



Charity Presentation



BEE THE DIFFERENCE

SHOP ONLINE FOR CHARITY



ihiveLIVE's mission is to increase charitable giving using a cause-driven commerce model that provides charities with a consistent daily source of revenue.

THE PROBLEM IN TODAY'S MARKETPLACE



- Consumers want to give more to charity, but lack the funds to do so
- Businesses want to be seen as being socially responsible
- Charities are struggling to raise money to help their causes

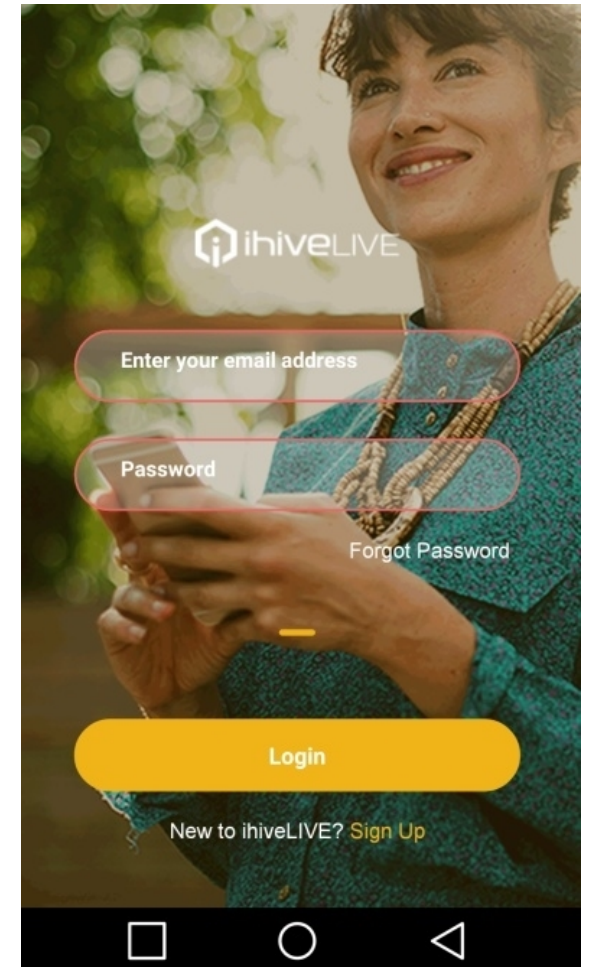
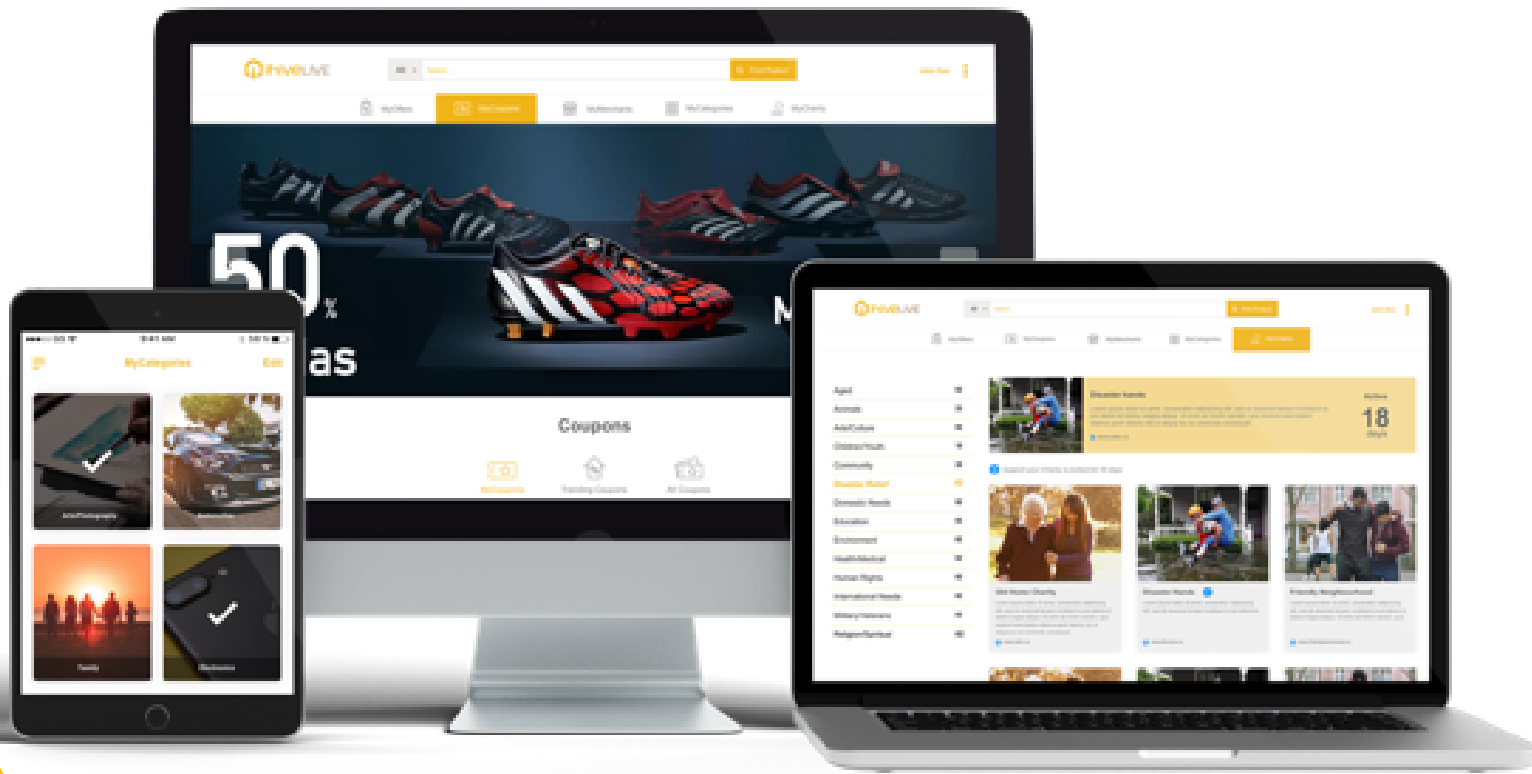


