



ChariTeam



Presented by
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Sacha Alexandra Renou
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Axel Pechiodat
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FOUNDING TEAM

Who are we ?



Sacha Alexandra Renou
Co-founder



Léna Bensalem
Co-founder



Julia Perrot
Co-founder



Olivia Gonçalves
Co-founder



Axel Pechiodat
Co-founder



Martin Van Oost
Co-founder



WHY CREATING *CHARITEAM?*

01 Bridge the gap
between
volunteers and
local charities

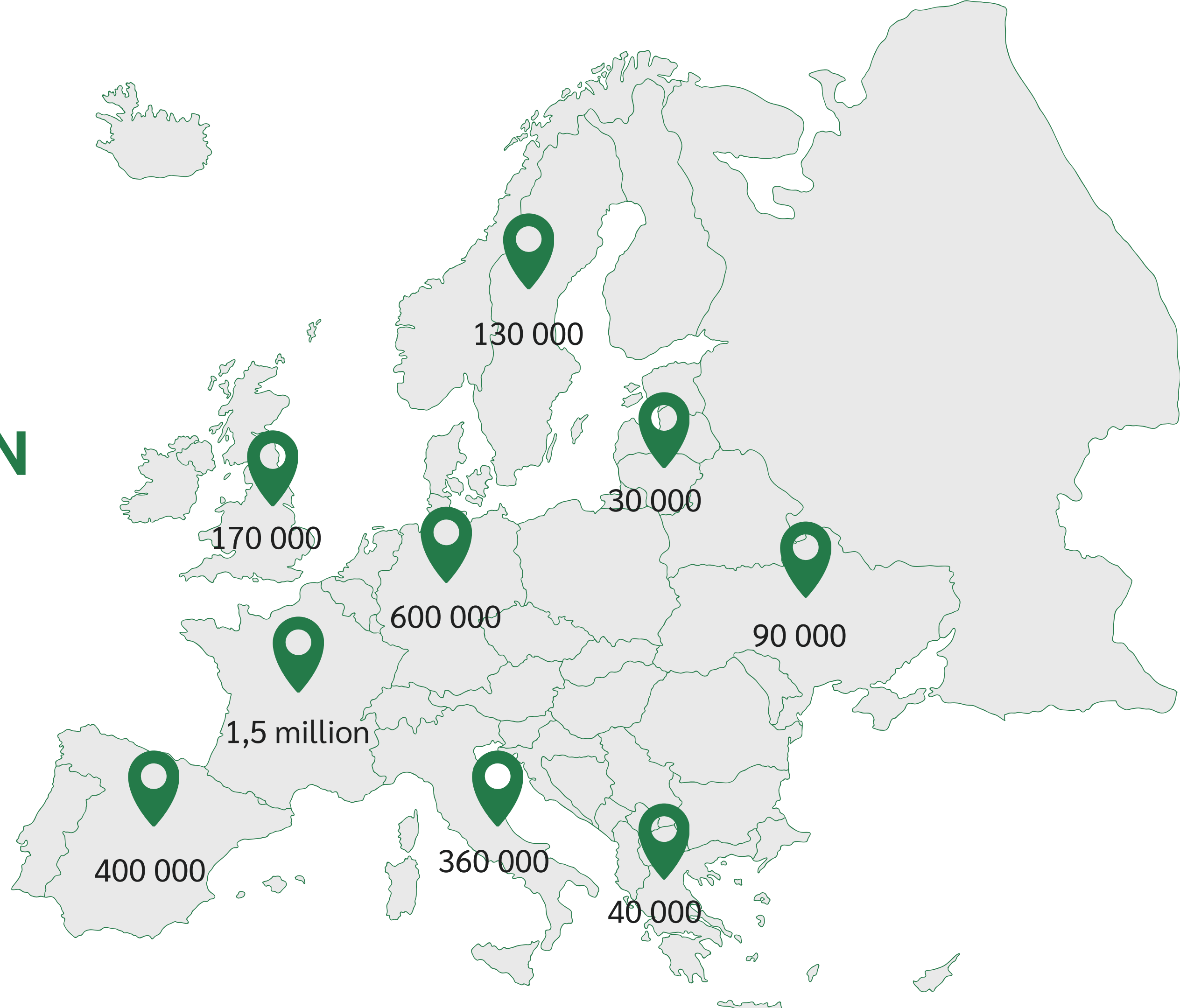
02 Empower
communities to
solve local issues
together

