

Business model

70% of employees agree volunteer activities boost morale better than happy hours:

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-2017-deloitte-volunteerism-survey.pdf>

100+ Lego sets donated in December 2023 alone:

<https://www.linkedin.com/feed/update/urn:li:activity:7143395734111911936>

<https://www.linkedin.com/feed/update/urn:li:activity:7144065654323675136>

Growth potential

Corporate event market size is projected to be over \$500 billion by 2030:

<https://www.researchandmarkets.com/reports/5480865/u-s-corporate-event-market-by-event-type-and>

Canadians make almost as many in-kind as financial donations:

<https://www150.statcan.gc.ca/n1/pub/11-008-x/2012001/c-g/11637/c-g01-eng.htm>

77% of Gen Z are extremely interested in volunteering opportunities:

<https://www.classy.org/blog/gen-z-next-generation-donors/>

Interviews with former keen to help interns (Emma Benoudiz & Jose Aris) that now work at Dialectica:

“They recently added a ‘volunteer initiative’ budget within team-building to encourage social impact initiatives amongst employees”.

Key capitals

LinkedIn profiles of co-founders/advisors:

Mateo Jeanneau - <https://www.linkedin.com/in/mateo-jeanneau/>

Alex Dankoff - <https://www.linkedin.com/in/alexthankoff>

Carrie Lipper - <https://www.linkedin.com/in/carrielipper>

Francois de Kerret - <https://www.linkedin.com/in/francoisdekerret>

keen to help LinkedIn page (200+ followers):

<https://www.linkedin.com/company/keentohelp>

Financial Capital

Dobson Cup winner results:

<https://www.mcgill.ca/dobson/article/mcgill-dobson-cup-2021-winners>

GoFundMe:

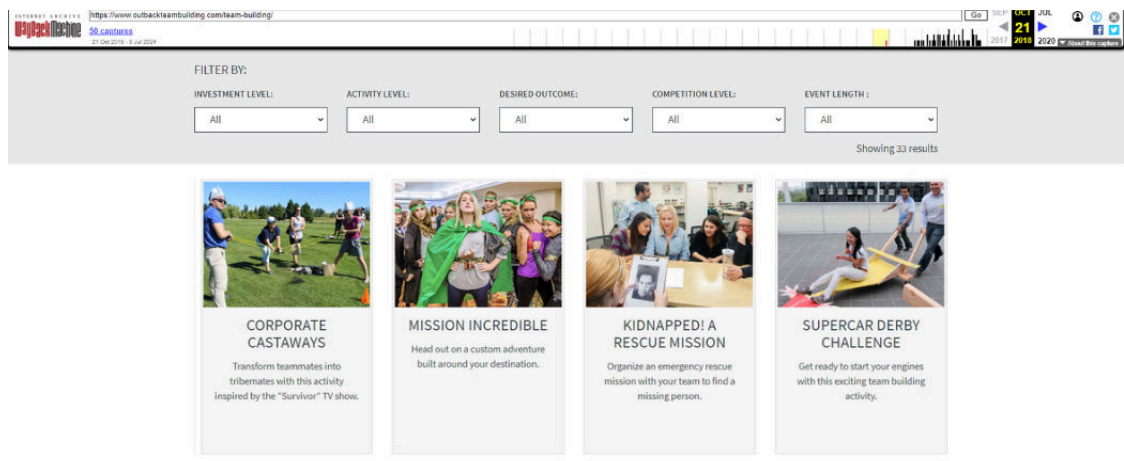
<https://www.gofundme.com/f/fqv7y6-keen-to-help>

40k+ revenue:

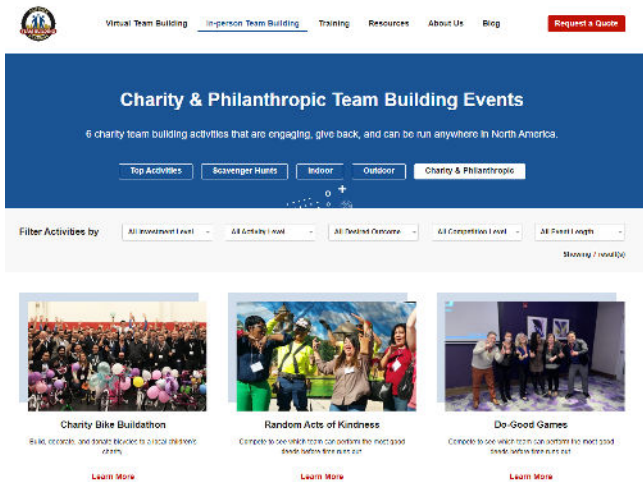
Stripe & Shopify reports available upon request

Risk Management

Outback team-building website in 2019 (very limited charitable initiatives):

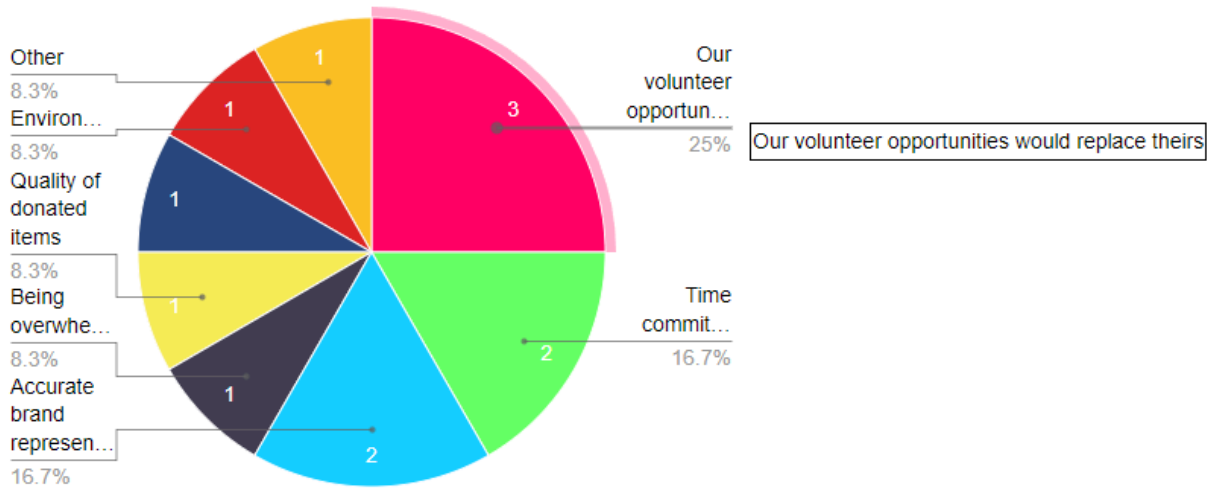


Outback team-building website in 2024 (whole page for charitable initiatives):



ESG

We conducted interviews with 4 nonprofits (Bread & Beyond, minibiblioPLUS, Welcome Collective, Operation Gratitude) and asked for their top 3 concerns of partnering with us:



Investor data room - available upon request:

https://drive.google.com/drive/folders/10L_9iDyTqJyppoEQgtlzKQIU_It9_Igr?usp=sharing

Learning curve

Email outreach analysis:

<https://docs.google.com/spreadsheets/d/1w7IIVWgpB-LcJwsgKOfPvNI6CwqGRn0QBLy-rJYrcUo/edit?usp=sharing>