



БЛАГА 



РАДА ГОЛІВ
ДЕРЖАВНИХ
АДМІНІСТРАЦІЙ

Project pitch deck

charity platform

«BLAGA E»

Your things are nice donations!

AGENDA

ABOUT THE «BLAGA E» PROJECT

- Problem and current environment
- Solution
- Project Uniqueness
- Advantages
- Project Tasks
- Expected Result

PROJECT PLAN

- Project stages
- What do we have?
- How does platform work?
- Transparency & reporting
- Present challenges
- Cost Estimate

COALITION TEAM

- Coalition members
- Coalition members potential
- Let's Unite!
- Fundraising
- Contacts

Your things are nice donations!

ABOUT THE «BLAGA E» PROJECT

Your things are nice donations!

PROBLEM & CURRENT ENVIRONMENT

According to Bloomberg, **Ukraine suffers from significant decrease in charitable contributions for military** (from 20% to 10x times according to the information from various charity funds).

Key reasons of decrease are **general economical struggle, inflation, tax increase and skyrocketing FMCG goods prices increase.**

Meanwhile, annual turnover volume of renown Ukrainian marketplace is about 25 mln USD (more than 1 bln UAH).

Military donations in Ukraine plummet as war pressure mounts, Bloomberg reports

Share [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

by The Kyiv Independent news desk · November 13, 2024 3:32 PM · 2 min read



People walk past destroyed Russian armored military vehicles on display in Kyiv, Ukraine, on Aug. 21, 2023, ahead of Ukraine's Independence Day, amid the Russian invasion of Ukraine. (Roman Pilipey/AFP via Getty Images)

SOLUTION

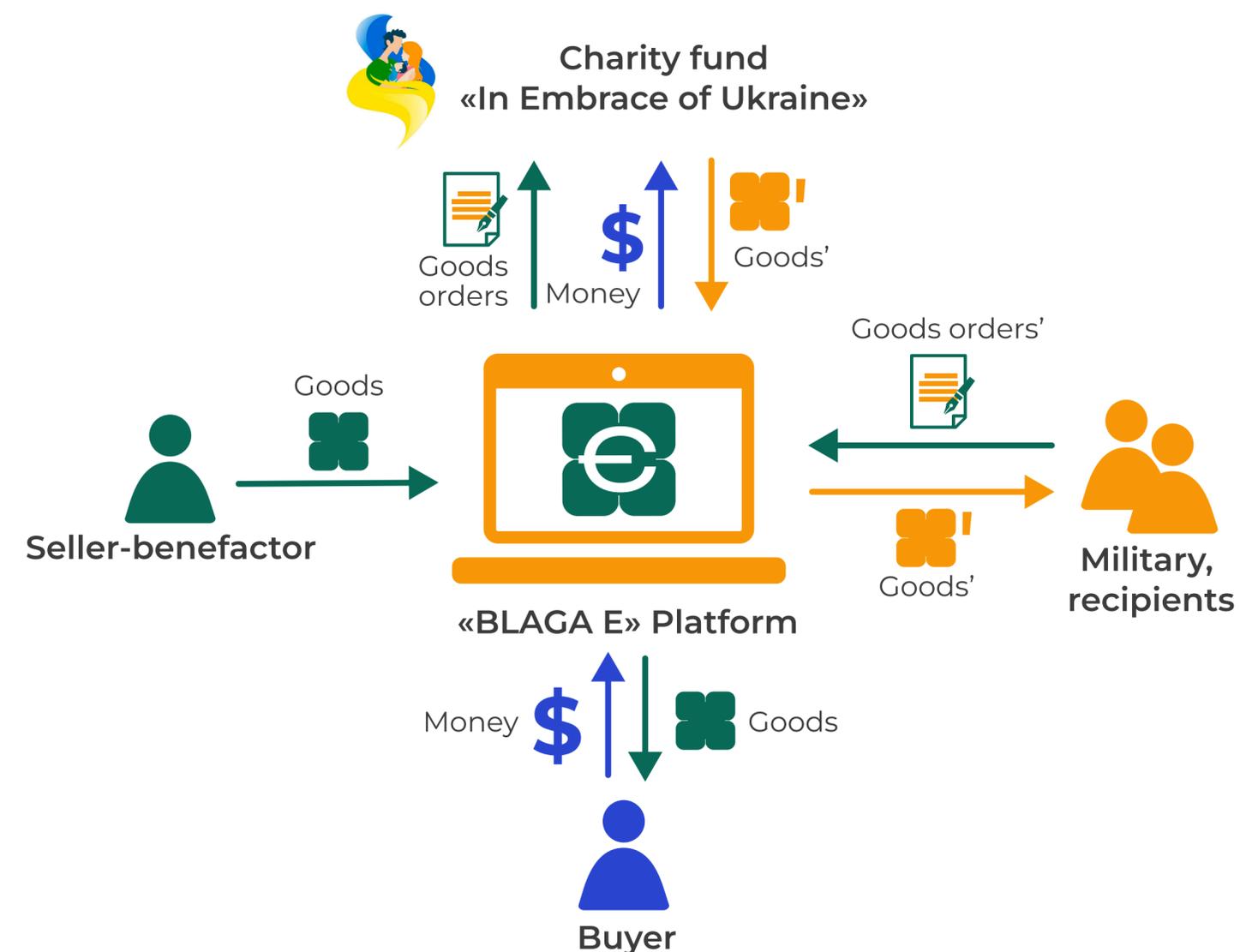
We suggest creating **charity marketplace platform which will allow users donate with goods instead of money** (using stuff of all kinds, services, works etc.)

