

BUSINESSPLAN LOVE2CARE



- Businessplan Love2Care 1
- Executive Summary 3
- The Problem 5
- Our Solution..... 6

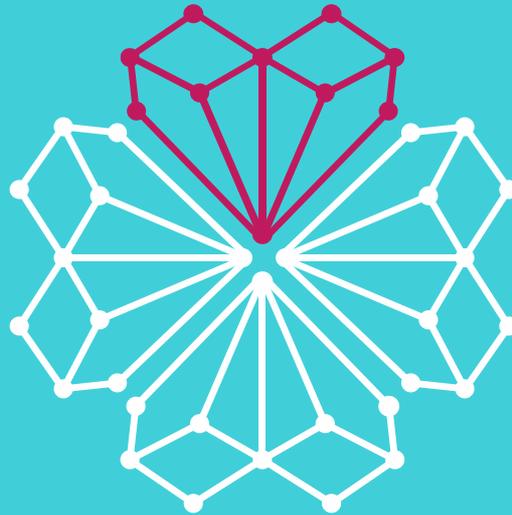
- Charity Payments Integration: 8
 - Blockchain Verification Proofs: 9
 - Random Winner determination 10
 - Creating Campaigns 10
 - Motivating VIPs..... 11
 - Onboarding Users 11

- Solution/Platform Architecture 12
 - CRM (Salesforce, etc.) 12
 - eMail..... 12
 - Content 12
 - Blockchain 12
 - DBs 12
 - Webshop 12

- The Market 13
 - Target Group 15
 - Customer Need..... 15
 - Value proposition 18
 - Potential Market volume..... 19

- Our Business Modell..... 20
- Our USP 22
- Competition..... 22
- Go2Market-Strategy..... 25
 - good cause crowd raising marketing 25

- Milestones & Financing Strategy 25
- Our Team..... 27
- Use of funds..... 30
- Financial Planning..... 31



**we can't care for everyone,
but everyone can care for someone!**

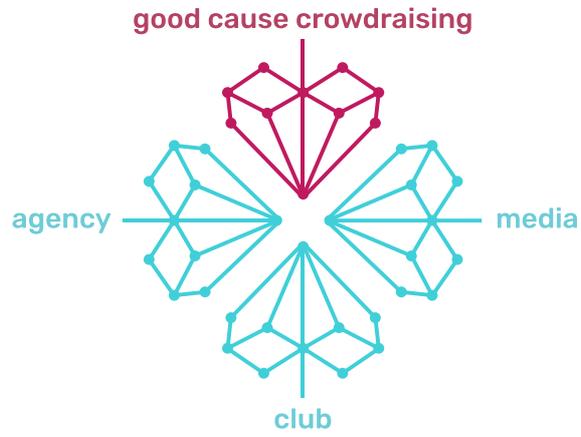
www.love2care.cc

EXECUTIVE SUMMARY

love2care is a worldwide unique and innovative business concept. It's an innovation to fund raising as it targets the market of the non-donors, approaching the segment with meaningful and enriching campaigns. As these campaigns give an opportunity for truly unique experiences, this reaches a whole new generation of donors.

Key to facilitate this purpose is transparency, which is ensured by technical measures: at the end of the donor's checkout process, the donation data is verifiably linked to an unchangeable entry in a public blockchain, in an anonymous and GDPR compliant way, documenting the relation of the donated amount with the donor's project of choice. That's the point where classical fundraising stops - but not love2care: the donor can always "monitor" and follow the development of "his" project, receiving updates on the project's milestones as they were defined by the NPO. Even more, the immutable data assures that the raffle process is transparent, with no need for a public notary. So, in perspective of the user/ the donor, the giving experience does not end with the act of giving but extends over the chosen projects runtime.

love2care is a unique mixture of an agency and a high frequent digital lifestyle & life sustainability media platform



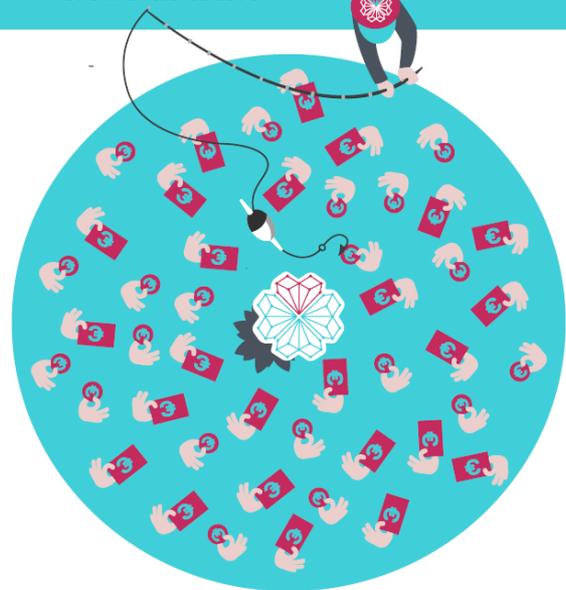
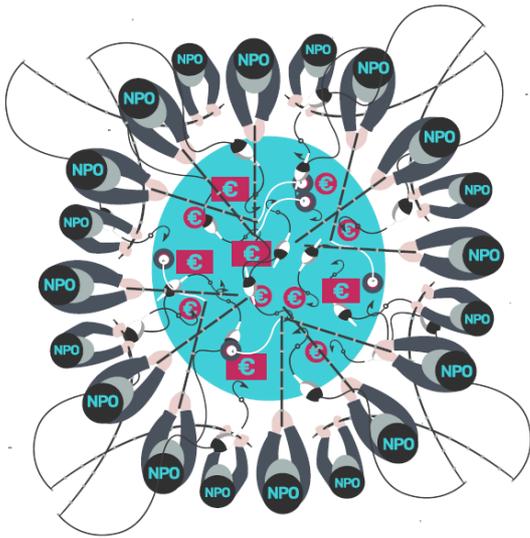
THE PROBLEM

Worldwide notably, there is a fast decline of the level of donations among the current generation of potential donors. At present the main segment of donors is aged 50+ but we want to target those between the ages of 18 - 50 years and thereby unlock a huge donating potential. The present situation, with the aforementioned potential yet unaddressed, is due to several reasons:

- The average donor for a good cause is 50+.
- Young people do not feel addressed by classic media and direct marketing campaigns
- No transparent and/or traceable technology to see what happens with the donation
- It is a rotation of existing donors instead of encouraging non-donors to donate.

37%* donaters in Europe
(average age 50+)
all non-profit organisations (NPO)
fish in the same pond of existing donors

63% non-donators
in Europe
love2care makes them to good-cause
crowd-donators



*CAF world giving index 201

Love2Care focuses on the key reasons with our own solution. Subsequently, the main points we want to transform are:

1. **TRUST:** the generation targeted is more cautious and do not trust the NPO's effectively ensuring the donations ending up at valid projects. Therefore, the trust layer has a most significant impact, resulting in that fast decline of donations.
2. **CAMPAIGNS:** Almost all non-profit organizations are using classic media like Out of Home, TV, newspapers, radio, postal direct marketing, etc. for their campaigns. Most people 18 to 50 years old are not attracted by these classic NPO marketing campaigns, so they don't donate.

3. **MARKET:** NPOs nearly all fish in the same small pond - their experience and traditional focus is fixed on how to get the already existing donator to spend money elsewhere to the extent that each of the players is actually trying to “steal” donated money from other organizations.

