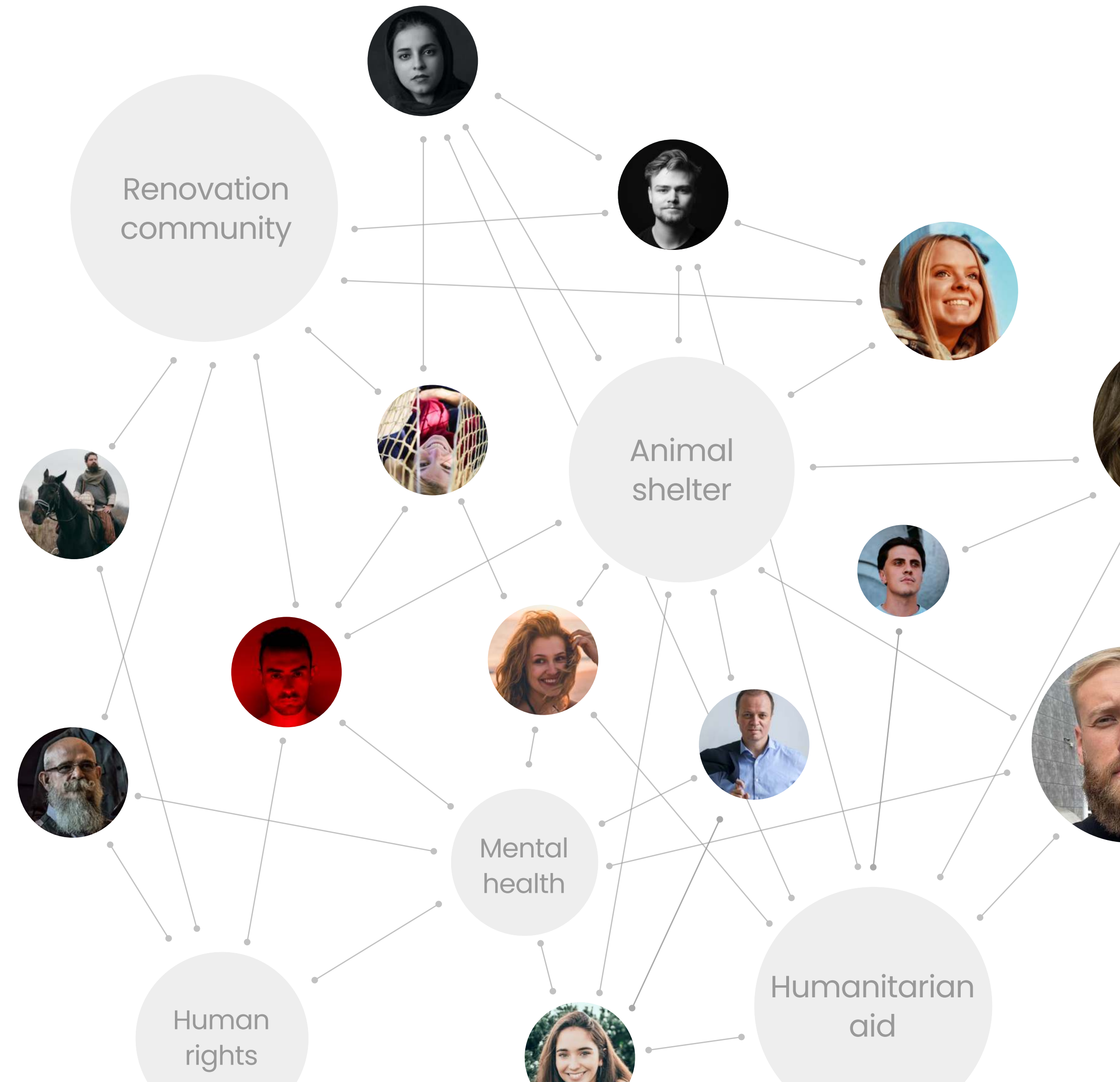


HANDSTREE

Online community for transparent and decentralized philanthropy

February '24

Demo: <https://dev.handstree.com>



Most of people usually donate to well-known
charitable foundations

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However, small charities deliver **higher impact** and **react faster** to global challenges

