

# A Commercially Sustainable NGO

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Globally Shared Benefits



**aidhub**  
MAKING IMPACT COUNT

AidHub Business Plan

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## Executive Summary

AidHub International Ltd (“AHI”), a nonprofit public company in Australia, is launching the AidHub platform (“AidHub”), a world-first online technology platform designed to deliver much needed improvements, efficiencies and cost benefits to the international aid and development, corporate social responsibility and NGO/nonprofit industry (collectively called “Global Actors”).

AidHub is an online project management platform, free to all users. It empowers every Global Actor of any size or complexity to easily and effectively plan, implement, manage, monitor, analyse and report on every level of their operations.

Scoring and ranking systems help measure excellence and drive improvement, while its collaboration and knowledge sharing functions ensure universal best practice is present and pushed throughout, leading to better outcomes and greater impact, and giving all organisations the highest prospects of success in their efforts.

AidHub has been specifically designed to help Global Actors and ensure they have:

- easier and broader access to donor/grant funding;
- simpler and highly advanced funding proposal writing templates, tools and systems (improving probability of securing funding);
- a simple yet effective end-to-end program initiative management solution to easily and effectively plan, manage, implement, monitor, analyse and report at every level;
- reduced costs of procurement and access to more than \$4bn of low cost or no-cost corporate Gifts-in-Kind (e.g. 10,000 blankets worth USD50,000 at only USD3,000);
- improved and standardised business processing and outcome measurements;
- increased internal transparency and accountability;
- more effective best-practice knowledge transfer either internally or globally;
- greater outcomes and impact on every organisation’s initiatives; and
- an opportunity to win the International and/or National (nation by nation) Humanitarian Awards, with publicity and sponsored grants for nominees and winners.

AidHub delivers five key benefits for the world’s ten million overburdened NGOs:

1. Increased effectiveness
2. Improved efficiency
3. Enhanced transparency
4. Guaranteed security and privacy
5. Greater outcomes and improved impact measurement

**For a more detailed understanding of AidHub see the ‘AidHub Overview’ section.**

**Market Opportunity:** The industry is a USD3 trillion per annum industry consisting of more than 10 million independent, disconnected organisations which are largely void of adequate technologies to support their efforts.

**Competitive Landscape:** Our competitive environment consists of a number of organisations offering funding databases/matching services, consulting services, and Corporate Social Responsibility (CSR) and employee giving programs; however, there is no single competitor that currently offers even a fraction of what AidHub offers to the global community. Most organisations continue to rely on outdated and inadequate technologies such as MS Excel and Word to manage multiple program initiatives.

**Meeting Market Needs:** AidHub is a timely catalyst for much needed change. AHI’s proposed business model is to:

- build and provide a free enterprise technology platform consisting of standard cloud based enterprise & consumer applications which help get the job done easier, faster and at lower costs;
- provide universal standards for measuring performance and impact;
- more effectively match donors with implementers at a project level to effect greater change;
- enable new NGO’s/donor organisations to enter and survive the marketplace;
- increase knowledge flows, including systems for transferring best practice, across sectors, themes, projects and organisations;
- seek partnerships to improve all aspects of AidHub/User processes, inclusive of third party technology and services;
- reduce costs and increase dollar ratio allocated to direct aid/development efforts;
- foster standardised, efficient and more transparent aid business; and
- finance AHI’s operational costs through revenue streams generated including marketing, advertising, sponsorships, eCommerce and other proven online monetisation strategies.

**Investment Vehicle:** While AidHub will be offered free to the global industry by the nonprofit organisation of AHI, a for-profit enterprise will be established, being Greater Good International AG



**GREATER GOOD  
INTERNATIONAL**  
PARTNERSHIPS FOR GOOD

(“GGI”) in Geneva Switzerland, which will own and manage all of the commercial activities and revenue streams generated by AHI. Investors will be offered equity of up to 40% in GGI in order to provide a ROI and capital growth and ensure financial self-sustainability for AHI. GGI’s

business activities will not be limited to AHI activities and over time, GGI could forge new business opportunities by leveraging other opportunities in the industry.

**Investment:** Our total funding requirements are USD7 million. We have successfully raised USD3 million and are seeking a further USD4 million in equity. After launch, AHI is projecting moderate user adoption over 5 years (representing 1% of the market at year one, rising to 6.5% at year five), revenue for GGI of more than USD91 million and an estimated EBITDA of over USD64 million per annum from year five, and anticipated full return of capital investment by way of preferential dividend within 4 years.

**Partnerships:** Key partnerships include Microsoft, Amazon Web Services (AWS) (with 50,000+ Aid/CSR/NGO clients), Techsoup Global (with 900,000+ current NGO clients), United Nations Global Compact (10,000+ CSR clients), and Humanitarian Exchange International (eCommerce and corporate Gifts In Kind). Positive partnership discussions at a global level with Philanthropia Inc. (2 million NGO clients), Transparency International, World Trade Organisation (WTO) and various other global organisations. Through these partnerships, all of which have a strong vested interest in the success of AidHub, AHI has a direct connection and route to market to over 2 million NGOs.

Microsoft and AWS have thoroughly analysed and validated AidHub technology and will provide vital technology capabilities. NOTE: AWS have already made a commitment to providing more than USD1.5 million in cash credits, expert resources and technology to AHI.

**Management:** AHI has formed a world-class board, advisory board and executive team from both the global aid and development/CSR/NGO/nonprofit industry, technology and commercial sectors. We are in discussions with similar calibre experts to expand our team.

**Product Development:** It is intended that we begin development of an MVP (minimum viable product) during the second half of 2017 with a projected completion within 14-16 months of this date. AidHub will be based largely on existing technologies and code.

**Risk Mitigation:** The management and board have identified the risks and formulated strategies to mitigate these risks, based on their decades of experience in the appropriate fields.

**Validated Business Model and Technologies:** AidHub's solution, operating model and monetisation strategies replicate existing proven global SaaS platforms such as Salesforce.com, but meeting the unsupported needs of the aid and development industry.



## Market and Competition

### *Market Size and Growth*

The NGO sector is now the eighth largest economy in the world, worth over USD3 trillion a year globally, consisting of approximately 10 million organisations. It employs nearly 19 million paid workers, not to mention countless volunteers. NGOs spend an estimated USD150 billion each year on procurement alone. The NGO movement has been growing rapidly since the 1980s, with Climate Change accelerating the pace of growth.

Information and communications technology (ICT) represents an enormous opportunity to introduce significant and lasting positive change across the developing world. In particular, the rapid penetration of mobile access has resulted in considerable improvements in the lives of the poor in both rural and urban contexts. All evidence suggests that this trend is going to continue, as the availability expands and the cost of access continues to decline.

With this growing momentum, NGOs are, in theory, well positioned to influence how effectively and quickly ICT is utilised to benefit the poor and the disadvantaged. Through their field programs and local partners NGOs have a deep understanding and a close working relationship with the poor on the ground, with district and national government bodies, and, increasingly with the business community at local, national, and international levels. In addition, through their international program teams, they have the potential to test, share, and develop valuable knowledge networks that can assist them to spread valuable learning, build on successes, and avoid pitfalls.

### *Market Opportunity*

The world has united to positively transform our planet. More than 190 nations, thousands of corporations and almost every nonprofit organisation have committed to achieving the 17 Sustainable Development Goals (SDGs) by 2030 and, more importantly, combat Climate Change. But how? There is no global technology solution which empowers the industry with the ability to succeed in these important challenges.

The global industry consists of more than 10 million independent, disconnected organisations. Almost 80% of all Global Actors manage their program initiatives using disconnected and outdated software solutions such as MS Excel and Word. There is no global platform which supports effective end-to-end program initiative management, knowledge sharing and procurement.

The global commitment to the United Nation's 2030 SDGs provides the driver for a renewed focus; Climate Change and other global challenges are anticipated to increase activity and investment in this industry for decades to come.

The concerted global focus by government, corporations and the NGO community on addressing many of the world's most pressing challenges, combined with the technology void in the industry, provides a unique and compelling opportunity for AHI to be first to market and so establish a formidable and dominant position in the global marketplace.

Stakeholders experience a lack of standard global approaches, an absence of a modern technology platform, and a lack of transparency, efficiency and measureable results. In this context, excessive resources are expensed to fill these voids, at the cost of innovation. AidHub will significantly and continually drive down costs and improve efficiencies and outcomes.

The AidHub platform empowers all Global Actors with the ability to more easily and effectively plan and manage their program initiatives at every level to ensure greater outcomes, and supports the world's efforts in achieving the SDGs and addressing Climate Change.

### *Meeting Market Needs*

AidHub is a timely catalyst for much needed change. AHI's proposed business model is to:

- build and provide a free enterprise technology platform consisting of standard cloud based enterprise & consumer applications which help get the job done easier, faster and at lower costs;
- provide universal standards for measuring performance and impact;
- more effectively match donors with implementers at a project level to effect greater change;
- enable new NGO's/Donor organisations to enter/survive the marketplace;
- increase knowledge flows, including systems for transferring best practice, across sectors, themes, projects, organisations;
- finance operational costs through revenue stream generation from marketing, advertising, sponsorships and monetisation of information and knowledge businesses;
- seek partnerships to improve all aspects of AidHub/Client processes, inclusive of third party technology and services;
- reduce costs and increase dollar ratio allocated to direct aid/development;
- Improve standardised, efficient and transparent aid business; and
- finance AHI's operational costs through revenue streams generated including marketing, advertising, sponsorships, eCommerce and other proven online monetisation strategies.



## Market Segmentation and Adoption Projection

			User Adoption Post-Launch	
	Market Segments	Strategy	Year 1	Year 5
Stage 1	Small and Medium NGOs (9.4 million orgs)	By distributing through our technology partners and their existing users. Conferences. Also trickledown effect from CSR users requiring NGOs to apply through AidHub	99,000	659,000
Stage 2	CSR and Philanthropic Donors (500,000 orgs)	By marketing, events, conferences, associations, partners and media	8,000	30,000
Stage 3	Large or Global NGOs (300,000 orgs)	By partner distribution channels, general marketing and events.	0	6,000
Stage 4	Government Depts. and International Agencies (512,000 orgs)	By direct collaboration, lobbying, leveraging global user uptake, and value adding	0	1,000
		<b>Total User Adoption:</b>	<b>107,000</b>	<b>696,000</b>
		<b>Percentage of Total Market:</b>	<b>1.0%</b>	<b>6.5%</b>

Market and projected segment growth is conservative. User adoption is fuelled by our global media strategy and our national and International Humanitarian Awards.

