



HEAL THE
WORLD GLOBAL

@Impactivate



One touch creates ripples



Introduction/ Elevator Pitch



Elevator Pitch



What if I told you there's an app that allows you to achieve the most global positive impact that is humanly possible for you - would that excite you? An app that provides you curated science-backed information about social and environmental problems and their solutions, AND allows you to act on them immediately in an easy, quick and safe way, AND rewards your actions by providing fun perks? Does it sound like something you would want to be part of?



Za Problem



Problem #1



The world is on fire. Sometimes quite literally. Between gunfires and forest fires, the world is facing a lot of social and environmental issues! Research* shows that Millennials and GenZs care about social and environmental impact more than previous generations, and than ever.

Which is great news for humanity!

* www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestyle-buying-decisions/



Problem #2



GenZs and Millennials care. But...

But how many of them act on it effectively?

How many know how to maximize their personal global impact?

How many actually fully understand their individual global impact?

How many of them know where to get science-backed info about these causes?

Exactly.



Problem Summary



In other words, people care and want to do something about it, but most of them:

- a) Don't know the best ways to act**
- b) Don't have access to easy-to-understand science-backed info**
- c) Don't have time to do research (or think they don't)**
- d) They get most of their news and info on social media***
- e) They struggle to integrate social activism within their own life**
- f) Are full of self-doubt and social upheaval-induced anxiety**
- g) Don't believe their actions really matter**



Who's in trouble? (aka Target Audience)





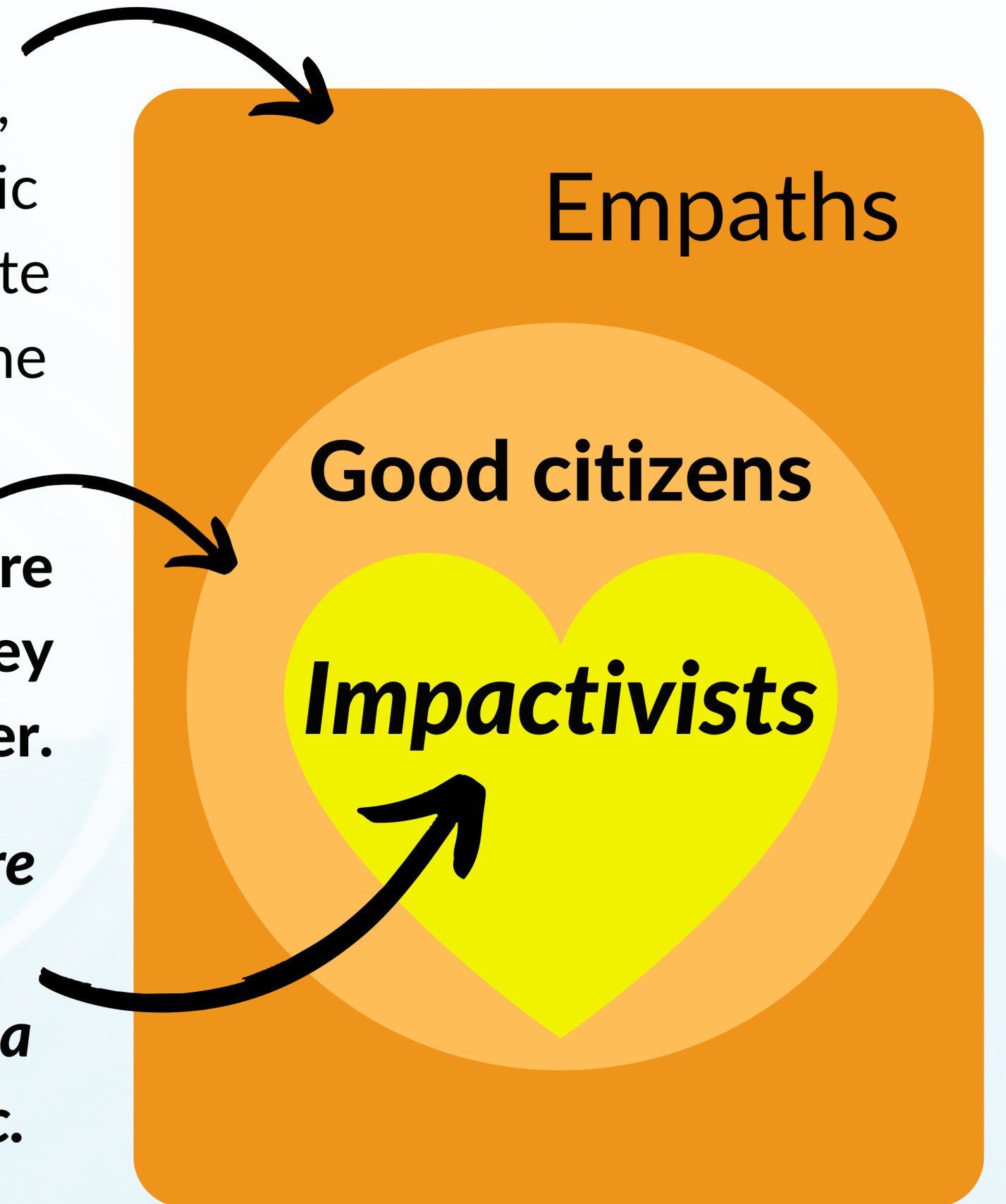
Users: Empaths

Empaths are everywhere around us.

The gentle teacher, the dedicated nurse, the head of CSR of a company, the public servant, the kind neighbor, the passionate activist, the selfless father, the worrisome mother, the hopeful youth etc.

Among these are good citizens who are already doing something for others: they recycle, donate to charity or volunteer.