OUR SOLUTION

love2care is a for-profit company that does everything to get people around the world to donate for a good cause. love2care is a unique mixture between agency, digital platform and good cause crowd raising. Through a unique webplatform NPOs, stars, celebrities and brands can maximize the increase of their non-profit fundraising through good cause crowd raising campaigns.

love2care:



the gamechanger in good cause crowdraising!



the link between non-profits, stars/celebrities and brand/companies, bringing them together for good causes and support them to grow.



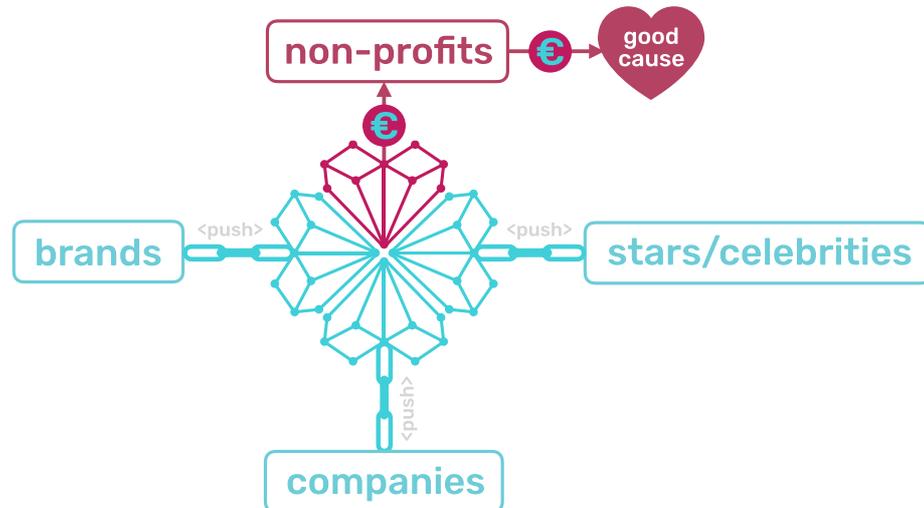
will be another success story in combining two sectors as an agency and high frequent digital donation & media platform.



reinventing good cause fundraising worldwide!

None the less love2care is a creative factory and consulting partner for stars, celebrities, brands and non-profits. love2care helps them to push their image and products while doing something good. love2care is also a high frequent news website for daily quality content. love2care aims to get the B Corp certification issued to for-profit companies for social, sustainability and environmental performance standards to be transparent to the public according to the score.

love2care is the link between non-profits, stars/celebrities, brands and companies bringing them together for good causes, supporting them to grow



In summary: love2care gives away unique experiences and premium products that you can't buy, instead: "donate & win" - everyone who donates for a good cause has the chance to win! Every donation goes directly and 100% to a defined charitable project. In order to guarantee this transparency, love2care uses blockchain technology. Our goal is to encourage non-donors to donate & to encourage existing donors to donate more. Our **means** to reach this goal:

- love2care **good cause crowd raising** is our platform to raise money for good causes.
- love2care **media** is a high-frequent website for daily news for our community / target groups; see the app's Clickdummy here:

<https://www.figma.com/proto/wS4mhSldO5tHfaCBw12wWe/Love2Care?node-id=391%3A19&viewport=-3350%2C-2227%2C1&scaling=scale-down>

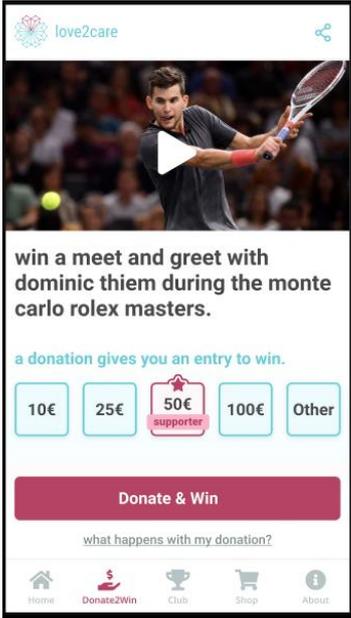
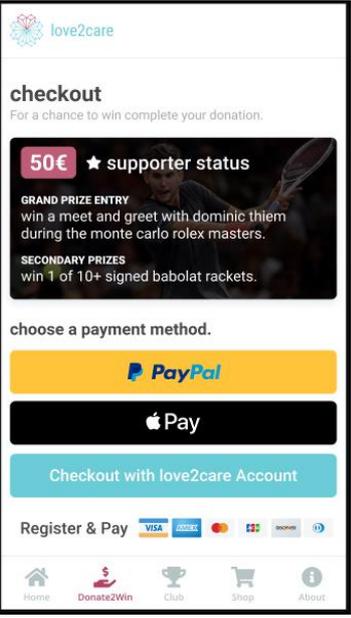
- love2care **agency** is a consulting and full-service partner for good cause aims.

To solve the problems described in the prior chapter, we do provide the subsequent solutions:

Solution to Problem Number 1 - TRUST:

CHARITY PAYMENTS INTEGRATION:

Being routed from a campaign to our platform, the user can donate: The main elements of our User Journey¹

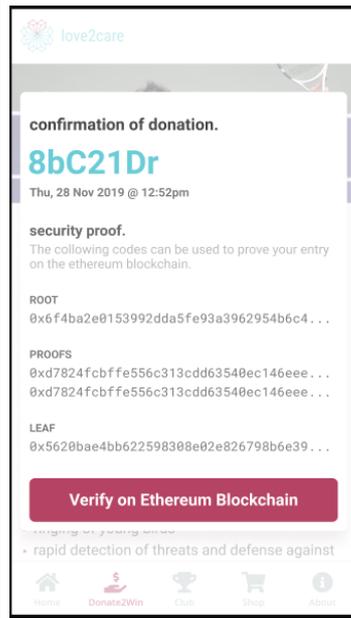
<p>1. Customer comes from a social media campaign into the L2C platform.</p> 	<p>2. Customer clicks into the campaign and sees info about the campaign and donate options.</p> 	<p>3. Customer then is taken to the checkout, in order to pay and payment details</p> 
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¹ *The testimonials, events and goodies shown are only intended as an illustration and do not imply any cooperation with the persons or organisation.

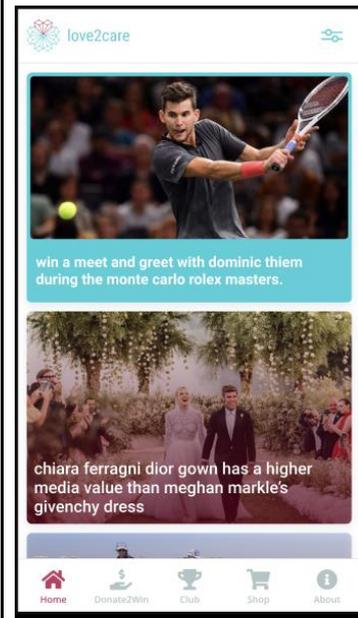
4. Customer then is given a confirmation page with their confirmed blockchain code.



