

# Bystanders to Upstanders

Awareness | Action | Community

# PROBLEM

## Businesses



Businesses want to engage their employees to increase CSR Ratings.

## Users



Users lack time to seek out relevant opportunities.

## Charities



Charities cannot afford the money to market their opportunities to larger audiences.

# SOLUTION

## **An Online Community:**

Localize, personalize, and gamify volunteer work for users and centralize volunteers and increase reach for nonprofits.





# MISSION & VISION



## **Our Mission**

To incite people to take action in their communities



## **Our Vision**

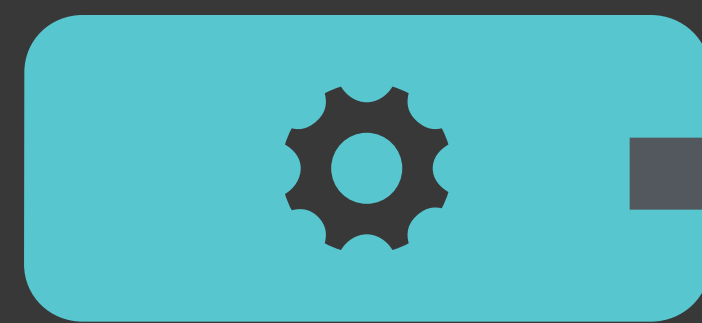
B2U seeks to provide each user with a personalized volunteer assistant to facilitate involvement and create a hub of socially conscious individuals, charities, and businesses.





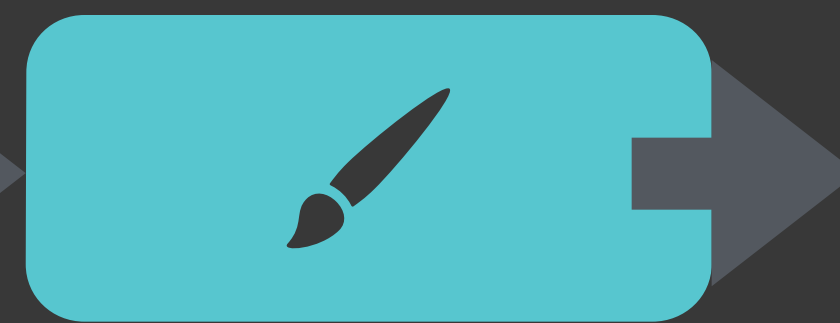
OUR PRODUCT

# B2U FOR VOLUNTEERS



## 1. SET UP PROFILE

Specify your interests and location.



## 2. JUST FOR YOU

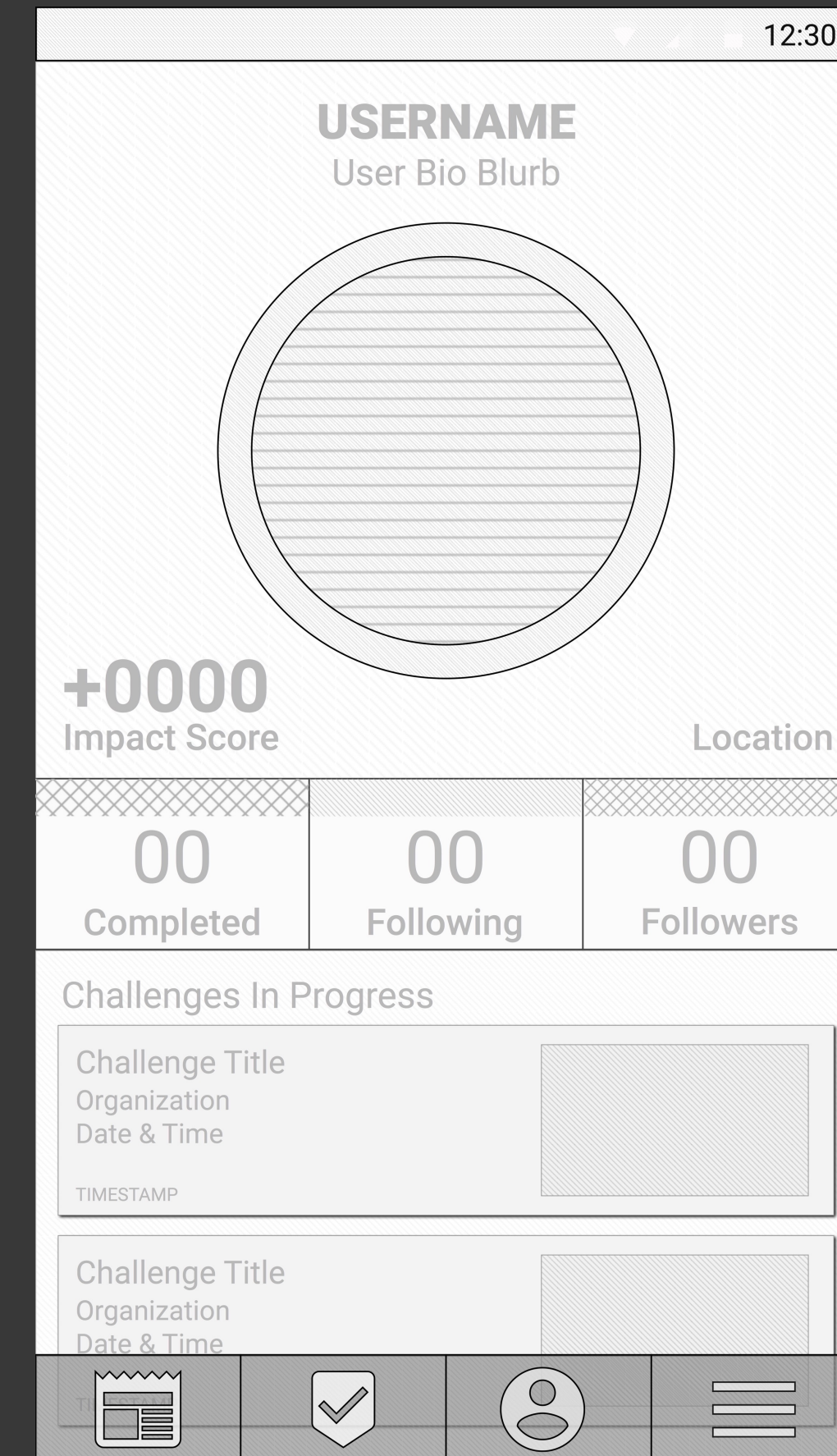
Get customized opportunities in your area.