But among them, there are those who are willing to go the extra mile. They strive to live a zero waste lifestyle, they adopt a vegan diet, they march for the future etc. They are the @Impactivists .



User Profiles #1



I have here 3 people, complete strangers:

- (1) An 106 yo lady, Virginia McLaurin, who, during Obama's presidency donated exactly 8.25 USD to his campaign. Obama was so impressed, he not only met her but used her example in his speech. A speech that eventually impacted all Americans. A small gesture with immense impact.
- (2) An Indian aerospace engineer who quit his high paying job in order to use his knowledge of advanced materials to design and build reusable and sustainable menstrual pads, diapers, ultra-absorbing sheets etc. His career sacrifice impacted millions of people. In a good way.
- (3) And a single mom of 4, who, after her divorce, decided that instead of committing suicide, she will dedicate her life to improving the lives of other people by volunteering at a food bank. Her decision to not just stay alive, but to use her life for good, has gained her millions of followers making her a well known influencer who now impacts people from all over the world.

User Profiles #2

What do these people have in common?

They're ✨Empaths✨

Empaths are everywhere. Nurses, teachers, firefighters, even the nice old lady next door. People who genuinely love making the world a better place. Who find joy, peace and purpose in improving other people's lives. They do not ask to be recognized, they do it purely out of the goodness of their heart.

These people are ✨gold✨ and our target audience.

We work for them, to give them all they need in order to maximize their kindness and have the biggest possible positive global impact.





How can we help? (aka The Solution)



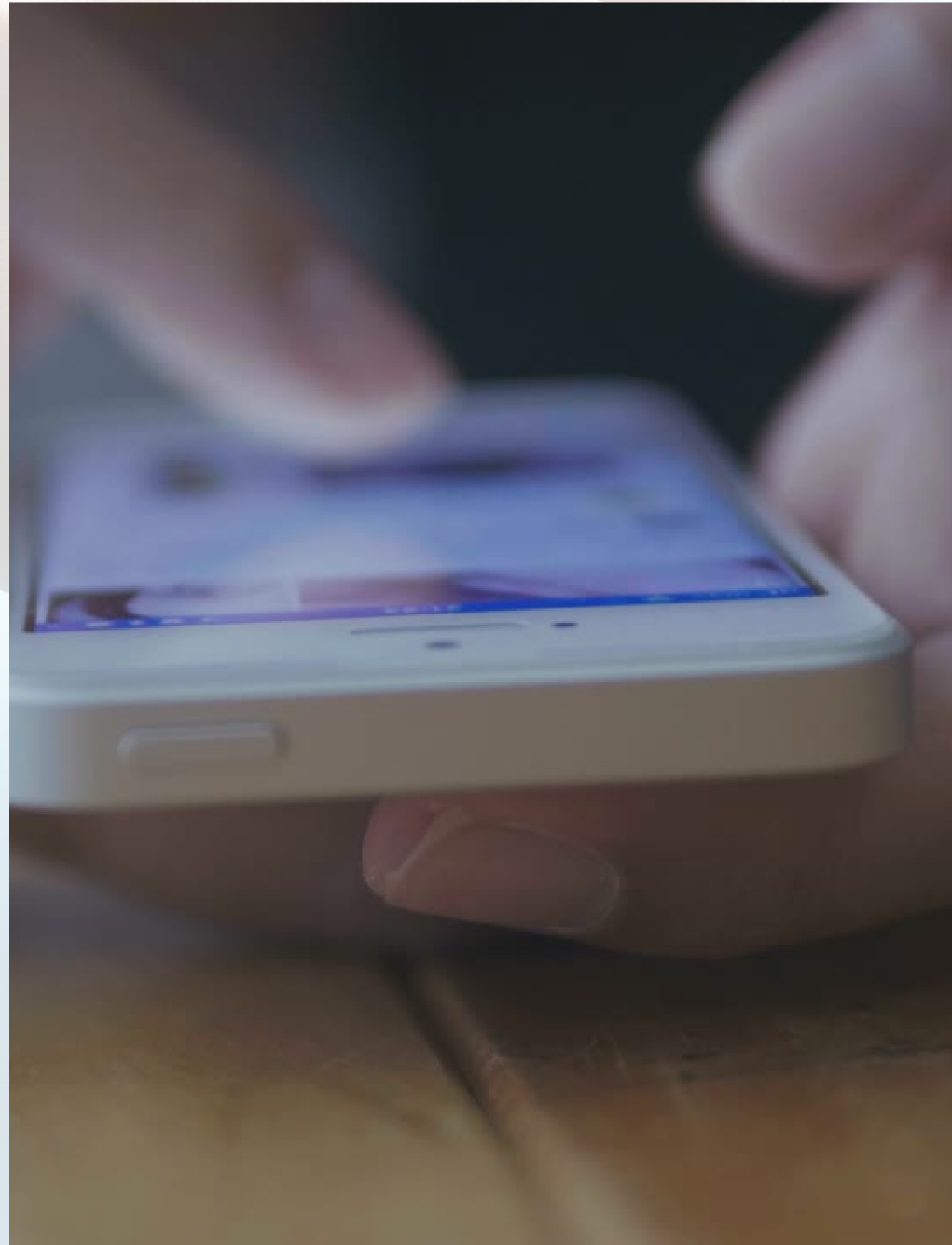
Solution #1



EDUCATION

Not just any type of education, but science-backed information transmitted in a fun and engaging way using modern methods like social media engagement.

In other words, replace Doom-Scrolling with Bloom-Scrolling.



