



miracly

miracles made easy

Members' Club platform for Non-Profits  
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non-profit members' club platform

*miracly is a modern fundraising  
platform transforming the world  
one miracle at the time*

- brings causes and patrons closer
- expand community growth and engagement
- optimizing fundraising through new digital innovations

# Raising \$300K for 10% equity in Miracly Inc



Q4-22

Q1-23

Q2-23

Q3-23

Q4-23

Miracly Inc set-up

US proof of concept

Onboard US-based NPO's

Expansion Europe

Global roll-out

Use of funds:

Tech development, servers, hosting, beta-testing, team, operational costs, travels, and legal.

Projections indicate that Miracly Inc may not need further investments post Seed round.

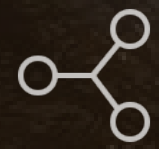
Exit strategy: Blackbaud, Candid, Go fund Me or similar. 2-3 years horizon.

Expected ROI: 10X-20X

# How it works



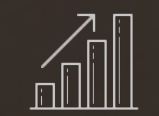
non-profits can launch a members' club in minutes, it's free



enabling field staff to share authentic progress directly to members



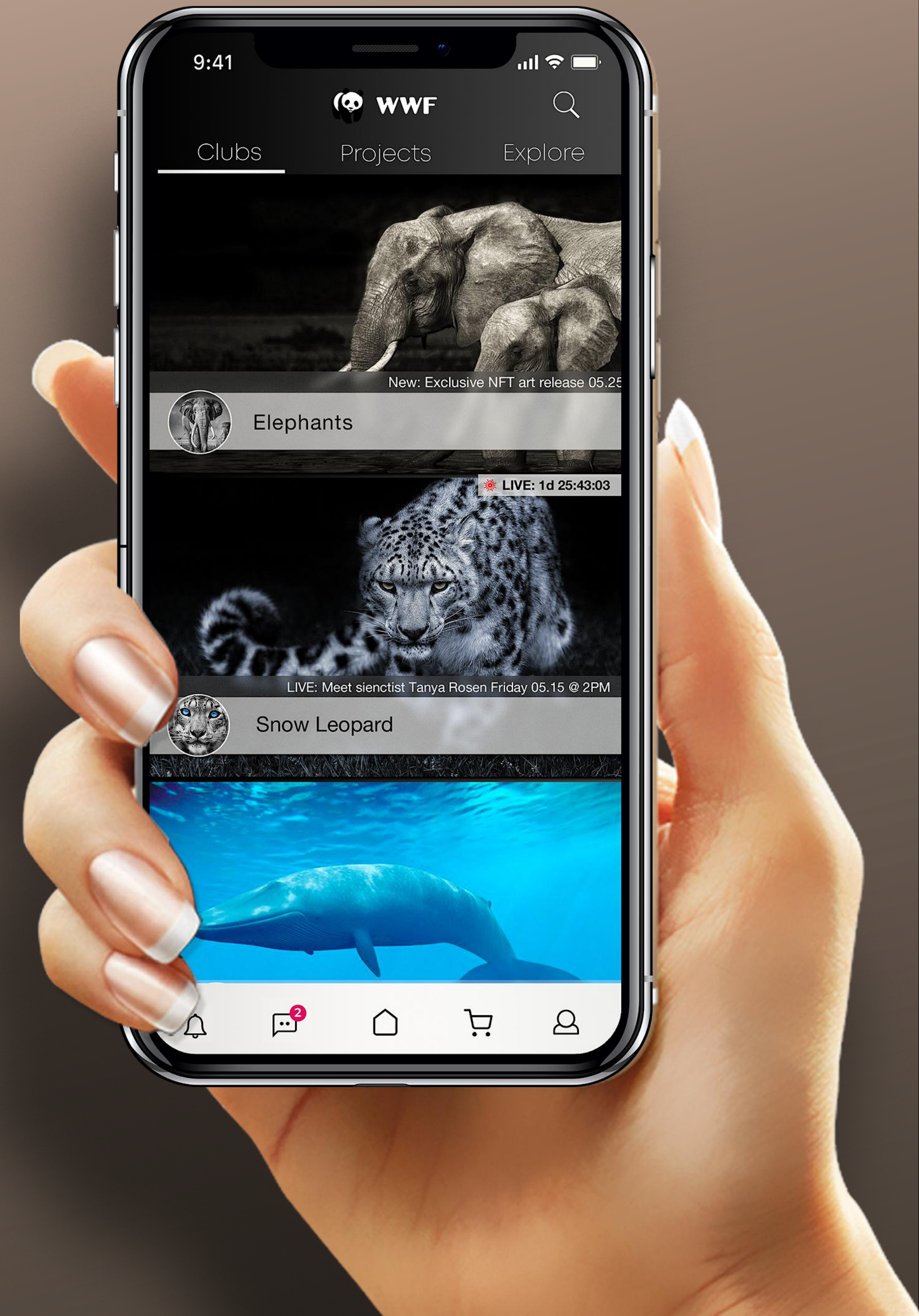
rewarding members for inviting friends and build local street-teams



