





Problem Search & Definition

Team
excelsior

★
1.6% Donation rate
of companies

	71%
	70%
	60%
	27%



★
only **27%** donated

2 Problem Definition, Low Conversion

Why?



Scope

Mainly to starving children in Africa



2 Transparency

When, where, how and to whom am I benefiting?

3 Personalization

Am I truly making a difference?



4 Time

Is it really worth the time?



A solution that integrates “visible charity” into our daily life