## 3. TRACKING

View your current sign ups and your volunteer history.

## PROFILE







# B2U FOR CHARITIES

01

## Create Events and Programs

List opportunity details in the B2U database to manage events and programs

02

## Set Job Descriptions & Timeslots

Tell us what skill set is required and when volunteers need to arrive

03

## Reach More Volunteers

Send announcements to those who follow your page or have signed up for your event

04

## Feedback Loop

Check off volunteers when they arrive or have completed their hours

07



# BUSINESS MODEL

## Employers



Employers license the app for a set fee based on their company size

## Businesses



Businesses advertise socially conscious products and promotions



## Charities

Charities pay for premium features such as large event tracking and long-term campaigns





ABOUT US



# TEAM LEADERSHIP



**Myra Emmett**

**CFO**

Accounting and finance



**Winnie Xu**

**COO**

Web and graphic design



**Sneha Jayaprakash**

**CEO**

Social causes and technical infrastructure



**To-Van Hoang**

**CBO**

Marketing and social media



# TEAM STRUCTURE

## TECH

Internally develops and manages the app and website.

## DESIGN

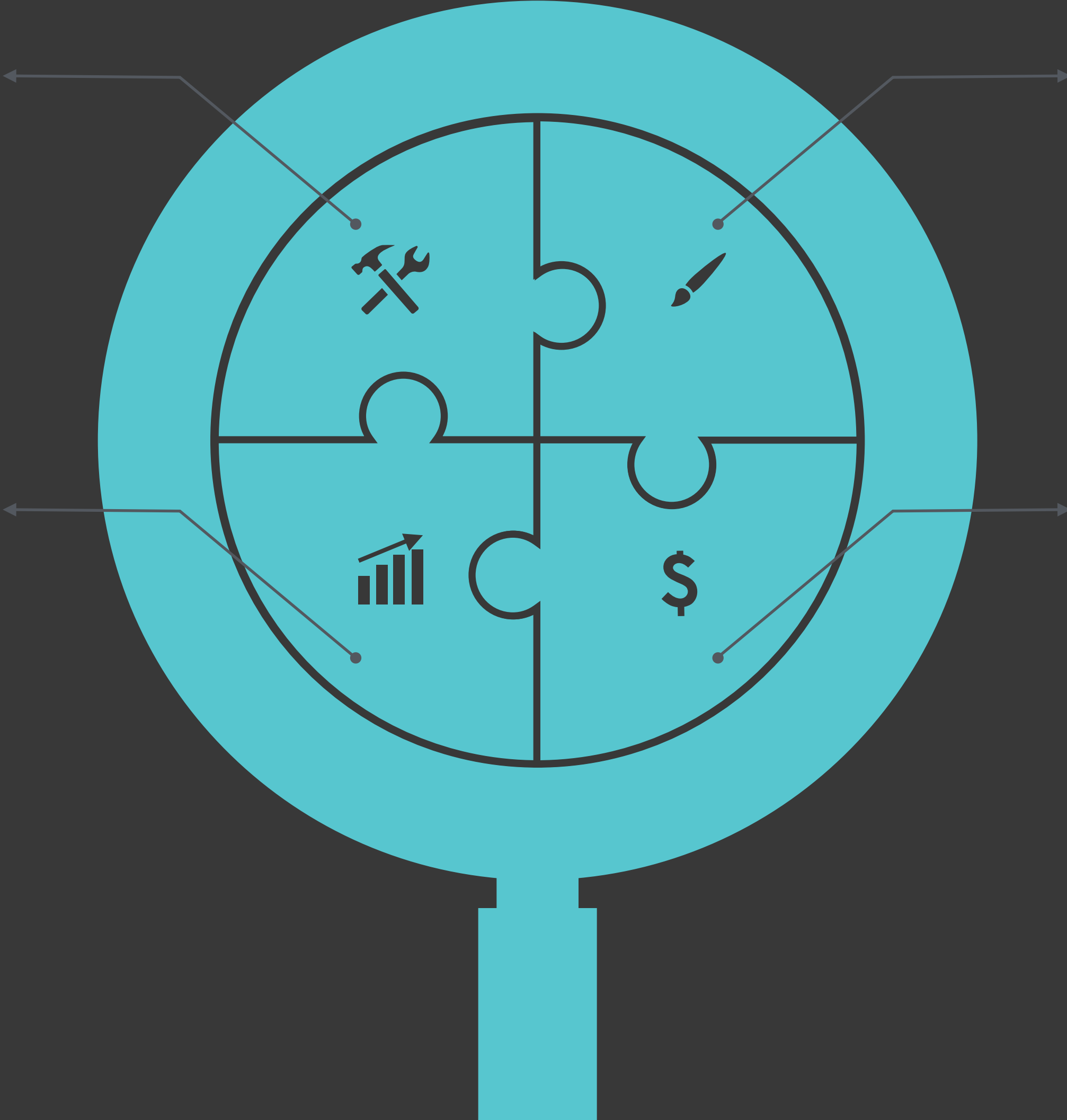
Conducts user interviews, oversees user experience designs, and produces user interface for B2U's mobile and web platforms.