leveraging fundraising through unique digital products and subscriptions



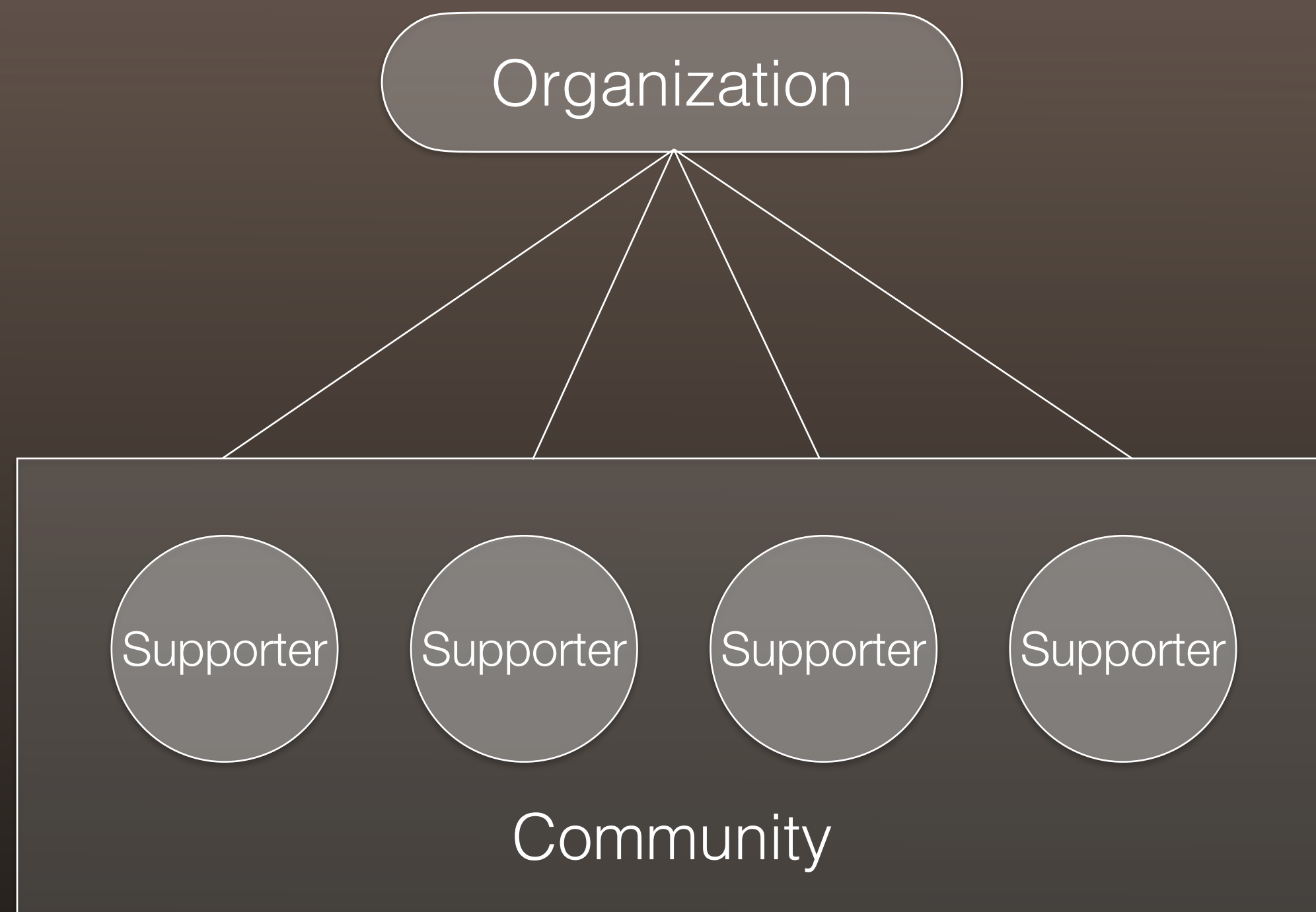
capturing valuable members data owned by the organization