THE CURRENT SITUATION IN CANADA

- Donations down across all age groups: median donation is approximately \$300
- Canada's growing population is giving less: 30% of donations coming from people 70 Yrs +
- Younger donors prefer online giving options
- 43% of non-donors would give if they had the money
- 30% of current donors not giving more because of questions regarding how the money is spent

THE ihiveLIVE SHARING PLATFORM

- Where consumers, business and charities can come together “to do good” for their community
- A virtual community of like-minded people who are philanthropists at heart



Sign-up specific to your charity

The screenshot shows the ihiveLIVE website interface. At the top left is the ihiveLIVE logo. To its right is a navigation bar with a dropdown menu set to 'All', a search bar, and a 'Find Product' button. On the far right of the top bar is the user name 'Guy Graveline' with a menu icon. Below this is a secondary navigation bar with icons and labels for 'MyDeals', 'All Deals', 'Trending Deals', 'MyMerchants', 'MyPreferences', and 'MyCharity'. The 'MyCharity' section is highlighted in yellow. It contains a list of charity categories on the left and a selected charity on the right. The selected charity is 'niagarahealth foundation', with a blue arrow pointing to it from the text 'Example only. Your charity would appear here.' Below the charity name is a blue information icon and the text 'You cannot change your charity for 6 months'.

Aged	0
Animals	1
Arts / Culture	1
Children / Youth	4
Community	1
Disaster Relief	3
Domestic Needs	1
Education	0
Environment	2

niagarahealth foundation

niagara

i You cannot change your charity for 6 months

Example only.
Your charity would appear here.

Sign-up tailored to the individual

The screenshot displays the ihiveLIVE user interface. At the top, the logo 'ihiveLIVE' is on the left, followed by a dropdown menu set to 'All', a search bar, a 'Find Product' button, and the user's name 'Guy Graveline'. Below this is a navigation bar with icons and labels for 'MyOffers', 'MyCoupons', 'MyMerchants', 'MyPreferences' (highlighted in yellow), and 'MyCharity'. The main content area features a grid of 15 interest categories, each represented by a square image with a white checkmark in the bottom right corner. An 'Edit' button is located in the top right of the grid area.