Handstree empowers your **trust** in charities
and their financial sustainability

Handstree empowers your **trust** in charities
and their financial sustainability

Through **transparency**, zero platform fees
from donations and some **innovation**

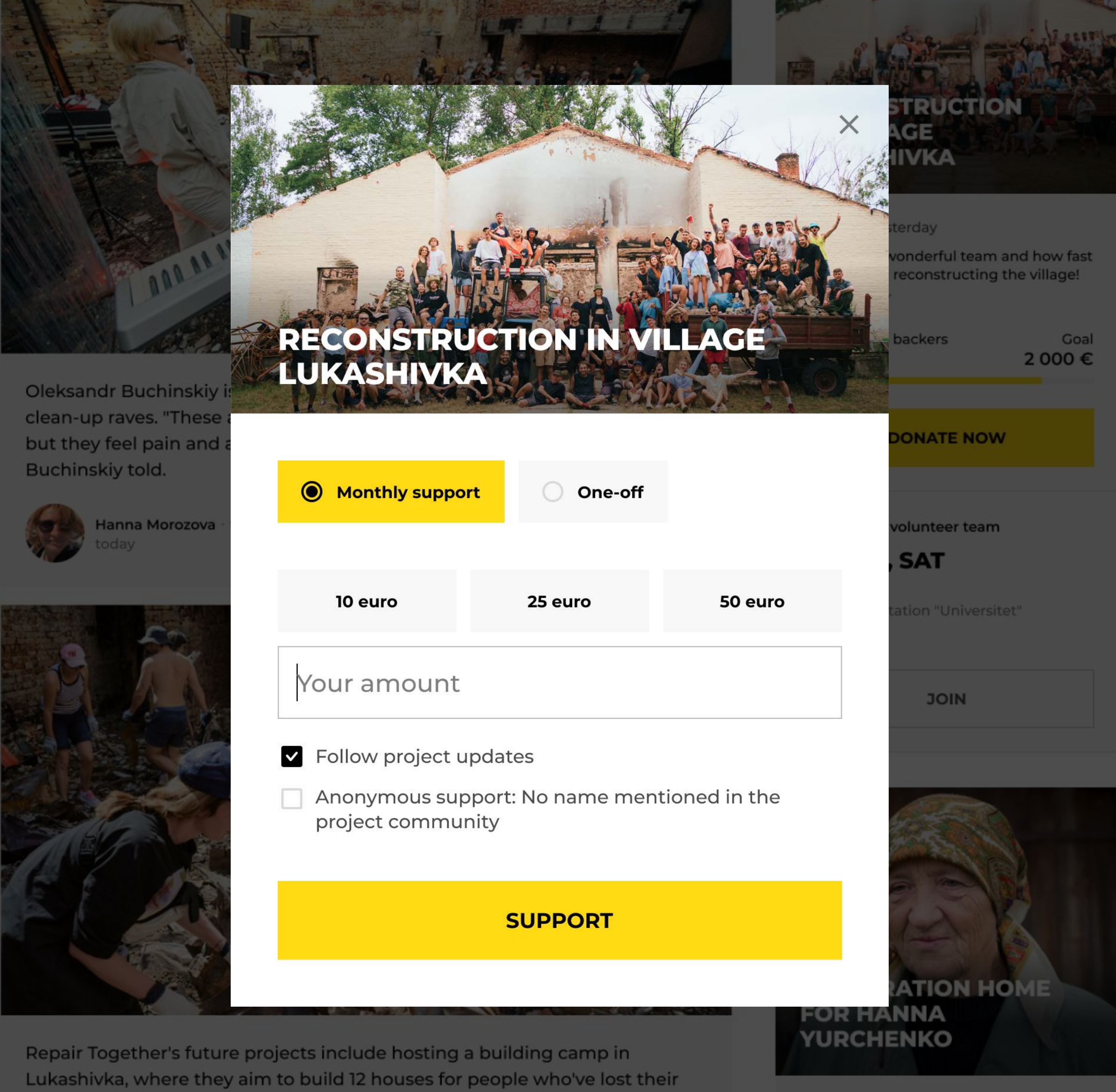
Transparency for donors

Social media flow with
personal feed, projects
and users profiles

The image shows a social media profile for 'repair.together' and two fundraising posts. The profile header includes a circular logo with the text 'repair together', the name 'repair.together' with a verified checkmark, and the location 'Kyiv, Ukraine' and date 'joined us 20 May 2023'. Below the header is a bio: 'Ukrainian volunteer initiative to restore the communities that suffered from the occupation'. Navigation tabs for 'ACTIVITIES', 'ABOUT', and 'COMMUNITY' are visible, along with a '+' icon. Below the tabs are filters for 'All posts', 'Updates', 'Questions', and 'Reports'. The first post is a video showing a DJ performing at an outdoor event in a brick building. The caption reads: 'Oleksandr Buchinskiy is one of the DJs who has provided a pulse for the clean-up raves. "These are all young people that still have a passion for life, but they feel pain and are very sad and angry because of the