03 Increase
transparency and
accountability in
charitable giving

04 Make volunteering
and giving
accessible and
rewarding



CHARITIES IN *EUROPE*





MARKET

**4 million
charities in
the E.U**

Trends

**Education
and
Culture**

**Human
and
Social**

**Environ-
mental**

**Sports
and
Hobbies**

**Local
engagement**

Digitalization

**All-in-one
platform**

MARKET ANALYSIS



Potentials users

European engagement = 15/20%
of the population
= 80/100 millions people



Growth

Stable growth, specially in
those fields : environnement,
education and social.



Projection

If we capture 1% of the
potential market it represents 1
million users



THE APP

Key features

Discovering charities & related events

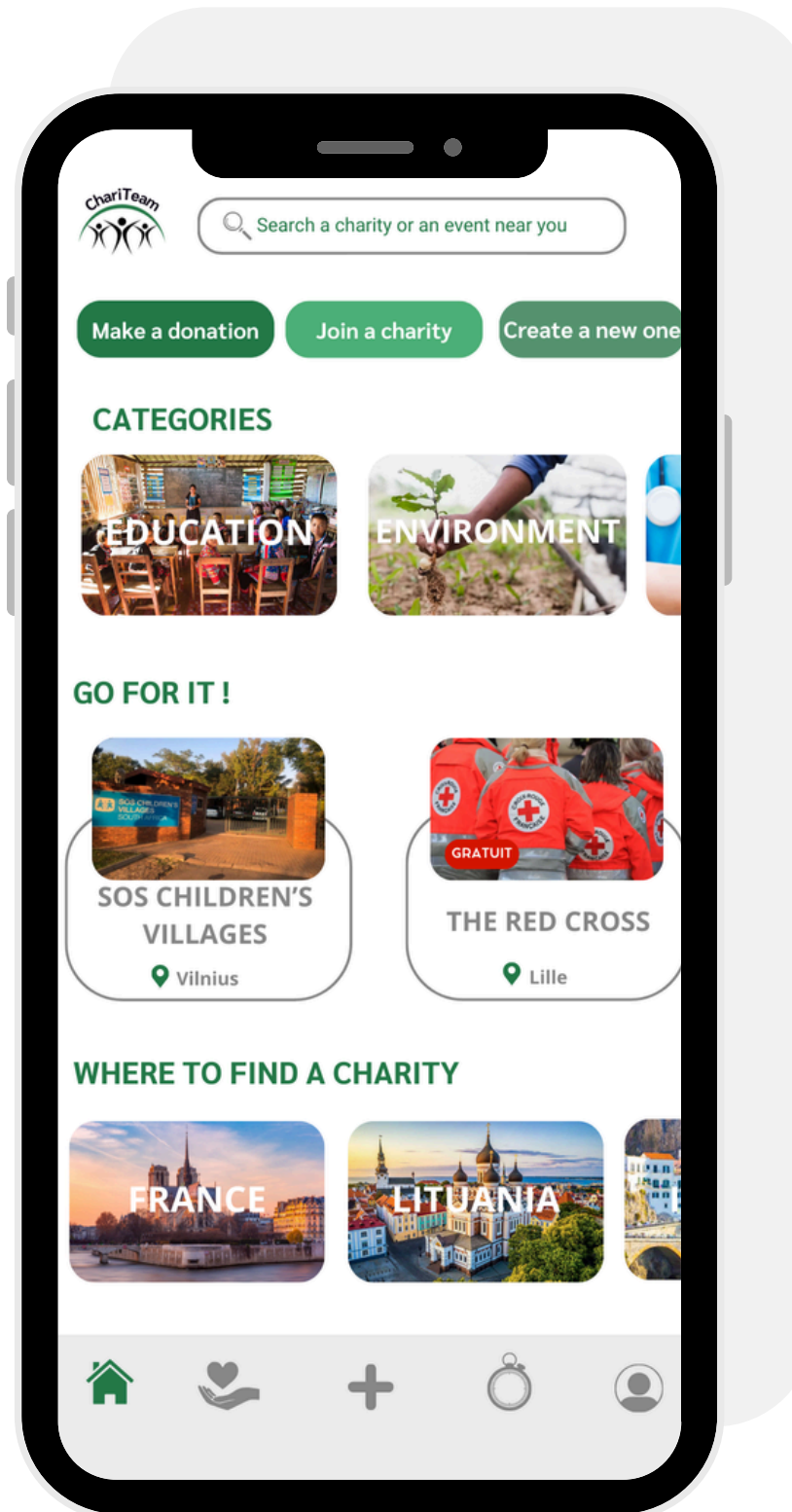
1

Personalized volunteering opportunities & donations

2

Gamified volunteering & reward system

3



Impact tracker for donations & volunteering

4

Charity locator and local causes

5

Join a community & create a charity

6



COMPETITIVE ADVANTAGES



Reward system

Accumulate points or moeny through concrete actions and then donate them to an association



Time and donation tracker

Designed to help to commit to charities and events



COMPETITORS COMPARISON

Market Size	Website	Mobile App	Volunteering actions	Donations	Points earning system	Time and donation tracker
BENEVOLT	<input type="checkbox"/>		<input type="checkbox"/>			
GO FUND ME	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
HELLO ASSO	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		
ENTOURAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
CHARITEAM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



BUSINESS MODEL



FREEMIUM

allows associations to get started without upfront costs

- Profile creation and listing on the platform.
- Ability to receive donations directly through ChariTeam.
- Participation in general search results (non-priority).



PREMIUM 5€/month

need more visibility and tools to scale their impact.

- Priority visibility in search results or featured sections.
- Customizable campaign pages (branding, logos, photos, videos).
- Access to detailed analytics
- Goal tracking,
- Automated donor follow-ups,
- Enhanced customer support (response within 24 hours).



REVENUE STREAMS

need more visibility and tools to scale their impact.

- Partnerships and Sponsorships
- Advertising
- Commission on events tickets
- Consulting or Advisory Services



