

# Deliberate Impact



**Solfrid Sagstad**  
*Co-CEO & Founder*



**Stian Lavik**  
*Co-CEO & Founder*



**Deliberate Impact**

# Our Mission

We are building a **revolutionary crowdsourcing / crowdfunding platform** for **impact and sustainable change**.  
The Takk! platform **empowers the crowd** to **instigate and influence initiatives** for **making people's lives better**.



The platform is **purpose-driven** and it allows for **donations, membership** and **impact investments**.  
The **ownership** and **decision-making** is **transferred to the crowd**.





# The Takk! Platform



Takk! means “Thank you” in Norwegian.

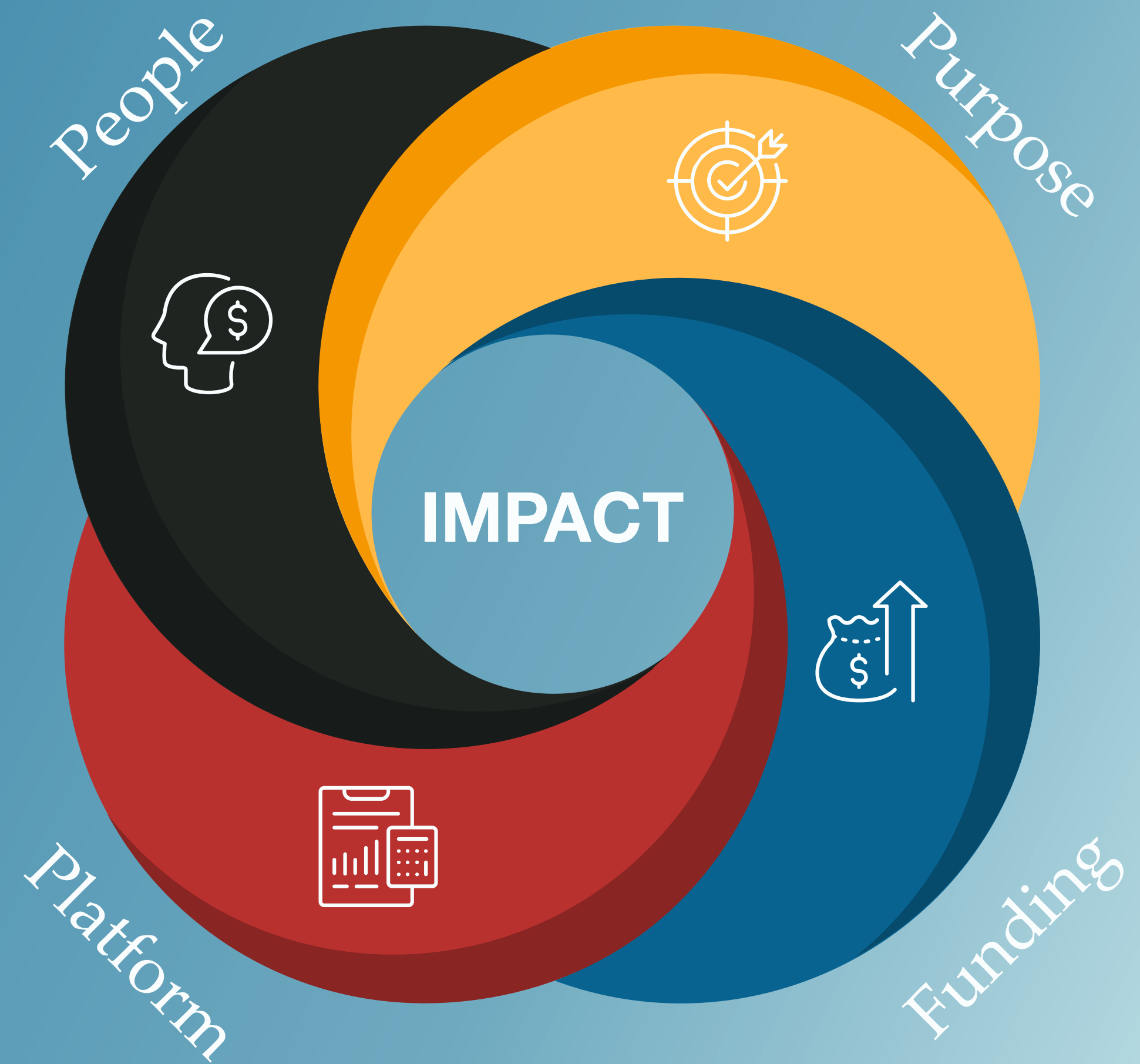
- Through the platform, we unite the crowd, beneficiaries, corporate partners, product and service providers, and other stakeholder organisations.
- Takk! empowers people to change lives and drives change through data and insight.
- Takk! becomes the de facto standard for social impact and crowd investments combined.
- AI and ML to give insight about the users and community for continuously enhanced R&D and valuable insights for partners.



# United by Purpose - Enabled by the Platform

By transferring the power to the crowd and democratising change, communities will be able to create true impact where it's needed.

We are facilitating change - the crowd has the answer.





# Fuelling change

- We enable a preventative approach towards wellness - utilising an ecosystem of donations, funds and synergies.
- We see the need to facilitate a change in mindset, utilising the funding streams created to change policies and systems.
- We realise the opportunity for multiple initiatives for social impact and innovation.





# Crowd Engagement

## Crowdsourcing / Crowdfunding

Private individuals & organisations create initiatives and direct donations to projects and initiatives. Corporate partners match donations to amplify the impact of the donations.

The crowd to be consulted and influence decisions at all times.

## Micro Return on Investment

Transparency re: Return on investment, impact return on investment of the donations in the system (e.g. donating £1 displays £3.6 yield on SROI / Impact ROI).

Gamified Return on Investment.

## Community

Through the community, the crowd gains influence and a collective voice -> change and momentum.

We are connecting:

- The crowd with organisations that need donations for initiatives.
- Product and service providers (as a market place)
- Partners and the crowd for various purposes (donations, rewards, insight into crowd data, etc.).

## Impact Investment & Rewards

Private individuals can invest in a portion of the company as reward for being early adopters. Enabling crowd investments in companies through the platform's pool of funds.

There will be rewards/perks in the system for private donators, through our partners, or by other means.