	YR1	YR2	YR3	YR4	YR5
Adoption Rate	1.00%	2.50%	3.75%	5.00%	6.50%
Organisation Adoption	107,125	267,813	401,719	535,625	696,313
Organisations that Procure	4,285	13,390	24,103	37,493	59,186
ARPU (Commercial)	\$18.00	\$45.00	\$59.04	\$73.56	\$95.82
ARPU (Other)	\$4.00	\$7.10	\$8.95	\$10.50	\$10.80




ARPU: Average Revenue Per User

## Competition and Competitive Landscape

**No competitor does everything AidHub does.**

Our competitive environment consists of a number of organisations offering funding databases/matching services, consulting services, and CSR (Corporate Social Responsibility) and employee giving programs; however, there is no single competitor that currently offers even a fraction of what AidHub offers to the global community. Most organisations continue to rely on outdated and inadequate technologies such as MS Excel and Word to manage multiple program initiatives.

The following is a brief look at the strengths and weaknesses of some of our competitors.

Sphaera	Salesforce.org	Benevity	Microsoft Project	Various Funding Databases
<b>Strengths</b> Use of human analysis can provide innovative insights and solutions.	<b>Strengths</b> Industry leader, strong CRM and analytics, proven technology, widely used in business.	<b>Strengths</b> Good UI, multinational and multi-currency, widely used by CSR funders.	<b>Strengths</b> Industry leader, comprehensive time and project management features, tried and tested.	<b>Strengths</b> Easy access to lists of grants and/or donors.
<b>Weaknesses</b> Low volume, hard to scale, requires human analysis with no automation. Expensive for small - medium organisations.	<b>Weaknesses</b> CRM and analytics only, CSR only, complex to learn and use, over expensive for small to medium organisations.	<b>Weaknesses</b> Grant Management only, CSR only, for-profit, expensive for small organisations and offer no management efficiencies	<b>Weaknesses</b> Project / time management only, not online or collaborative, complicated and hard to learn. Small user base.	<b>Weaknesses</b> Funding database only, not always up to date or complete. Offer no management efficiencies
 <b>Sphaera</b>	 <b>salesforce.org</b>	 <b>benevity</b>	 <b>Microsoft</b>	

**All competitor products can be provided as an App Plugin or service within AidHub.**

## Sales and Marketing

Of the more than 10 million NGOs, most do not have enterprise level technology solutions to manage their programs and initiatives, with the most commonly used tools being Microsoft Word and Excel.

Given the rich features of AidHub and the zero or low cost, along with the cost benefits of reducing IT and procurement costs, the value proposition is high and customer resistance is low.

A thorough analysis of the total cost of our sales and marketing initiatives across the estimated user adoption targets demonstrate a User Acquisition Cost as follows:

	2019	2020	2021	2022	2023
<b>User Acquisition Cost (per user)</b>	\$6.82	\$6.82	\$6.82	\$6.82	\$6.82

We will initially enter the market through five key channels as outlined below.

### *1. Primary Distribution Partners*

At launch, our key partnerships with Amazon Web Services, Techsoup Global and Philanthropia Inc., which collectively have over 2 million existing small and medium sized NGO technology customers in need of a solution such as AidHub, provides AHI with a strong distribution and user adoption channel.

We have only budgeted for a nominal 1% of these NGOs adopting AidHub in the first year, with only 5% of these being monetised at less than USD100 per year, and we are therefore confident in achieving or exceeding our user adoption and revenue targets.

AHI has budgeted approximately 40% of all revenues for marketing initiatives specifically targeted at gaining NGO user adoption and monetisation of users. While Amazon have committed to support AidHub with a joint marketing campaign to their NGO customers by offering AidHub as a valued and credible technology solution, we have budgeted a significant amount of marketing costs each year to pay Techsoup Global and Philanthropia Inc., which have over 900,000 and 2 million existing NGO customers respectively.

In the first year of launch, AHI will pay Techsoup Global more than USD350,000, with this amount building each year to more than USD2 million per year after 5 years, and ongoing. The benefit of partnering with the global technology and distribution partners on this marketing initiative is that these NGOs are already their customers and we are able to directly target them at low cost.

## *2. CSR and Philanthropy*

AidHub is designed with extremely compelling value propositions for CSR and Philanthropic organisations, above and beyond being an effective funding management solution in the same way that it provides a valuable program management solution for NGOs.

Each CSR or Philanthropic donor that adopts AidHub for its funding portfolio management solution therefore travels down into potentially dozens if not hundreds of NGOs, whether small, medium or large, that are funded by the donor. The system encourages the donors to require the recipients of funds to be on AidHub as it gives the donor greater transparency, accountability and communications for funded programs.

Thus CSR and Philanthropic donors become an effective and broad user adoption channel for AidHub, and these donor users are a priority in our marketing strategy.

## *3. Direct Marketing*

One of the key strengths of our management team is their broad experience and success in marketing and advertising, with a strong emphasis on social media and other online viral marketing strategies.

In addition to employing well proven online marketing campaigns to gain new users, AidHub itself has been designed with features embedded in it which drive broader user adoption by enabling a single user to share tasks with colleagues such as finance, researchers, procurement and management by using AidHub's collaboration functions and tools. As these colleagues are collaborated in, subject to permissions given, they then have their own account with AidHub and can use the full features as required by their job function, and in turn can assign tasks to colleagues, thus driving further user adoption.

## *4. Event and Conference Marketing*

AHI has already had a great deal of experience and success in presenting AidHub to International forums and conferences run by bodies such as the United Nations in New York, Geneva and Bangkok; the WTO in Geneva; and global NGO conferences, such as Amazon Web Services, in London. These have crystallised valuable partnerships and further distribution opportunities.

This demonstrates the value of not only AidHub but also the user adoption channel given the high-level audiences at these events have overwhelmingly expressed a need for AidHub and a desire to adopt it as soon as possible.

We will therefore be actively involved in key global events and conferences to broad audiences of relevant potential users both before and after launch. Participation in such events will include:

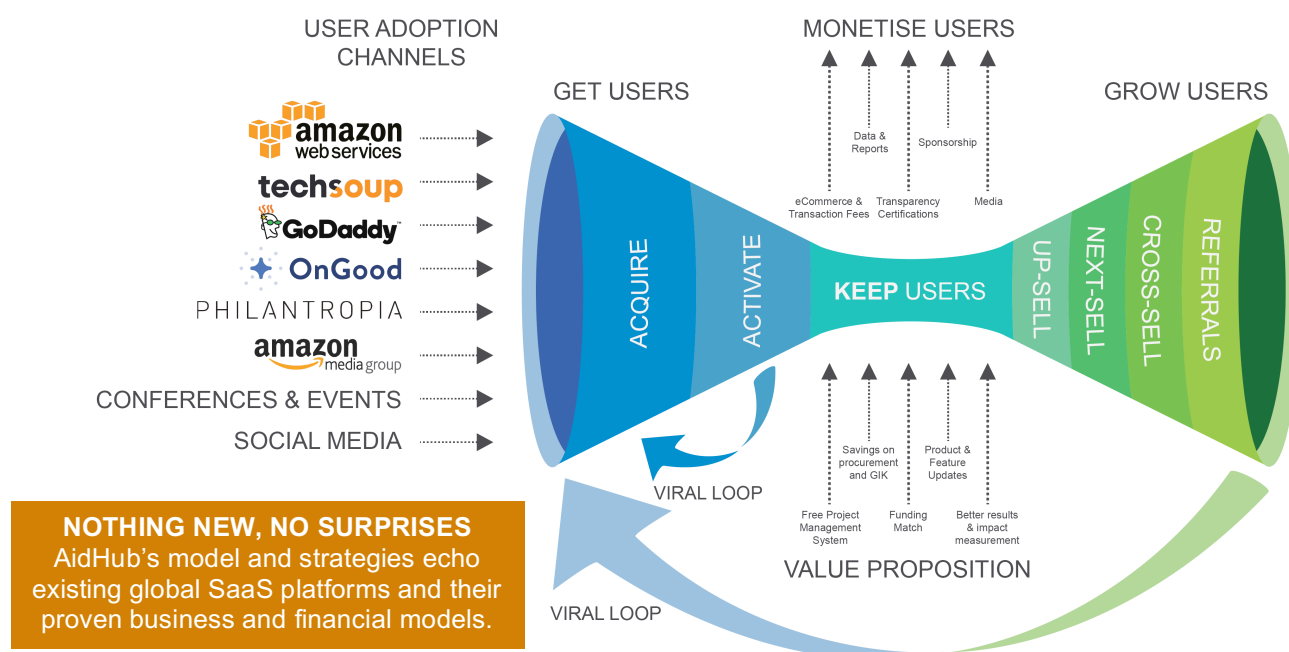
- Keynote speaking to present AidHub;
- Holding side events;
- Content marketing;
- Sponsoring events and conferences; and
- Demonstrating AidHub in action.

### 5. International and National Humanitarian Awards

AidHub's brand awareness and User Adoption will be further underpinned and strengthened by the production and broadcasting (televised and/or online) of both the International and National Humanitarian Awards. We have existing partnerships to facilitate this.

Given AidHub would rapidly become a global source of data to identify which organisation or individuals are star-performers in their field, this uniquely positions AH to become a credible and trusted custodian of these international awards. The media around these awards will continually build and strengthen awareness of the AidHub platform, growth in users and ultimately drive further revenues and other commercial opportunities.

### Summary of User Adoption and Monetisation



This model is designed to ensure AidHub is continually financially self-sustainable post launch

## Management Team

### *Our Core Team*

While it is our intention to expand the current board of directors over time, including further expand our International Advisory Board Chaired by Ambassador William Garvelink rtd and co-Chaired by Michael Hersman (Founder Transparency International), the current line-up of founders, directors and key executive staff of AidHub International Limited and AidHub Foundation Indonesia is as follows.