war," Buchinskiy told.' The post is by 'Hanna Morozova · founder' and has 456 likes and 67 comments. The second post is titled 'RECONSTRUCTION IN VILLAGE LUKASHIVKA' and shows a group of people in front of a white building. The caption says: 'Updated: yesterday Look at our wonderful team and how fast we has been reconstructing the village!' and 'Read more'. It shows 'Achieved, 36 backers' (1 720 €) and a 'Goal' of 2 000 €. A 'DONATE NOW' button is present. The third post is titled 'MONTHLY GOAL' and shows 'Achieved, 33 backers' (8 405 €) and a 'Goal' of 10 000 €. It also has a 'DONATE NOW' button and the text 'or just follow us'.

Sustainability for projects

Long-term campaigns,
recurring donations
and 30% less routine



**RECONSTRUCTION IN VILLAGE
LUKASHIVKA**

Oleksandr Buchinskiy is... clean-up raves. "These... but they feel pain and... Buchinskiy told.

Hanna Morozova
today

backers Goal
2 000 €

DONATE NOW

volunteer team
SAT
tation "Universitet"

JOIN

...RATION HOME
FOR HANNA
YURCHENKO

Repair Together's future projects include hosting a building camp in Lukashivka, where they aim to build 12 houses for people who've lost their

Monthly support One-off

10 euro 25 euro 50 euro

Your amount

Follow project updates
 Anonymous support: No name mentioned in the project community