*Takk!*

Crowdsourcing - Crowdfunding - Community

# A gamified experience

- Transparency of ROI / SROI
- Goals and achievements
- Points and badges
- Teamwork and collaboration within the community
- Competitions, leaderboard and challenges
- Prizes and gifts
- Perks, e.g. voting power, promotion opportunities



Deliberate Impact



# Tiers of contribution

Donations from Individuals

1

Tips (to the running of the platform)

2

Membership / Subscription

3

Impact Investment

4

Matching Donations

5





# Parties in the Community



## End Users / Receivers

- New opportunities
- Empowered to live fuller lives
- Increased quality of life



## Private Donors

- Create, and fundraise for, initiatives
- Part of the Takk! community
- Receive rewards
- Recruit new



## Beneficiaries / Initiatives

- Funding to initiatives and projects
- Part of the Takk! community
- Connection to product and services
- Innovation opportunities



## Product & Service Providers

- Marketing / Sales channel
- Part of the Takk! community
- Innovation opportunities
- Networking / Partners



## Corporate Partners

- CSR spending
- Market access and insight through our data
- Access to partners, startups, etc.
- Business synergies

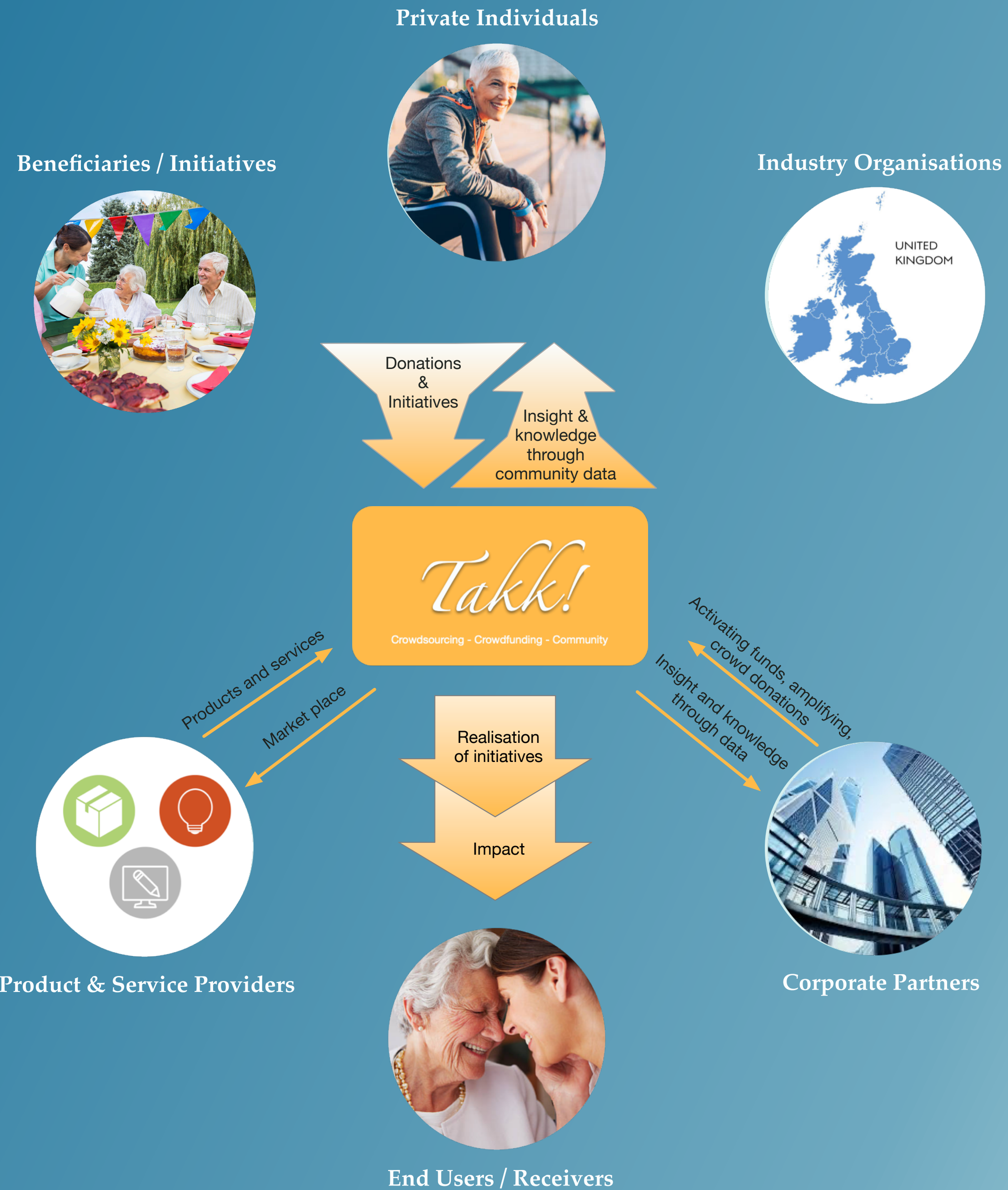


## Industry Organisations

- Rewards and offers to their members
- Access to market insight through our data