<b>Alan Morgan</b> Founder, CEO and Director	<ul style="list-style-type: none"> <li>• Current member Board of Advisors of Indonesia Global Compact Network (IGCN), a network of UN Global Compact in Indonesia</li> <li>• Founder and Chairman of Mentor Foundation and</li> <li>• Non-Executive Chairman – Acquisition Partners</li> </ul>
<b>Dr. Waluyo</b> Co-Founder and Co-Chairman <b>See NOTE **</b>	<ul style="list-style-type: none"> <li>• Current direct adviser to President Joko Widodo on transparency and effective government</li> <li>• Current Commissioner of the Civil Service Commission of Indonesia</li> <li>• Former Chief of KPK, the Indonesian Anti-Corruption Commission and</li> <li>• Lecturer on Ethics at various business universities</li> </ul>
<b>Y.W. Junardy</b> Co-Founder and Co-Chairman	<ul style="list-style-type: none"> <li>• Former CEO of USI/IBM Indonesia and Excelcomindo (Now XL Axiata)</li> <li>• Currently President Commissioner PT Rajawali Corporation and</li> <li>• Currently President of Indonesia Global Compact Network (IGCN) and Board Member of UN Global Compact</li> </ul>

**\*\* NOTE:** What is key in the appointment of Dr. Waluyo is that his role with the current Indonesian government requires him to implement initiatives which will drive efficiency and transparency in government. We believe there are prospects of the Indonesian government requiring some and possibly all Global Actors in Indonesia to manage their programs through AidHub. This results in not only a critical mass of users of AidHub within Indonesia, but also the opportunity for these foreign parties to adopt AidHub globally.



<b>Ambassador William Garvelink rtd</b> Chairman of International Advisory Board	<ul style="list-style-type: none"> <li>• Former US Ambassador to the Democratic Republic of Congo;</li> <li>• Senior Advisor at Centre for Strategic and International Studies; and</li> <li>• Senior Advisor, Global Strategy at International Medical Corps.</li> </ul>
<b>Michael Hershman</b> Chairman of International Advisory Board	<ul style="list-style-type: none"> <li>• Group CEO of The ICSS (International Centre for Sport Security);</li> <li>• Member, Board of Directors of US Chamber of Commerce Foundation;</li> <li>• Member Board of Directors of Transparency International/USA; and</li> <li>• Owner and President of The Fairfax Group.</li> </ul>
<b>Jens Wandel</b> Member of International Advisory Board	<ul style="list-style-type: none"> <li>• Recently retired Director of United Nations DP; and</li> <li>• Assistant Secretary General of United Nations NY - Global role.</li> </ul>
<b>Mark Wiggin</b> Chief Commercial Officer	<ul style="list-style-type: none"> <li>• Former investment banker, portfolio expert and regional specialist with JP Morgan, Deutsche Bank and Bank of New York Mellon; and</li> <li>• Extensive experience and knowledge in the capital markets incorporating fixed income and debt capital markets, investments and structured credit.</li> </ul>
<b>Gary Betts</b> CFO & Treasurer and Director	<ul style="list-style-type: none"> <li>• CEO Synergy Information Systems (Vic) Pty Ltd; and</li> <li>• Former Senior Manager IT Consulting - Ernst &amp; Young and Former Manager IT Audit - Deloitte Australia.</li> </ul>
<b>James Carlyle-Clarke</b> CTO/IT Director and Director	<ul style="list-style-type: none"> <li>• Extensive IT experience;</li> <li>• Former COO at PT. Jawa Antiques;</li> <li>• Former COO at OSS Bali; and</li> <li>• Former Asia Region Production Manager and Head of Purchasing at Quinca Developers and Design Ltd.</li> </ul>
<b>Rosmalia Hardman</b> Chief Marketing Officer and Director	<ul style="list-style-type: none"> <li>• Chief Branding and Marketing Officer, SIS Group of Schools</li> <li>• Former Chief Marketing Officer, Hospitality and Leisure of PT Lippo Karawaci Tbk; and</li> <li>• Former Director of Sales and Marketing Starwood Hotels &amp; Resorts Worldwide, Inc.</li> </ul>

<b>Jean-Christophe Barth</b> Regional Director Europe	<ul style="list-style-type: none"> <li>• Chair and Founder at WorldP3Hub;</li> <li>• Former Commercial &amp; Contract Manager at Bombardier;</li> <li>• Board Advisor in Strategy, Business Diplomacy, and Government Affairs; and</li> <li>• Lawyer, MBA, Expert in Dispute Avoidance and Resolution, Business Mediator (accredited with Swiss Chambers of Commercial Mediation).</li> </ul>
<b>Margot Gorski</b> PR and Communications Director	<ul style="list-style-type: none"> <li>• Director - PR Matters; and</li> <li>• Advisory Board member Moira Kelly Creating Hope Foundation.</li> </ul>
<b>Gary Seah</b> Country Manager and Director	<ul style="list-style-type: none"> <li>• Sales and System trainer and coach - Yellow Pages Australia;</li> <li>• Business Development Manager for multiple Print and Online media organisations; and</li> <li>• Small &amp; Medium Business subject matter expert.</li> </ul>
<b>Paul Morgan</b> Company Secretary and Director	<ul style="list-style-type: none"> <li>• Fleet Network Manager for AUZ Linfox Armaguard Pty Ltd;</li> <li>• Manages the armoured and support vehicles across Australia and New Zealand;</li> <li>• Former National Service &amp; Support Manager in Jayco Australia and Hertz; and</li> <li>• Expert in customer service, partnership management and user support systems.</li> </ul>

## Implementation Plan

### *Milestones to Date*

AHI's significant milestones to date include:

- Securing a partnership with Microsoft which provided the resources and technical expertise to scope, analyse and cost the AidHub platform, including validating technical requirements which support the functional and security requirements.
- Securing a global technology and distribution partnership with Amazon Web Services which provides USD1 million in funding, technical support, a collaborated effort on

Marketing of Aidhub, and collaborations on forging the addition partnerships with other Amazon business units such as Amazon.com, Amazon Devices, Amazon Media Group;

- Established an agreement with Humanitarian Exchange International (HXI) to co-develop (at a nominal cost to AHI) an aggregated eCommerce, logistics, tracking and verification solution, including full access for users on AidHub to an inventory of low cost or no-cost corporate Gifts In Kind (GIK) valued at over USD4 billion per annum.
- Securing an agreement with United Nations Global Compact Indonesia (UNGC), including using AidHub in a pilot program, and a roadmap to a partnership with UNGC at global level;
- Establishing a Distribution Agreement with Techsoup Global;
- Establishing an in principle agreement of support (pending formal agreements) with TrustLaw.org (Thomson Reuters Foundation), a group of over 100,000 lawyers worldwide from top global law firms, who have agreed to provide pro bono legal work for AHI as part of their core mission to assist nonprofit organisations with their legal needs. See 'Legal' in the 'Risks and Mitigation of Risk' section.

This represents a substantial financial benefit to AHI given that such legal advice, across all nations and legal frameworks, is estimated at greater than USD1 million;

- Identified and gained interest in collaboration with Transparency International; and
- The formation of a world-class board and advisory board consisting of:
  - Yaya Junardy: (Former CEO of IBM and global Director of United Nations Global Compact);
  - Dr Waluyo (Commissioner of the Federal Civil Service Commission of Indonesia and direct Adviser to President Joko Widodo);
  - Ambassador William Garvelink rtd (Also former head of US A.I.D.);
  - Jens Wandel (Recently retired Director of United Nations Development Programme and Assistant Secretary General of United Nations New York - Global role);
  - Michael Herschman (Founder of Transparency International);
  - Various other similar world experts about to join our board/advisory board.

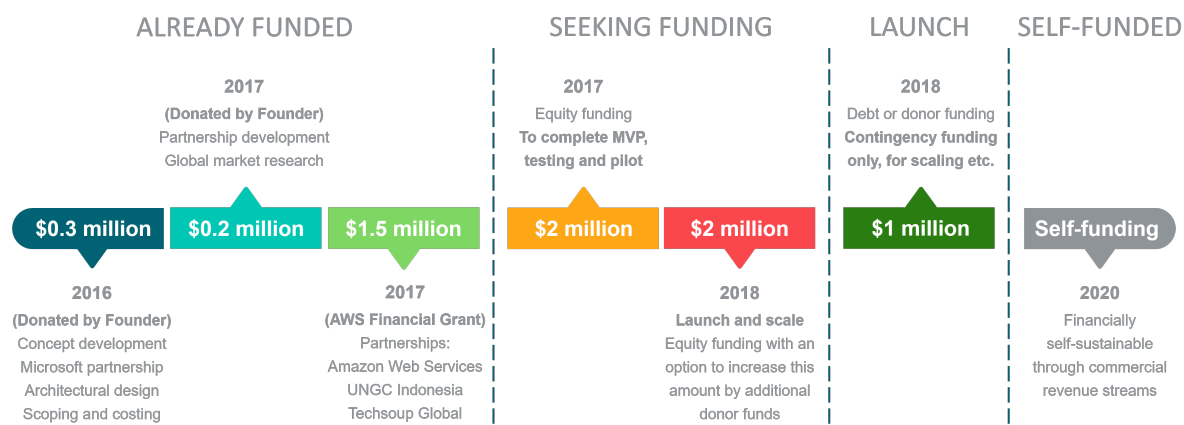
### *Next Milestones*

It is intended that we begin development of an MVP (minimum viable product) during the second half of 2017 with a projected completion within 12-15 months of this date. During this development phase we will Beta test the MVP with numerous global organisations such as the United Nations Global Compact, Techsoup Global and various NGOs in Australia and Indonesia.

Our planned key milestones are:

- |   |   |
|---|---|
| • Funding                                   | 2017 (by October 2017)                  |
| • Start-up team recruitment completion      | 2017 (by end of 2017)                   |
| • Planning Phase completion                 | 2017 / 2018 (by end of 2017/early 2018) |
| • MVP completion                            | 2018 (by October 2018)                  |
| • Testing and Pilot                         | 2018 (by December 2018)                 |
| • Launch and user monetisation              | 2018 / 2019 (by end of 2018/early 2019) |
| • AHI and GGI Financial Self-Sustainability | 2020 (by mid to end 2020)               |
| • GGI IPO                                   | 2023 (estimated)                        |

AidHub will have continual and ongoing development and enhancements of the platform for product improvement and further monetisation post launch.



When fully funded, developed and launched in 2018, AidHub, an innovative and highly effective technology platform, would deliver greater outcomes, efficiencies, and significant cost benefits to the industry; AidHub will rapidly reshape the industry for the greater good while providing a sound financial and social ROI to those who invest in it.