Users will give their goods or services on charitable basis to those who are willing to pay for these.

Received payment become donations for Ukrainian Armed Forces. Charity Foundation as a project organizer will distribute funds according to the needs of military.

Each of us has something to share, which can be valuable for somebody else. We suggest transform this value into donations.

Charity platform flowchart



Every thing matters!



— Good or services



— money



— orders from military



— goods ordered by military

PROJECT UNIQUENESS

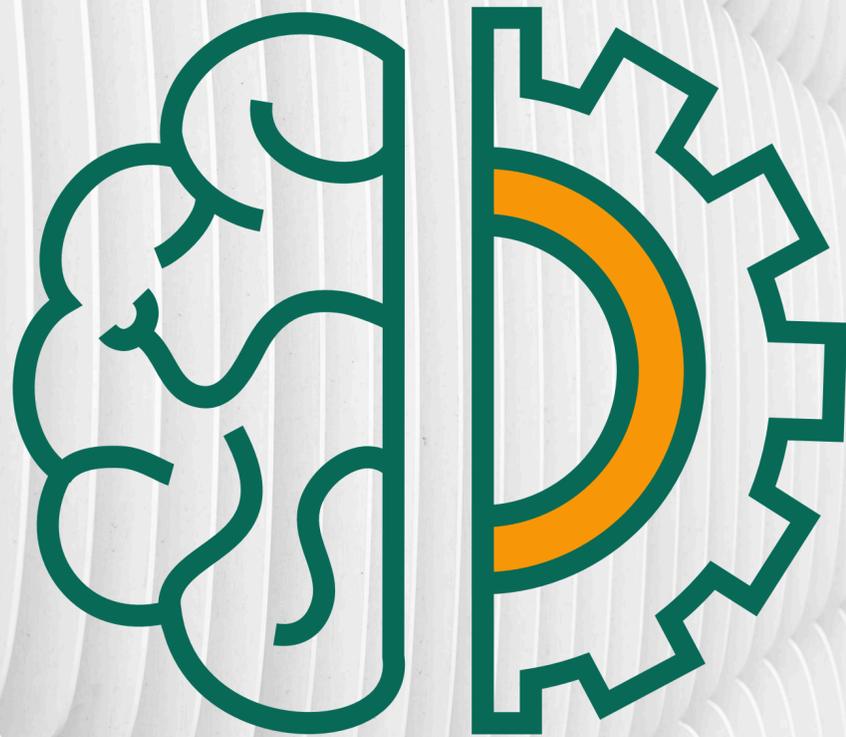
At the time, there is no resource in Ukraine which allows convert goods or services into donations.

Physical charitable contribution by direct order can be complicated by the target amount of money collection. This process significantly narrows circle of contributors who are willing to help.

However, **every person, family, enterprise or community possesses some things, goods or services that can be shared with someone who needs this.**

Meanwhile, **potential buyer can acquire something he\she needs with more beneficial price**, or following the intent to donate money.

