

TaskCause

Overview

TaskCause is a Milwaukee-based startup with a mission to bring local communities together and fund non-profit organizations. We're working to end the divide in our communities by creating local collaboration through Giving By Doing™.

Business Summary

TaskCause provides software and marketing solutions for nonprofit organizations to create local collaboration, raise funding, and generate awareness for their cause. By eliminating the need for a dedicated fundraising manager, nonprofits are able to save money and focus on their area of impact. TaskCause is working to become the one-stop shop for nonprofits looking to participate in local and digital fundraising.

The Problem

Many nonprofit organizations face difficulty in fundraising. They lack an audience, strategy, and the budget to hire an in-house fundraising manager. Even *if* they're able to reach an audience and inspire, not everyone has the funds to donate. For the nonprofits, there's also high overhead in hosting an event and finding people who have time to volunteer around their scheduled event.

The Solution/Product

TaskCause mobile and web app. Through TaskCause, people are able to discover and support local nonprofits in various ways. They can donate directly to the organization, request a task to get their community involved, or complete tasks to raise money for their cause.

Execution Plan / Go To Market Strategy

Phase 1 - FREE PILOT - TaskCause partners with local nonprofits. This phase is necessary as nonprofits are hesitant to risk their marketing budget on an unproven platform. Furthermore, TaskCause simply does not have the budget to provide free marketing services and/or ad spend for the nonprofits to prove our model.

Under this deal, TaskCause will work to raise the first \$2,000 for the nonprofit by donating laundry services. The nonprofits will find people who want to get laundry done to support their cause. The funds raised under this pilot are restricted to be reinvested into TaskCause via Wefunder which allows the nonprofit to become an equity partner.

Phase 2 - FREE PILOT 2 - TaskCause works to prove a scalable business model. With our partnerships with local media companies, OnMilwaukee and LIFT Digital, we will provide digital marketing strategy and as well as generate PR for the nonprofits at zero cost. From there, we

will use 75% of the funds raised from Phase 1 on ad spend to drive traffic onto the app to raise more funding and awareness for their cause.

The goal with Phase 2 is creating the first repeatable process that will allow the app to grow. The key performance metrics we're looking to acquire is the CAC and average donation per user. By proving that each user generates more in donations on average than the cost to acquire them, we can show the nonprofits that a positive return on investment is possible with TaskCause.

Phase 3 - SCALE - TaskCause finds customers in large local nonprofits that want to raise awareness and funding for their cause while bringing local communities together. Consolidation isn't just happening in for-profit organizations, it's happening in nonprofits as well. There are nonprofits with massive reserves that have no idea how to deploy their capital to make an effective difference in their community. TaskCause is the answer for these nonprofits.

Phase 4 - EXPAND - TaskCause expands outside of the Milwaukee area.

Phase 5 - SMALL GROUPS - TaskCause rolls out "Giving By Doing" campaigns in smaller nonprofits such as athletic booster clubs, university organizations, and even local churches. By rolling out volunteer fundraising campaigns, the groups can efficiently and effectively raise money unlike product based fundraising where less than 50% goes to support the cause.

Phase 6 - DECENTRALIZED - TaskCause decentralizes by creating a new currency that gives people habits with purpose. This new currency will only be able to be mined when a person makes a physical difference in their local community through "Giving By Doing".

Fundraising

TaskCause is currently raising a \$250,000 round via Regulation CF on Wefunder. This fundraising round will allow TaskCause to pay engineers and continue development of the app. TaskCause is working to bring on Khaled as full-time to focus on sales and manage accounts. Last but not least, this fundraising round will allow TaskCause to hire an in-house marketing manager to grow the company.

Management Team

Sang Woo Nam (aka Kevin) - CEO/Founder - Bootstrapped TaskCause with personal investments in time and money.

Khaled Salem - VP Sales/Co-Founder - Currently employed at OnTech. Khaled brings sales and fundraising solutions and experiences to the company.

Serguei Vassiliev - Systems Architect - Currently employed at Ryder, Inc. Serguei ensures that our technology is secure, efficient, and scalable.

Board Members

Jeff Sherman - CEO/Co-Founder at OnMilwaukee and Lift Digital.

Tarik Moody - Executive Director at the NPR in Milwaukee

Salman Ali - Data Scientist at Accenture