Solution #2



ACTION

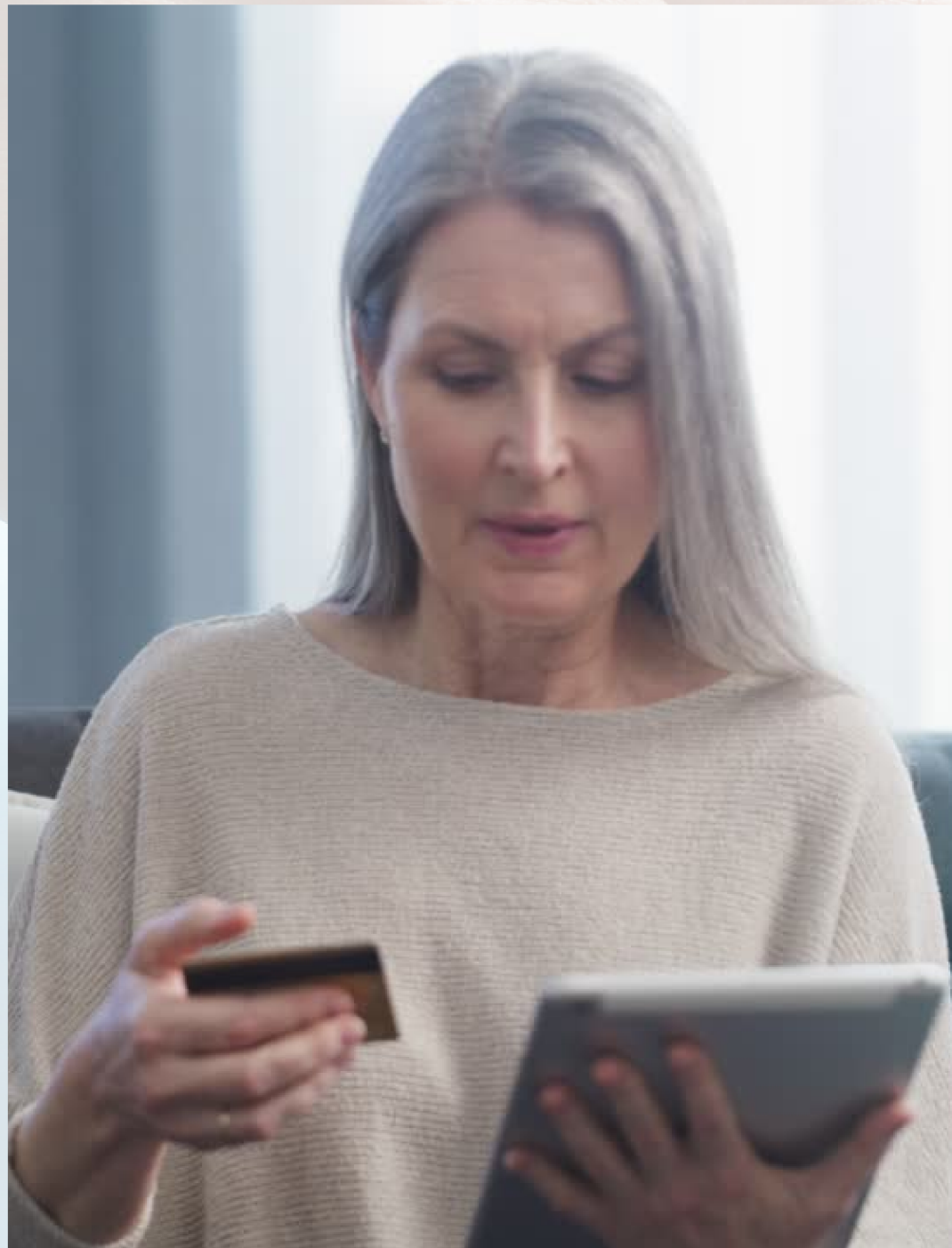
More specifically IMMEDIATE ACTION. We want to minimise the distance between education and action. And at the same time personalize the actions based on the individual's means. Rich or poor. Has lots of free time or no time at all. Is willing to make a small sacrifice. Etc. There's actions for everyone.

Solution #3



MOTIVATION

While it's fun to do it once or twice, in order to maximize the impact, we need action to become a habit. So what better way than by setting up a Reward System? We both agree that good deeds need to be rewarded, right? :)