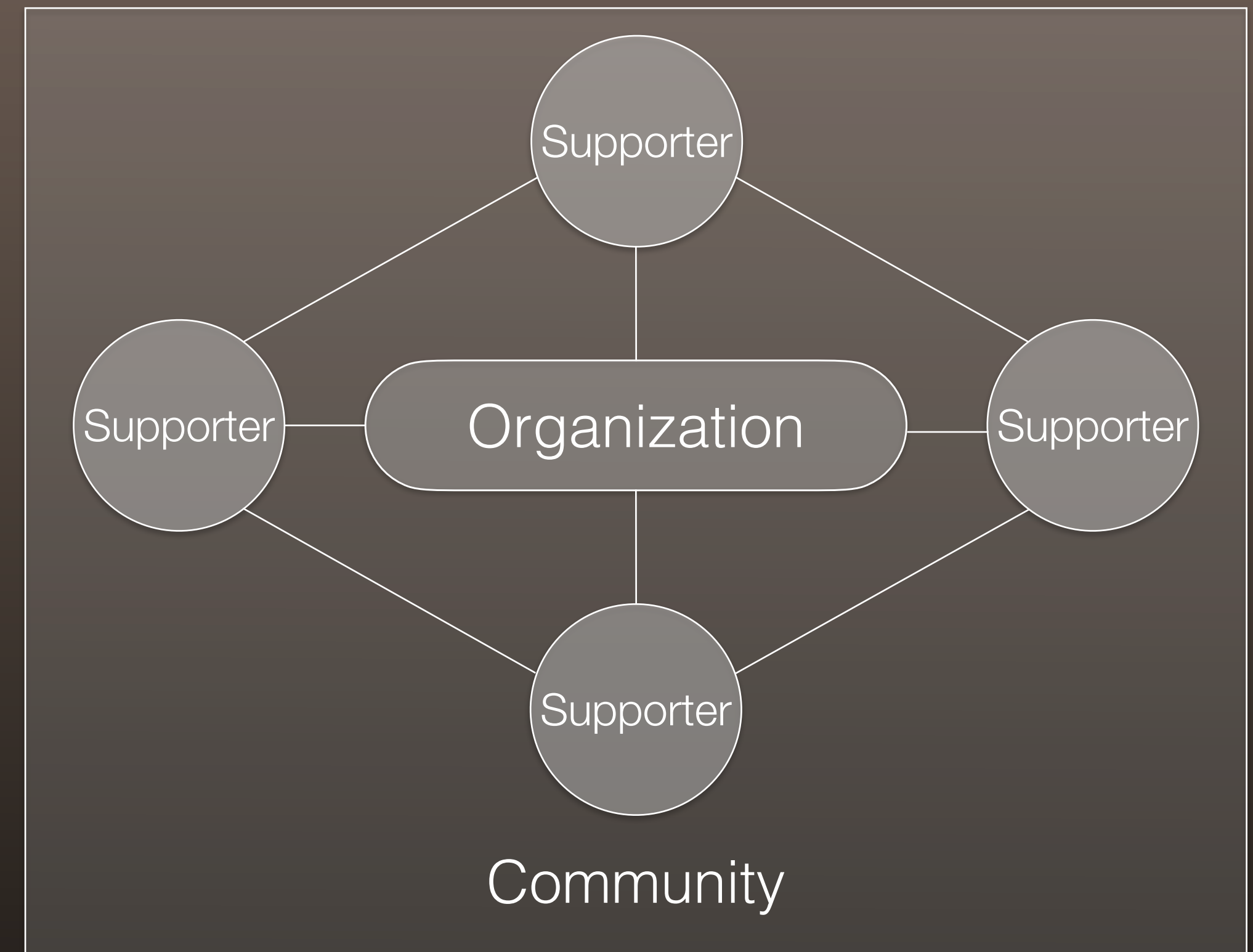
# Miracly's Network Model vs Channel Model

members become an active and integrated part of the club community

Others



  
miracly



# Expanding Community & Engagement



## Text Invites

Members can access their phone's contact list and send personal invites to friends