5. Customer can then click confirmation code to see the transaction code details that will be blockchain linked.



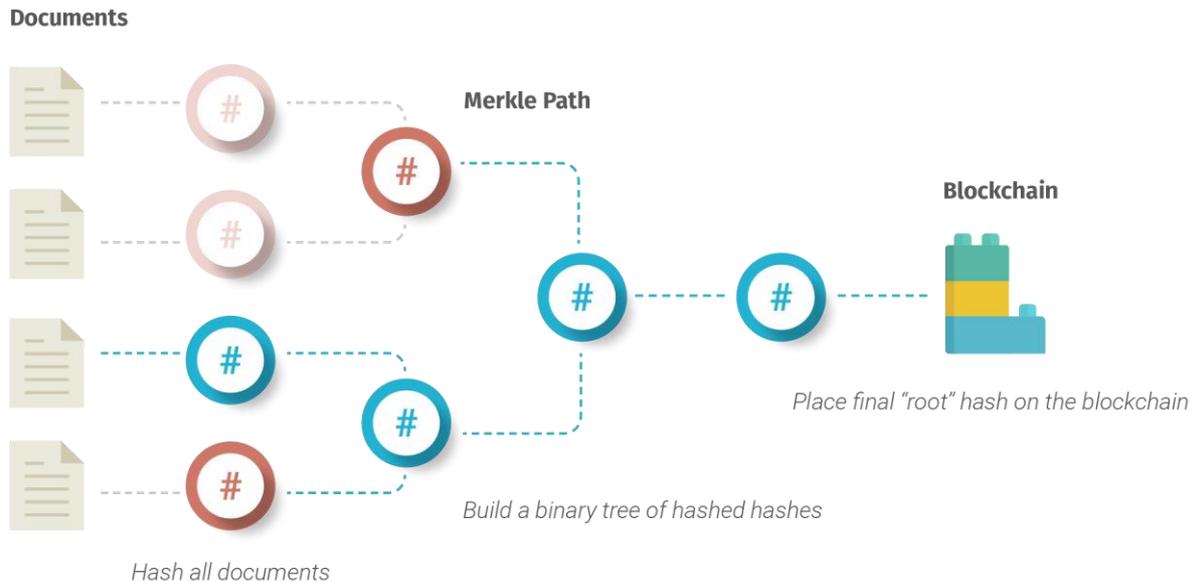
6. Email transaction confirmation to be sent. Customers can then click home and browse through the content and news.



To facilitate the payment process we use stripe connect, <https://stripe.com/at/connect>, enabling credit cards and apple pay. The NPO that is promoting the selected cause needs of course a stripe account that is connected to its bank account. Therefore, the donated amount is fully and directly transferred to this bank account - only the payment service provider fee of 1,5% being deducted, all of it happening in realtime. Another payment method is PayPal, <https://www.paypal.com/at/home> - there, once per day the NPO-specific donated amounts are transferred to its bank account, again 100%. For clarification: any fees for the love2care services are always directly invoiced, post service delivery.

BLOCKCHAIN VERIFICATION PROOFS:

Once a user has donated, his/her donation data is aggregated in a special data structure on the Love2Care backend systems. This process organizes individual data points in a Merkle Tree structure (see figure below), where it is not only possible to track the event but also enables the user to verify that his contribution was included. In regular time intervals, the root of the data tree is stored on a public, unchangeable blockchain.



At the order confirmation, the user receives a short code which is stored in the Love2care Database and allows lookup of the complete code. As soon as the blockchain confirmed the transaction, it enables the love2care backend to produce a complete proof of inclusion.

This complete code exposes the partial Merkle Tree structure and allows an independent verification of the claims: a timestamp of the activity and a sum of all donations in this time period.

From the Charities perspective it is interesting to know how much was collected in total.

RANDOM WINNER DETERMINATION

We will obtain a random number through a public random beacon. This beacon will be independent of love2care and can be used by many applications. In addition, this random signal can be combined with other random events, e.g. a tweet, Instagram postings or weather data. This random signal will also be linked to the blockchain and, in combination with the transaction data, enable us to determine winners in a fair way without human interaction and makes the process publicly verifiable.

Solution to Problem Number 2 & 3 - CAMPAIGNS & MARKET:

CREATING CAMPAIGNS

The key driver of the Love2Care development is creating meaningful and enriching campaigns. As these campaigns give an opportunity to win a great experience which normally would not exist, this expands the donation pond and reaches a whole new generation of donors who might like the opportunity to win an amazing experience but also know their money is going to a good cause. These campaigns are structured in such a way:

1. An NPO chooses a project they want to raise funds for. This must be a project focused on a very specific aim (e.g. WWF campaign to extend Eagle protection in Austria).
2. Love2Care along with the NPO then work to connect and join the project with stars/celebrities and/or lifestyle/premium/luxury brands, that provide a unique “not buyable” price or a very valuable price.
3. Love2Care, the NPO and the celebrity/brand then work to define the prize that will be on offer for people to be able to donate2win - that’s the campaign.
4. Love2Care then works to market the campaign along with the NPO and the celebrity or brand through social media venues. Working to hit the target markets who are using these platforms.

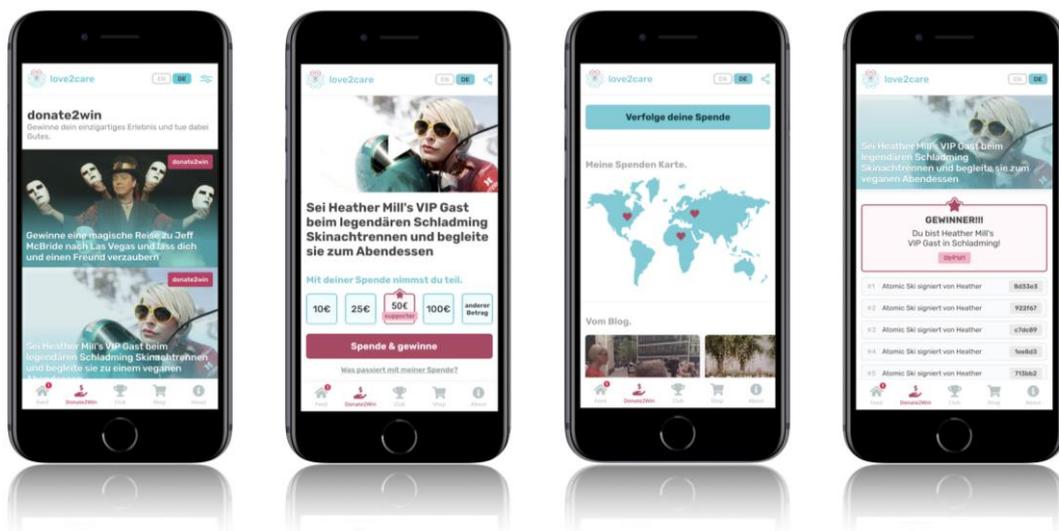
MOTIVATING VIPs

Key motivation for VIPs is to help them show how they care about a specific project or NPO and the work they do. They want to do good but as well want another unique and interesting way to connect to their fans by doing good things together.

ONBOARDING USERS

Through extensive marketing of the campaigns via social media, users will be linking into the L2C platform. This campaigning and onboarding of the users will be managed together with the VIP or luxury brand along with the NPO involved.

The love2care web application does provide a similar **look & feel usability** to popular apps such as Instagram, YouTube or Zalando:²



² *The testimonials, events and goodies shown are only intended as an illustration and do not imply any cooperation with the persons or organisation.

SOLUTION/PLATFORM ARCHITECTURE

The target groups reflected in the architecture of our solution are B2B and B2C. Both target groups use different devices, which is why web browsers serve as a starting point. The basis and data source is the CMS, in which both the contents for the media platform and the contents for the competitions are managed. The CMS will be rebuilt and include a wizard for the editors, with which both articles and campaigns can be created. Thus, a uniform appearance of the platform is guaranteed. Furthermore, the CMS tracks the most important external elements via APIs:

CRM (SALESFORCE, ETC.)