Category	Image Description	Status
Art/Photography	Hand painting a blue abstract design on a canvas.	Selected
Automotive	A dark blue Ford Mustang car.	Selected
Books/Media	A stack of colorful books.	Selected
Education	A young child sitting at a desk, focused on reading or writing.	Selected
Electronics	A close-up of a smartphone camera lens.	Selected
Family	Silhouettes of a family walking on a beach at sunset.	Selected
Fashion	A collection of fashion accessories including sunglasses, a watch, and jewelry.	Selected
Fitness & Sports	A person performing a weightlifting exercise with a barbell.	Selected
Food & Drinks	A vibrant, colorful salad in a bowl.	Selected
Games & Toys	A Rubik's Cube on a desk.	Selected
Gifts	Hands holding a wrapped gift box.	Selected
Yoga	A person in a yoga pose against a blue background.	Selected
Gardening	A green shovel filled with dark soil.	Selected
Travel	A view of a building facade with windows.	Selected
World	A globe of the Earth.	Selected

Finding merchants and deals is easy

The screenshot shows the ihiveLIVE website interface. At the top, there is a navigation bar with the ihiveLIVE logo, a search bar, and a 'Find Merchants' button. Below this is a secondary navigation bar with 'Merchants' highlighted, along with links for 'Trending Deals', 'All Deals', 'MyPreferences', 'MyCharity', and 'Help'. The main content area is titled 'Merchants' and features three filter tabs: 'MyMerchants', 'All Merchants', and 'Trending Merchants'. A pagination bar shows '1', '10', '20', '21', '25' with arrows. On the left side, there is a vertical category menu with options like 'All', 'Art/Photography', 'Automotive', 'Books/Media', 'Education', 'Electronics', 'Family', 'Fashion', 'Fitness & Sports', 'Food & Drinks', 'Games & Toys', and 'Gifts'. The main grid displays eight merchant cards, each with a logo, the merchant name, a list of cashback offers, and a 'Shop Now' button.

Merchant Logo	Merchant Name	Cashback Offers
	NBA Store.com	Up to 0.50% Up to 0.50%
	NFLShop.com	Up to 0.50% Up to 0.50%
	NHL Shop	Up to 1.50% Up to 1.50%
	New Balance Canada	Up to 0.50% Up to 0.50%
	PRANA - Organic & Vegan Foods 1	Up to 1.25% Up to 1.25%
	Pangea Brands LLC	Up to 2.50% Up to 2.50%
	Peran's HockeyWorld	Up to 1.25% Up to 1.25%
	ReFiner Golf Company	Up to 3.00% Up to 3.00%

