AirImpact

Impact Software Solutions for Transparent Value Transfer

April 2021

Strictly private and confidential, for intended recipients only.

Problem and Solution

Charity donors and NGOs don't always know if their donations made an impact due to a **lack of visibility** on how their funds are being used. This lack of transparency **reduces** the number of people giving to charities and **diminishes trust** towards NGOs.

At AirImpact, we develop solutions that enable **transparent value transfer** be it **donations, mobile airtime, digital money** or **digital coupons**.

We **connect** people and organisations with financial means to those who can create an impact within their **local communities**.

AirImpact

Our Mission

We develop cutting edge technology solutions that promote **inclusion, transparency** and **sustainability.**

We build **trust** and increase **accountability** between parties that don't initially know each others.

We help our partners to **maximize** their **donations** and make **greater impact**.

AirImpact

AirImpact Highlights

Finnish technology company established in 2018

NGOs and impact organizations use AirImpact's blockchain-based platform to transfer value transparently around the world, with the aim to maximize positive impact the organizations can make
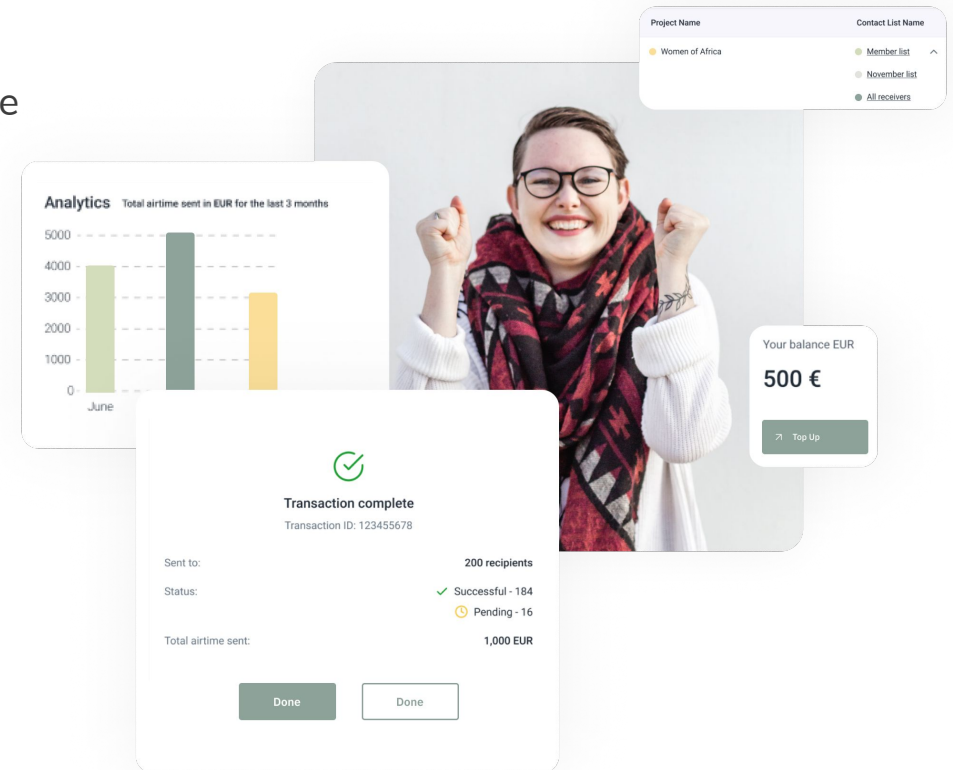
Four products:

- Transparent end-to-end charity payments

- Sending mobile airtime and data to 170 countries

- Sending utility, food and education vouchers

- Impact loyalty program for corporations

Platform is live and is getting traction:

- Platform tested by 70,000 users and 160,000 transactions in Kenya

Software as a Service billing model

Proven team with large-scale platform and conservation work experience

AirImpact

Product Offering – Impact as a Service Software

Technology	AirImpact Software Platform					
Solution	Charity	Value Transfer Solutions			Sustainable Loyalty Programs	
Product	Charity	Airtime	Digital Money	Vouchers	Corporate Donations	Charity Plug-in
Key features	Transparent milestone based charity donations Release of funds based on verified milestones	Sending mobile airtime to 170 countries globally Direct sending to employees and communities	Mobile money and bank transfers in Africa Direct sending to recipients	Utility, food and education coupons Direct sending to people in crisis situations	Businesses to reward their customers with impact vouchers which they can use for charity of their choice (AirImpact Charity/Value Transfer Solution partner) Increases businesses' customer and employee engagement, and corporate responsibility image	
Customers	NGOs, charities, impact organisations	NGOs, charities, Edtech, online event organizers	NGOs, charities	NGOs (customized solutions)	Targeting businesses that inspire to become more impactful and wish to engage their customers in the process	

Myplanet GREEN

CMI PEACE BROKER

ACCORD

AirImpact

Case Airtime Solution: Mobile top ups to underbanked communities

High cost of data hinders citizen participation in many African countries. Airtime Dashboard enables NGOs to send mobile airtime to multiple receivers in different countries in one go. Our customers use the Airtime Solution to empower people to participate in online training and education sessions, conferences, and networking events.