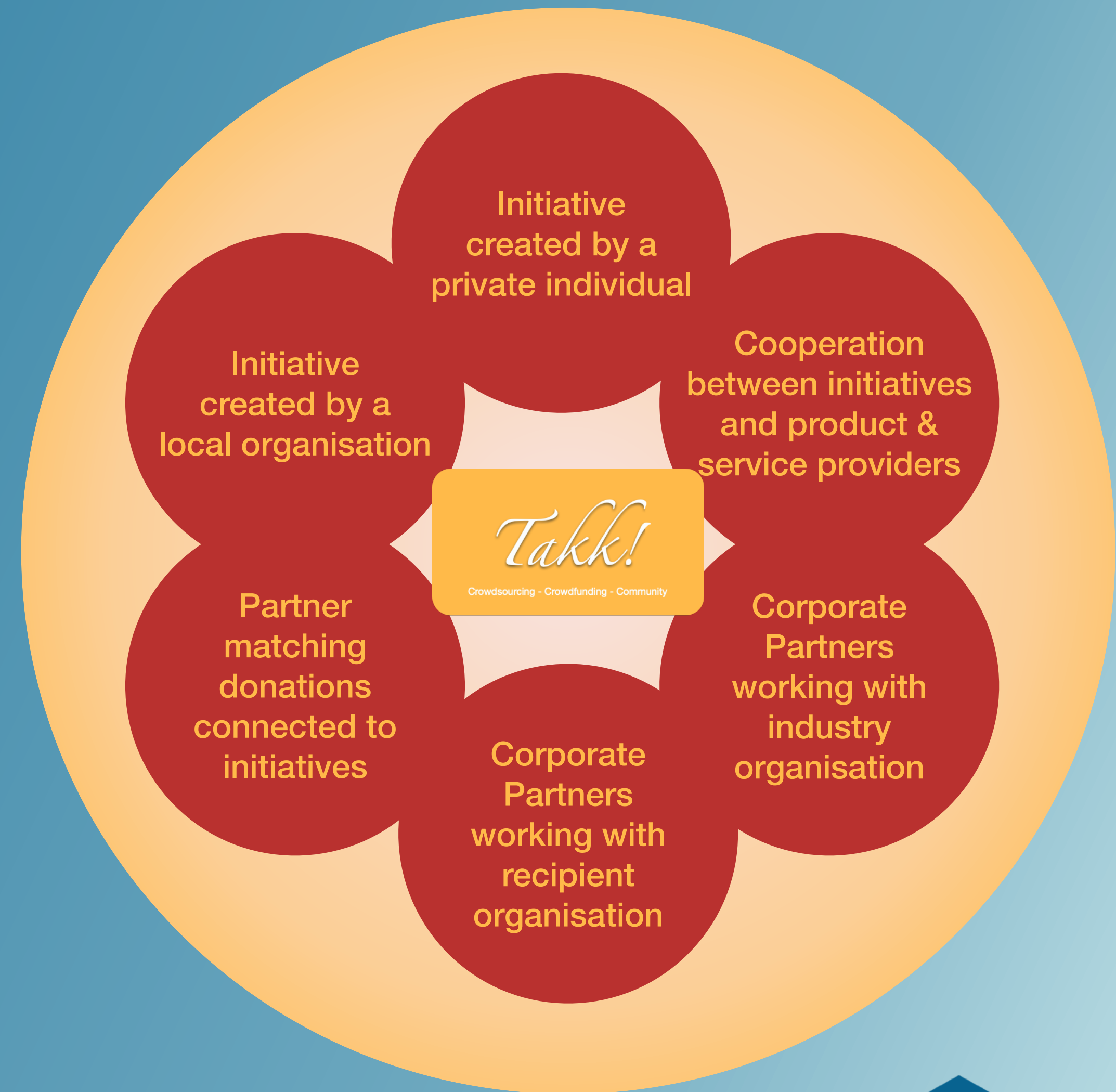






# A Community of Communities

The overall Takk! Community will comprise of multiple communities, with a base in initiatives, geography or organisations. Common purpose is the foundation for the communities and the overall cause and partnerships unites them.





# Multiple Opportunities

## Internal Fundraising

Boost employees' donations. Employees at a company are able to raise money for causes that are important to them, with the company being able to match the donations in line with corporate CSR/ESG strategies. This includes the potential for crowdfunding towards intrapreneurship and startups.

## Impact & Investment Funds

Enabling crowd investment and pass through investments. Channeling activation funds from corporate partners, together with donations from the crowd.

Democratising distribution of funds, e.g. split 50% - 50%.

## Re-Branded Version

Re-brand the platform to other contexts, running as a licenced model.

Potential for using the Takk! platform in the existing ecosystems.

The engine and methodology is the same.

## Activation Funds

Allocation of corporate activation funds.

Activation tool for existing sponsorships.

Accelerating the impact of community-driven initiatives.

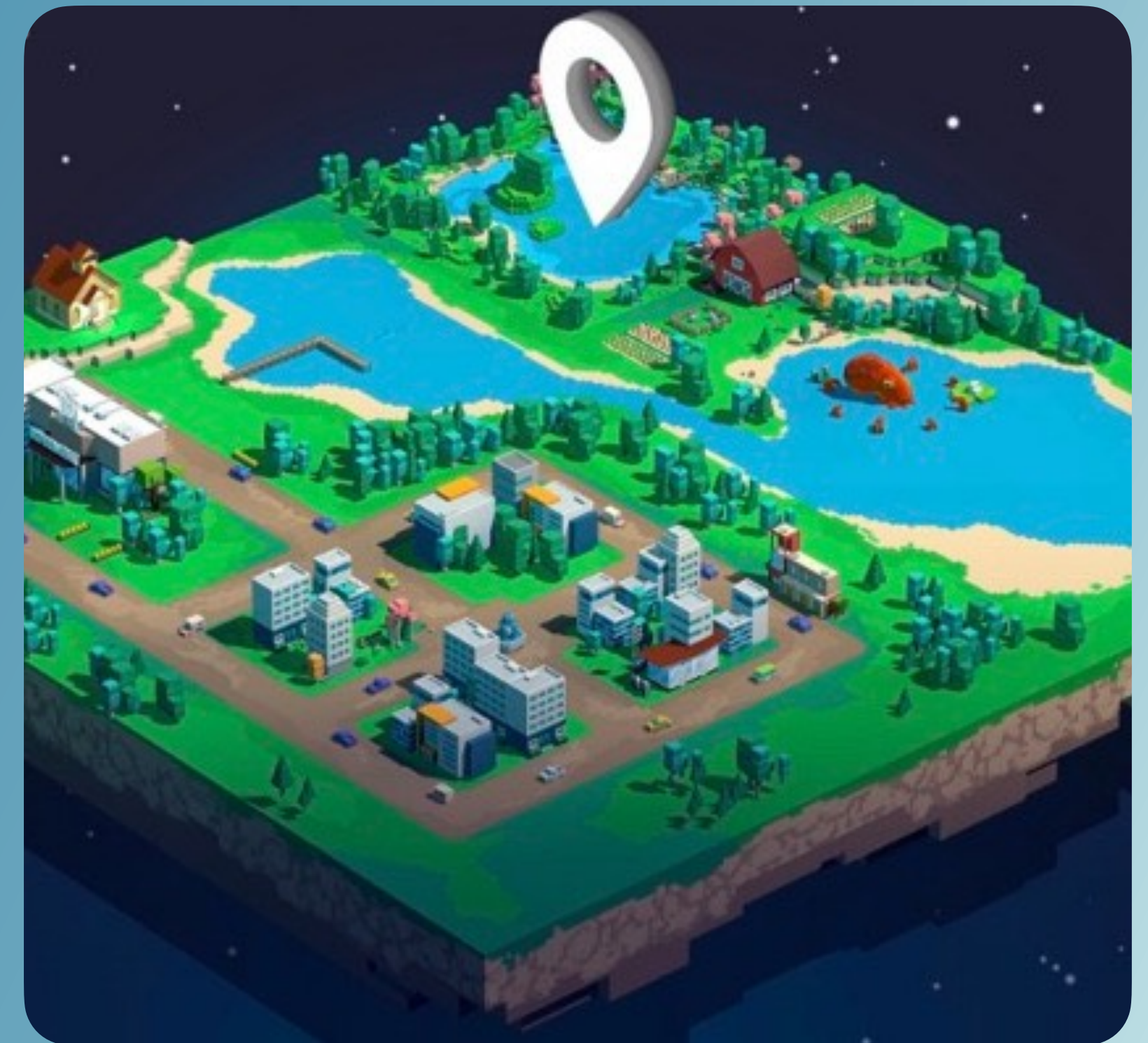






# A community-based universe of purpose-driven people

- In-game investments turns into real-world impact (micro payments -> initiatives on the platform)
- Visible Return on Investments in-game; Digital assets + Impact dashboard
- Adaptable environments, multiple communities based on geography, organisation, etc.
- Directly linked to the Takk! Platform; Same user identity - same impact
- Showing game elements on the Takk! Platform, and vice versa