- a) This is where campaigns and personas are managed. The programming includes the creation of the interface, not the filling of the final system.
- b) Leading system remains the CMS in which the users could also manage their user data.

EMAIL

- a) We are currently assuming a separate tool for email marketing. This can be controlled from the CMS or the CRM as desired.
- b) The choice of the eMail marketing tool is not restricted, as long as standard software interfaces/ APIs are available.

CONTENT

- a) Media CMS: In this area, content is either integrated from existing systems or created by a team of editors.
- b) Campaign CMS: This is used to create campaigns and new projects.

BLOCKCHAIN

- a) First Blockchain Element: Donation Tracking
- b) Second Blockchain Element: Selection of Winners

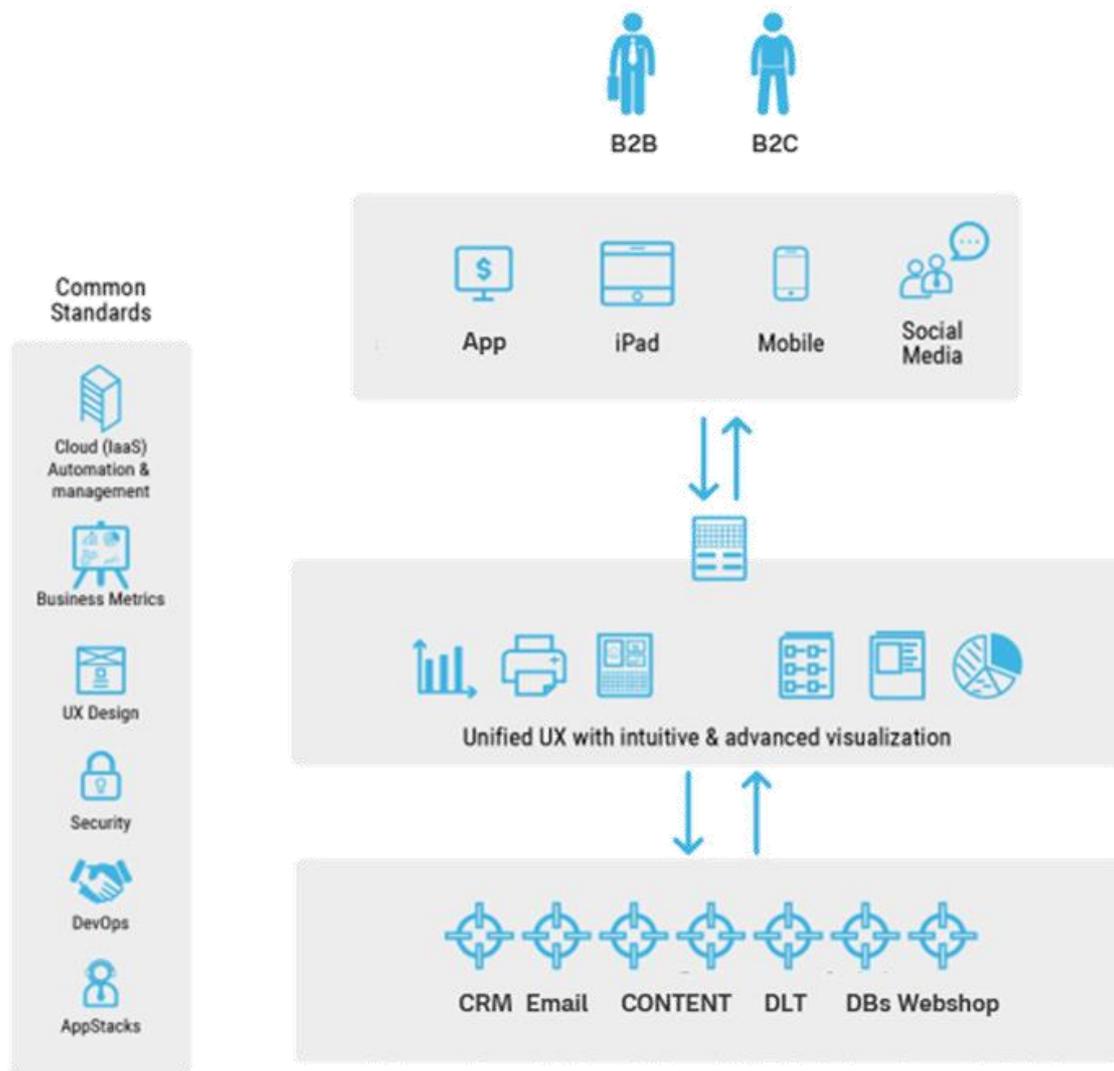
DBs

- a) Relationale Datenbank für Benutzerdaten, Transaktionen,
- b) Dokumentenspeicher für

WEBSHOP

- a) Integration of a webshop for special offers for Ambassadors
- b) Integration of PSP like Stripe and Paypal

Graphical representation



THE MARKET

- The number of young donators with age under 29 is raising while the others - 30+ - is declining.³
- Europe has more Gen X (39-59 years old) donors than any other region
- Less people donate more so that donation outputs stay mostly stable
- Nearly all non-profit organizations use classic media (Out of Home, TV, newspapers, radio, postal direct marketing) for their campaigns. Most people 18 to 50 years old are not attracted by these classic NPO marketing campaigns, so they don't donate.

³ CAF World Giving Index 2018: publications/caf_wgi2018_report_webnopw_2379a_261018.pdf?sfvrsn=c28e9140_4

<https://www.cafonline.org/docs/default-source/about-us->

- NPOs nearly all fish in the same pond - their focus is more on how to get the already existing donator to spend his/her money for another organization.
- Example: in Germany only 58% and in France just 25% of the citizens donate money for good causes

Global participation in donating money, by age¹



¹ CAF World Giving Index 2018

https://www.cafonline.org/docs/default-source/about-us-publications/caf_wgi2018_report_webnopw_2379a_261018.pdf?sfvrsn=c28e9140_4

Facebook remains the platform that most inspires global donors to give (56 percent), followed by Facebook-owned Instagram (20 percent) and Twitter (13 percent). Even more, 18 percent of donors have given through Facebook Fundraising Tools and 88 percent indicate they will continue to do so in the future.

No matter the region in question, data from the 2018 Global Trends in Giving report make clear that online giving is the future of philanthropy. We are also seeing Millennials driving the next generation of giving all over the world, as in most emerging regions the first to come online are younger generations who aspire to connect with and make a difference in the world around them.

Global trends in giving, by generation³

MILLENNIAL DONORS WORLDWIDE

PREFER TO GIVE	
 Online (credit/debit card)	55%
 Cash	14%
 Bank/Wire Transfer	11%
 PayPal	9%
MOST INSPIRED TO GIVE BY	
 Social Media	39%
 Email	23%
 Website	20%
 Direct Mail/Post	6%

GEN X DONORS WORLDWIDE

PREFER TO GIVE	
 Online (credit/debit card)	55%
 Bank/Wire Transfer	12%
 Cash	10%
 PayPal	10%
MOST INSPIRED TO GIVE BY	
 Social Media	33%
 Email	26%
 Website	19%
 Direct Mail/Post	9%

BABY BOOMER DONORS WORLDWIDE

PREFER TO GIVE	
 Online (credit/debit card)	54%
 Direct Mail/Post	19%
 Bank/Wire Transfer	10%
 PayPal	8%
MOST INSPIRED TO GIVE BY	
 Email	33%
 Social Media	19%
 Direct Mail/Post	18%
 Website	16%

In summary: love2care is mostly interested in the much bigger group and market potential of people of non-donators between 18 to 50 who don't feel addressed by classical NPO campaigns. Being honest we don't care if they just donate because they want to win the sweepstake or if their major aim is to donate for a good cause. At the end of the day, they do something for a good cause and that is what matters. love2care is the solution for good cause funding 2.0. Therefore, for NPOs, stars, celebrities and brands to push their offers and products.