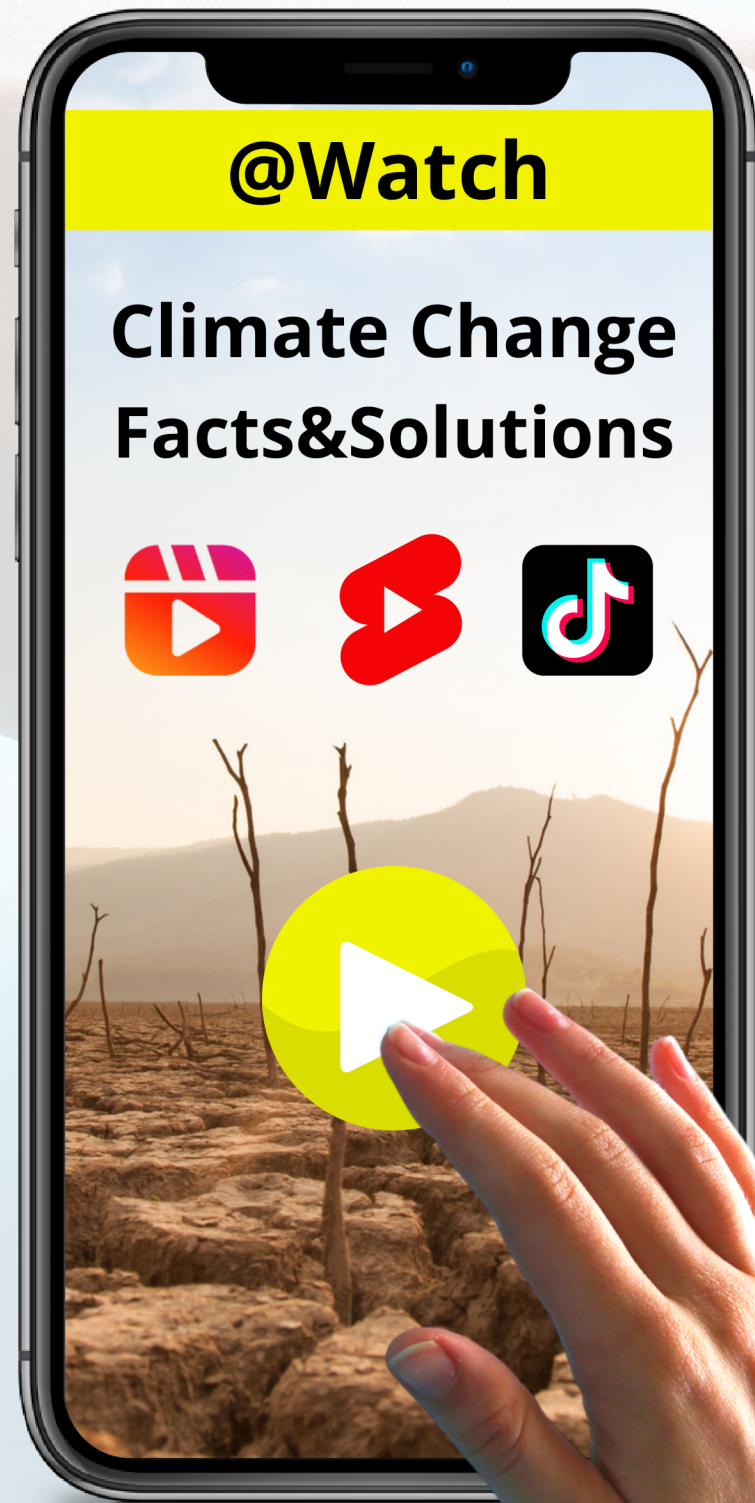
Our product: **@Impactivate**



What is @Impactivate?

It's "an impactiv-app"

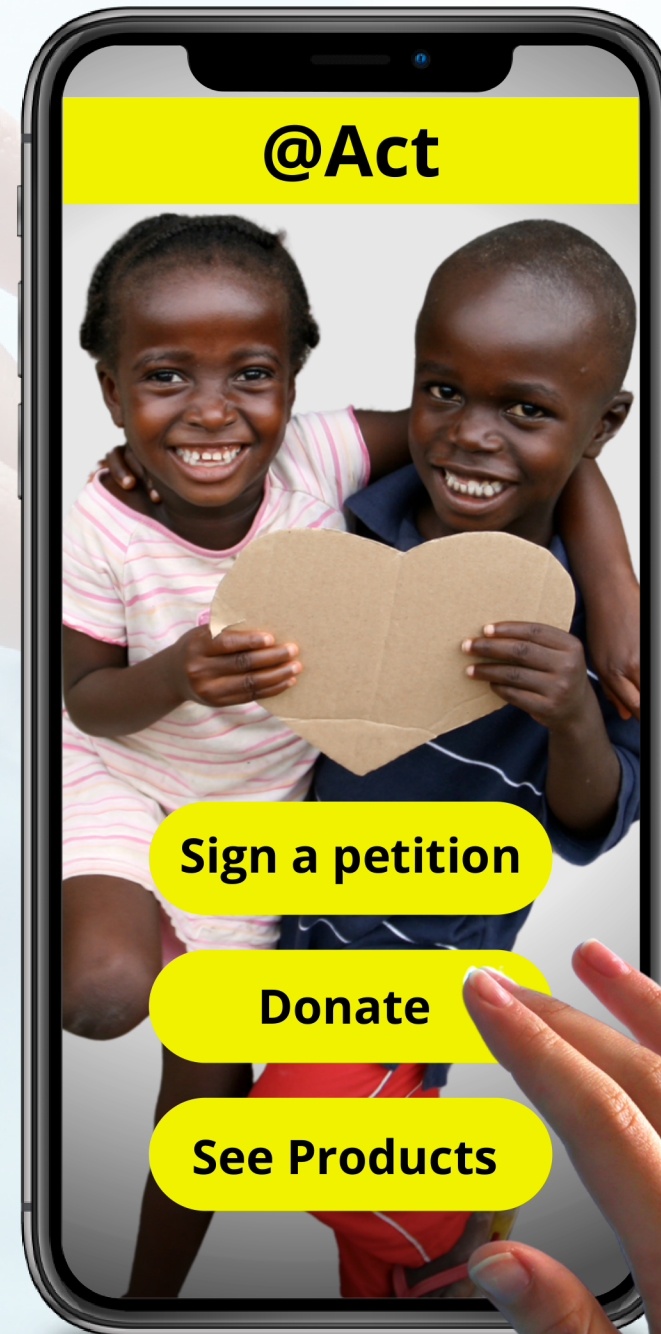
- **@Impactivate** is an app that provides people with the opportunity to combine education, motivation and action for the greater good, all in one easy-to-use app. You watch various 1 min vertical videos. Sort of like Instagram or Tiktok, but only filled with information about social and environmental actions and their solutions.
- At the end of every video there're several ways to act, from making a small donation, to buying a product, from signing a petition to signing up to volunteer locally. There's actions for everyone.
- Once you take an action, you get points. And once you've gathered enough points, you can get lots of different types of rewards and prizes. From exclusive events' tickets to unique products.



