

Bussines Givee

Problem: <i>Many people want to help others but don't know how or where to start. There is a lack of centralized, reliable information about volunteering and donation opportunities.</i>	Solution: <i>A mobile app that allows users to:</i> • Search for NGOs and projects • Choose causes they care about • Find nearby opportunities • Make donations easily	Unique Value Proposition: <i>A simple and accessible platform that connects people to real opportunities to help, making volunteering and donating easier and more efficient.</i>	Existing Alternatives: <i>Social media, word of mouth, and individual NGO websites.</i>	Customer Segments: <i>People who want to donate, volunteers, and NGOs seeking visibility and support.</i>
Feedback : <i>We created a feedback channel within the app where users can share their opinions via email. During development, we received feedback from different users, with mostly positive responses highlighting the app's simplicity and usefulness, as well as suggestions for future improvements. Additionally, input from a professional in the field reinforced the relevance of the application.</i>	Key Metrics: <i>Number of users, donations, volunteers, and app engagement.</i>		Channels: <i>Mobile app, social media, and partnerships with schools and communities.</i>	Early Adopters: <i>Young people and students, as they are more familiar with technology and more open to engaging in social causes and new digital solutions.</i>
Cost Structure: <i>App development (team work and time investment), use of personal devices and internet, maintenance and future updates, and content production.</i>			Revenue Streams: <i>Partnerships, sponsored content, and featured listings.</i>	