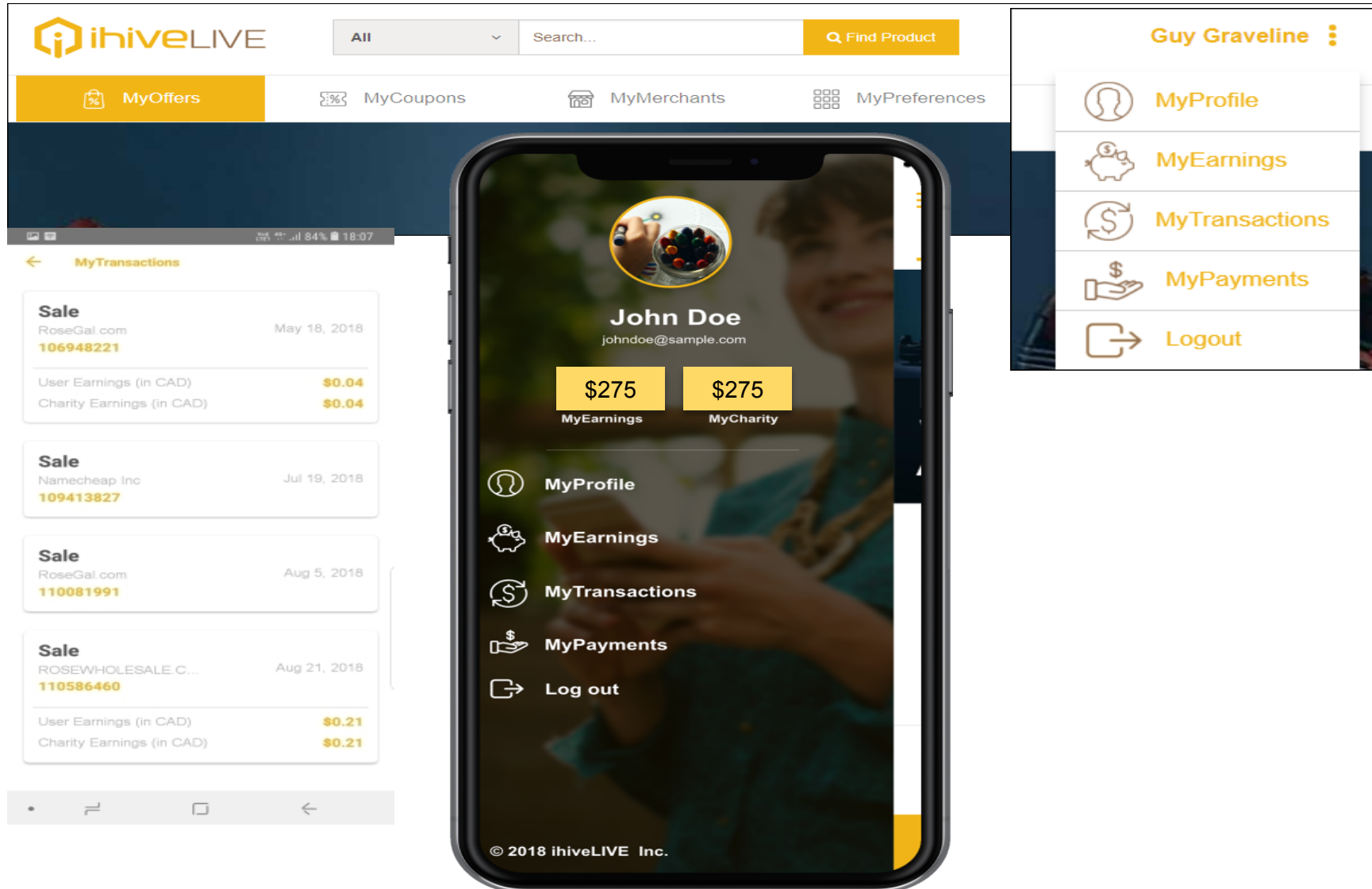
Shopping direct with affiliate merchant

The screenshot shows the Adidas website's product page for men's soccer boots. The top navigation bar includes the Adidas logo, menu items (MEN, WOMEN, KIDS, SPORTS BRANDS, CUSTOMISE), language (ENGLISH), order status, newsletter signup, and login. Below the navigation bar, there are promotional banners for newsletter sign-up, free shipping on orders over \$50, and free returns. The main content area features a left sidebar with filters for Kids (5), Product Category (Shoes [28], Accessories [9]), Product Type (Sport Shoes [20], Gloves [9], Trainers [5]), and Size (1, 2, 3). The main product grid displays four items, each with a 'NEW' badge, a heart icon, and a star rating. The items are: 1. MEN'S PREDATOR 18.3 FIRM GROUND BOOTS (2 colours, C\$130, 20 reviews); 2. MEN'S PREDATOR TANGO 18.1 TRAINERS (2 colours, C\$180, 1 review); 3. MEN'S PREDATOR TANGO 18.3 INDOOR BOOTS (2 colours, C\$130, 4 reviews); 4. MEN'S PREDATOR TANGO 18+ TURF BOOTS (3 colours, C\$270, 47 reviews).