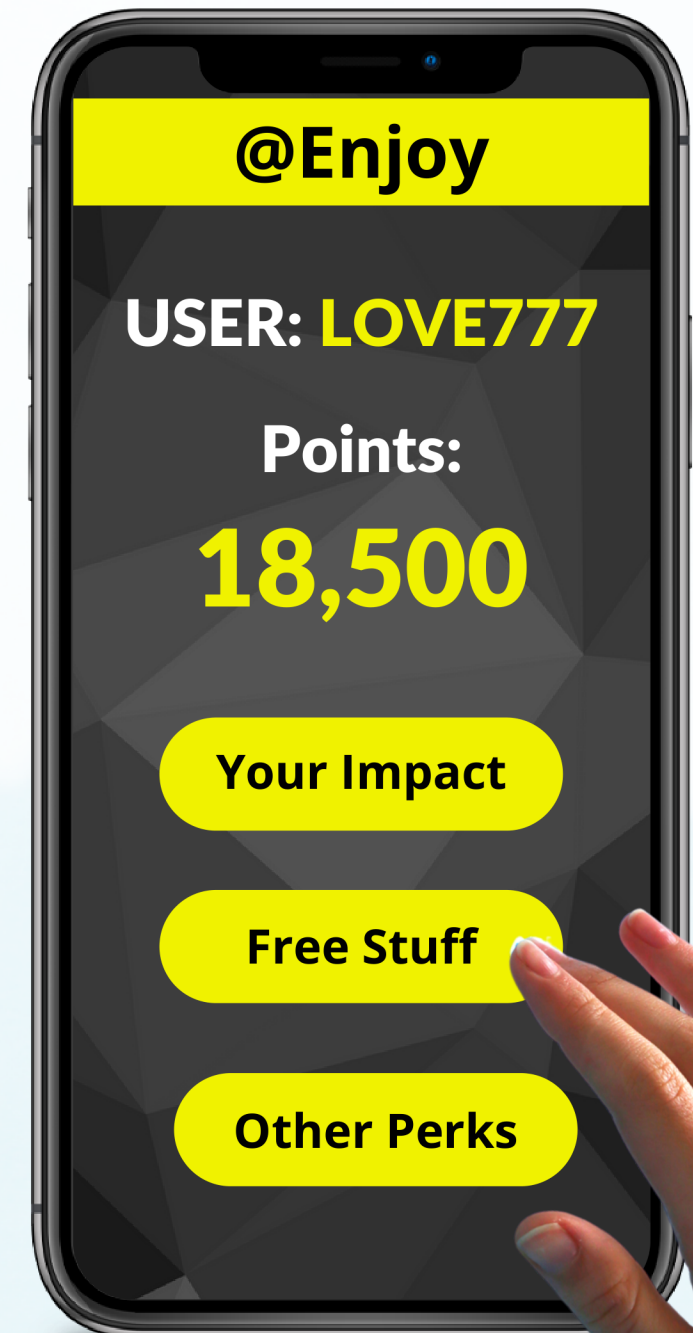
WATCH



ACT



ENJOY



Watch



Watch = Educate

Research shows that Millennials and GenZs take the biggest chunk of their news and social & environmental info through social media.

So why not using the Doom-Scrolling and Addictive Nature of Social Media, specifically short, vertical videos, to our benefit?

Replace Doom-Scrolling with “Bloom-Scrolling”



Act (Immediately)

Act = Activate your Impact

Knowing without Acting should be considered a crime! :) For real! And what better way to act than based on each person's individual capability? You got money? No money but time? No money, no time, but just a lot of Love? We gotchu! For every video you watch, we provide immediate ways to act.