SUPPORT

Multi-layered donors protection

Internal trustworthiness ranking system



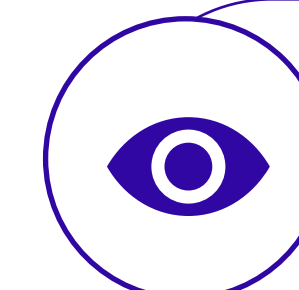
Mandatory monthly financial reports



Complaints system for donors



Retention of donations from inactive projects



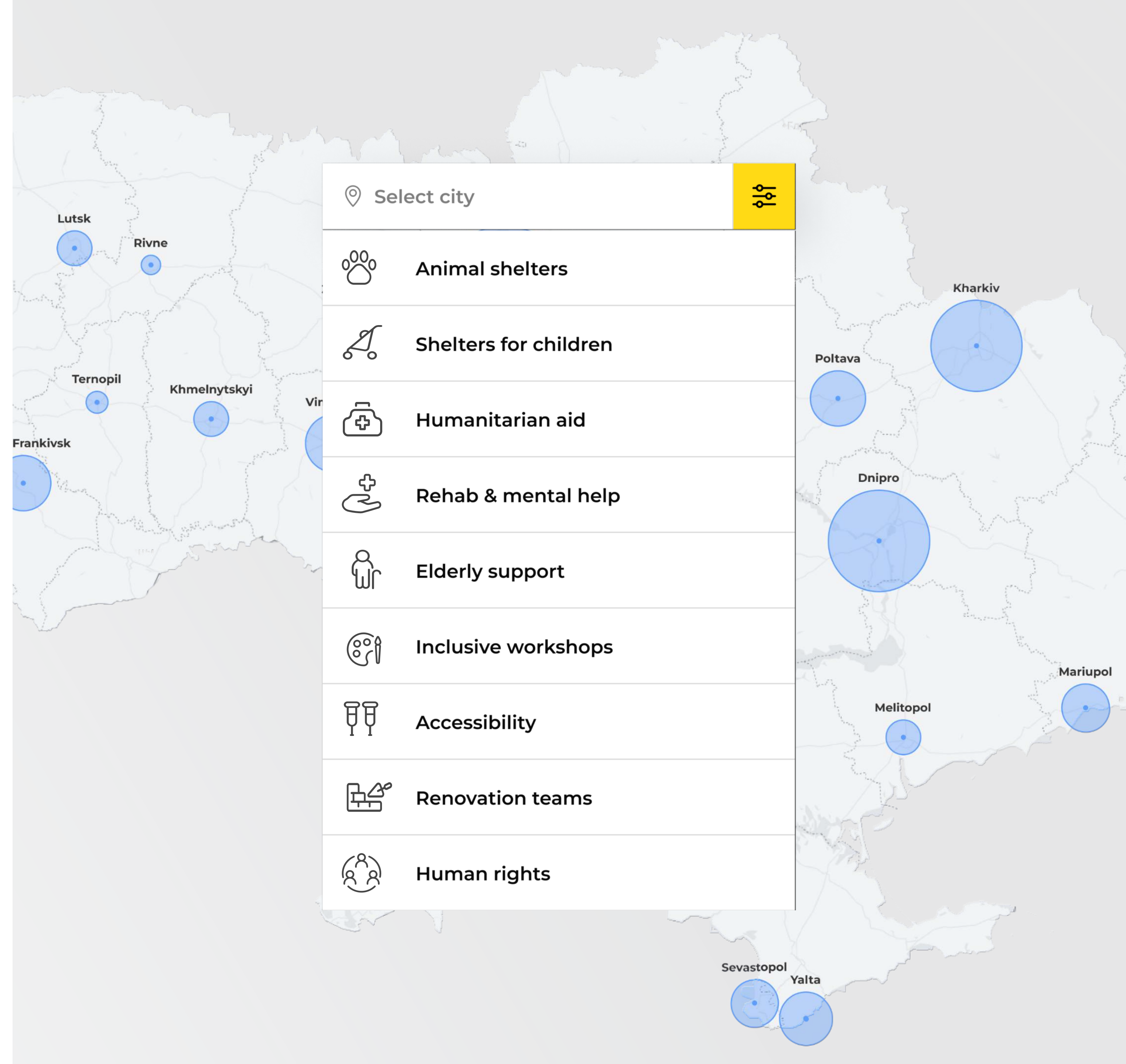
Transparent projects & founders background