Charity platform as an intermediary **will simplify donated goods and services turnover, provide collection of the variable sums for sold goods, and coordinate targeted application of the collected sums to the requests from military.**



ADVANTAGES



Functional platform presence, that only needs additional setup

Partner provides existing platform on charitable basis. This allows to save much time and finances.



Scaling and transformation opportunities

Project can be easily transformed into local communities support & restoration platform during the post-war period.



Experienced partners coalition

Partner coalition provides all of the necessary experience and assistance to project initiative group for project to succeed.



Government involvement

Approved support and interaction with Authorities on all levels (local, regional, national).



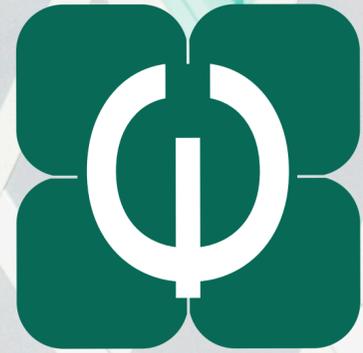
Presence of all required contracts and documents

Project organizer is officially registered and possesses all of the contracts for interaction with project participants.



Public account opened

Concluded contracts with financial institutions and all preliminary works completed for members to be able to pay online.



ESLAFIA

PROJECT TASKS

1. Team creation
2. Idea implementation strategy development
3. Software developers hiring
4. Financial donors & partners search
5. Design & marketing strategy development
6. Marketplace creation
7. Advertising campaign conduction
8. Members involvement activities
9. Platform promotion
10. Partners involvement to cooperation
11. Interaction with charity foundation recipients
12. Platform maintenance & support

EXPECTED RESULT

Charity offers on «Блага Є»
platform in volume of

10%

of the most renown Ukrainian
marketpace commodity circulation

Expected charity income level is

2 500 000 \$

(100 mln UAH) and more.

PROJECT PLAN

Your things are nice donations!

PROJECT STAGES

01

Preparation

- Investors & partners pursuit
- Idea visualization
- Crowdfunding

1st month

02

Development

- Platform setup
- Conclusion of contracts
- External services connection
- Staff involvement
- QA & testing
- Project server placement