TARGET GROUP

We focus on B2C and B2B - the first is towards donors, the second towards fund raisers, be it NPOs or private persons, e.g. celebrities.

- **B2C:** all people 18 to 50 - interests: good cause, sport, lifestyle, movies, series, music, stars, traveling, celebrities, good life and premium/luxury brands
- **B2B:** stars/celebrities, premium & luxury brands, NPOs

CUSTOMER NEED

Whereas there is no doubt about the demand of our B2B segment for good cause fund raising publicity, the remaining question is about our B2C approach, towards the today still unaddressed potential of donors aged between 18 and 50. We stumbled upon this

blog post by Givebutter, <https://givebutter.com/>, which proves that the love2care concept is right on point - Millennials don't care about your nonprofit⁴:

“Welcome to Givebutter. Founded by 3 college students caught somewhere between the Millennial generation and Gen-Y. Like many of our peers, we rarely, if ever, give money to nonprofits, student organizations, etc. Why? Well, it's complicated:

WE'RE BROKE

Anyone five years out of college or younger does not have much in the way of disposable income. It's not a generational issue, it's an age issue. Young people just don't have money lying around to give to charity, and if they do, it's most likely in the form of pocket change or small bills.

WHAT YOU CAN DO ABOUT IT

Focus on small, but meaningful donations. Set impacts that directly correspond with the amount donated- Example: Donate \$10 to help a child receive clean drinking water for a week Incentivized giving (donate \$20 and get a chance to win xyz)

WE DON'T TRUST CHARITIES

It's no secret that millennials are hyper-conscious of nonprofits' overhead. If a development officer at a nonprofit tries to solicit a younger donor, the first question that will pop in their head is: why would I donate to pay your salary? It's a cynical thing to say, but sadly the case. Millennials want to know that 100% of their donation is going towards the nonprofits' mission, and every percentage point less than that hurts.

WHAT YOU CAN DO ABOUT IT

Be as transparent as possible, millennials are savvy and do their research. If possible, follow Charity: Water's model and have major donors cover overhead so that smaller donors can achieve 100% impact. Don't be afraid to overshare on social media, highlight success stories.

WE WANT TO SEE OUR IMPACT

Unfortunately for nonprofits, the days of raising unrestricted funds are going to start fading fast (if they aren't already). Young donors want to see the direct impact of their donation. You want me to support economic development in Africa? Ok. You want me to support entrepreneurs in Johannesburg? Even better. You want me to help Hakim start a clothing business in Johannesburg? Here's \$100.

⁴ See: <https://givebutter.com/blog/millennials-dont-care-about-your-nonprofit>

WHAT YOU CAN DO ABOUT IT

Make it easy for donors to see their impact, concretely and directly. Show and prove impact through images, videos, and stories.

WE DON'T SEE YOU

Nonprofits do some of the most amazing, important work in the world. Don't underestimate the value of investing time and resources into social media, content production, and grassroots efforts to get young people's attention. Charity Water's Twestival, the ALS Association's Ice Bucket Challenge, and HRC's red equal sign for marriage equality are all examples of organizations successfully reaching younger audiences where they already are.

WHAT YOU CAN DO ABOUT IT

Think outside of the box. Create campaigns that will engage younger donors and encourage them to tell their friends about your organization and cause. Advertise. Brand recognition is a powerful decision factor for consumers. The same goes for donors. Why would anyone donate to an organization they have never heard of?

WE DON'T RELATE TO YOU

It's critically important for nonprofits to have a strong and meaningful brand. There is nothing that young people like more than aligning themselves with sexy brands, and it's important for millennials to feel like the cause they are giving to understands them on a fundamental level.

WHAT YOU CAN DO ABOUT IT

Find creative ways for millennials to look good by sharing your nonprofit. Millennials love nothing more than telling their friends about the social good they are doing, make it easy and fun for them to do so!

WE WANT TO BE ENGAGED

There's a lot of conflicting design advice out there that argues young donors want simple, frictionless experiences such as a one-page or one-click checkout. This might be true for millennials shopping on Amazon, but the opposite is true for charitable giving. Millennials are already strapped for cash, so when they do give, it's a big deal.

WHAT YOU CAN DO ABOUT IT

The number one reason why someone gives is simply because they are asked. Encourage donors to share on social and directly reach out to their networks. See: Movember. Don't make social media an afterthought. Simply having a Facebook and

Twitter account isn't good enough Make the most of this opportunity by encouraging social sharing and don't be afraid to ask for a follow-on social media.

WE AREN'T SOLICITED

Nonprofits have given up on our generation before they started trying. If you ask a millennial when the last time was that they were solicited by an organization to give, chances are they would have a hard time answering this question. Why? Because nonprofits don't solicit younger, millennial donors. Their focus is in targeting their older, traditional donor demographic through direct mail and other means.

WHAT YOU CAN DO ABOUT IT

Just do it. Believe it or not, younger potential donors would be flattered to hear from you. Younger people understand younger generations better. Investing in a younger workforce and marketing team is extremely important to successful outreach. Invest in younger donors. Invest in ads and outreach on platforms they already use, such as Facebook or Instagram.

Young donors are needy. We're also hard to reach and don't have much to give. But the fact remains, young people are quickly replacing the old, and technology is here to stay. Nonprofits that start thinking about these issues now will have a significant advantage over those that don't. Young people are the light of our society, the conversation starters at the dinner table, and capturing their attention today will pay enormous dividends over time."

VALUE PROPOSITION

Understanding the needs of this generation and target group, we can draw our conclusions - so, love2care ...

... FOCUSES ON SMALL, BUT MEANINGFUL DONATIONS

starting from € 10.- showing what impact any donation can have to the respective NPO cause.

... IS AS TRANSPARENT AS POSSIBLE

millennials are savvy and do their research, we know and appreciate that. Smaller donors can achieve 100% impact. Our global giving footprint map in the user's profiles, highlighting success stories, makes it easy for each user to follow their donations. Through our blockchain dashboard we will be worldwide the first donation collecting platform where you can follow your donation and see exactly what it is used for.

... MAKES IT EASY FOR DONORS TO SEE THEIR IMPACT

concretely and directly. Showing and proving impact through images, videos, stories and blockchain technology.

... THINKS OUTSIDE OF THE BOX

creating campaigns that engage younger donors and encourage them to tell their friends about it with creative donate2win connected with strong brands.

... HELPS SHARING GOOD DEEDS

by finding creative ways for millennials to look good by sharing their donations. Millennials love nothing more than telling their friends about the social good they are doing; we make it easy and fun for them to do so!

... IS A STRONG BRAND

there is nothing that young people like more than aligning themselves with sexy brands, and it's important for millennials to feel like the cause they are giving to understands them on a fundamental level.

... IS TARGETING THE YOUNG GENERATIONS

love2care is made for and by millennials and younger target groups! We invest in campaigns especially done for younger donors through social media platforms they already use.