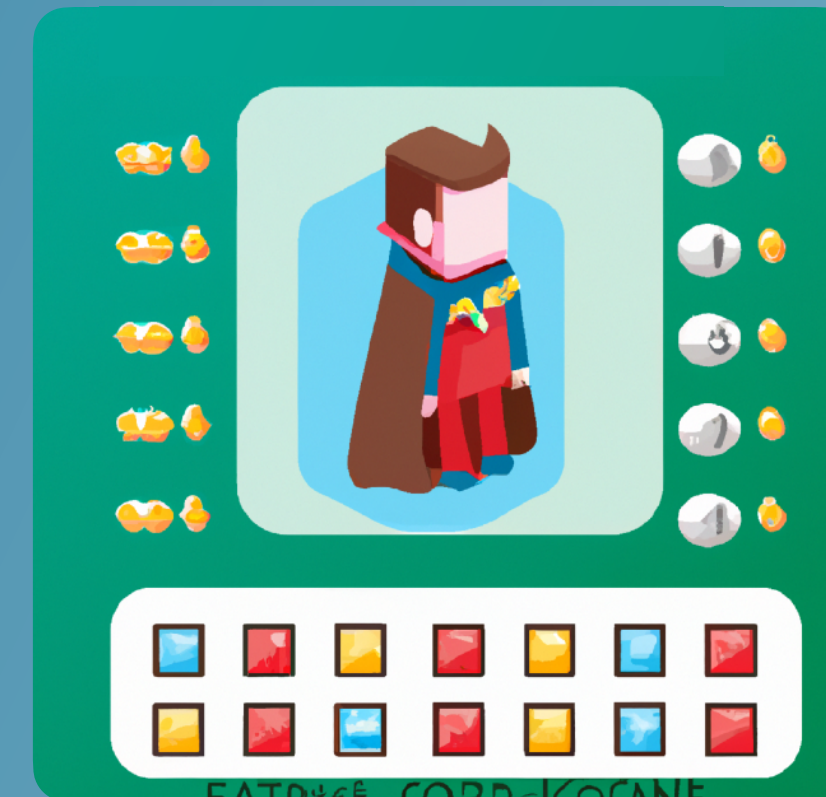






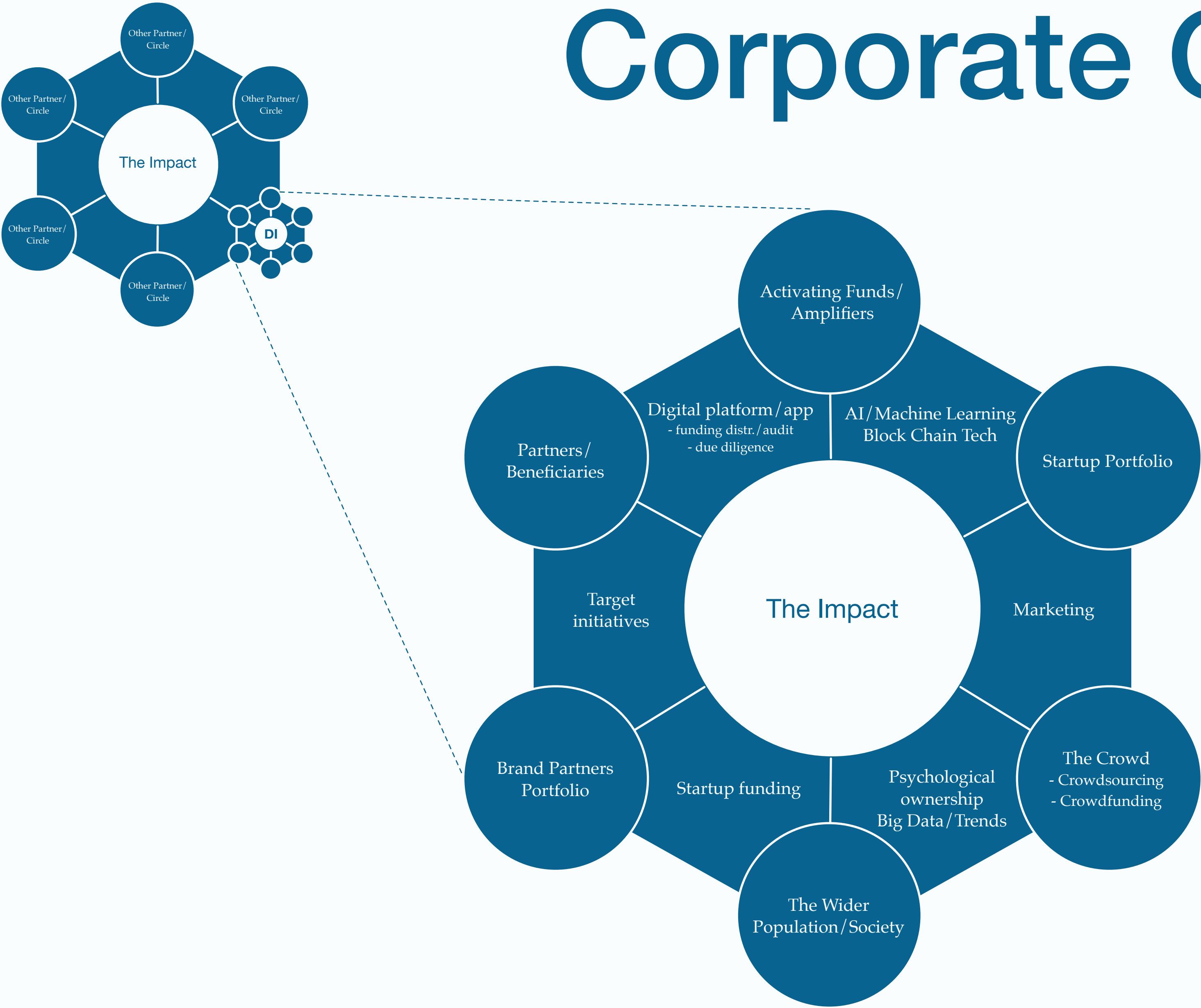
# Potential features

- Build your own avatar with personalised features, clothes, etc.
- Set up your own property and house, decorate it with hundreds of digital items (including unique reward “impact” items)
- Interact with your community
- Story, purpose-driven missions, and sandbox combined
  - Developing your property
  - Visiting other communities, travels, holidays
- Gain in-game XP to unlock new features
- Manufacture items in-game, sell in-game to fellow gamers
- Texture packs, choice of graphical design styles
- Taxation system -> fundraising
- Mini games (Tetris-like, card games, park your car game, etc.)
- Daily missions, “mining”
- In-game marketing space for PSPs and other organisations
- Loot boxes, ability to win prizes





# Corporate Circle





# Concrete Synergies Corporate Partners

- Growing data pool (insight, access, focus groups & market surveys)
- Online fundraising and community platform (crowdsourcing, crowdfunding)
- AI & ML (existing partner and network)
- Part of development and future plans for the platform and business (metaverse?)
- Market insight, position, and network, access to key networks and partners (UK and throughout Europe)
- Expansion to new market segments
- Pass-through investments to new or existing start ups / partners
- Strong, driven and knowledgeable team
- Extensive skills within business development (potential resource for other start ups?)