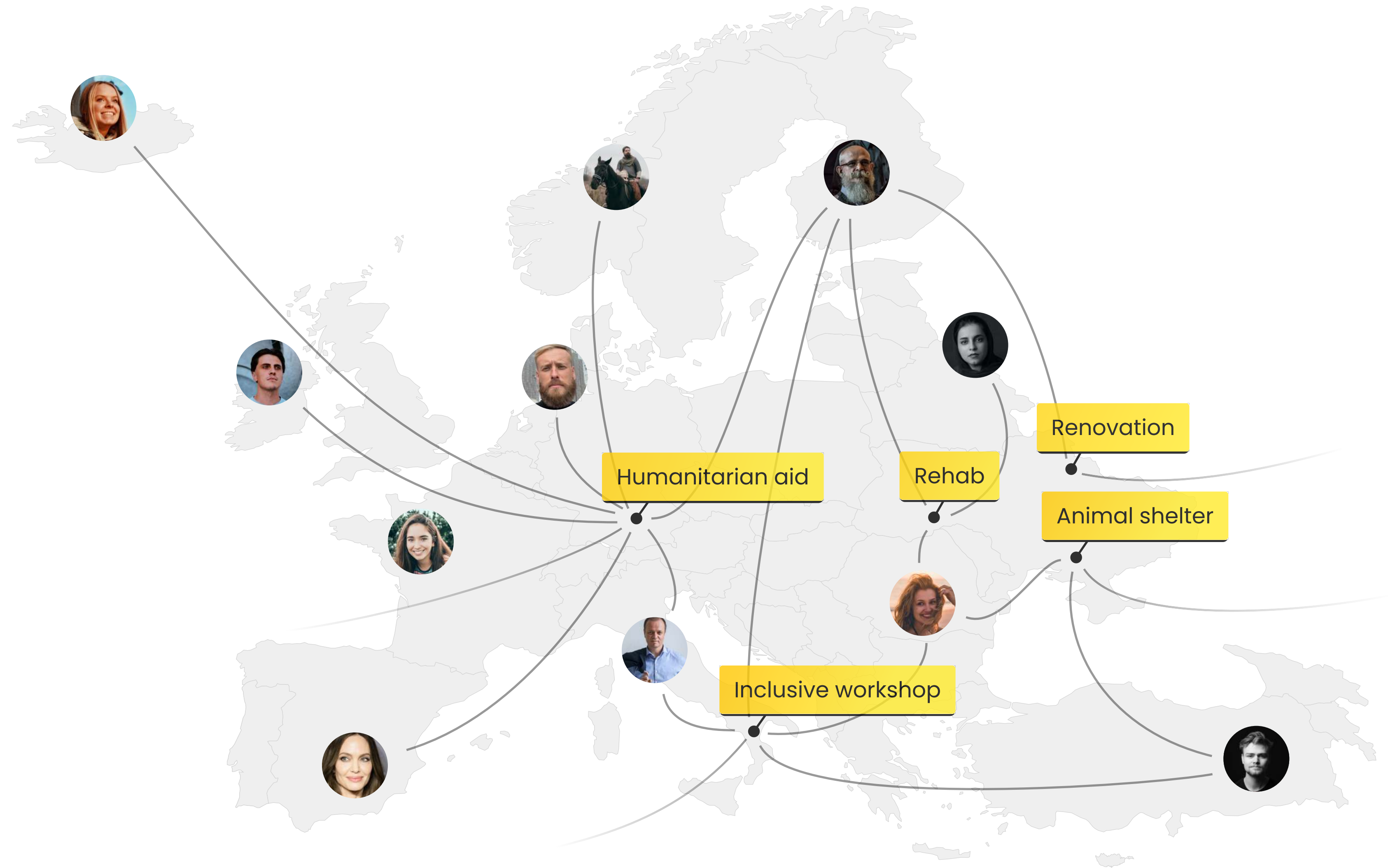
Projects verification by our moderators team

No borders

Interactive charity map
and emergency alerts
for global impact

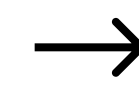


Decentralized philanthropy



Go-to-market

Ukraine



Germany



EU

Total charities

26K

40K

200K

Market size

€2B

€6B

€90B

Total donors

21M

19M

180M

2nd place
in CAF rating

Competitors

	Handstree	Crowdfunding platforms	Social media	Charitable SaaS
Sustainable community	●	○	●	
Recurring donations	●	○		●
Donors protection	●	○		○
Personal feed	●		●	
Financial reports	●	○		●
Volunteering & events	●		●	○
Brands sponsorships	●			
Interactive charity map	●			
Financial model	B2B freemium	B2C tips / fees	Ads	B2B plan

Freemium SaaS for charities

	Free	€100 / month
No platform fees from donations	●	●
Backend donors protection	●	●
Community	●	●
Financial reports	●	●
Interactive charity map	●	●
Volunteering & events		●
Brands sponsorships		●
Financial dashboard		●
Donations limit per month	up to €3000	Unlimited

Team



Alex Kuvallini
CEO/CTO

20 years in development
15 years in team management
8 years with charities
5 years with high-load