### Development Methodology

It is a core principle of AidHub's development that we minimise the amount of new code written. The development team and management have identified a number of existing products, libraries and open source components which can be used either as is or with minimal modification. This process will continue, along with forging partnerships to provide access to other existing products.

It is the approach of management that the development process will be run using industry standard agile development with sprints, so as to ensure swift and nimble development, tight control, minimal potential for error, and a quick path to testing. Of particular note is the agile

development method's ability to rapidly adjust the details of the MVP according to business, time and financial needs.

## Modular by Design

AidHub is designed to be modular. In the development process this provides a number of benefits, at the cost of a need for very strong planning at the start of the process.

The direct benefit to AHI is that the modular nature of AidHub makes development and testing considerably easier, and allows flexibility in the exact features included in the MVP and beyond, based on timing, budget, etc.

In addition, the modular nature of AidHub leads to a standard, well defined platform and APIs, along with common/shared/publicly available Apps or Functionality Plugins which allow each organisation to uniquely configure the AidHub ecosystem to suit their own functionality, management and reporting needs. PCs, tablets and smartphones can seamlessly interconnect, from management to field agents – one platform, with millions of unique, secure and continually improving technology ecosystems.

AidHub will encourage and support third party developers (including organisations using AidHub) to extend the platform's functionality by producing new application specific Apps or Functionality Plugins to meet the individual needs of Global Actors around the globe.

## Potential Project Challenges

AHI recognises there are areas where potential bottlenecks in development, commercialisation and market penetration might occur. These could include:

- delays in the development process (see 'Technology Capabilities' in the 'Risks and Mitigation of Risk' section for our strategy around this potential delay),
- delays and/or shortfalls in funding. Aside from adjusting our MVP, we would seek to trim our budgets while raising additional funds either through donor/CSR funding or equity/debt funding, with a strong preference for donor or debt funding.
- issues with sourcing additional value-add partnership agreements with desired partners. In the case of technology partners we would simply find other partners or sources of products and code that would be good substitutes; for collaborations with industry bodies there are a myriad of alternative worthy global organisations.
- lower than expected user adoption. In addition to using extremely conservative assumptions in this area, there are countless potential additional partnerships with global and regional bodies, including governments, who would be equally motivated to deliver AidHub to market and would have significant vested interests in doing so; we will further look to expand our collaborative partnerships on a continual basis.

We will also continue to develop, through partnerships and technology solutions, further value add features and content within the AidHub system so as to provide additional strong inducements to adopt AidHub.

We have a number of other ‘outlier’ strategies that we can implement if required.

Much of the above has been addressed in the ‘Risks and Mitigation of Risk’ section or in our overall strategy.

### *Team and Resources*

AHI currently has an existing team of 31, made up of 8 board members (all volunteer as required by Australian law for nonprofits), 4 advisory board members (volunteer), paid staff of 3, and volunteer part-time or full-time staff of 16 (including the current CEO).

Upon completion of funding, 5 of the volunteer staff will convert to paid staff, and AHI will hire a further 3 management staff, which will bring our core management team to a total of 9.

AHI will also recruit an estimated 17 subject matter experts (related to the 17 SDGs) for short assignments as either volunteer or part-time short-term hires throughout the planning and development phase.

Lastly, AHI will engage a development team consisting of approximately 80 full-time technical development and design employees (outsourced for the duration of the development) covering both project management and development. This can be easily expanded or contracted as required.

AHI will also draw upon donated time for various consultancies and/or subject matter experts (for example various NGOs, CSR, WTO, United Nations Development Programme, United Nations Global Council, etc.), professional services (for example TrustLaw.org, etc.), and a range of other benefits.

## Financials

### *Financial Model*

#### **Notes to Financial Assumptions**

The following assumptions relate to the following financial summary. Note that all assumptions are conservative, including but not limited to the user adoption/market penetration, the general



revenues through value-add monetisation of users, the operational expenses (with adequate contingencies) and the timelines.

The following can therefore be considered the worst-case scenario.

## Financial Assumptions

Assumptions to the Financial Model							
	2017	2018	2019	2020	2021	2022	2023
<b>Potential User Organisations</b>							
Global NGOs	9,700,000	9,700,000	9,700,000	9,700,000	9,700,000	9,700,000	9,700,000
Global CSR Programs	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Gov Aid Programs - Domestic x 100 nations	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Gov Aid Programs - Foreign x 25 nations	12,500	12,500	12,500	12,500	12,500	12,500	12,500
<b>TOTAL POTENTIAL USER ORGANISATIONS</b>	<b>10,712,500</b>	<b>10,712,500</b>	<b>10,712,500</b>	<b>10,712,500</b>	<b>10,712,500</b>	<b>10,712,500</b>	<b>10,712,500</b>
<b>AidHub User Organisation Adoption</b>							
Total NGOs & CSR Globally = 4 million+	0.00%	0.00%	1.00%	2.50%	3.75%	5.00%	6.50%
<b>Total Market Penetration - User Organisation Adoption</b>	<b>0</b>	<b>0</b>	<b>107,125</b>	<b>267,813</b>	<b>401,719</b>	<b>535,625</b>	<b>696,313</b>
<b>User Organisation Adoption Source</b>							
Advertising - General & Online	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Amazon Marketing	0.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
TechSoup Partnership	0.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
OnGood & GoDaddy	0.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
<b>Cost of Funds</b>							
Annual Nominal Interest Rate earned on Cash		2.5%					
Annual Nominal Interest Rate on Short-Term Debt		6.0%					
Annual Nominal Interest Rate on Long-Term Debt		9.0%					
Tax Rate - Geneva (combined effective corporate income taxes for tax year 2017 incl. Federal, Cantonal, and Communal income taxes on net profit before taxes)		24.16%					
Tax Rate-Other		0.0%					
<b>Revenues Avg Per User Organisation</b>							
% of User Organisations that procure	0.00%	0.00%	4.00%	5.00%	6.00%	7.00%	8.50%
Average Procurement Fees/User Orgs p/m - Small/Medium Organisations	\$0.00	\$0.00	\$28.00	\$30.00	\$32.00	\$34.00	\$38.00
Average Procurement Fees/User Orgs p/m - Large/Govt***	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3.00
Average Procurement Fees/User Orgs p/m	\$0.00	\$0.00	\$28.00	\$30.00	\$32.00	\$34.00	\$41.00
% of Users paying for Cloud Storage Services	0.00%	0.00%	10.00%	15.00%	20.00%	25.00%	30.00%
Data Storage package p/m (Base pkge - 5-25GB) @ \$9 per organisation x 70% of orgs	\$0.00	\$0	\$67,489	\$253,083	\$506,166	\$843,609	\$1,316,031
Data Storage package p/m (Booster pkge - 25-100GB) @ \$24 per organisation x 20% of orgs	\$0.00	\$0	\$51,420	\$192,825	\$385,650	\$642,750	\$1,002,690
Data Storage package p/m (Enterprise pkge - 100-200GB) @ \$39 per organisation x 10% of orgs	\$0.00	\$0	\$41,779	\$156,670	\$313,341	\$522,234	\$814,686
Application License Fees/API Plugins p/m (Not in budget)	\$0.00	\$0.00	\$4,285	\$13,391	\$24,103	\$37,494	\$59,187
CSR Sponsorship Per User Organisation via 17 global donors	\$0.00	\$100	\$100	\$100	\$100	\$100	\$100
Data & Reports @ \$50 Annual Report x % of Total Organisations	0%	0%	5%	10%	12.5%	15%	15%
Verified Transparency Certification (Transparency International or Other)							
% of User Organisations	0.00%	0.00%	5.00%	7.00%	9.00%	10.00%	11.00%
Fees/User Organisation p/a	\$0.00	\$0.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Average # of Programs per User Organisation	2.5	2.5	2.5	2.5	2.5	2.5	2.5
<b>Total Annual Revenue per User Organisation - Commercial*</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$18.00</b>	<b>\$45.00</b>	<b>\$59.04</b>	<b>\$73.56</b>	<b>\$95.82</b>
<b>Average Revenue Per User Organisation (ARPU) Year 1-7</b>	<b>\$41.63</b>						
<b>Total Annual Revenue per User Organisation - Other**</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4.00</b>	<b>\$7.10</b>	<b>\$8.95</b>	<b>\$10.50</b>	<b>\$10.80</b>
<b>Average Revenue Per User Organisation (ARPU) Year 1-7</b>	<b>\$5.91</b>						
<b>Revenues - Other Business Units (Net of Costs)</b>							
International Humanitarian Awards (License Fees)		\$0	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
International Humanitarian Awards (Royalties)		\$0	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
National Humanitarian Awards per Nation (License Fees)		\$0	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
National Humanitarian Awards per Nation (Royalties)		\$0	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
National Humanitarian Awards Number of Nation		0	2	4	6	8	10
Wkly Televised SDG Docu-Series or Other TV Media (License Fees)		\$0	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Wkly Televised SDG Docu-Series or Other TV Media (Royalties)		\$0	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
<b>Global Corporate Sponsorship for Humanitarian Awards &amp; Grants (per User Organisation)</b>							
Annual Awards Grants (sponsored by corporate sponsor)	\$25	\$25	\$25	\$30	\$35	\$45	\$50
Outgoing Payment of Grants (Includes 10% Administrative Costs)	\$0	\$0	\$2,678,125	\$8,034,375	\$14,060,156	\$24,103,125	\$34,815,625
Net Administration Fees on Grants Program	\$0	\$0	\$2,410,313	\$7,230,938	\$12,654,141	\$21,692,813	\$31,334,063
<b>Note: All annual awards grants are sponsored and disbursed directly to recipients (Not receipted or expensed through AHI/GGI)</b>							
	\$0	\$0	\$267,813	\$803,438	\$1,406,016	\$2,410,313	\$3,481,563

\* eCommerce & Cloud Services

\*\* Data & Reports and Verified Transparency Certification

\*\*\* Reflects increased number of large NGOs and Government Agencies with greater procurement needs