# Award Winning Team



**Solfrid Sagstad**  
*Co-CEO & Founder*



Solfrid has wide experience in international business development og strategy, business processes, community building, as well as good experience within marketing and sales. She has worked as Director Business & Market Development, a leader for an entrepreneurial learning-hub, and on several boards of directors.

PhD within Biomedical research

We have a strong vision of a world of people living and ageing well where the focus is on quality of life and abilities instead of disabilities. As a team, we have years of experiences working with social enterprises, and have a track record of building up business in the UK and elsewhere. We have extensive experience and knowledge from the social care sector, as well as strong networks across several industries.



**Stian Lavik**  
*Co-CEO & Founder*



Stian has extensive experience in leadership, strategy, international business development, business processes, as well as work in sales and sales management, marketing and system development. He has chaired boards of directors of limited companies and organisations, holding positions as CEO, Chief Business Officer, various political offices, and multiple other managerial positions.

Stian has a Masters degree in IT management.



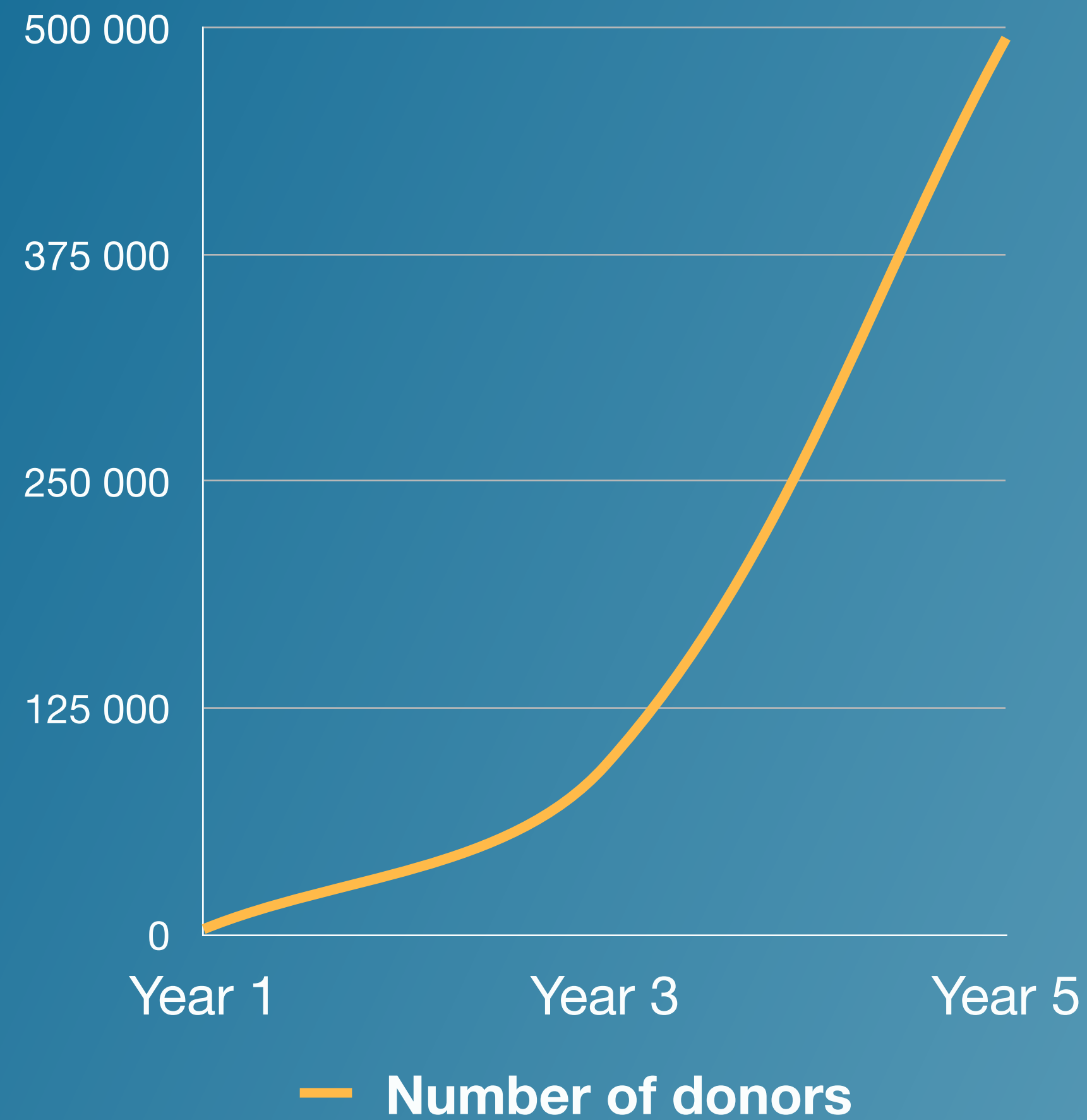
**HEALTH 2.0**  
Outstanding Leadership Award