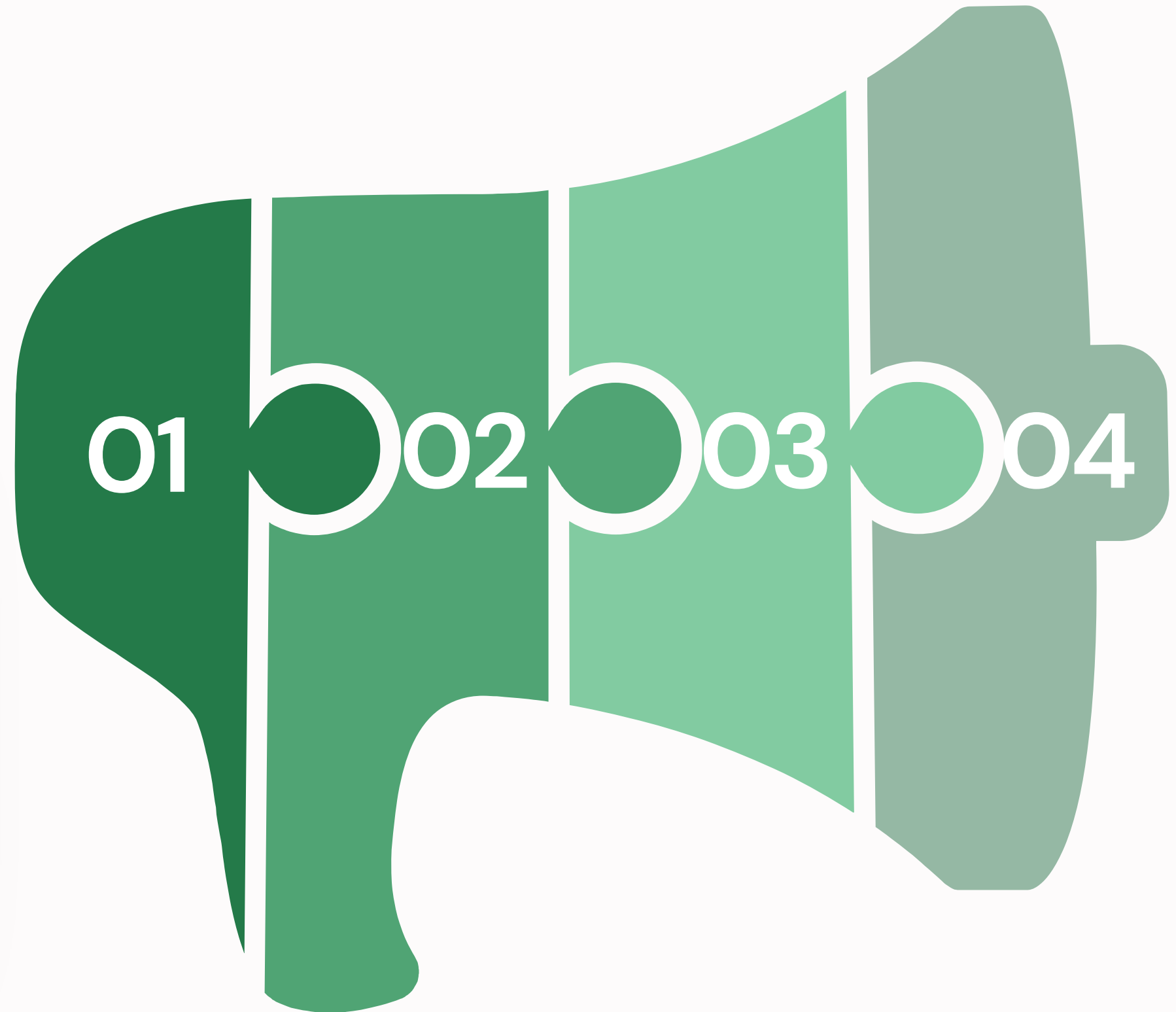
BUSINESS MODEL

Expense Category	Estimated Costs (€)	Comments
Design and Planning	5,000€	Market research, feature definition, UX/UI design, prototypes, and interactive mockups.
Application Development	20,000€ (Web)	Development of the web platform, backend, and frontend.
	20,000€ (Mobile)	Development for mobile apps (iOS and Android).
Testing and Quality Assurance (QA)	5,000€	Security, performance tests, and bug detection.
Deployment and Hosting	1,000€	Platform launch and server setup.
Annual Hosting Costs	2,000€ / year	Cloud hosting (AWS, Google Cloud, etc.), database costs.
Maintenance and Updates	7,500€ / year	Ongoing maintenance and adding new features (around 15-20% of the initial development cost).
Marketing and Launch	5,000€	Advertising campaigns (Google Ads, social media, etc.) to attract users.
Third-Party Solutions and Licenses	1,000€	Payment APIs, geolocation services, third-party tools (e.g., Stripe, Google Maps).
Customer Support and Training	3,000€ / year	Customer support, user training, and handling support requests.

**Total cost :
69,000€**

MARKETING PLAN

- 01** Targeted advertising campaign
- 02** Launch event
- 03** European expansion strategy
- 04** Performance indicators



POTENTIAL INVESTORS AND FOUNDINGS

make_sense



FRANCE *angels*



**THANK YOU
FOR
LISTENING!**

