in part due to the limitations of in-person delivery models. Because these barriers affect nonprofits as well as those they serve, nonprofits simply can’t serve all of the people who need their help.

For instance, more than one in five impoverished Americans live in rural areas, but nearly 90% of nonprofit service providers are located in cities as far as 250 miles away. Even in urban areas, where nonprofit density is much higher, people with mobility issues face barriers traveling to receive nonprofit services. In cities without robust public transportation options, people without access to personal transportation often cannot attend meetings or classes, and single mothers, half of whom live below the poverty line, typically do not have access to the childcare they need to leave the house and go to a meeting. Marginalized and underserved populations are unable to access the services that they need, and as a result they remain trapped in cycles of poverty, hunger, and poor education. Meanwhile, nonprofits are limited by physical capacity and the related high cost of delivering services in person.

Nonprofits can reach these populations with barriers of distance and income by adopting Internet-based, virtualized service delivery models. According to a report by the Pew Research Center, 72% of American households earning less than \$50,000 annually have Internet connectivity at home. Likewise, Internet-based applications have become exponentially more capable and user friendly, enabling organizations to work in ways that were previously impossible. Nonprofits now have the opportunity to begin offering services online that could only be delivered in person previously. To support this process, Powered by Action created a mobile-enabled collaboration platform that enables nonprofits to deliver services to anyone, anywhere as though they were in the same room.

## Problem Statement Summary

Access to proven programs limits reach and results.

## Our Vision

Provide everyone access to the help they need.

## PbA Solution

We help nonprofits do good—better by providing a mobile-enabled collaboration platform that demolish barriers of access, including the lack of transportation and income, language and busy schedules. Now nonprofits can digitize proven programs to virtualize delivery, extend reach, and increase engagement and impact.

## Approach

To help nonprofits do good—better, we first help them better inform and empower the people they serve by:

- Digitizing their programs and intellectual property,

- Automating program delivery to optimize their staff and to reduce costs,
- Virtualizing on-demand interventions, empowering them to meet people where they are when they need help most,
- Fostering communications and sharing to increase engagement,
- Extending access and equity, and
- Defining and implementing strategies and optimizations that scale impact.

Our mobile-enabled collaboration platform provides the global infrastructure necessary to capture and harvest the power of millions of people served by nonprofits and to provide them global access to transformative programming.

Second, to accelerate the number of nonprofits and the people they serve on the Powered by Action (PbA) Network, we are implementing strategic alliances with organizations that provide services to large groups of nonprofits including Community Health Charities (2000+ health charities, 50+ environmental charities, 100+ faith based charities), Wise Giving Alliance (1000+ charities), Give NBC (40 CEOs, 1000+ churches) and many others. Incrementally, Powered by Action has launched PbA for schools and PbA Digital for parents to fuel student achievement.

Third, we increase the number and frequency of quality interactions between nonprofits/schools and the people/students they serve to increase the adoption of desired skills and behaviors while significantly decreasing unit cost of program delivery. Our software platform revolutionizes engagement and social impact via:

- Access to a library of digital programs at anytime from anywhere on any device,
- Mobile push notifications where anyone can click to listen, watch and/or read informative content,
- Live interactive events that amplify learning on-demand,
- Assignments and surveys that measure understanding and application, and
- Ongoing conversations and sharing occurs across a connected ecosystem of related communities.

Fourth, social impact investors represent an opportunity to sponsor our platform to accelerate social impact and to secure returns on investments in unique scenarios.

## Business Model

- Big Heart Ventures (BHVs) provides a perpetual software license to Powered by Action (PbA) to promote and license the PbA SaaS suite to non-faith based nonprofits globally at no cost.
- PbA licenses the white-labeled PbA suite to non-faith based nonprofits and schools for a fee as follows:
  - One-time Incremental Fee: \$22,500 per White-Labeled App Suite. *Note: software customizations are billed at \$125/hour.*
  - One-time Fee: \$7500/nonprofit and \$6,500/school for strategy, project management and training.
  - Recurring Annual Software User and Usage Fee: \$2500/nonprofit for up to 500 users. Above 500 users/students priced at \$2/user; discounts based on volume of users/students are available.
  - Recurring Annual Maintenance Fee: \$12,000/app suite/year, which includes 4 software releases.
- PbA licenses a SaaS version for nonprofits and schools that have a limited budget; pricing available upon request.
- Optionally, the Annual Recurring Fee for PbA *Digital for parents* program is \$1000/school up to 500 students with unlimited number of parents, teachers and school administrators. Above 500 students is priced at \$1/student; discounts based on volume of students are available.
- Optionally, consultative services to digitize programs billed separately at \$125/hour.
- PbA donors and grantors subsidize PbA operational expenses (e.g., payroll for development, customer management and operations, finance) as a result the aforementioned fees are subsidized by their giving.
- PbA strategic alliances further subsidize PbA operational expenses and/or license fees to accelerate rollout of the PbA platform and related services; for example when an entire school district implements the PbA solution additional discounts are applicable.

Powering the action of nonprofits by helping them virtually deliver programs and services.