**Deliberate Impact**

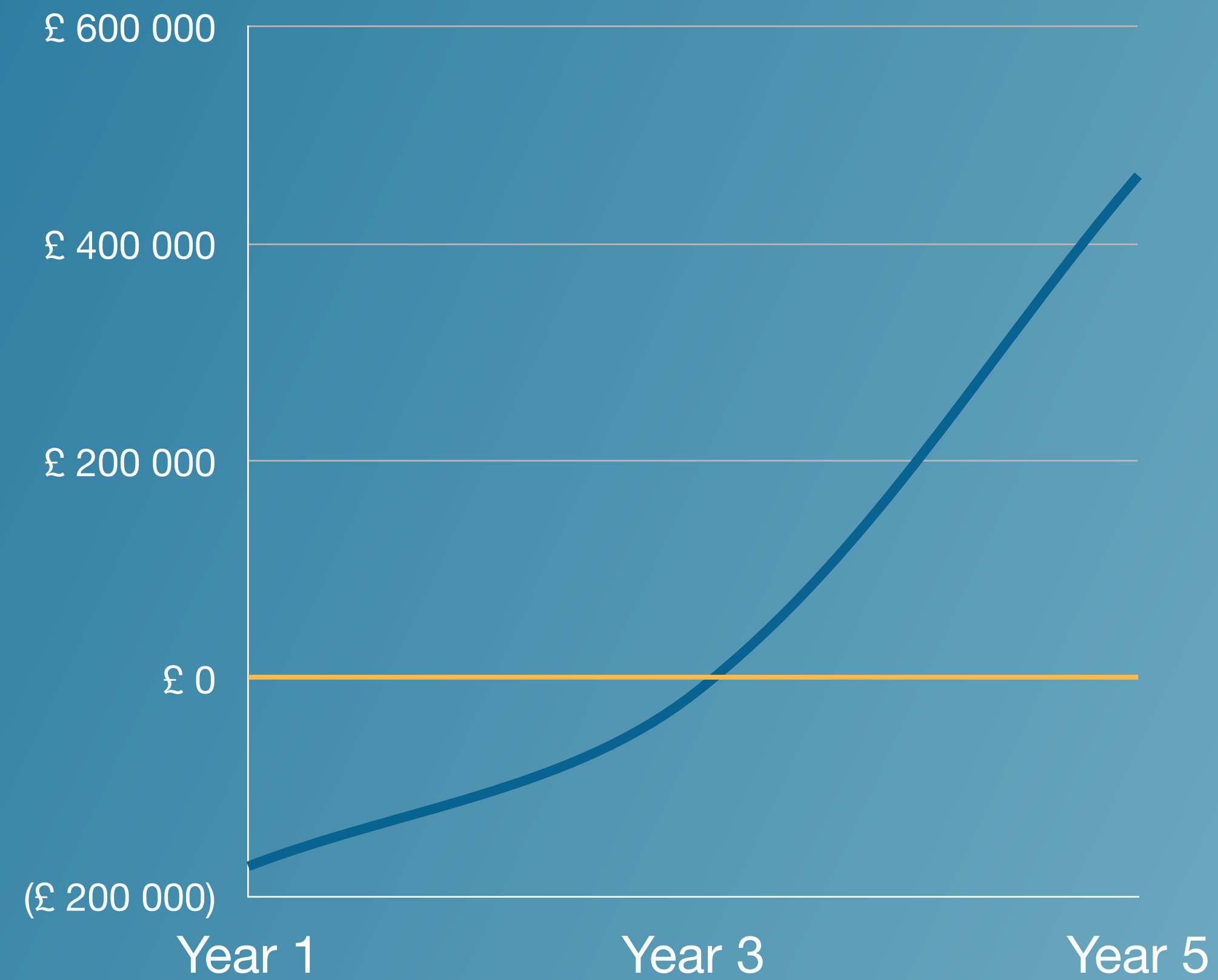


# Crowd Activation





# Net Profit





# Basic Donation Stats

- 60+% of UK households donate to charity
- Average annual donations: £500 (globally)
- Average one-time donation: £100 (globally)
- Average monthly online donation: £50 (UK)

*Sources:*

- <https://nonprofitssource.com>
- <https://nptuk.org>





# The Ask

“Invest - not spend”

## Corporate Partnership

- Seat at the table (corporate circle / advisory board).
- Co-Create & Collaborate on an Innovation Platform
- CVC Opportunities for Socially Responsible Investment
- Access to Strategic Partners for Activation
- Help Revolutionise the Purpose-Driven Ecosystem
- Tap into Renewed B2B2C Models & Relationships
- Bridge Entrepreneurs & Intrapreneurs