## Generosity Board

Members are rewarded for engagement and contributions on the club's generosity board

## Members Map

Members can connect with other members locally or globally, build teams, group chats or send DMs

## Club Feed

The club feed contains content from both members and the organization multiplying engagement

Organization:

# Clean The Beach Challenge

Join, invite & share to receive NFT by mooncrab



Community:

Hey Jenny, join our event

Peter, you're invited



Beat us, 25 bags



We challenge YOU!

10K bags of trash

6.8K

10K











# Sharing options

 Photos / Videos	 Live Streams	 NTFs
 Audio Post	 Polls	 Schedule Posts
 Days After Enrollment	 Post Expiration	 Pay Per View
 Paid DM	 Push Notification	 Public Post



# Monetization options



-  Multi Tier Subscriptions
-  Crowd Funding Projects
-  Donation Jar
-  NFTs
-  Pay Per View
-  Video Greetings
-  Digital Meet & Greet
-  Paid DMs and Chats
-  650 Print On Order Products
-  Courses

# Club Dashboard



Auto Payouts



Analytics



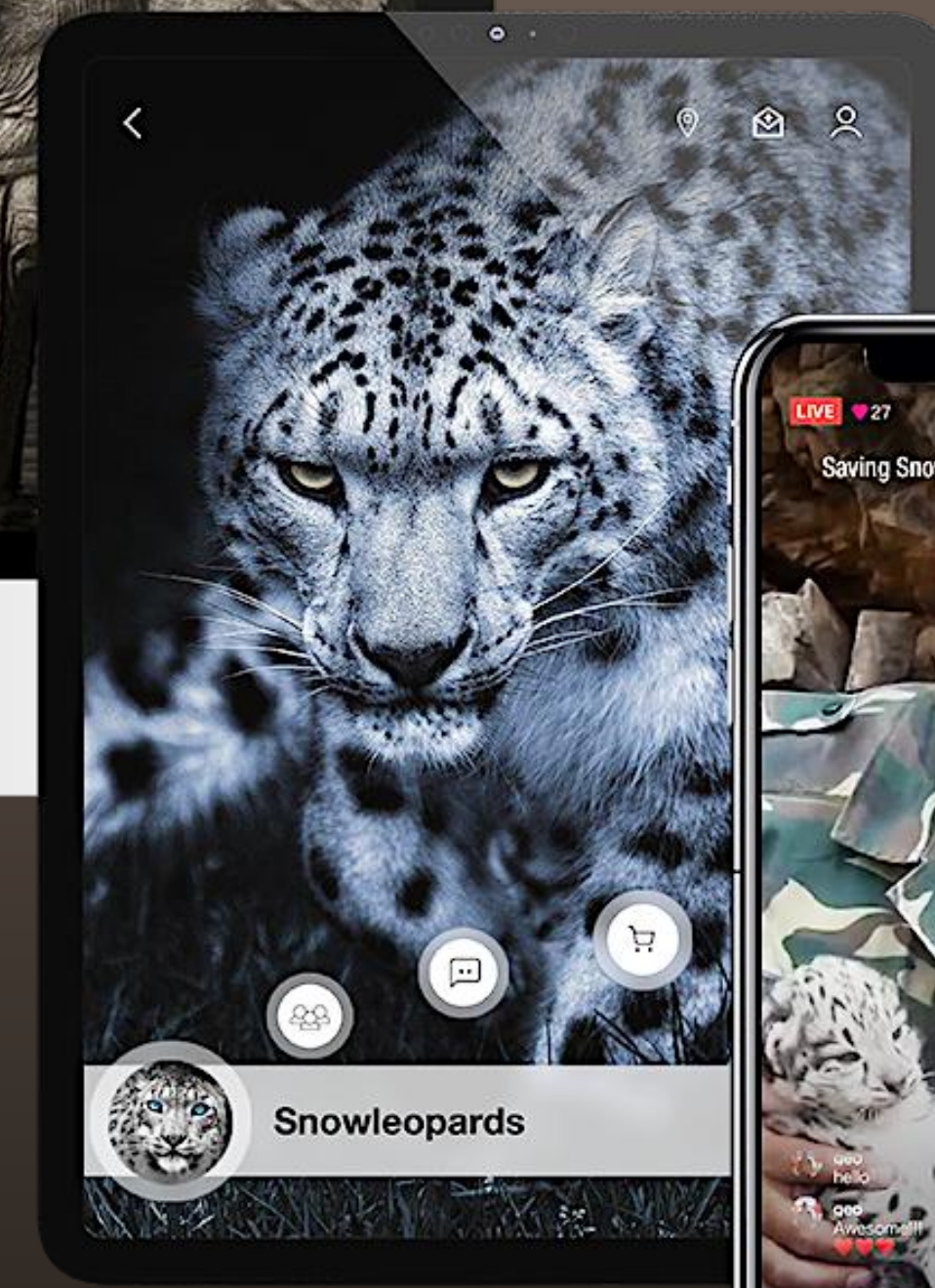
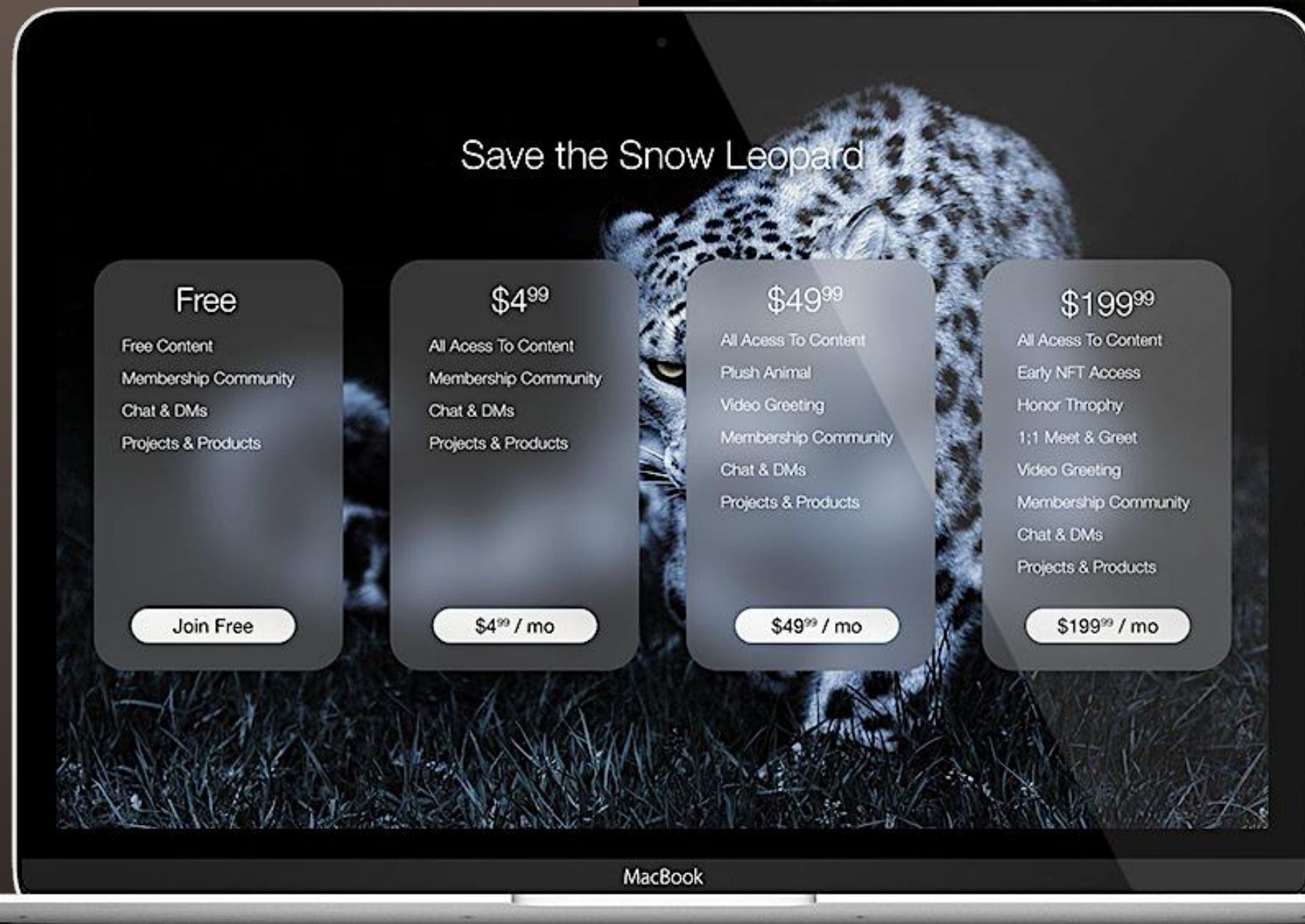
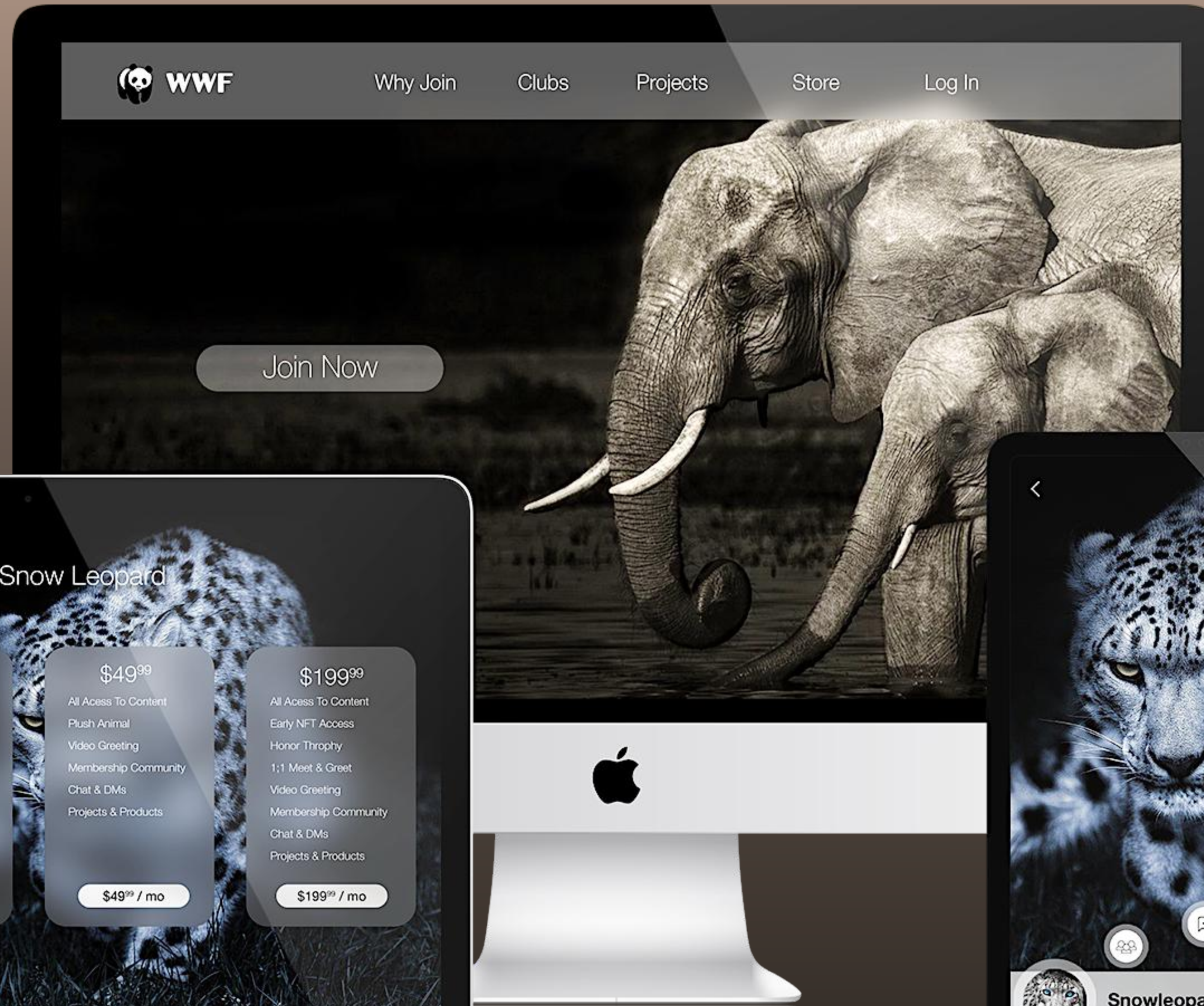
Edit Club