React -> Act -> Activate your Impact



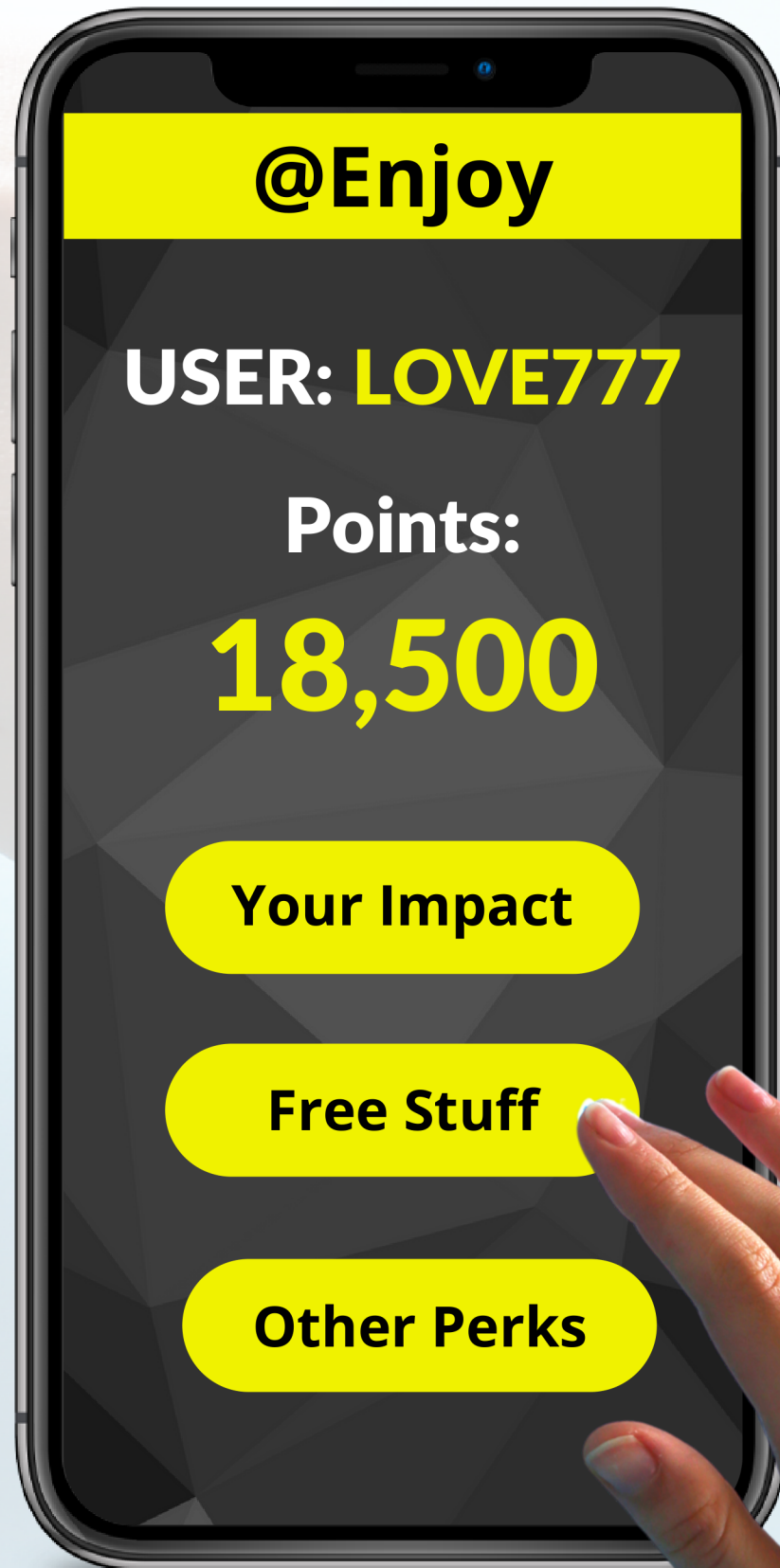
Enjoy

@Impactivate
One touch creates ripples



We Reward Kindness

A big stone in the road of Social Impact is the fact that books of ethics tell us it's not ok to reward charitable acts, but people should enjoy the act itself. We don't believe that to stand true. We want to reward kindness, generosity, humanity, empathy, cooperation, unity, respect, acceptance, inclusion, sharing, and caring. Because that is the kind of world we want to create. So we have a rewarding system in place: We give points for every act. You can exchange those points anytime and enjoy the rewards. We want you to feel good about doing good. So you can keep doing it over and over again!



Feel Good About Doing Good



Who are we?

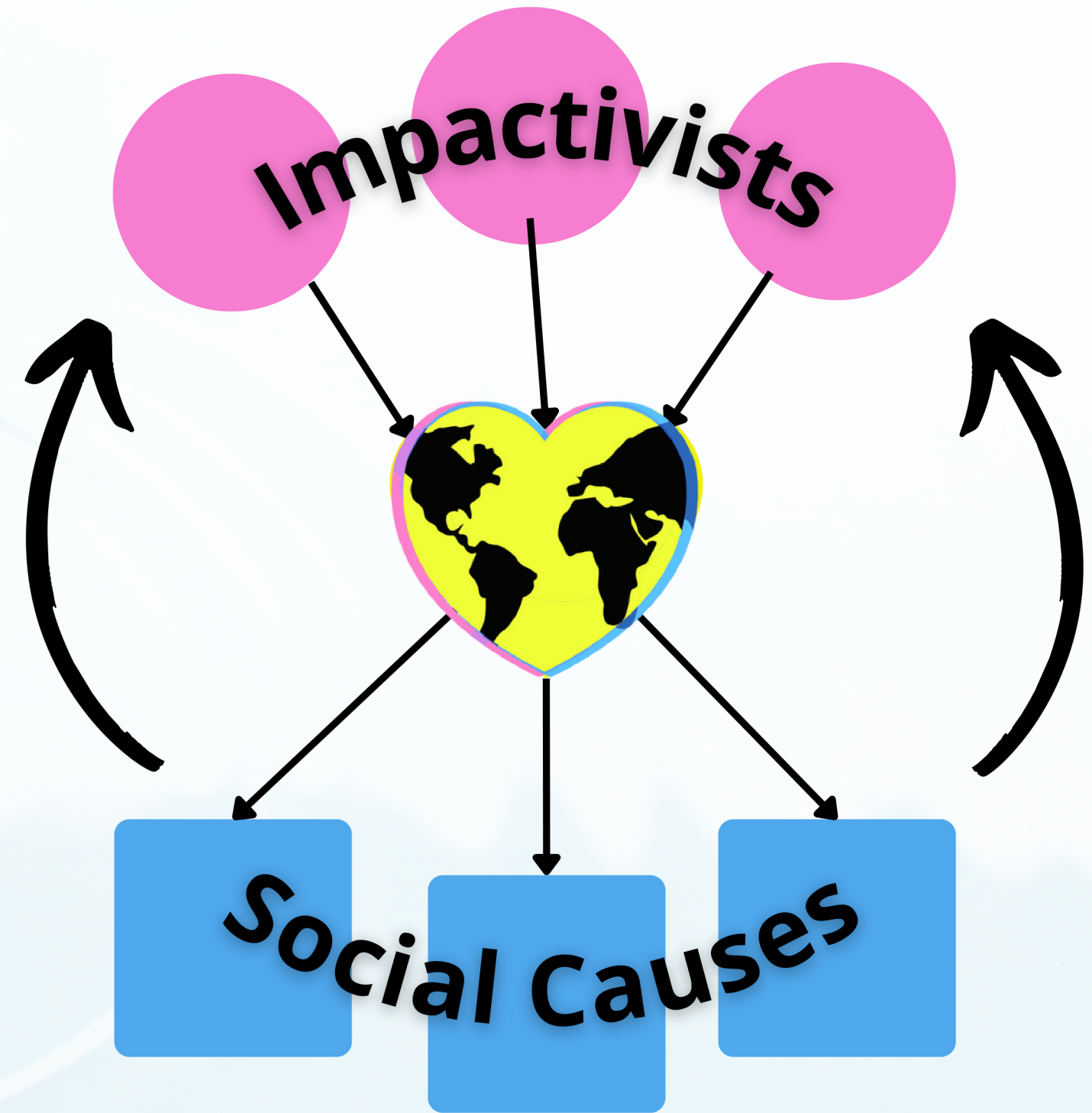




**HEAL THE
WORLD GLOBAL**

HEAL THE WORLD GLOBAL
is an international non-profit
organization that builds holistic
platforms to Educate, Motivate and
Activate people who want to have a
global positive impact.