Ex: Hepatitis-C foundation,
WebSky.Tech, Expio



Lia Ivolhina
Head of community

7 years with charities
Projects onboarding
Community management
Legal & financial documents

Ex: Legal Aid Bureau for socially
vulnerable people



Yanina Shabanova
Marketing/PR

10 years in marketing & PR
Charitable market research
Communication strategy
SMM

Ex: 1991 Accelerator,
SocialBoost, Vertigo Agency



Ruslan Karandeyev
UI/UX design

23 years in design
User journey analysis
Web & mobile interfaces
Branding

Ex: Expio, WebSky.Tech,
Jettonbox

Advisors



Sebastian Neumann

Phineo Startups
Social impact



Jonas Wegener

Phineo Startups
Marketing



Alexander Eck

HWR Berlin
Technologies



Carolin Kroeger

Menthor in business
innovations



Dmitriy Kyrpa

Repair Together
Communities



Hanna Montavon

Mykolaiv Water Hub
DE/UA non-profits



Pavlo Kutana

International NGO
Humanitarian aid



Jane Klepa

1991 Accelerator
UA/EU startups



Bowie

Communication
coach

Traction

Invested €50k in time costs & received €30k funding

Team formation December '21
Relocation to Berlin April '22
Cafe Kyiv February '23
Engagementpreis September '23
Impact Summit November '23
Cafe Kyiv February '24

— **1991 Accelerator**, Mariupol — | — **Phineo Startups**, Berlin — | — **SIB**, Berlin —