## Profit and Loss Statement

Revenue and Expense Summary	2017	2018	2019	2020	2021	2022	2023
<b>Income</b>							
<b>Revenue - AidHub Services</b>							
eCommerce/Procurement	\$ -	\$ -	\$ 1,439,760	\$ 4,820,625	\$ 9,255,600	\$ 15,297,450	\$ 29,119,789
Data Storage package p/m - Base	\$ -	\$ -	\$ 809,865	\$ 3,036,994	\$ 6,073,988	\$ 10,123,313	\$ 15,792,368
Data Storage package p/m - Booster	\$ -	\$ -	\$ 617,040	\$ 2,313,900	\$ 4,627,800	\$ 7,713,000	\$ 12,032,280
Data Storage package p/m - Premium	\$ -	\$ -	\$ 501,345	\$ 1,880,044	\$ 3,760,088	\$ 6,266,813	\$ 9,776,228
<b>Total - Revenue AidHub Services</b>	\$ -	\$ -	\$ 3,368,010	\$ 12,051,563	\$ 23,717,475	\$ 39,400,575	\$ 66,720,664
<b>Revenue - Media (Television Awards &amp; Royalties)</b>							
International Awards (License Fees + Royalties)	\$ -	\$ -	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
National Awards per Nation (License Fees + Royalties)	\$ -	\$ -	\$ 1,600,000	\$ 3,200,000	\$ 4,800,000	\$ 6,400,000	\$ 8,000,000
Weekly Televised SDG Docu-Series (License Fees + Royalties)	\$ -	\$ -	\$ 800,000	\$ 800,000	\$ 800,000	\$ 800,000	\$ 800,000
<b>Total - Revenue Media</b>	\$ -	\$ -	\$ 3,400,000	\$ 5,000,000	\$ 6,600,000	\$ 8,200,000	\$ 9,800,000
<b>Revenue - Other AidHub Value Add Services</b>							
Data & Reports	\$ -	\$ -	\$ 267,813	\$ 1,339,063	\$ 2,510,742	\$ 4,017,188	\$ 5,222,344
CSR Sponsorship	\$ -	\$ -	\$ 500,000	\$ 1,250,000	\$ 1,875,000	\$ 2,500,000	\$ 3,250,000
Net Administration Fees on Grants Program	\$ -	\$ -	\$ 267,813	\$ 803,438	\$ 1,406,016	\$ 2,410,313	\$ 3,481,563
Transparency International Standard Certification	\$ -	\$ -	\$ 160,688	\$ 562,406	\$ 1,084,641	\$ 1,606,875	\$ 2,297,831
Grants/CSR or Drawdown USD1m Amazon Credits	\$ -	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total - Revenue Other</b>	\$ -	\$ 1,000,000	\$ 1,196,313	\$ 3,954,906	\$ 6,876,398	\$ 10,534,375	\$ 14,251,738
<b>Total Revenues</b>	\$ -	\$ 1,000,000	\$ 7,964,323	\$ 21,006,469	\$ 37,193,873	\$ 58,134,950	\$ 90,772,401
<b>Expenses</b>							
<b>Total Operating &amp; Marketing Expenses*</b>	\$ (603,146)	\$ (4,274,145)	\$ (7,383,526)	\$ (11,972,335)	\$ (15,830,963)	\$ (20,405,350)	\$ (26,469,730)
<b>EBITDA (% of Revenues)</b>	0.00%	325.01%	7.72%	42.55%	57.20%	64.76%	70.76%
<b>EBITDA (\$)</b>	\$ (590,788)	\$ (3,250,145)	\$ 614,797	\$ 8,937,534	\$ 21,274,510	\$ 37,648,400	\$ 64,228,672
<b>Net Income</b>	\$ (599,436)	\$ (3,256,745)	\$ 610,530	\$ 8,649,869	\$ 18,188,075	\$ 31,397,974	\$ 53,223,369

## Cash Flow Forecast

Cash Flow Statement	2017	2018	2019	2020	2021	2022	2023
<b>Cash Flow from (to) Operations</b>							
Net Income	\$ (599,436)	\$ (3,256,745)	\$ 610,530	\$ 8,649,869	\$ 18,188,075	\$ 31,397,974	\$ 53,223,369
Depreciation Expense	\$ 12,358	\$ 24,000	\$ 34,000	\$ 43,400	\$ 51,600	\$ 58,800	\$ 66,000
Change in A/R	\$ -	\$ -	\$ (22,318)	\$ (89,271)	\$ (97,640)	\$ (125,537)	\$ (100,430)
Change in A/P	\$ -	\$ -	\$ -	\$ 11,667	\$ -		
Change in Inventory	\$ -	\$ -	\$ -	\$ (11,667)	\$ -		
Change in Intangibles	\$ -	\$ -	\$ -	\$ -	\$ -		
<b>Total Cash Flow from (to) Operations</b>	<b>\$ (587,078)</b>	<b>\$ (3,232,745)</b>	<b>\$ 622,212</b>	<b>\$ 8,603,999</b>	<b>\$ 18,142,035</b>	<b>\$ 31,331,237</b>	<b>\$ 53,188,939</b>
<b>Cash Flow from (to) Investing</b>							
Workstations (Computers & Desks)	\$ (18,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ -	\$ -	\$ -
Technology Equipment	\$ -	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ -	\$ -
Other Miscellaneous Items	\$ (24,500)	\$ (36,000)	\$ (36,000)	\$ (36,000)	\$ (36,000)	\$ (36,000)	\$ (36,000)
<b>Total Cash Flow from (to) Investing</b>	<b>\$ (42,500)</b>	<b>\$ (47,000)</b>	<b>\$ (47,000)</b>	<b>\$ (47,000)</b>	<b>\$ (41,000)</b>	<b>\$ (36,000)</b>	<b>\$ (36,000)</b>
<b>Cash Flow from (to) Financing</b>							
Revolver Issuance / (Repayment)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grants/CSR or Drawdown of USD1m Amazon Credits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equity	\$ 1,450,000	\$ 2,600,000	\$ -	\$ -	\$ -	\$ -	\$ -
Dividends	\$ -	\$ -	\$ -	\$ (4,707,120)	\$ (17,126,248)	\$ (29,970,654)	\$ (50,960,854)
<b>Total Cash Flow from (to) Financing</b>	<b>\$ 1,450,000</b>	<b>\$ 2,600,000</b>	<b>\$ -</b>	<b>\$ (4,707,120)</b>	<b>\$ (17,126,248)</b>	<b>\$ (29,970,654)</b>	<b>\$ (50,960,854)</b>
<b>Beginning Cash</b>	<b>\$ -</b>	<b>\$ 820,422</b>	<b>\$ 140,677</b>	<b>\$ 715,889</b>	<b>\$ 4,565,768</b>	<b>\$ 5,540,556</b>	<b>\$ 6,865,139</b>
<b>Change in Cash</b>	<b>\$ 820,422</b>	<b>\$ (679,745)</b>	<b>\$ 575,212</b>	<b>\$ 3,849,879</b>	<b>\$ 974,788</b>	<b>\$ 1,324,583</b>	<b>\$ 2,192,086</b>
<b>Ending Cash</b>	<b>\$ 820,422</b>	<b>\$ 140,677</b>	<b>\$ 715,889</b>	<b>\$ 4,565,768</b>	<b>\$ 5,540,556</b>	<b>\$ 6,865,139</b>	<b>\$ 9,057,224</b>

## Balance Sheet

Balance Sheet	2017	2018	2019	2020	2021	2022	2023
<b>Assets</b>							
Cash	\$ 820,422	\$ 140,677	\$ 715,889	\$ 4,565,768	\$ 5,540,556	\$ 6,865,139	\$ 9,057,224
IP	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accounts Receivable	\$ -	\$ -	\$ 22,318	\$ 111,589	\$ 209,229	\$ 334,766	\$ 435,195
Inventory - Amazon Technology Credits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Inventory	\$ -	\$ -	\$ -	\$ 11,667	\$ 11,667	\$ 11,667	\$ 11,667
	\$ 2,320,422	\$ 1,640,677	\$ 2,238,207	\$ 6,189,023	\$ 7,261,451	\$ 8,711,571	\$ 11,004,086
Gross PP&E	\$ 92,500	\$ 139,500	\$ 186,500	\$ 233,500	\$ 274,500	\$ 310,500	\$ 346,500
Accumulated Depreciation	\$ (12,358)	\$ (36,358)	\$ (70,358)	\$ (113,758)	\$ (165,358)	\$ (224,158)	\$ (290,158)
<b>Net PP&amp;E</b>	\$ 80,142	\$ 103,142	\$ 116,142	\$ 119,742	\$ 109,142	\$ 86,342	\$ 56,342
Intangibles	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Assets</b>	<b>\$ 2,400,564</b>	<b>\$ 1,743,819</b>	<b>\$ 2,354,348</b>	<b>\$ 6,308,765</b>	<b>\$ 7,370,592</b>	<b>\$ 8,797,913</b>	<b>\$ 11,060,428</b>
<b>Liabilities &amp; Shareholder's Equity</b>							
Revolver (Short-Term Debt)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accounts Payable	\$ -	\$ -	\$ -	\$ 11,667	\$ 11,667	\$ 11,667	\$ 11,667
<b>Total Current Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>
Long-Term Debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>	<b>\$ 11,667</b>
Paid-in Capital	\$ 1,450,000	\$ 4,050,000	\$ 4,050,000	\$ 4,050,000	\$ 4,050,000	\$ 4,050,000	\$ 4,050,000
Retained Earnings	\$ (599,436)	\$ (3,856,181)	\$ (3,245,652)	\$ 697,098	\$ 1,758,926	\$ 3,186,246	\$ 5,448,761
<b>Total Shareholder's Equity</b>	<b>\$ 850,564</b>	<b>\$ 193,819</b>	<b>\$ 804,348</b>	<b>\$ 4,747,098</b>	<b>\$ 5,808,926</b>	<b>\$ 7,236,246</b>	<b>\$ 9,498,761</b>
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b>\$ 2,400,564</b>	<b>\$ 1,743,819</b>	<b>\$ 2,354,348</b>	<b>\$ 6,308,765</b>	<b>\$ 7,370,592</b>	<b>\$ 8,797,913</b>	<b>\$ 11,060,428</b>

## *Financial Strategy*

We are projecting that revenues will develop in line with a conservative and incrementally increased user adoption model across an initial five year period. These revenues consist of universally accepted models of monetisation of users of a platform. They include, but are not limited to: cloud and data services; eCommerce/procurement; the provision of data (with restrictions), metadata and reports to Global Actors; CSR sponsorship; and media licensing and royalty payments.