In a nutshell, we create #Impactivists.



Founder's Dream Team

Bianca



Romania

Sustainability
Consultant/CEO

Shota



Japan

Videographer

Alina



Romania

Business
Consultant

Dorin



Romania

Graphics and
Musical Artist

Kaori



Japan

Cultural
Consultant

Prince



Ghana

Business
Consultant

Charles



Nigeria

Inclusivity
Consultant

Shinobu

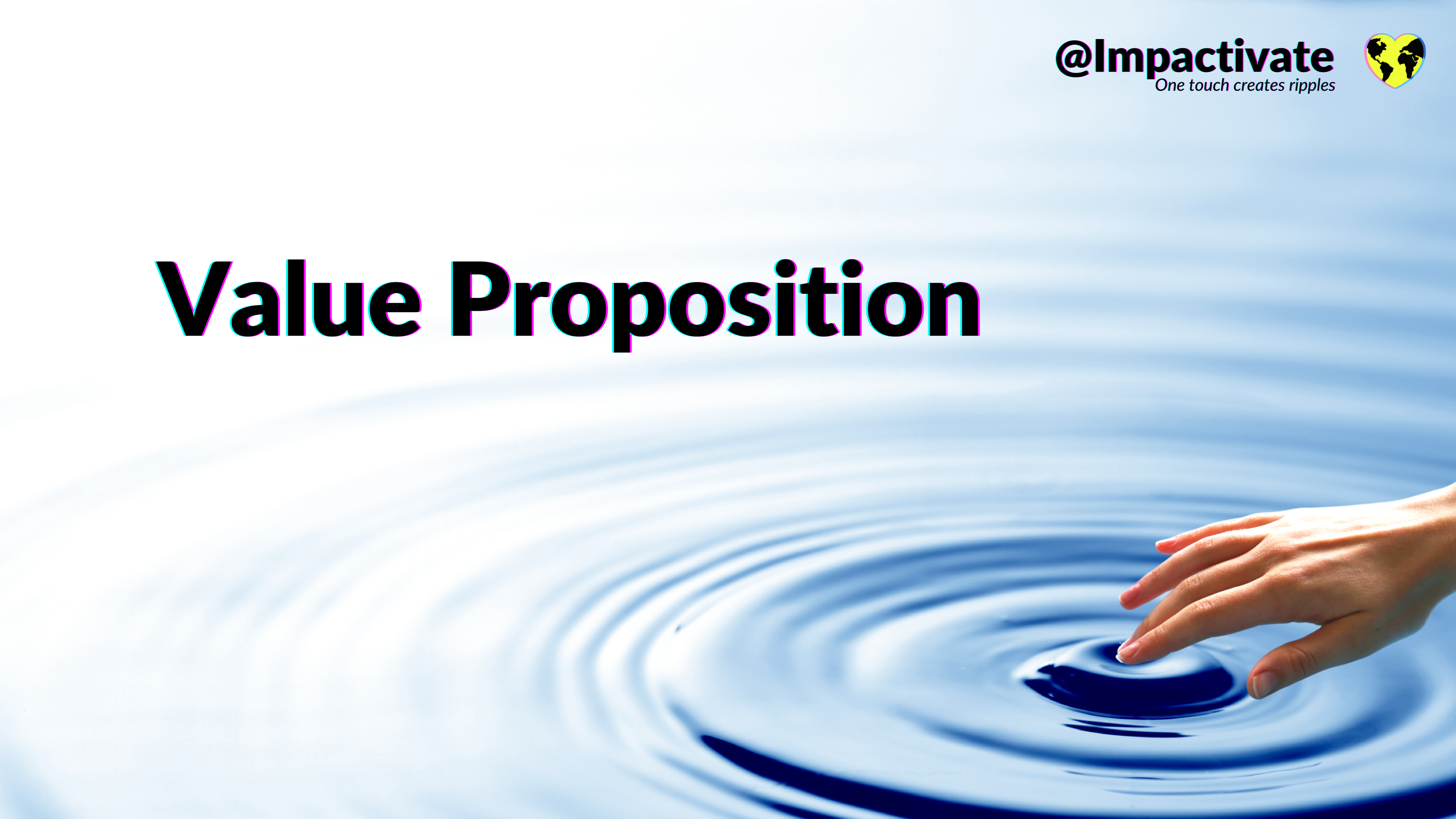


Korea

Videographer



Value Proposition





Users in Numbers (US)

Did you know?

- There are **1.5 Million** non-profit organizations in the US alone.
- **220 Million** people who donate regularly.
- **480 Million** dollars donated to charity.
- **60 Million** active volunteers.
- **4.1 Billion** hours of volunteering.