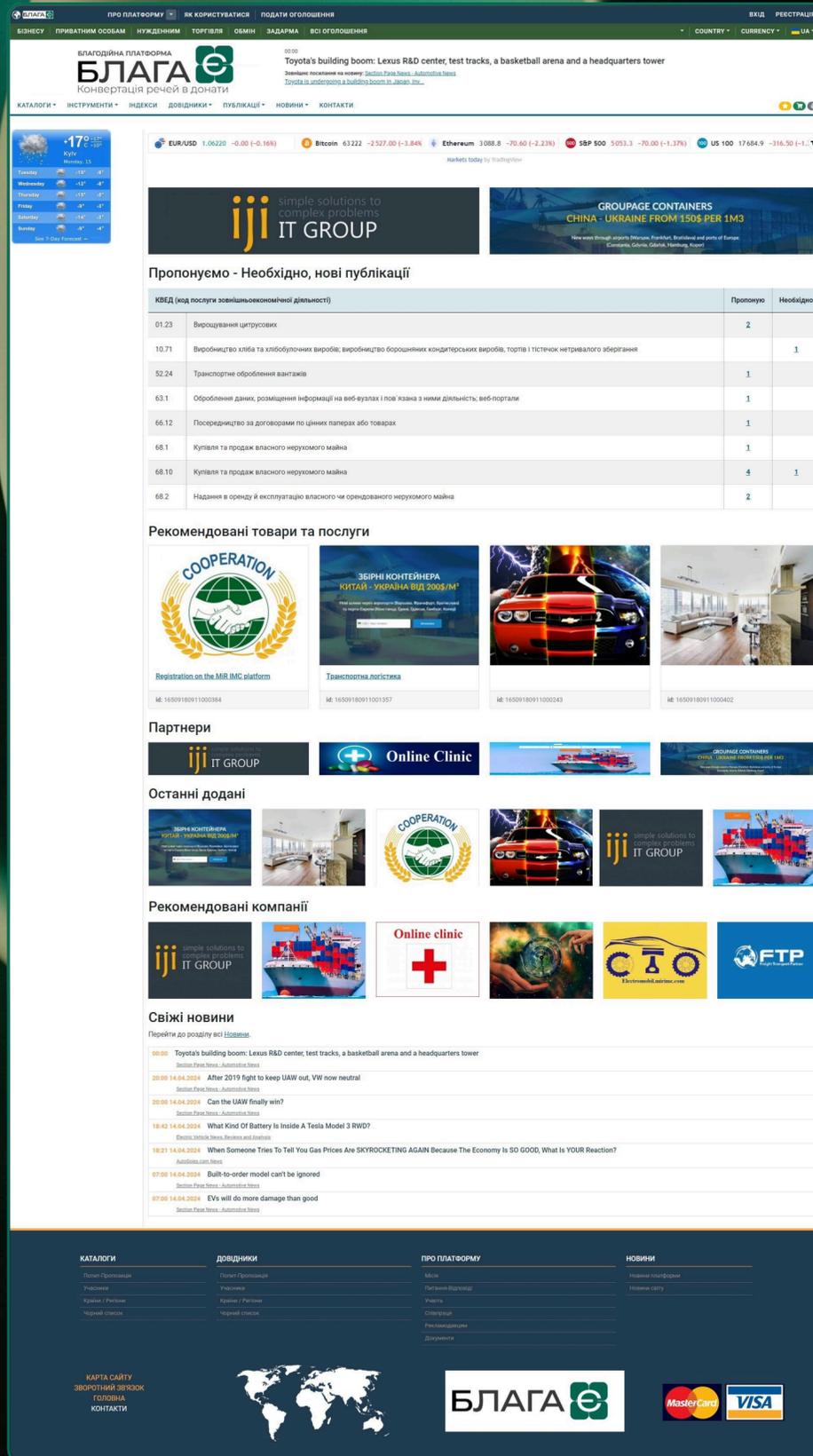
2nd month

03

Implementation

- Advertising campaigns
- Presentations
- Partners involvement
- Platform work training
- Membership services
- Work with recipients

from 3rd month to 1 year



WHAT DO WE HAVE?

1. Formed partners coalition growing every day

2. Functional charity platform prototype with completed features:

2.1. Members sign up

2.2. Ads placement

2.3. Goods & services ordering

2.4. Contributors encouragement

2.5. Billing system

3. Vision and readiness for practical steps in the project development direction

HOW DOES PLATFORM WORK?

01

User-contributor signs up to a platform and places an ad on his/her good intended to be donated.

02

Platform moderator reviews ad and approves its publishing on the platform.

03

User-buyer finds desired good and completes purchase order, prepaying it.

04

User-contributor receives order notification and approves purchase request.

05

User-contributor sends the good to user-buyer. Using the shipping service integration, order status is being updated automatically and visible to all parties.

06

Buyer receives shipment. Shipping service closes an order.

07

Money for the purchase is being unfreezed on the Charity Foundation account and can be used for military donation purposes.

08

Charity foundation publicly reports on donated funds distribution.

TRANSPARENCY & REPORTING

Charity foundation publicly reports on intended distribution of acquired contributions by paragraphs:

INCOME*

| Дата, час | Джерело | Сума, грн | Валюта | Коментар |
|-------------------|------------------------------|-----------|--------|--------------------|
| 07.12.2024, 18:42 | Card payment | 500,00 | UAH | null *** (500 UAH) |
| 07.12.2024, 18:41 | Card payment | 207,12 | USD | null *** (5 USD) |

PURCHASES*

| Дата | Найменування | К-сть | Ціна | Валюта | Курс НБУ | Сума, грн | Напрямок | Проект | № рахунку | Теги |
|------------|---|-------|-----------|--------|----------|------------|-------------------------------|----------|-----------|------|
| 05.12.2024 | Літак-камікадзе БПЛА WegeWolf тип 5 / доплата 40% | - | 97 300,00 | UAH | 1.00 | 778 400,00 | Протиповітряна оборона | Дронопад | рах №15 | фру |
| 04.12.2024 | Акустичний комплект AllAudio | 1 | 24 409,00 | UAH | 1.00 | 24 409,00 | Навчання та підготовка військ | - | рах №1170 | інше |