The screenshot shows the Adidas website's checkout page. The top section is titled 'YOUR BAG 1 ITEM' with a 'Continue Shopping' link. The bag contains one item: MEN'S PREDATOR 18.3 FIRM GROUND BOOTS. The item details include a small image of the boot, the name, gender (Men), color (Cblack/Ftwwh/Red), size (8), and stock status (In Stock). There are links for 'Edit', 'Delete', and 'Move to Wishlist'. The price is C\$ 130.00. Below the item details, there are two checkout options: 'CHECKOUT' and 'PayPal Checkout'. The bottom of the page features three promotional banners: 'Free Delivery On All Orders Above \$50.', 'Free Returns', and 'Secure Checkout'. On the right side, there is a 'CHECKOUT' button and an 'ORDER SUMMARY' section. The order summary shows 1 product with a total of C\$ 130.00, delivery costs of C\$ 4.50, and a total of C\$ 130.00.

ORDER SUMMARY:	
1 PRODUCT	
Product total	C\$ 130.00
Delivery	C\$ 4.50
Free shipping above \$50	C\$ - 4.50
Total delivery costs	FREE
Total	C\$ 130.00

Easily check transactions and giving



THE SHARING POTENTIAL OF ihiveLIVE



Examples:

- ❖ **Purchase of Shoes for \$253.96**
Commission of 2.5% = \$6.35
Member's charity = \$3.17 or \$6.35
- ❖ **Purchase Travel for \$2,660.03**
Commission of 5% = \$133.00
Member's Charity = \$66.50 or \$133.00

Average Canadian household spends about \$2,748 each year on online shopping. If 50% of purchases are made via ihiveLIVE at an average commission rate of 2.5% and members choose to 100% of the cashback to their charity, then:

Each member would produce for their charity = \$34.35

A charity with 1,000 ihiveLIVE Members = \$34,350 annually

REVENUE SHARING



How **ihiveLIVE** makes money and invests to grow...

- We negotiate great cashback rates with each of our affiliate merchants and direct up to 50% of the cashback proceeds back into the **ihiveLIVE**
- This allows us to invest in expanding our reach, enhancing technology to promote social giving and creating an online social community
- When you explore merchants through **ihiveLIVE**, you'll see the cashback percentage advertised – **that's the rate you and your charity will receive!**

Here's some cashback examples:

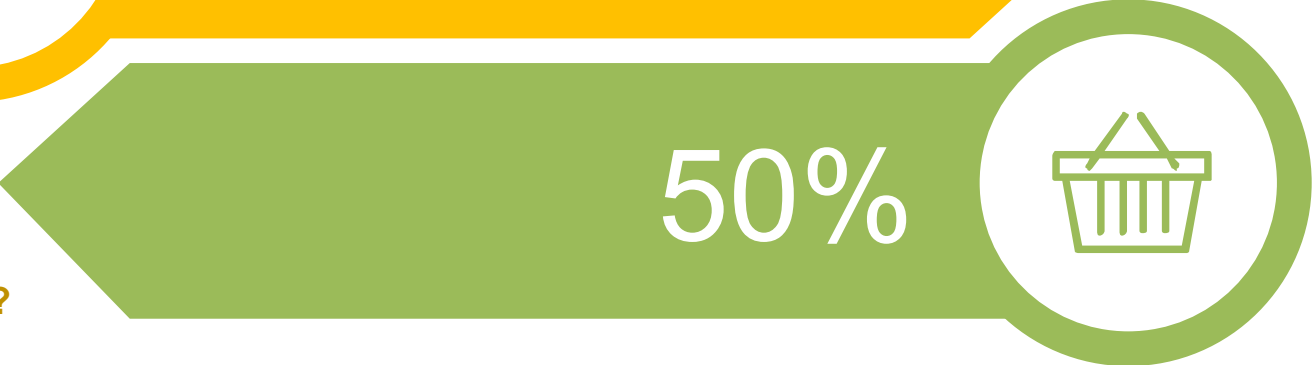
Monster **10%**, Keds **5%**, NHLSHOP.com **3%**, and Mountain Warehouse **2.5%**, just to name a few.