Users Empowerment

What if we give all of these people a platform? Where not only they can learn how to be better Global Citizens, but also they can enjoy doing good. And they can do all of this:

- Quickly
- Easily
- Efficiently
- Safely
- Interactively
- Constantly

Value Proposition

Transparency

Education

Impact



Earth Hero

Global Citizen



Earth Hero

Global Citizen

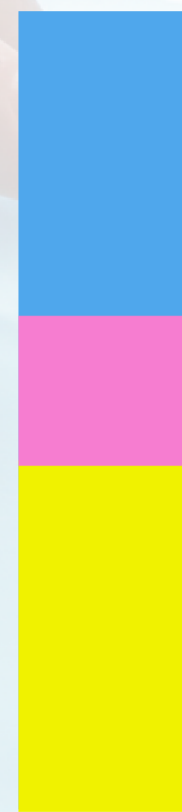


Earth Hero

Global Citizen



Fast



Easy





Financials



Financials

The Good

- There are several income streams, making income flow stable over time, no regardless of the economic instability
- We are a nonprofit, we have board members and employees, which means no shareholders. So we don't need to prioritize profit, just results.

The Bad

- Wait. Hmm. I can't think of anything bad :) we're all here doing good.
- Of course I'm joking. The downside is that the app needs a lot of financial and human resources, and time. We have 3 big departments working together: Social Media, Finance, and Sales. All resource vampires.

The Ugly

- Previously, other nonprofits or social startups who have tried to do similar projects ended up closing them, either because of lack of engagement or because of poor income flow.
- We think we have the solution to this! But nevertheless we're walking in unknown territory.

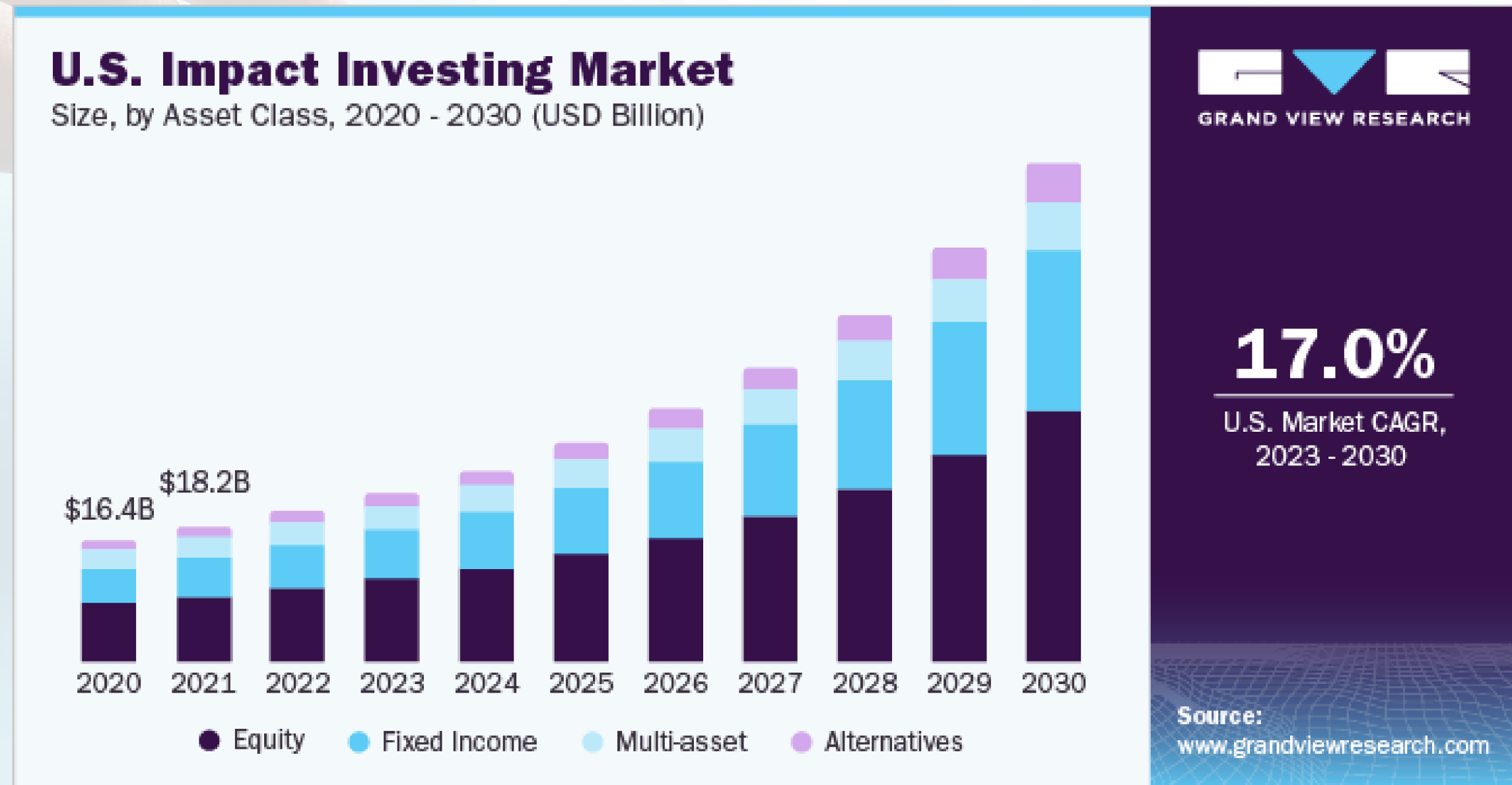
Market Growth

The Global Impact Investing Market is forecasted to grow by \$503.95 Billion during 2022-2027, accelerating at a CAGR of 17% during the forecast period -- Reportlinker

(source: www.reportlinker.com/p06484978/?utm_source=GNW)



17%



We're not just building an app.

We're building a movement.

We #Impactivate

Call To Action

Help us build the app!

We need your help in finding opportunities that would enable us to build an MVP and test it on the market. Any ideas?