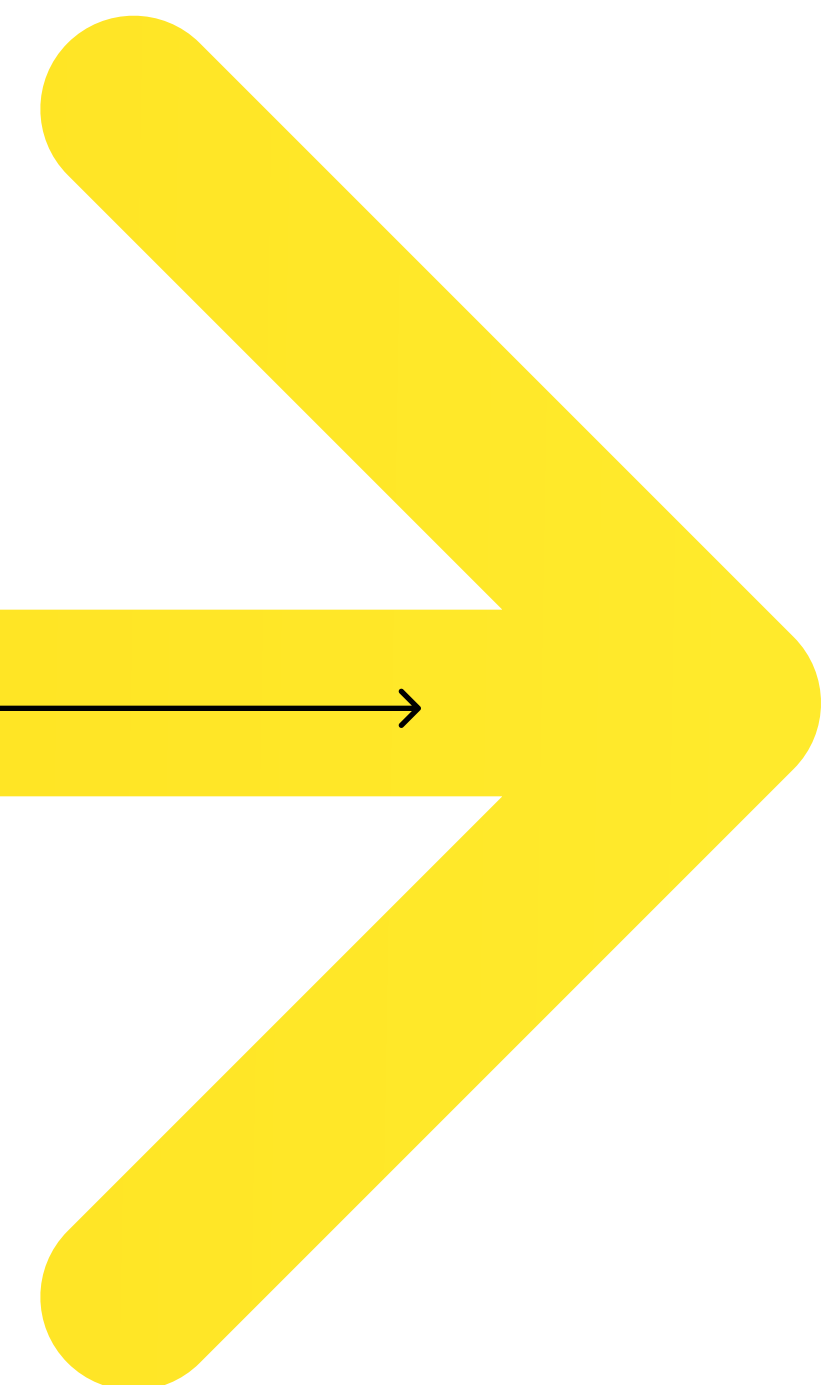
Market and USP research

Marketing strategy

Web & mobile prototypes

Handstree UG formation

MVP launch



Roadmap

- 2024 MVP launch in **UA market**
- 2025 **DE market** with monthly plan
- 2026 Profitability
- 2027 **EU market** with mobile app
- 2028 ARR > €1M

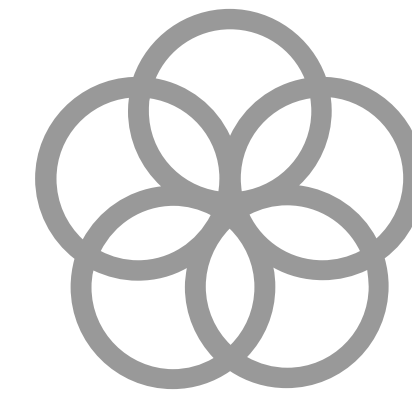
9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