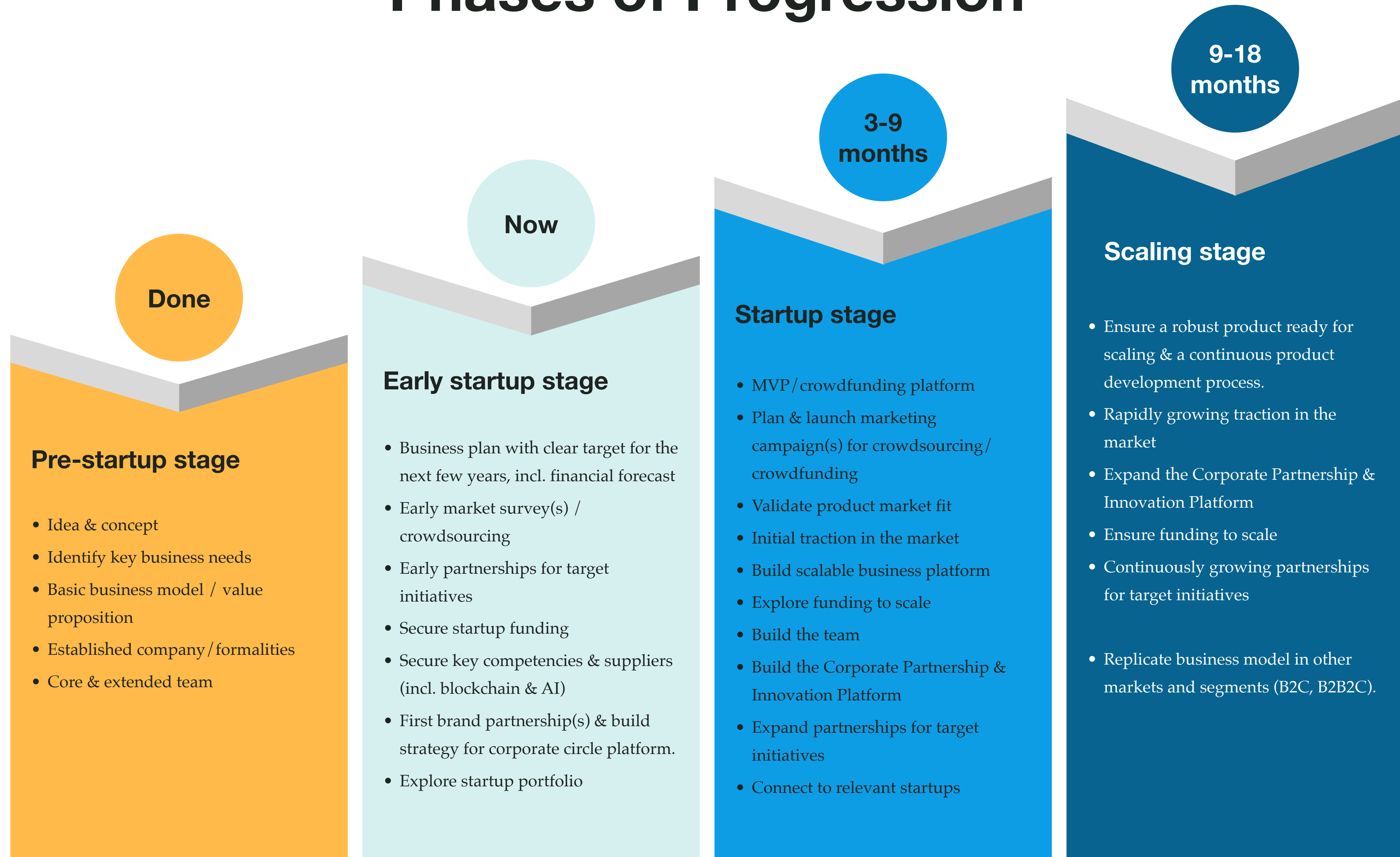
## Funding

- Matching Crowd Donations (amplifying impact)
- Partner Impact Activation (funding the Takk! MVP and growth)
- Cash needed (investment by CVC and other channels):
  - Now: **£200k**
  - 2023: **£800k**





# Phases of Progression





# First Success: Ageing Well

- Though the demand for social care has increased, welfare support budgets are reduced and fewer people are eligible for publicly funded care.
- In the long run, the government will not be able to support the level of needed services, there is a need for other sources of funding and resources.
- We see the need to facilitate a change in mindset, utilising the funding streams created to change policies and systems.







# Why Ageing First?

- Apparent needs - lack of funding
- Initial survey confirms the market
- Extensive insight and knowledge of the market
- Strong networks
- Track record





# Network in the Ageing Space





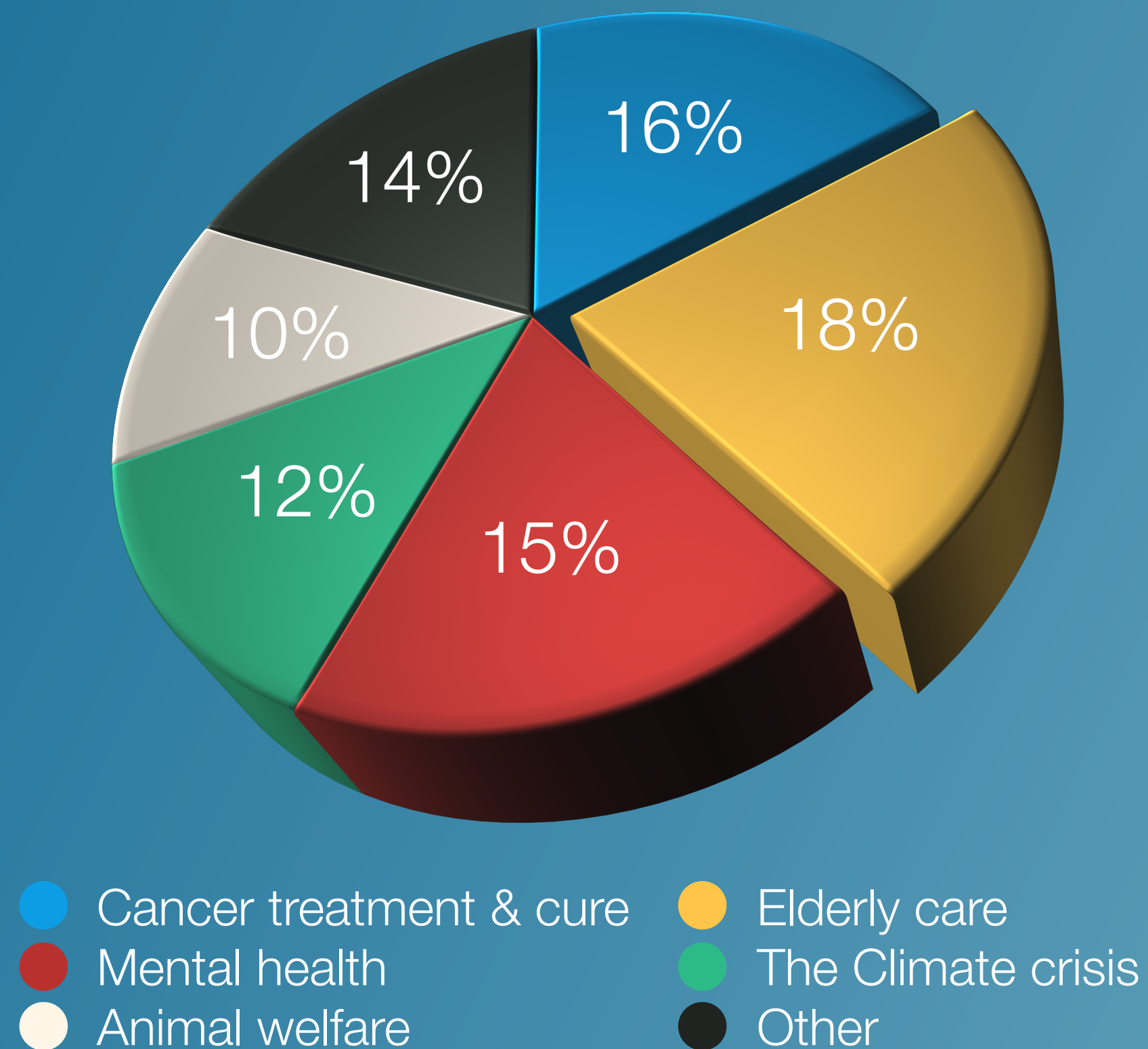
# Initial Market Survey

- Key insights extracted from 2,500 responses across the UK:
  - The interest in supporting elderly care and awareness of the poor quality of support are both strong across the general population.
  - 9 out of 10 say they would consider donating to a cause to support elderly care, but there is no specific area of elderly care that people find more important than others. However, most people do not donate to the cause.
  - Experiencing impact, having the ability to choose the exact cause, as well as having the donations matched by other organisations are the top three motivational factors when donating to charities and donation platforms.
  - Awareness and usage of crowdfunding is good.