Expenses are projected to reflect initial development costs associated with building the platform. Thereafter, these costs are estimated to reflect typical incremental increases based on scaling the platform to support our projected user adoption growth.

Subject to a successful funding round in 2017 we anticipate being cash positive at the outset, break even in 2019, and cash flow positive in 2020.

AHI also has access to a significant backup capital source from traditional corporate and global donor/sponsor channels which consist of funding pools of approximately USD500 billion per annum in donated funds and grants (see 'Access to Donor Funds – Contingent Funding Sources' in the 'Risks and Mitigation of Risk' section).

## *An Investable Hybrid Nonprofit/Commercial Venture*

Unlike nearly all nonprofit organisations which are reliant on the expensive process of sourcing annual funding from the global pool of donor/sponsors and grant makers, AHI will be funded by establishing a hybrid nonprofit/commercial model from day one that will lead to financial self-sustainability.

AidHub has a number of potential revenue streams, including:

- Cloud and data services (SaaS);
- eCommerce revenues (NGO market consists of USD150 billion p.a. and growing);
- Data reports;
- Certification and verification;
- Media and Awards Programs; and
- 12 other equally commercially viable opportunities (See 'Achieving Revenue Targets to Ensure Financial Self-sustainability' in the 'Risks and Mitigation of Risk' section)

**NOTE:** We have been careful to calculate our financial budgets from only the first five areas of the above based on conservative figures and using well proven models. Any single one of the above revenue streams has the ability to fully achieve our financial objectives/budgets.



In addition to the non-profit organisation of AHI which will deliver and manage the AidHub platform, AHI proposes to establish a for-profit corporation known as Greater Good International AG, incorporated in Switzerland.

GGI would provide AHI with the start-up capital necessary and in return own and manage all the commercial activities and revenue streams from AidHub, and thus ensure financial self-sustainability for both AHI and GGI, and create an investment vehicle for early funders.

GGI will be the commercial vehicle in which equity and a ROI will be provided to investors and will hold the IP and commercial agreements with strategic and commercial partners; however, this can only be done whereby AHI (including ESOP) owns not less than 60% of GGI.

Based on routine analysis and methodologies, and factoring in the commercial opportunities, IP, partnerships, value-add services, etc., it has been determined that the business of GGI has a pre-money valuation of USD10 million. It is anticipated that GGI would consider an Initial Public Offering in 2023, potentially providing a liquidity event for early investors.

**NOTE:** The AidHub Platform's IP is currently wholly owned by AHI. All IP and related copyrights, trademarks and trade secrets would be transferred to GGI.

### *Financing*

Our total funding requirements are USD7 million, of which USD1 million is contingency funding. We have successfully raised USD3 million and are seeking a further USD4 million in equity. AHI is projecting moderate user adoption over 5 years (representing 1% year 1 of the market, rising to 6.5% year 5), revenue of USD91 million and an estimated EBITDA of USD64 million in year five after launch, and anticipated full repayment of any debt funding or capital investment, by way of dividend, within 4 years.

It is proposed that 40% of GGI be offered to one or more investors to raise the USD4 million necessary to fully fund GGI and AHI's start-up and operational costs. Early investors will be offered Preference Shares which provide a rapid payback anticipated to fully return invested capital within 3 years and a market valuation of this 40% equity position is estimated to be valued at greater than USD210 million in year 5 of operations.

Any investor funds will not be drawn down until adequate funds are committed to achieve AHI's overall business plan and objectives. The 'Risks and Mitigation of Risk' section (next) further outlines the overall risk management strategy.

### *Use of Funds*

Equity capital raised will be principally allocated to planning and technical development, and product development, and other expenses associated with launch and marketing to maximise user adoption and optimum monetisation of those users.

## Risks and Mitigation of Risk

The management and board have decades of experience not only in the industry, but also strong governance and risk mitigation at the most senior levels of global organisations, both commercial and nonprofit. It was determined that the primary risks for AHI and/or GGI and the strategies to mitigate these risks are as follows.

### *Management and Board Experience*

AHI has formed a world class board, international advisory board and executive management team, all with extensive expertise in commercial enterprises, technology systems, technology development, program initiative planning, implementation, management and governance.

### *Adequate Funding and Strong Fiscal Management*

It was determined by AHI's Board and Executive Management that it will only proceed with completing the development and launch of AidHub, hiring any additional resources or incurring additional expenses beyond the current USD20,000 per month at such time as the total funding of USD4 million has been raised. This ensures that any early investor funds are not drawn on or at risk unless adequate funds are available to achieve AHI's overall business plan and objectives.

AHI's 7 year budgets have been developed using International Accounting Standards and have been comprehensively reviewed by a senior VP/Director level investment banker (JPMorgan and Deutsche Bank) and a former EY Chartered Accountant in order to ensure AHI is commercially practical, demonstrates financial self-sustainability, and only relies on conservative revenue assumptions from modest user adoption. This strategy underpins AHI's ability to deliver a robust return on investment for all stakeholders.

In order to ensure strong fiscal management, AHI has employed a Chief Financial Officer (Former EY and Deloitte Australia) with over 30 years' experience as a Certified Practicing Accountant and Chartered Accountant, Treasurer and Financial Controller.

## Access to Donor Funds – Contingent Funding Sources

Unlike most commercial ventures where they would be capital restrained or vulnerable if revenues fall short of target, the unique Hybrid Commercial/nonprofit model has a significant backup capital source should it underperform in its revenue targets.

By delivering an important and valuable technology solution free to Global Actors it would be reasonable to expect that, post launch, AHI would secure any contingent funding necessary from traditional global donor/sponsor grants available from funding pools in excess of USD500 billion per annum. This significantly mitigates investor risk.

## Technology Capabilities

In addition to AHI's management expertise, AHI has partnered with Microsoft and Amazon Web Services, and as a result has completed a thorough technical analysis, design and architecture of AidHub which ensures the technical requirements and AidHub platform is achievable and will meet market needs.

To further ensure AHI achieves its technology objectives, AHI intends to partner with one of Microsoft's and Amazon Web Services' leading technology development partners in Indonesia (Mitrais.com) to build, test, launch and support the AidHub platform globally.

To mitigate the risk of delays and bottlenecks in the development process and subsequent launch, AHI has a number of strategies, including:

- We have ensured the highest possible quality and experience of the management and technical team, and the careful evaluation and selection of our development partner, with strategies to ensure a smooth and productive development process that is efficient and tightly controlled at all stages.
- We have selected a development partner that can easily and quickly scale the resources allocated to us as needed to meet our testing, pilot and launch targets.
- We can optionally adjust the MVP, choosing what functionality and modules are included at launch. This will not significantly affect the market offering at launch as AidHub is modular and so additional modules can be added after the launch to provide further value in addition to the existing feature set and usage.

**NOTE:** While AidHub will offer an industry a new technology solution, the technology behind AidHub is based on already proven and globally used enterprise level technologies. The AidHub platform is primarily being developed as a solution which couples together already well defined and commercially proven solutions in a way which serves the industry's needs.

### *Market Penetration (User Adoption) and Competition*

While AHI will implement traditional marketing and advertising campaigns targeting various segments of the industry across small, medium and large size organisation, AHI's executive management have developed a "User Adoption" strategy which leverages existing technology customers of AHI's global technology partners. These potential Users account for more than 2 million organisations, of which more than 90% have a technology void and all would benefit significantly from AidHub platform.

The AidHub International and National Humanitarian Awards described in 'International and National Humanitarian Awards' in the 'Sales and Marketing' section is also a significant factor in driving compelling user adoption and underpin the financial viability of the organisation.

### *User Adoption Resistance*

The vast majority (more than 70%) of NGOs do not have adequate enterprise technology systems and often this is due to limited budgets. As a result, most program initiatives are managed in Excel and Word.

AidHub will be offered as a free platform to the industry as a more effective program initiative management solution, and therefore has no price barrier to gain the core benefits of AidHub. There is no capital investment in buying new equipment or servers – as a SaaS there are negligible IT limitations or costs.

### **Design and User Experience**

AidHub will be launched with a commonly used and globally familiar intuitive user interface similar to current social media styles for desktops, devices and smartphones. These widely used and intuitively simple interfaces ensure a positive user experience for all without a steep learning curve.

### **Training**

In addition to delivering AidHub with intuitively simple interfaces, AidHub will also provide an extensive range of methods to assist in training, including walkthroughs (video and other), online support, context sensitive help (automatically providing help for what you are currently trying to do or what you are currently looking at), manuals, and full user documentation.

### **Fear of Increased Transparency, Accountability, and Scoring**

While AidHub provides the ability for an organisation to publish their best practice or knowledge of their highest ranked performing initiatives, the primary ability of data sharing or

publishing of best practice and knowledge sharing is for an organisation's internal purposes. Sharing of data externally is entirely controlled by the organisation at all times. All organisations have total control of what information (including entire programs, as well as their details) is hidden or made public, or they can choose to publish entirely anonymously, or not publish any data at all.

Every organisation can also choose where in the world their data is stored, or even store their data on their own servers with total control over security of this data. This eliminates any concerns around privacy, data security, data sovereignty and IP protection.

### Migration to AidHub System

While it is estimated that over 6 million NGOs do not have an Enterprise Resource Planning system (ERP) or dedicated program initiative management system such as AidHub, most of the world's largest NGOs, being a small percentage of the near 10 million organisations, do have ERP systems; however, these are extremely expensive (costing millions of dollars per year in most cases) and generally support overall organisational management rather than dedicated program initiative management needs.

AidHub is non-interruptive to existing systems such as ERPs as it can stand alone; however, the unique platform architecture of AidHub easily supports integrating existing data from ERPs systems into the AidHub environment and extracting or exporting data to current systems.

The AidHub "App Plugin" system also allows for extremely low cost, agile and rapid development and expansion of functionality of AidHub to accommodate any unusual needs or integration to existing enterprise systems. There are strong prospects of organisations with ERP systems expanding the features of AidHub through rapid agile development of "App Plugins" to support their overall organisational management needs and therefore reducing or eliminating the need for expensive and inflexible ERPs.

### *Achieving Revenue Targets to Ensure Financial Self-sustainability*

Most of the other Risk Mitigation strategies outlined in this section have a significant positive impact on the likelihood of GGI achieving revenue targets.