Send airtime to communities globally

- 170 supported countries
- Send to multiple receivers at once

Manage and track easily via dashboard

- Create and save receiver lists
- Track disbursement statuses
- Create users with different levels of access

Generate transparent reports

- Create customized transaction reports
- All transactions are recorded and visible

Prevent fraud by enhanced security

- 2-step verification
- Automatic sign-out
- IP address change notifications

1.
NGO sends airtime to multiple receivers via web dashboard
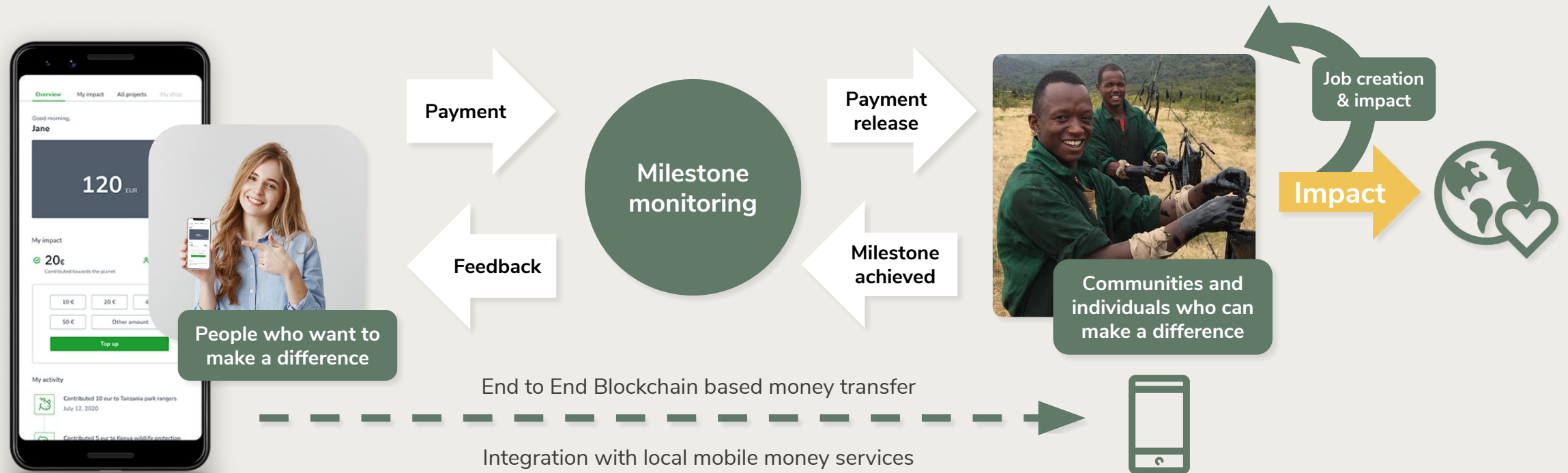
2.
Receivers get airtime to their phones within seconds

3.
NGO can track transactions and create reports

AirImpact

Case MyPlanet.green

MyPlanet uses AirImpact's Charity Solution to enable people to support conservation work.

Join MyPlanet.green pilot at

app.myplanet.green

People who want to make a difference

Payment →

Milestone monitoring

Payment release →

Job creation & impact

Impact

← **Feedback**

← **Milestone achieved**

Communities and individuals who can make a difference

End to End Blockchain based money transfer

Integration with local mobile money services

1. Donor chooses a charity project and buys impact balance

2. Coupon is sent to project but remains locked (blockchain smart contract)

3. Once project achieves milestone, NGO verifies it and releases payment

4. Community contributor receives the coupon as money directly to their mobile wallet

AirImpact

NEW: Dashboard for Cash Transfers

Dashboard for Cash Transfers enables AirImpact's customers to send mobile money and/or bank transfers to several African countries

Country coverage

- Pilot: Kenya
- Phase 1: 16 countries*
  - Country specific balances
- Phase 2: 28 countries*

Mimicking functionalities of Airtime Dashboard

- Security
- Admin/User profiles
- Reporting

Customer to open an account with our cash transfer partner(s)

*) exact countries to be confirmed

Phase 1
Phase 2

AirImpact

Dashboard for Cash Transfer - Key benefits

Increased transparency ➡ Automated and undisputable record keeping and reporting of all transactions

Less administration work ➡ Easy to use dashboard with batch sending & reporting

Fast transfers ➡ Receiver gets money usually within 1-2 days

Directly to receiver ➡ Money goes directly to receiver's mobile money wallet or bank account

Less costs ➡ Decreased transaction fees and less manual work

AirImpact

Experienced Founding and Management Team

Antti Saarnio
Co-Founder, CEO

Riikka Loisamo
Co-Founder, COO

Annika Hiltunen
Co-Founder, CLO, BD

Michele Menegon
Head of Charity Partnerships

Carsten Munk
CTO

Pasi Rusila
Product Lead

AirImpact

Thank you!
www.airimpact.co

Do you want to see how transparent donating works in action?

Join MyPlanet.green pilot at

app.myplanet.green

Contact us:

Antti Saarnio, CEO & Co-founder

antti.saarnio@zippie.com

www.linkedin.com/in/anttisaarnio

AirImpact