SUPPLY*

| Дата | Найменування | К-сть | Од. виміру | Ціна | Сума, грн | Напрямок | Проект | Відомство | Частина/Підрозділ | Теги |
|------------|--|-------|------------|----------|-----------|-----------------------------|--------|-----------|-------------------|----------|
| 02.12.2024 | Планшет Samsung Galaxy Tab A9 Plus WiFi 4/64GB (SM-X210NZAASEK) | 12 | шт | 5 250,00 | 63 000,00 | Поточні потреби Сил оборони | - | СВ ЗСУ | A4722, 116 омбр | планшети |
| 02.12.2024 | Карта пам'яті 128GB microSDXC Kingston Canvas Select Plus U1 (SDCS2/128GBSP) | 12 | шт | 396,00 | 4 752,00 | Поточні потреби Сил оборони | - | СВ ЗСУ | A4722, 116 омбр | інше |

* - report example from other charity resources

PRESENT CHALLENGES

What needs to be done for the successful project launch?

1. Provide project financial support for 6 months
2. Finalize and set up the platform (technical works)
3. Provide technical supply for the projects (servers, domains, etc.)
4. Develop and implement marketing plan (advertising campaigns, social media pages, etc.)
5. Hire staff for platform maintenance.

Благодійна платформа

БЛАГА



КОНВЕРТАЦІЯ РЕЧЕЙ В ДОНАТИ

**Converting goods
into donations.**

COST ESTIMATE

| Type of work/expences | Budget, \$ |
|--|-------------------|
| Platform finalizing and setup | 7 000 |
| Advertising campaigns conduction | 15 000 |
| Project support during the first 6 month post-launch | 25 000 |
| Project technical support | 3 000 |
| Total | 50 000 |

COALITION TEAM

Your things are nice donations!

COALITION MEMBERS



Charity fund «In Embrace of Ukraine»

Project organizer.

Current project management



IJI IT GROUP

Software developer.

Project technical support.



Franchise Association (Ukraine)

Business & enterprises interaction.

Involvement of participants.



**РАДА ГОЛІВ
ДЕРЖАВНИХ
АДМІНІСТРАЦІЙ**

Council of Heads of State Administrations

Interaction with state institutions on all levels.

Work empowering in regions.

COALITION MEMBERS POTENTIAL

| | |
|--|---|
| Charity fund «In Embrace of Ukraine» | <ul style="list-style-type: none">• Helping Armed Forces since 2022• Participation in the Ukraine recovery projects. |
| Council of Heads of State Administrations | <ul style="list-style-type: none">• 10+ years of interaction with Central governmental authorities and local administrations on resolving social & economical issues• Care for upcoming generations of Ukrainians, their habitat, intellectual, cultural and spiritual well-being. |
| IJI IT GROUP | <ul style="list-style-type: none">• Rich experience in development & integration of complex solutions on business processes automation in various economy sectors• Active social projects and charity foundations support |
| Franchise Association | <ul style="list-style-type: none">• 20+ years of new business creation assistance “from scratch” (from idea to consistent performance). |

LET'S UNITE!

Join our cooperation and interaction to
achieve our common goal.
Every contribution matters!

FUNDRAISING



| | | | |
|--------------------------|---|--|---|
| Legal entity | CO CF IN EMBRACE OF UKRAINE | | |
| ЄДРПОУ Code | 44693095 | | |
| Account currency | UAH | USD | EUR |
| Account number | UA823510050000026001879167086 | UA743510050000026008879167089 | UA223510050000026004879167094 |
| Bank name | JOINT STOCK COMPANY "UKRSIBBANK" | | |
| Bank address | UKRSIBBANK ANDRIIVSKA STREET 2/12 KYIV, UKRAINE | - | - |
| Beneficiary bank | - | 020061151200138 UKRSIBBANK ANDRIIVSKA STREET 2/12 KYIV, UKRAINE SWIFT code: KHABUA2K | 07205696 UKRSIBBANK ANDRIIVSKA STREET 2/12 KYIV, UKRAINE SWIFT code: KHABUA2K |
| Intermediary bank | - | BNP PARIBAS U.S.A. - New York Branch New York , USA SWIFT code: BNPAUS3N | BNP PARIBAS SA Paris, FRANCE SWIFT code: BNPAFRPP |

You can join project investors by the QR-code or [by the link](#) on the project web page.

CONTACTS

Charity fund «In Embrace of Ukraine»

 **Phone:** +380 (66) 803-83-10

 **WEB:** <https://embraced2022.org>

 **Email:** info@embraced2022.org



JOIN FOR THE COMMON GOOD!

Your things are nice donations!