POTENTIAL MARKET VOLUME

The addressed market is the donation market. This market is described in the following in an exemplary way regarding size, growth and individual characteristics, particularly along the markets of Austria, Germany and the USA. In principle, countries with an extensive, state-financed social security system and extensive compulsory levies, the market for donations is relatively smaller, those with lower state regulations a larger.

Figures are available for the donation market 2016, for the DACH and Anglo-Saxon regions - Source: Fundraising Verband Austria: Donation Report 2017, The Chronicle of Philanthropy, National Philanthropic Trust, Charities Aid Foundation. Concerning the growth, it concerns the CAGR over 5 years.

- Austria 0,64 billion EUR turnover, 4,7% growth
- Switzerland 1,65 billion EUR turnover, growth n.a.
- Germany 5,30 billion EUR sales, growth 4,3%
- United Kingdom 10,88 billion EUR sales, growth n.a.
- EU (cumulative) 46,00 billion EUR Sales, growth n.a.
- USA 349,00 billion EUR sales, growth 4,2%

In Austria, 62% of the population donate at least once a year. One donor donates on average 113 EUR per year. This results in per capita donations of 74 EUR per year for the total population. The per capita donation amounts to 92 EUR in Germany, 197 EUR in Switzerland, and 250 EUR in Great Britain and 1.080 EUR in the USA.

Now, looking at the financial planning & sales/turnover forecast, our intent is to operate internationally and thereby claim a relatively small marketshare - a turnover of Mio. 1,2 EUR is related to project-donations of ca. 5 million in 2021. In the year 2025 the figures are tripled, still the market share is relatively small, considering that Austria alone has Mio. 640 EUR funding turnover. That is an expected effect, quite by intent since love2care is about quality leadership in the fund-raising sector and focusses on its niche, providing technical and operational excellence while innovating the traditional fundraising concepts.

Profit & Loss (in EUR) <i>Financial Year ends on 30.6.</i>	2020	2021	2022	2023	2024	2025
Commercial Revenue Sweepstakes	0,0	1.200.000,0	1.800.000,0	2.295.000,0	2.926.125,0	3.218.737,5
Commercial Revenue Media & Data	0,0	90.000,0	135.000,0	202.500,0	303.750,0	455.625,0
Revenue	0,0	1.290.000,0	1.935.000,0	2.497.500,0	3.229.875,0	3.674.362,5

OUR BUSINESS MODELL

There are three different business cases, resulting in three different revenue streams plus one club:



LOVE2CARE GLOBAL GOOD CAUSE CROWD RAISING CAMPAIGNS IS BASED ON:

- raffle unique experiences or premium/luxury products/ collectibles you can't buy to fundraise money for good causes
- deals with stars/celebrities or premium lifestyle brands and their NPO partners
- love2care provides the platform for the good cause crowd raising campaigns - love2care.cc

- the full 100% of the donation amount is directly transferred to the charity. Our revenue stream is based on a 10% commission fee + VAT, for the platform services and the campaigning +15% for the cost of marketing. This is invoiced directly and independently from the donations. Also, any arising 3rd party cost is always directly invoiced.
- every user must register to donate and be part of the love2care community
- donate & win: donations start from 10 EUR (or participate for free)-> all payment methods accepted
- stars & celebrities help to push the campaigns through their social media accounts with millions of followers for a massive organic reach directing their followers to love2care
- reward program/club for high donators with special benefits to increase the amount of donations
- worldwide first use of blockchain technology for 100% transparency in good cause fundraising

LOVE2CARE MEDIA IS BASED ON:

- content is king: quality news content daily tailor-made for the love2care target groups on highly frequented love2care.cc website & app
- good cause crowd raising campaigns generate millions of site visits
- two blogs: love2blog lifestyle - related to donate2win (brands, stars, fashion, music, ...) AND love2blog what matters - NPO projects (guest commentary/columns, ...)
- exclusive field for brand adverts & paid content campaigns
- reaching users via push message and e-mail according to their interests
- prices for advertising depend on page impressions
- love2care offers programmatic advertising placements, display ads, e-mailings and legal data selling for the respective sweepstake brand

LOVE2CARE AGENCY IS BASED ON:

- consultant and full-service partner for stars, celebrities, brands and non-profits helping them to maximize their good cause crowd raising by connecting them and setting up unique campaigns
- love2care offers the complete infrastructure (website, app, media, ...)
- individual creative concept, social media marketing, social hacking, campaign management
- no setting costs for NPO/stars/celebrities: love2care only takes a commission fee
- corporate marketing:
 - partnership with brands
 - merchandise
 - special product editions

- sponsorships

LOVE2CARE REWARD PROGRAM / CLUB IS BASED ON/ AIMS TO:

- increase the amount of donations
- for high donators who donate over a certain amount yearly
- with special benefits like discounts, exclusive events with stars / celebrities and additional donate2win.
- 2 reward groups:
 - love2care supporter
 - love2care ambassador

OUR USP

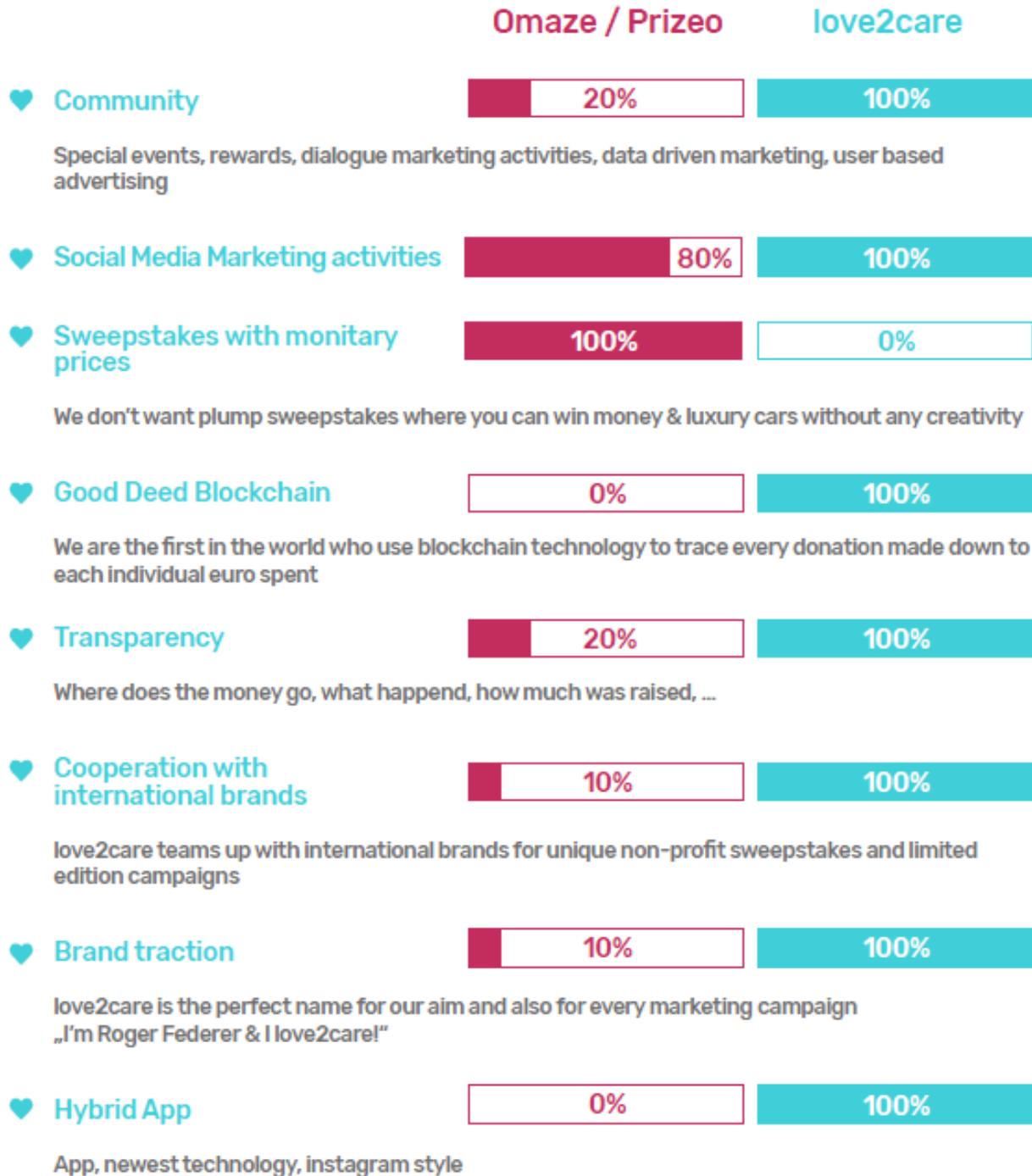
love2care is a globally unique and innovative business concept. It is innovating fundraising as it helps to target the **market of the non-donators**, approaching this segment with **meaningful and enriching campaigns**. As these campaigns give an opportunity of gaining a great experience, this reaches a whole new generation of donors. Key to facilitate this purpose is transparency, which is ensured by technical measures: at the end of the donor's checkout process, the donation data is verifiably linked to an unchangeable entry in a public blockchain, in an anonymous and GDPR compliant way, documenting the relation of the donated amount with the donor's project of choice. That's the point where classical fundraising stops - but not love2care: the donor can always "monitor" and follow the development of "his" project, receiving updates on the project's milestones as they were defined by the NPO. Even more, the immutable data assures that the raffle process is transparent, with no need for a public notary. So, in perspective of the user/ the donor, the giving experience does not end with the act of giving but extends over the chosen projects runtime.