REVENUE SHARING

Charity



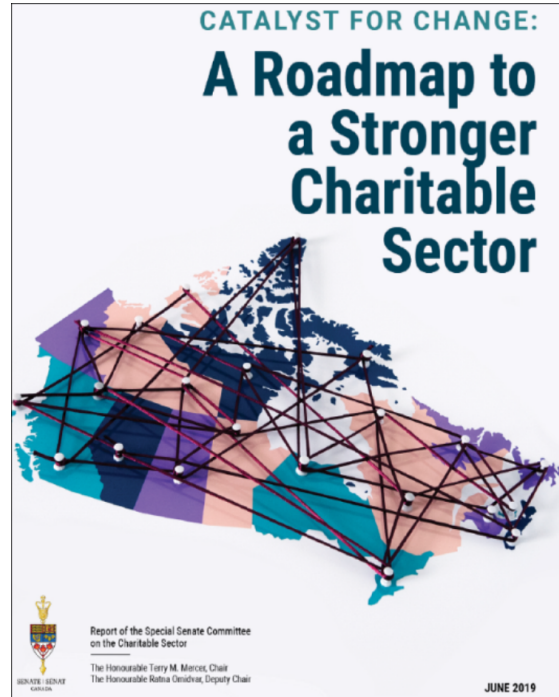
Member



Did you know?

- Members can double their giving to your charity by directing their 50% to your charity as well!

Supporting Research



THE ihiveLIVE SOLUTION

- “Catalyst” for giving, for “helping others”
- Research based tool for learning about donors
- Community for sharing and communicating
- Positive influencer for societal change
- Platform for “sharing” money so people can give



WHAT WE OFFER CHARITIES IN CANADA

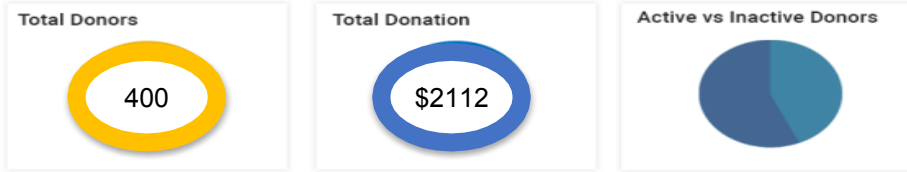
- Low “cost to raise” fundraising program
- “No cost” way for current donors to give more
- “No cost” way to attract non-donors who now have cash from ihiveLIVE to give
- Transparent reporting system for your program:
 - Your Dashboard
 - Your Donor Information
- Sustainable source of funding that will grow over time as more people use online shopping options
- Communications tool to strengthen affinity relationships with your donor base



THE ihiveLIVE CHARITY TOOLKIT

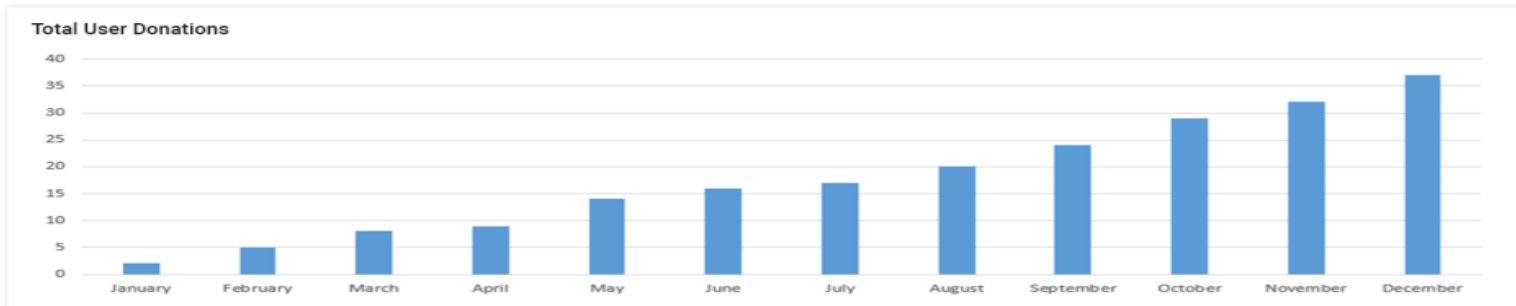
- Communications materials for you to introduce ihiveLIVE to your donor base with creative elements
- Ongoing updates and information in creative formats to ensure sustained communications about ihiveLIVE
- Profile page on ihiveLIVE with backlink
- Social media shout-outs and exposure