11 SUSTAINABLE CITIES
AND COMMUNITIES



17 PARTNERSHIPS
FOR THE GOALS

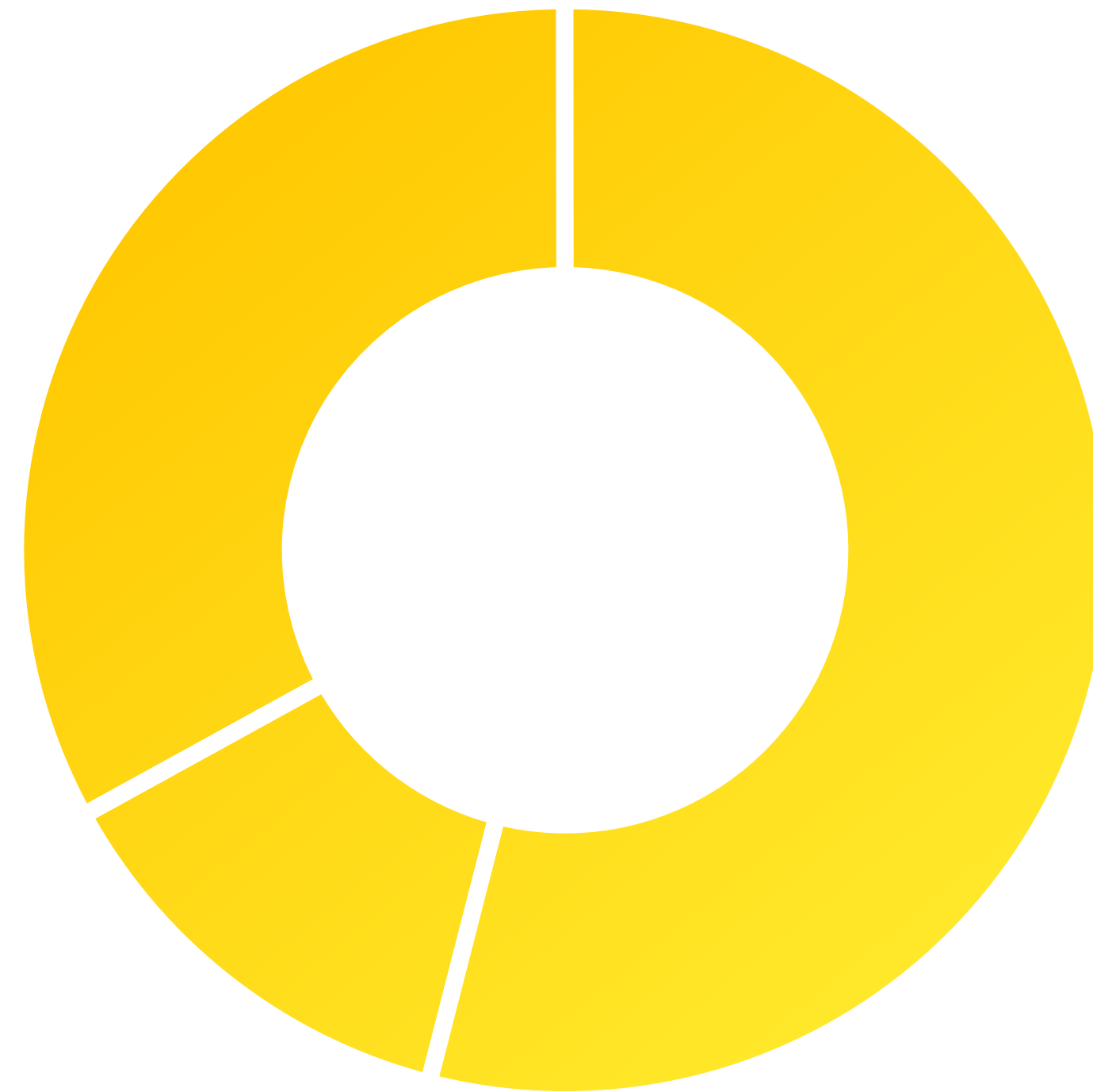


By 2028, growth sustainable relationships
among 5,000 projects and 100,000 donors,
over **600,000 impactful cases**

Raising €200k to launch in the EU

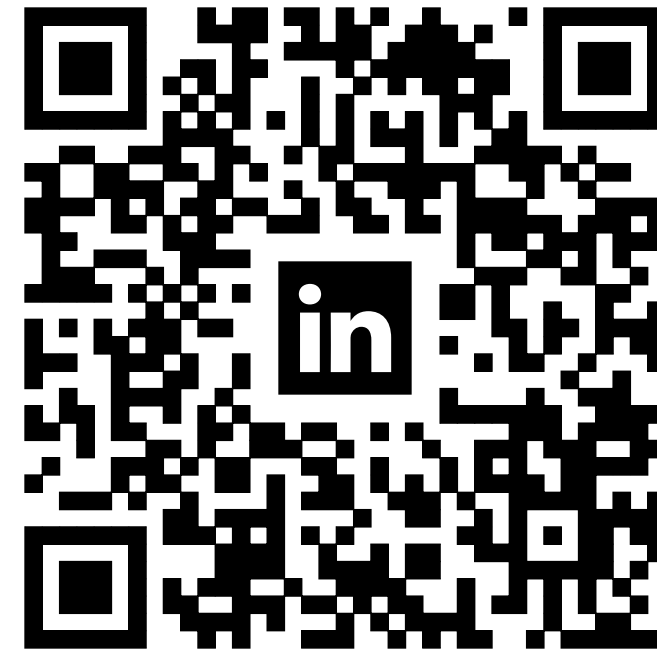
Marketing & PR
33%

Legal, servers,
other needs
13%



R&D, G&A
54%

HANDSTREE



we@handstree.com

+49.1525.9746402

Proudly founded in Mariupol

Based in Berlin