On technical level our USP resides in the integration of blockchain technology to provide the utmost transparency to our donors. In public blockchain networks, data is linked using cryptographic methods and stored decentrally on thousands of computers worldwide. Therefore, it is virtually impossible to change or manipulate these records in retrospect. Love2Care utilizes this feature to create technical proofs for the donation data in a verifiable and unchangeable manner, naturally anonymized and compliant with GDPR regulations.

COMPETITION

In the field of online raffle providers, offering sweepstakes, there are two big competitors worldwide: omaze.com & prizeo.com. Another similar omaze.com copy called VIPrize.org is located in Germany.

	Omaze / Prizeo	love2care
<p>♥ Company acts legal in Europe</p> <p>Omaze and Prizeo increase the chances to win according to how much you donate. This falls under gambling law in all European countries. As both companies don't have any gaming licenses they act illegally at least in Europe.</p>	0%	100%
<p>♥ Sweepstakes</p> <p>Offer sweepstakes / experiences you can't buy with stars / celebrities, premium and luxury goods</p>	100%	100%
<p>♥ Collectibles & Memorabilia Sweepstakes</p>	0%	100%
<p>♥ Participate for free</p>	100%	100%
<p>♥ Corporate non-profit fundraisers</p> <p>Music Festival cooperations, international round-up cooperations with corporates like UBER, Ticketmaster, Airlines</p>	0%	100%
<p>♥ Corporate Marketing Cooperations</p> <p>Limited Editions for good causes with brands</p>	0%	100%
<p>♥ Online Shop</p> <p>love2care Merchandise, 20% goes to charity, special editions and offers in cooperation with brands</p>	0%	100%
<p>♥ Communication with users</p> <p>love2care communicates with registered users and donators. How much have we funded for the projects? How are the projects coming along, personal thank you messages from the star, share your good deeds, push messages and newsletter regarding new sweepstakes and content</p>	0%	100%
<p>♥ Daily news platform</p> <p>Lifestyle target groups content, NPO content, advertising possibilities</p>	0%	100%



Both competitors are in Los Angeles. Their focus is on the USA, although they offer almost all donate2win worldwide.

- focus USA (donate2win worldwide)
- both companies focus solely on donate2win -> only 1 of our 3 revenue streams, no community
- the business model of both companies falls under gambling law in Europe requiring a license which both don't have, which is illegal

- there is no doubt that the market is much bigger and offers space for more companies
- omaze raised 41 M\$ in 2018!

GO2MARKET-STRATEGY

GOOD CAUSE CROWD RAISING MARKETING

love2care focuses only on **social media** and **dialogue marketing** activities that are precise and targeted. Most important: love2care works with the social media manager of each star/celebrity/brand to push the sweepstake campaign in an organic way, too. This is part of the contracts. Additionally, social hacking is done through **blogs, fan-sites, etc.** and we will try to get special advertising conditions from the big social media sites like Facebook, Instagram, twitter & snapchat, LinkedIn.

Thus, every single **crowd raising campaign** has the effect of a social media bomb and generates thousands of new followers for love2care social media sites, thousands of website visitors and thousands of new registration data for love2care. love2care produces **social media movies, live coverage** and **special video messages** from stars and celebrities as we know video is the most effective way to catch people's attention. In plain numbers our intent is to build up inbound traffic of **+10.000 Monthly Active Users, MAUs** to our website within the **months from start of the year, culminating in the public launch of the platform in November 2020**. According to our planning beginning in 2021 and building upon the productive platform there shall take place each year **six big international raffles** and **15 on national level**, e.g. in Germany, Austria and UK. While the national events shall generate +3-4.000 MAUs, the big ones +6-10.000 MAUs - figures vary depending on the social media reach of the involved stars.

Our visitors will then be engaged via **lifestyle & sustainability-related content** throughout the year, keeping them as active users on the platform.

Because love2care owns a lot of registration user data of former campaigns also targetable in interests, age, etc. we will be able to send matching users an **e-mail newsletter** or **push message** to their phones. This kind of marketing is very valuable to brands who want to push their testimonial and/or products.

MILESTONES & FINANCING STRATEGY

- Foundation as AG in Vienna with prominent supervisory board and technical advisory board in December 2019 (for the persons in the board, pls see "Our Team")
- financing by the company's management with capital of EUR 480.000,00
- Crowd investing campaign starting in March 2020 with the aim to generate minimum EUR 1,0 million in subordinated loans within 2 months
- Launch of the love2care portal in November 2020

In detail:

NOVEMBER TO DECEMBER 19

Preparation of investor documents, determination of the members of the Management Board and Advisory Board, establishment of the love2care AG, opening of all love2care social media channels as well as the website for the preliminary phase, start of development

DECEMBER 19 TO MARCH 20

Preparation of one of the largest crowd investing campaigns in Austrian history, marketing and PR activities, Crowd investing & Win, Click Dummy, Talks with investors

JANUARY TO MARCH 20

Introduction of the first employee, successfully closed investor and crowd investing campaign, start product development and acquisition of cooperation partners.

MARCH TO NOVEMBER 20

Establishment of the first international and local competitions "Donations & Winnings", establishment of the source of income for the love2care business, continuation of love2care product development

NOVEMBER 20

Big Bang Launch of love2care.cc

OUR TEAM

love2care board & management

board



dominik frey
founder & CEO

entrepreneur and media expert with years of management & leadership experience. ex-managing partner opinion leaders network with an average EBT of € 1 million.



stephan grau
CFO

serial entrepreneur with leadership & company experience. recently highly successful exit of his software company.

management



daniela schardinger
CMO & authorized representative

marketing expert with over 10 years of global experience in marketing, sales & management.