Charity Support



Top Donors

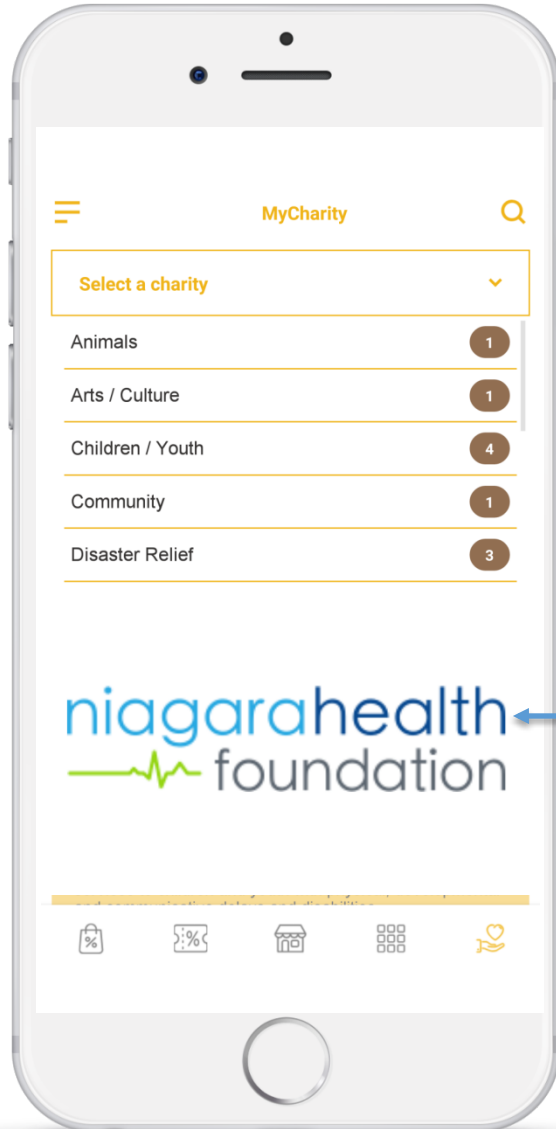
Donor Name	Country	Amount
Mark Henry	USA	\$20
Johnson MCarthy	Canada	\$15
Michelle Sketcher	Canada	\$35
Big bang sales	Canada	\$22



Administration Portal - Manual procedures will become automated from pilot learnings to develop automated capabilities for:

- Dashboard
- Payment Processing
- Historical statistics and donor information for ongoing engagement
- Ability to survey or poll Members

ihiveLIVE'S UNIQUE OFFERING



ihiveLIVE enables charities to “lock in” cause-related shopping and activities to your charity and stay “top of mind”.

The charity receives all cash generated from the individual shopper upon signing up.

This gives the charity the unique ability to maximize fundraising from the ihiveLIVE platform and lessen distraction from other competing charities.

Example only.
Your charity would appear here

Onboarding Your Charity

Pre Sign-up

Activities:

- Overview Presentation
- Letter of Intent (LOI)
- Identification of Internal Coordinator
- Agreement to mutually acceptable launch date

Pre Launch

Activities:

- Review and customization of templated communications
- Review of data sharing / weekly extract of sign-ups
- Data analysis required to measure conversion success rate
- Walk-thru FAQs and Customer Support Model

Launch

Activities:

- Employee notification in advance of final launch date
- Sending donor invitation emails
- Promotion on social media

Post Launch (+1-90 days)

Activities:

- Weekly emails sent to new members thanking them on behalf of both organizations
- Weekly extract report sent to Internal Coordinator, including donor name, email and cashback generated to date, conversion %
- Reminder emails sent to donors who have not signed up

Support Components

Letter of Intent

- Nature of partnership
- High-level Roles and Responsibilities
- Confidentiality & Privacy

Communications

- Launch Email
- Follow-up reminders
- Banner Ad
- Upcoming events to promote

Customer Support

- FAQs
- info@ihivelive.com
- Management resolution
- Discussion with Internal Coordinator
- Onscreen Notification / Email to members

NEXT STEPS

- Our ask to your organization:
 - connect with your key personnel
 - letter of support for ihiveLIVE
 - introduction of program to your supporter base encouraging them to sign-up now
- Collaborative working relationship
- Preparation for your charity's launch

HOW TO CONTACT US

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