Admin Roles



Tax Documents



# Miracly executive team



**Peter Swartling**  
CEO & Founder

- CEO of Ticket Socket Nordic
- Former CEO of Poseidon a.o.
- Board member Royal Music Academy



**Geo Martin**  
CDO & Founder

- Former Head of FIFA World Cup Entertainment Program
- Former Founder & CEO of Engine



**Arne Nabseth**  
CFO

- 30+ CFO, management, board and investment experience
- Ledstiernan, Attana, KPMG, Apilicon



**Magnus Ribbeklint**  
COO

- Former GM of Warner Music Nordics
- 20 years of extensive executive experience
- Former COO at Engine



**Patrik Vida**  
CTO

- Leading Miracly's team of 12 developers
- 20+ years of coding experience (NodeJS, Flutter, React and Java)

# Miracly Board of Advisors



Louis Bickford  
Non Profit Expert

- Professor at Colombia University in Non-Profits and Human Rights
- Former Head of Ford Foundation
- UN advisor
- Board advisor Candid.org



Johan Ernst Nilsson  
Charity guru & Adventurer

- Board member Re:Wild Foundation by Leonardo Dicaprio
- Board member Andrea Bocelli Foundation
- Board member WildAid Foundation
- Board advisor amfAR foundation



Sam Staley  
Charity Tech advisor

- CEO of Event.gives a auction platform for charity organizations.
- Founder of Code & Trust. Tech company specialized in Charity tech.
- 20+ years of high level network within charity tech



Herbert L. Drayton III  
Charity Board Professional

- CEO & founder of Hi Mark Capital investing in underserved entrepreneurs
- Board member of Roper St Francis Hospital Foundation, Palmetto Goodwill and Coastal Community Foundation.
- Funding more than 1500 Charity organizations in the South Carolina area

# Miracly Projection



Miracly projections	Data	Year 1	Year 2	Year 3	Total
<i>Total addressable NPO's (reach of candid.org)</i>		2,500,000	2,500,000	2,500,000	
Servicable #of NPO's		200,000	400,000	600,000	1,200,000
<b>Obtainable #of organizations</b>	<b>10%</b>	<b>20,000</b>	<b>40,000</b>	<b>60,000</b>	<b>120,000</b>
<b>Average members</b>	1,000	20,000,000	40,000,000	60,000,000	120,000,000
<b>Subscribers</b>	20%	4,000,000	8,000,000	12,000,000	24,000,000
Average Subscription	\$120/yr	480,000,000	960,000,000	1,440,000,000	2,880,000,000
Churn	5%	24,000,000	48,000,000	72,000,000	144,000,000
<b>Miracly fee</b>	<b>4.95%</b>	<b>23,760,000</b>	<b>47,520,000</b>	<b>71,280,000</b>	<b>142,560,000</b>
Transaction costs	2%	9,600,000	19,200,000	28,800,000	57,600,000
<b>Net payout on subscriptions</b>		422,640,000	845,280,000	1,267,920,000	2,535,840,000
Ancillary network revenues \$100	0.5%	10,000,000	20,000,000	30,000,000	60,000,000
Tips & crowd funding \$20,000	5%	20,000,000	40,000,000	60,000,000	120,000,000
NFTs á \$2,000	5%	2,000,000	4,000,000	6,000,000	12,000,000
<b>Gross additional sales</b>		32,000,000	64,000,000	96,000,000	192,000,000
<b>Miracly fee</b>	<b>4.95%</b>	<b>1,584,000</b>	<b>3,168,000</b>	<b>4,752,000</b>	<b>9,504,000</b>
Transaction costs	2%	640,000	1,280,000	1,920,000	
Net payout on additional products & services		29,776,000	59,552,000	89,328,000	178,656,000
Total net payout to organizations		452,416,000	904,832,000	1,357,248,000	2,714,496,000
<b>Total Miracly income</b>		<b>25,344,000</b>	<b>50,688,000</b>	<b>76,032,000</b>	<b>152,064,000</b>
<i>Estimated market cap.</i>	20,000	400,000,000	800,000,000	1,200,000,000	



Thank You for the attention

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