## MARKETING

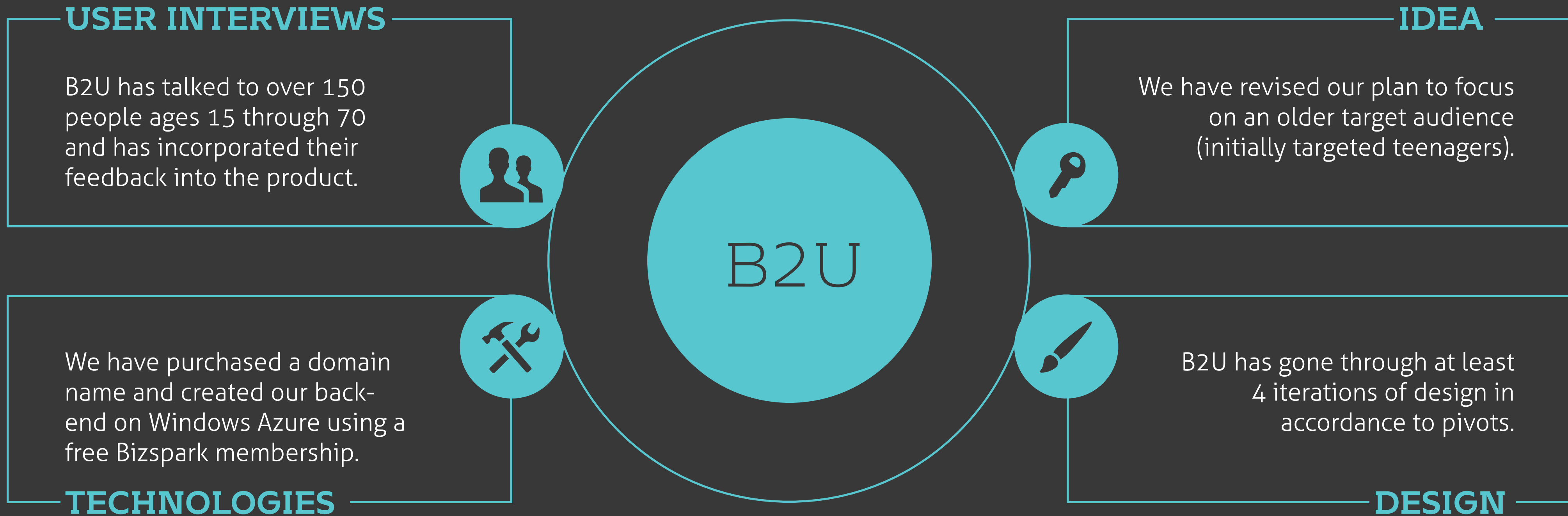
Curates social media channels, organizes campaigns, and actively spreads the B2U brand.

## BUSINESS

Manages finances and legal paperwork.



# ACCOMPLISHMENTS





# OUR AWARDS



**2013**

**Challenge for Change**

\$2500 and social innovation mentorship



**2014**

**Imagine Fund**

\$10000 and technical mentorship



**2014**

**UCSD Social Innovation Fund**

\$2000



**2014**

**Zahn Prize Social Innovation Open Challenge**

\$1000




**2014**

**MyStartupXX**

(ongoing) marketing and product development mentorship

# 2015 PLANS



March **Beta Test**


Launch the mobile application to the general public and officially begin partnerships with medium companies



December **Market**

User testing with local charities and their supporters to improve the customization of the program

September **Launch**



Partner with Youtube stars and other minor celebrities to create our own social good campaigns



Thank you

Bystanders to Upstanders

Awareness | Action | Community

[b2uproject@gmail.com](mailto:b2uproject@gmail.com)  
[fb.com/B2Uproject](https://fb.com/B2Uproject)