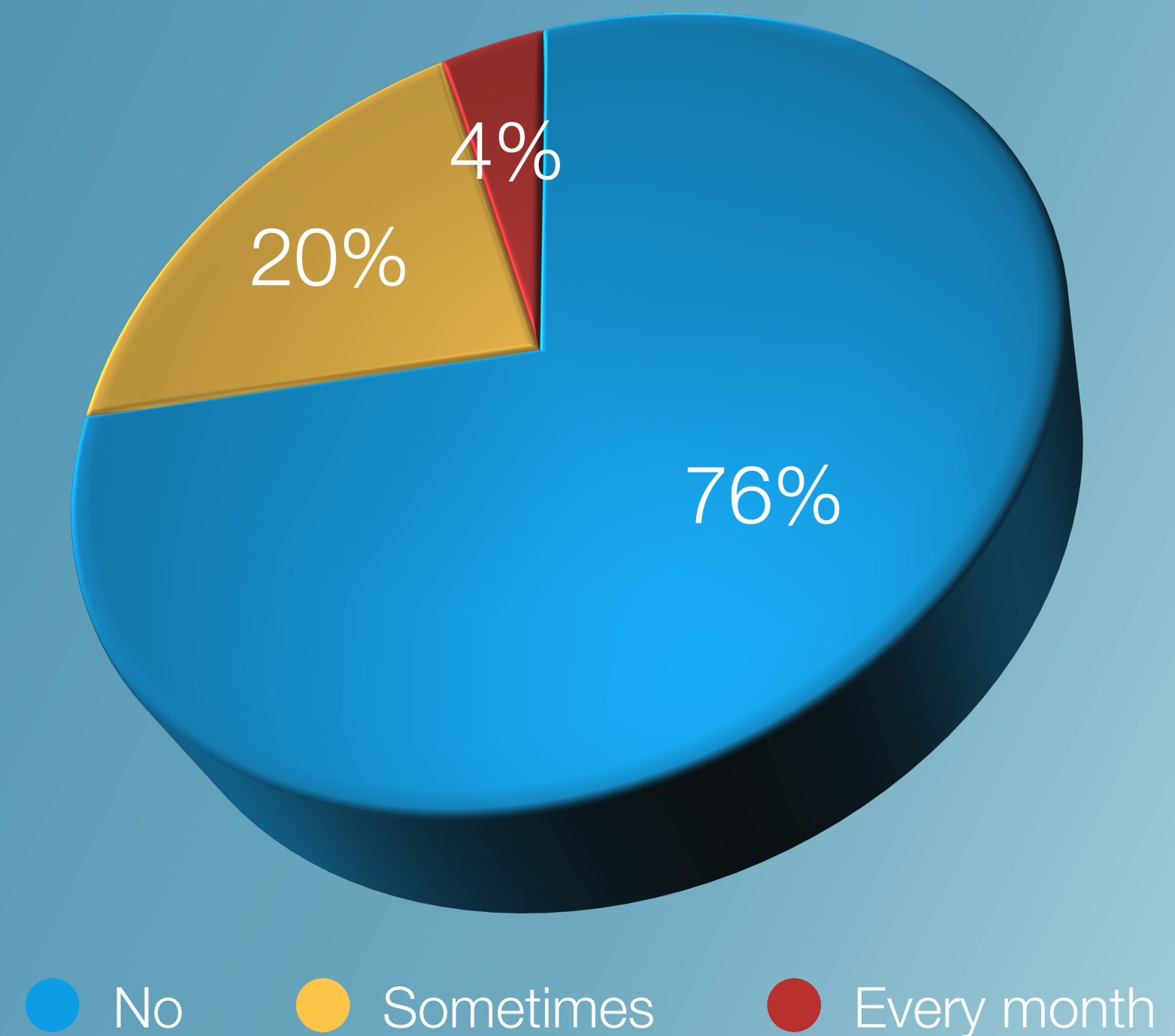


# Initial Survey Results

Please pick the three causes that matter to you the most from the below list



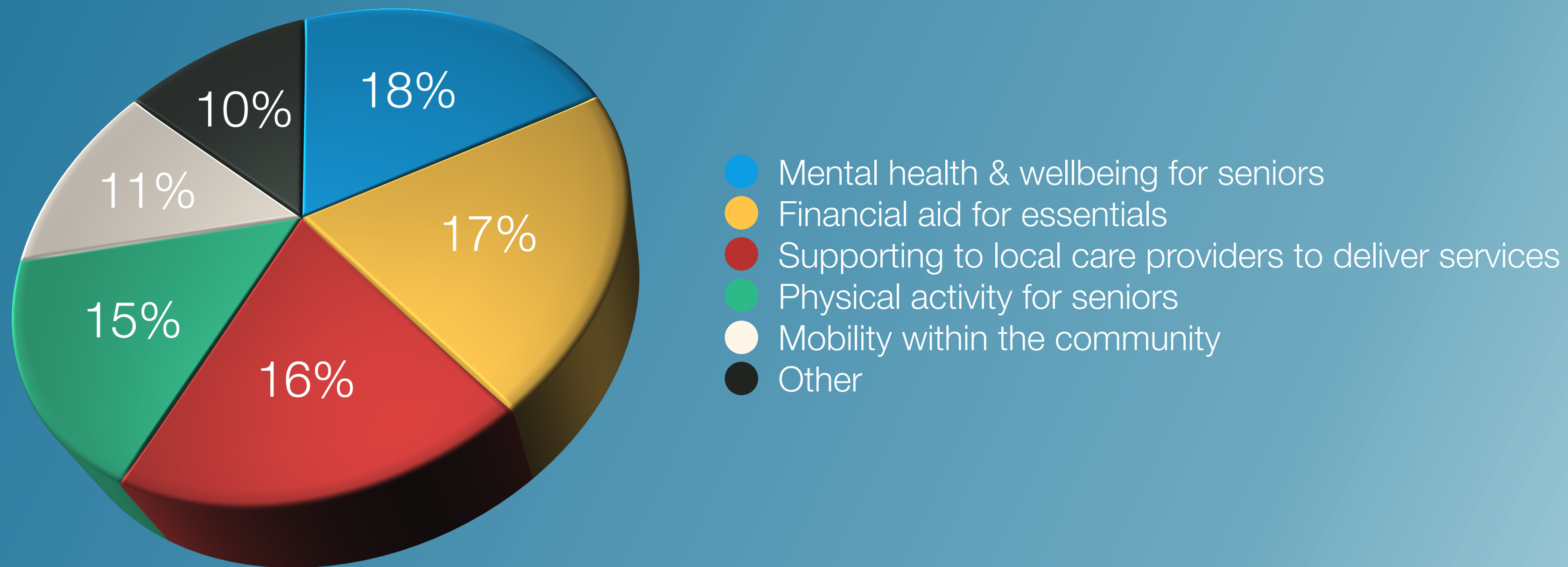
Do you donate to elderly care?





# Initial Survey Results

What projects for the elderly would you consider donating to?



# We are looking for a circle of selected partners

We seek to establish long-term partnerships with the aim to create value for all parties involved.



[contact@deliberateimpact.co](mailto:contact@deliberateimpact.co)

[deliberateimpact.co](https://deliberateimpact.co)