Dominik started his career at only 17 years old as a journalist at a weekly local newspaper in lower Austria. He then moved to the legendary music hall and music magazine publisher called Planet Music. There he was responsible for advertising sales and for sponsorships in the venue and at the Donauinsselfest Vienna (biggest music festival in Europe).

He also organized rock concerts on his own and cared for the artists and promoters during their concert nights at the venue. He didn't stop writing - at that time about music in the Planet Magazine. More than three years later he changed to the former daily business to business newspaper medianet where he ended up another three and a half year later as head of sales and project manager.

At only 24 years old and during the economic crisis in 2008, Dominik decided to start his own company called Opinion Leaders Network together with two colleagues. Opinion Leaders Network is a unique mixture between B2B Agency and a Daily Business & Society News Website. Check out leadersnet.at to get a glimpse.

Dominik made an exit at the beginning of 2019 to follow his heart and start up love2care.

Daniela has well over 10 years of experience in Design, Marketing, Sales & Management in the advertising, legal and pharmaceutical industry around the globe. After her studies of Communication Design in Austria and Sweden, she started her global career in New Zealand with advertising and B2B marketing agencies for international brands continuing in the advertising industry in Austria.

As Global Brand Manager for Europe's Leading Law Firm, Schoenherr, she then shaped the brand in 14 countries across Europe including a year in Istanbul to build up and lead the marketing department of Schoenherr's Turkey office. Daniela then moved to do Marketing in the pharmaceutical industry, helping Gynial become market leader in their field, overtaking pharmaceutical giant Bayer. Shortly after she founded, built

and managed the Swiss branch of the company, becoming the managing partner of a Swiss pharmaceutical company at only 30 years old and currently responsible for the global Marketing & Sales of an innovative product in Women's Health across the globe. Daniela loves2care - that's why she wants to put her creative mind and global marketing & sales skills into this new adventure together with Dominik.

Stephan was more than 20 years executive partner at KGS Software GmbH & Co. KG. KGS is a leading document and data archiving solutions provider based in Germany founded in 2000 by Stephan and his partner. KGS has steadily developed its product portfolio, now consisting of high-performance archives, information lifecycle management, document capturing and fully automated archive migration tools.

KGS serves more than 250 SAP and Non-SAP customers across a wide range of industries around the world. Stephan and his partner sold his shares in November 2018. Additionally, to KGS, Stephan founded 2016 a company called Wunderwerk GmbH. This company runs 3 escape rooms in Koblenz / Germany, known as Magic Room Escape. Stephan is the sole shareholder.

Stephan sees great potential in love2care and wants to contribute with his entrepreneurial knowledge.

Then there is the **executive team**, already fixed and in pole position:

love2care Team



Carola Prohaska
Head of Social Media



Liza Rotter
Head of Business
Development



Gerhard Görlich
Product Owner



Sebastian Czarich
Head of Projects



Julia Zeman
Accounting

See here the team of the **supervisory board**:

love2care supervisory board



sylvia dellantonio
CEO,
willhaben.at



Manuela Lindlbauer
founder,
Lindlpower



oliver scherbaum
lawyer / partner,
legalhouse



hansjörg mayr
board,
Denzel Group

The group of **mentors**:

love2care advisory board



christine hackl
coach & keynote
speaker



alois czipin
CEO,
czipin



martin distl
CEO,
Group M

USE OF FUNDS

Our goal is to complete all technological and operational tasks by November this year. That means finalizing love2care rights (website, app, etc.), building content for media transfusion, integrating blockchain technology for our transparency goals, building a community of 100.000 followers on various social media channels, but also acquiring sport / cultural stars and celebrities to be able to implement 18 donation campaigns in the following year. The project has two operational milestones, the first in August 2020: access to the technical resources and basic equipment for community management and the second milestone in November 2020: to become productive and to start business operations.

In 2020 all complementary software features will be realized, the love2care marketing program will be implemented and 6 large international and 12 smaller mostly national love2care campaigns for 2021 with sports and culture stars and other celebrities will be prepared.

FINANCIAL PLANNING

Revenues in the planning phase result on the one hand from income from the processing of fundraising campaigns & raffles (Revenue Sweepstakes) and on the other from the sale of data for marketing purposes and the sale of advertising space and promotions on love2care.cc (Revenue Media & Data).

Profit & Loss (in EUR) Financial Year ends on 30.6.	2020	2021	2022	2023	2024	2025
Commercial Revenue Sweepstakes	0	1.200.000	1.800.000	2.295.000	2.926.125	3.218.738
Commercial Revenue Media & Data	0	90.000	135.000	202.500	303.750	455.625
Revenues	0	1.290.000	1.935.000	2.497.500	3.229.875	3.674.363
<i>in % of Revenue</i>	-	100,0%	100,0%	100,0%	100,0%	100,0%
Marketing and Sales	-230.000	-487.000	-432.000	-574.425	-678.274	-734.873
Gross profit I	-230.000	803.000	1.503.000	1.923.075	2.551.601	2.939.490
<i>in % of Revenue</i>	-	62,2%	77,7%	77,0%	79,0%	80,0%
Labor Costs	-538.040	-891.928	-922.928	-949.050	-1.001.261	-1.028.822
Gross profit II	-768.040	-88.928	580.072	974.025	1.550.340	1.910.669
<i>in % of Revenue</i>	-	-6,9%	30,0%	39,0%	48,0%	52,0%
Research and Development	-247.200	-7.200	0	0	0	0
General and Administrative Expenses*	-468.080	-375.240	-346.240	-374.625	-403.734	-422.552
EBITDA	-1.483.320	-471.368	233.832	599.400	1.146.606	1.488.117
<i>in % of Revenue</i>	-	-36,5%	12,1%	24,0%	35,5%	40,5%
Depreciation	-1.200	-2.400	-3.600	-4.800	-4.800	-4.800
EBIT	-1.484.520	-473.768	230.232	594.600	1.141.806	1.483.317
<i>in % of Revenue</i>	-	-36,7%	11,9%	23,8%	35,4%	40,4%
Interest income	0	0	0	0	0	0
Interest and similar expenses**	-55.000	-80.525	-83.716	-84.583	-85.635	-1.212.538
EBT	-1.539.520	-554.293	146.516	510.017	1.056.170	270.779
<i>in % of Revenue</i>	-	-43,0%	7,6%	20,4%	32,7%	7,4%
Taxes	-1.750	-1.750	-9.157	-31.876	-66.011	-16.924
Profit/Loss	-1.541.270	-556.043	137.358	478.141	990.160	253.855

* 2020 includes cost of capital raise - therefore higher than in the following years

** includes company value participation of Crowdinvestors 2025 I Repayment of capital reflected in CF

Debt capital in the amount of TEUR 1.000 is to be taken up in the form of crowd investment from the beginning of 2020 and repaid after 5 years. In line with market practice, an annual interest rate of 5,5% was planned for this liability. (6% for Early Birds)

If the aimed amount of TEUR 1.000 will not be reached through the crowdinvesting campaign, the company will finance itself with a mixture of equity and bank loans. Financial planning, revenues and profit/loss shall be adapted accordingly.

**we love2care!
do you love2care, too?**

**join our mission &
be part of it!**