In addition, AHI has been careful to limit the revenue reflected in our financial budgets to three core revenue streams; however, 12 more equally viable and commonly successful revenue streams have been identified which are able to be implemented downstream. Some of the other potential services and revenue streams are:

- AppHub – license fees (including enterprise level plugins and templates);

- eCommerce Plus – for example priority positioning and/or product placement, and advertising;
- Data and Reports to government/commercial enterprise - Metadata mining and reports;
- Data storage charges (if stored in AidHub) where the initial free storage allowance has been exceeded;
- Banking, Visa/MasterCard and eBanking/mobile banking partnerships to facilitate procurement and banking needs;
- Audit, legal and consulting services;
- ExpertHub – professional services;
- FundHub – the AidHub funding match database;
- TechHub – collaborate on and source innovations, new technologies and equipment;
- PartnerHub – identify partners and click to collaborate;
- JobsHub – an online job/employee search database;
- Training and Support;
- Commercial Application/Platform – for-profit organisations joining the system;
- Crowd-funding for best-practice organisations and programs;
- Individual or philanthropic donations to the AHI nonprofit entity; and
- Various strategically aligned partnerships to drive further value-add or services.

There are prospects of charging monthly subscription fees to larger organisations and corporations for an enterprise version of AidHub given it can be expanded for broader enterprise use. This is similar to how Facebook enticed small business into creating free Business Pages and then monetised them to more than USD30 billion dollars in revenue annually and growing exponentially.

## Legal

AHI has an in principle agreement of support (pending formal agreements) with TrustLaw.org (Thomson Reuters Foundation), a group of over 100,000 lawyers worldwide from global law firms, who have agreed to provide full pro bono legal support for AHI.

This supports our global legal requirements, including but not limited to the website Terms of Use and Privacy Policies covering every nation, a structure for our Advisory Board and corporate governance etc., and a number of other requirements. This significantly mitigates the considerable international law complications and risks to AHI and GGI, and will ensure we are able to establish a strong structure across all of AHI's legal needs.

NOTE: The following section is a general overview of AidHub.



## AidHub Overview

AidHub is uniquely designed as a globally ubiquitous platform for all organisations, including Government, Aid Agencies, CSR and NGOs/nonprofits, regardless of size or industry sector. It is a one size fits all solution given every user can configure AidHub as required, with the added benefit of being able to extend or adapt their use of AidHub by installing App Plugins from either AidHub or external technology providers.

While AidHub is an end-to-end Aid/nonprofit program initiative management platform designed to facilitate more efficient program initiative planning, implementation, management, monitoring and reporting, its primary objective is globally sharing the highest ranked and scored program initiative outcomes and resulting 'best practice' knowledge between consenting global users/organisations.

We recognise that it is not enough to simply share greater knowledge. In order for any organisation to truly benefit from knowledge gained, it is equally important to have innovative technologies seamlessly coupled with that knowledge at every level.

AidHub provides this coupled technology/knowledge solution at its core, better facilitating the use of the knowledge gained from the system in a way which is instrumental in achieving best outcomes.

AidHub provides a powerful global platform for sharing knowledge, experiences, technological capabilities and best practices outcomes for all. We see this as a key factor of continuous improvement in the effectiveness and efficiency of all program initiative outcomes and impact.

### *Our Objectives*

The AHI operating model goes way beyond providing a world first global technology platform for the nearly USD3 trillion per annum Aid/nonprofit industry.

AHI's four pillars which form the basis of our service and market strategy are:

### **Deliver Innovation**

- Develop, launch and support AidHub as the premier global technology platform to empower all organisations to better plan and manage any nonprofit program initiative;
- In collaboration with global organisations and agencies (World Bank, United Nations etc.), develop and integrate into AidHub universal standards and impact measurement which are respected, trusted and valued by all industry stakeholders;
- Ensure AidHub provides unprecedented and trusted privacy and data security solutions; and

- Provide unparalleled capacity building and knowledge transfer features which drive improved outcomes and greater impact for all industry participants.

### Create Value

- Provide AidHub Free-of-Charge to the global industry;
- Establish an online global price competitive driven marketplace for procurement and delivery of goods, Goods In Kind, and services for the industry; and
- Help reduce waste, inefficiencies, duplication of efforts and financial leakage.

### Drive Efficiency

- Identify and share world's best practice;
- Establish commonly agreed standards and measurement such as unit cost of services, staff to client ratios and completion rates;
- Unified working practices and data; and
- Knowledge transfer and communication whilst reducing complexity.

### Inspire

- Incentivise and motivate new entrants and innovations into the industry;
- Mobilise the global populace into action on grassroots community action on the world's biggest challenges; and
- Create National and International televised Awards to celebrate individual achievements and celebrate excellence.

### *Leveraging Common Threads*

When planning a new program initiative, all organisations start by drawing from internal knowledge and research in order to make a written proposal, business case or funding application. In almost all cases, these are documented using MS Word and supported by various files such as Excel, PowerPoint, Video, PDF reports etc. which they then use to gain approval for funding from either an internal or external source. That is the common thread throughout all organisations globally.

AHI has identified this as a pivotal opportunity to gain efficiencies and improvements with the least interruption to an organisation, that being improving the current paradigm of writing proposals in a typical static MS Word type document with numerous supporting attachments. These efficiencies are best achieved by leveraging this process through providing a uniquely designed data-integrated program initiative planning environment (AidPlan) in which to write proposals in a flexible and secure online environment for assessment, and once approved by management or an external funding provider, convert this file to a live AidFile for further

management. It should be noted that while the system is unique, the user interface is globally familiar and similar to existing office and enterprise software, therefore minimising the learning curve for all users.

This is further enhanced by the input and information provided automatically by the system throughout the proposal writing process, giving users and organisations access to best practice knowledge and examples coupled with the specific technology which empowers an organisation to immediately implement that knowledge, from the start of the process and throughout the program initiative's lifetime, interweaving best practice into the very fabric of the AidFile, leading to a higher probability of a successful outcome.

An organisation is not required to use AidHub for operational purposes in order to benefit from AidHub's searchable or pushed program initiative Outcome databases.

An AidHub AidPlan enables an organisation to write a proposal which details their program(s) and related initiatives but, among many other benefits, it does so in a way which integrates and centralises budgets, KPIs, timelines, data files, images, resources, communications, collaborations and knowledge transfer capabilities embedded within the AidPlan/AidFile itself, which ensures:

- all initiatives, objectives and anticipated outcomes can be:
  - monitored, scored and ranked for performance to KPIs; and
  - reviewed/compared before, during and on completion against internal or external industry standards and best practice globally.
- organisations can optionally share best practice outcomes both internally and externally to the industry sector (with an option to do so anonymously, including removing sensitive data as needed);
- using both internal experience and measurements and external best practice shared by others, initial planning and proposal writing begins from a more informed position of best practice, either by internal or industry standards, therefore improving the likelihood of success or improved outcomes;
- all stakeholders (if collaborated in by the organisation), including the manager/funder, have full visibility and transparency of the whole program;
- all funding is accurately accounted for, both on a detailed program level and below, and in an organisational overview;
- funding allocation and program initiatives can be audited for budget and legal compliance;
- tracking for mid-term reviews and adjustments to remain on track, using the integrated timeline system;

- effectiveness and impact can be measured, on an organisational level (allowing for both objective and subjective evaluation), on a funding level, and on an objective (audit) level; and
- reporting on their program as agreed/required (can be automated).

In most circumstances a proposal for a given program initiative is written as a collaborative effort. When writing a proposal, users can also invite other team members or external parties to collaborate and assist in all aspect of making their proposal.

Furthermore, AidHub provides access to AidPlan Templates. Either when writing the initial business case/proposal, or at a later point in the initiative's lifetime, a user can adopt part or all of a Template into a new or existing proposal. A template can be thought of as similar to an existing AidPlan, and parts or all of it can be adopted, potentially bringing with it best practice knowledge and its coupled technology, as well as a host of other benefits, optionally including structure, format, layout, planning, data sets, supporting data, budgets, data files, timelines, KPIs, etc. These Templates can be drawn from an internal library (successful or good AidFiles can easily be redacted to form Templates, simplifying Template creation) or from the global AidHub Library, and will generally either be based on a combination of proven best practices and internally mandated practices.

The template system not only benefits the organisations involved in proposals and initiatives, but also funders, allowing them to harmonise funding applications for easier comparison and evaluation, which in turn feeds back by increasing the likelihood of a given proposal receiving funding. Other stakeholders benefit by the greater efficiency and improved outcomes carried by the Template's best practice DNA.

Writing a proposal in AidHub is far more efficient than current methods, reducing the time, effort and complexity involved, and AidHub users can then utilise systems within the AidFile to implement, manage, monitor and report on the program initiative end-to-end using a range of management and reporting tools.

At all times, any program initiative in a given AidFile may be reviewed and compared for performance with similar internal or external program initiatives, and where necessary modified to keep an initiative on track or outperforming original objectives and targets (including adding or changing the Template applied). AidHub's broad analytical and research tools assist all parties in identifying and comparing highest ranked and scored "Best practice" initiatives in a given program sector, and therefore fosters continual improvements in program initiative outcomes, thus empowering knowledge transfer of best practice on a global scale.

Furthermore, this living AidFile is shared/accessible, in part or in whole, with all authorised relevant multi-stakeholders, either internally or externally. This ranges from the funder and the

Aid/CSR/nonprofit organisation (including the program manager and associated team members), all the way to individuals in the field, throughout any stage of the entire process, such as planning, research, assessment, approval, implementation, management, monitoring or completion review.

While many organisations have technologies which support their program initiative management, these are primarily silo solutions unique to an organisation or division. Identifying how an organisation is performing internally from one initiative or division to another is supported to an extent, but largely these systems and processes are costly, slow to adapt, and are riddled with disconnects in data which limit visibility of performance and often require additional resources to manage.

Where AidHub strongly differs is the ability for an organisation to have a ubiquitous flexible system which supports the unique needs of a specific division while maintaining visibility of how their program initiative's impact performance compares with similar internal and external global initiatives, thus fostering greater knowledge of which programs are performing with greater efficiency, outcomes and/or impact.

These benefits can be achieved with no additional effort or cost compared to that which every organisation already supports. Quite the opposite: broad automated functions in AidHub drives efficiencies in various areas of an organisation, such as:

- efficient and effective use of data (accessible to those who need it);
- broader research capabilities and planning;
- more effective program management;
- reduced incidents of mismanagement;
- better financial and time management;
- improvements in output and outcomes;
- simplified reporting, including impact measurement; and
- system integration to other management technology and legacy systems.

### *One Global Solution*

The AidHub platform is uniquely rich in the elasticity and scalability of its functionality, capabilities and design to the extent that it can support the operational needs of a small NGO or CSR department all the way through to a global organisation with complex international operations. AidHub has been designed in a way which enables any organisation to use the platform as shallow and narrow, or as deep or wide as the organisation deems necessary.

Even in its simplest case use as a data-integrated environment for program initiative planning and funding proposal creation, every organisation will benefit from the automated knowledge

transfer of the best performing program initiatives in AidHub which are globally ranked and scored by the system, then pushed to all users in the platform based on their sector, job function or field. This significantly improves knowledge transfer and positively influences program initiatives at the outset and planning stage, or in mid-term reviews and adjustments, thus continually resetting the bar for all based on proven best performing program initiatives.

What is key for the global industry is AidHub's ability to easily transfer knowledge and the technology necessary to effectively implement that knowledge both within organisations and from the largest organisations to the smallest NGOs, and vice versa, therefore from the top down, bottom up and sideways across industry sectors or within organisations and across divisions. It could hardly be assumed that the largest or best-funded organisations are achieving the best outcomes or impact; nor should it be assumed that smaller organisations cannot provide the best answers for all to learn from. AidHub is the bridge which globally spans the knowledge and technology gap between all organisations.

For example, a small NGO in remote regions of Africa may provide global organisations with the best solutions on how to resolve or improve the outcomes of a humanitarian crisis, disaster relief program, or how to provide affordable electricity, improved agriculture or clean water, all the way through to scientific or medical breakthroughs. AidHub would facilitate such transfers of best practice knowledge, solutions and technology.

### *AidHub Operating System*

An analogy for AidHub's flexible system would be smartphones, especially in conjunction with apps or open source software. A smartphone is delivered as a standard setup with common functionality and applications, but an individual user has the ability to add in or swap out the apps on the device, change how it looks and how they interact with it, even down to changing the way much of the core system works.

AidHub is based on a similar concept. The core system is designed from the start to be extensible, and then additional plugins and apps add significant functionality to it. This has two benefits.

Firstly, only those plugins and apps that a user or organisation need will be plugged in, making the system easier and lighter to run and manage, yet at any time the user or organisation can add additional plugins and apps to expand the functionality of the system as needed, whether on an organisation level, a program initiative level, or for individual users - including management at all levels, and field agents. We call this 'What You Need Is What You Get', or WYNIWYG. With the availability of an organisation's internal plugins, along with shared plugins and apps from other organisations, and commercial plugins and apps from multiple

sources via a global plugin marketplace, this gives the user or organisation immense flexibility while keeping the system as simple as it can be.

Secondly, at any time a user or organisation can quickly swap out any or all the plugins and apps that they wish, allowing them to add to or change all but the most core functions. They could change the accounting system, the ERP, the communications, the user interface, and so much more, at potentially zero or negligible cost.

Plugins and apps can be rolled out and controlled (or limited) across organisations to enforce consistent behaviour and/or user interface, simplifying training and adoption within an organisation.

And of course, if some functionality does not exist then organisations can create it, or have it easily and rapidly created, and plug it in themselves, allowing for any unique needs they have (including, but not limited to, interfacing with legacy systems). They can even share or sell that plugin or app, allowing others to benefit from it.

### *Rating and Scoring System*

AidHub includes KPI Trees, which allow for the construction of custom KPIs leveraged off the integrated data in the system. By connecting multiple KPIs together in a fluid and adjustable fashion, building from low level to higher level KPIs, users/organisations can construct reporting systems for every level, providing a flexible way of examining and monitoring program initiatives at any stage, for any level of management, fitting the needs of individual program initiatives, organisations and users. These can be built on the fly or taken from existing KPI Trees stored (and potentially shared) in the AidLibrary.

Furthermore, KPI Trees are part of the framework used in AidHub's system of ranking and scoring program initiatives to identify best-performing outcomes and impacts ('AidRatings'), and facilitate comparison and ranking not only between similar program initiatives (apples and apples) but also significantly different types of program initiatives (apples and oranges).

AidRatings will be refined in conjunction with the collaborated input by subject-matter experts from our global industry partners during the development stages of the go-live version of AidHub. Prior to the launch of AidHub the AidRating system will be robustly tested, reviewed by world bodies for appropriateness, relevance and universal standards and expectations on how best to rank and score impact. It will then evolve and continuously improve over time based on real-time feedback, in conjunction with our ongoing collaborations with global bodies.



### *Best Practice Push*

AidHub's world first technologies further drives continual improvement and global collaboration somewhat by stealth and simplicity. Largely automated functions in AidHub showcase and push to the users the highest ranked and scored best practice program initiatives and how the outcomes were achieved, for them to look at and learn from as they wish. These initiatives are specific and relevant to their role or field of expertise, taking into account location as needed, thus providing the global knowledge transfer of what works best for mankind and our planet, giving month on month, year on year continual improvement and ensuring faster, more effective and efficient outcomes for all.

### *Data Security and Privacy*

We are proud that while AidHub is a world first in numerous respects, the AidHub platform is particularly unique in how all users and organisations' IP, knowledge, privacy and data security are managed in a way which would satisfy any organisation's sensitive data requirements, including those for corporations, international Agencies or Governments. To achieve this, AHI has designed a Zero Access Data Standard (ZADS) across the entire AidHub platform, our version of the coveted zero knowledge concept.

AidHub's ZADS ensures no sensitive data is ever stored, visible or accessible by AidHub or any other user or organisation in the platform unless visibility/access to part or all of any data by either AidHub and/or other user or organisation or collaborated party is specifically authorised by the owner of that data. AidHub neither stores, nor has access to, any user or organisation encrypted keys/passwords to any data at any time.

### *A Global Ecosystem*

By definition an ecosystem is a complex, interconnected system. Everything within that system is to some extent connected to, and affected by, everything else within the system.

- The user interface is device independent;
- Any AidHub user can access all the data they are authorised to see;
- All freely available Application Plugin enhancements are available to anyone who needs them;
- Functionality can be created and extended by anyone with appropriate authority;
- Information can be shared within an organisation, or with selected AidHub users inside or outside the organisation, at the discretion of and subject to the security rules set by the owner of that information; and
- Data can be stored in the cloud within all or specified geographic regions, or on secure internal private servers – in fact, anywhere the user organisation wants.

The ways that the AidHub ecosystem can be accessed and utilised are as varied as the participants in the industry, including:

- One small organisation may want AidHub for the sole purpose of creating a proposal for funding. They may have no need for anything else, and consequently, they will never need to utilise the rest of what AidHub offers. (Notably, the funding agreement between them and their funders may require that the AidHub management and reporting systems are used);
- A funder may want to provide templates for Aid/CSR/nonprofit organisations to use when applying to them for funding, thus simplifying evaluation and comparison, and reducing complexity and overhead, in evaluating multiple applications;
- Another organisation may want to use AidHub to manage, control and report on multiple projects within a larger program. In such cases, funding may or may not already be provided within an overarching CSR program. AidHub will, in this situation, provide visibility of potential duplicated efforts and funding;
- A global Aid/CSR/nonprofit organisation may run its entire range of programs and their sub-projects and initiatives within AidHub, whilst providing feedback and performance metrics internally and/or directly to sponsors such as Governments, CSR or Philanthropic donors;
- Government agencies may want to use AidHub to have complete visibility, management and impact reports for all their Aid/CSR/nonprofit programs, with the ability to drill down to any level of detail, including external organisations where visible on AidHub; and
- Organisations preparing for an Aid or nonprofit program may want to compare programs regionally or globally, within the same sector or across sectors, to learn from best practices elsewhere and therefore avoid pitfalls and overlap, and to provide best practice initiatives, procedures, technologies, etc. at multiple levels. In this way AidHub contributes to a virtuous circle in the nonprofit sector.

All of these scenarios use the same AidHub technology and infrastructure – in other words, every capability is available to all users and all organisations, but each will only access the functionality they need and/or have authority to use.

### *Transparency and Universal Standards*

Aided by new emerging technologies such as AidHub the world is entering an age of empowerment and transparency. Yet without standards, and therefore common meaning and principles, we run the risk of noise, misunderstanding and low trust. The Aid/CSR/nonprofit sector has globally recognised this as a point of concern which needs priority attention.

The early adoption of universal standards, including the SDG indicators, that reflect the agreed values and principles of the international community, whether internally within an organisation, across an industry sector, or as a whole, will go a long way to making the industry more efficient and effective.

AHI aims on actively being involved in global initiatives establishing universal standards, making it possible to ensure AidHub is an up to date and globally usable measurement and knowledge database and perhaps, a catalyst for establishing commonly trusted and supported universal standards.

In particular, AidHub will have the SDG indicators woven throughout, driving adoption of the SDGs and helping all organisations measure their success in meeting them.

### *Nothing New*

While AidHub is a new paradigm for the industry, the technology and user interface to achieve this shift is proven and easy to adopt. The basis for AidHub's technology is its core/plugin platform and how it supports a broad range of users across disparate industries.

AidHub offers a standard, well defined platform and APIs, along with common/shared/publicly available Apps or Functionality Plugins which allow each organisation to uniquely configure the AidHub ecosystem to suit their own functionality, management and reporting needs. PCs, tablets and smartphones can seamlessly interconnect, from management to field agents – one platform, with millions of unique, secure and continually improving technology ecosystems.

Equally importantly, AidHub encourages and supports third party developers (including organisations using AidHub) to extend the platform's functionality by producing new application specific Apps or Functionality Plugins to meet the individual needs of Aid/CSR/nonprofit organisations around the globe. Where authorised by the creator these Apps and Plugins, which are also automatically scored and ranked for their effectiveness, may be shared with other organisations, thereby driving continual improvement in the AidHub platform and the effectiveness of all program initiatives globally.

The incorporation of this tried and tested best practice system in the AidHub model ensures we are building a highly effective, flexible solution for the long term. The same benefits we generate by adopting these best available models and practices reflect the benefits we want the participants in the Aid, CSR and nonprofit industries to create for themselves. AidHub is the catalyst to allow this to happen.

We are committed to making AidHub available to the world, at no cost.