

PHILANTHROPIST.INFO

The Global Information & Research Portal for Nonprofits, Charities, Foundations & NGOs

One search. Global information. Trusted sources.



SEARCH

Organizations,
people, grants,
filings & more



RESEARCH

Financials, people,
grants, programs
& governance



UNDERSTAND

Clear summaries,
comparisons &
key insights



GLOBAL

50+ countries.
100+ registries.
One platform.



TRUSTED

Official records.
Transparent.
Verifiable.

BETTER INFORMATION
BETTER IMPACT.

Facts first. People always.



PHILANTHROPIST.INFO

Search. Research. Understand.



10M+

Registered nonprofits
worldwide



\$1.5T+

Global charitable giving
annually



Millions

of donors, grantmakers,
professionals & institutions

BUSINESS PLAN

VERSION 2.0

AUGUST 27, 2026

02

THE PROBLEM

Finding nonprofit information is harder than it should be.

Millions of people want to learn about the organizations they support, work with, regulate, fund, or partner with — but the information they need is scattered, technical, and difficult to find.

“Public information should be public, useful, and usable.”

KEY PROBLEMS TODAY



SCATTERED INFORMATION

Data lives across multiple government sites, registries, PDFs, and databases.



TOO TECHNICAL

Forms like 990s are complex and not user-friendly for most people.



TIME CONSUMING

Researching an organization can take hours.



HARD TO COMPARE

No simple way to compare organizations side-by-side.



SOURCES NOT CONNECTED

Important relationships, people, grants and filings are not linked.



DECISIONS RISKY

Without clear, complete information, good decisions are more difficult.



THE RESULT:

Good people want to give, engage and partner — but lack the clarity they deserve.



OUR BELIEF:

Better information leads to better decisions, stronger organizations and greater impact for our communities and the world.

DID YOU KNOW?



There are over **1.8 MILLION** registered nonprofits in the United States.



Worldwide, **10 MILLION+** NGOs and nonprofits operate in 50+ countries.



Forms like the IRS **990** contain rich public information — but are not easy to use.



Transparency builds **TRUST**
Trust drives support.
Support drives impact.



PHILANTHROPIST.INFO
Search. Research. Understand.



10M+
Registered nonprofits worldwide



\$1.5T+
Global charitable giving annually



Millions
of donors, grantmakers, professionals & institutions

Better information.
Better impact.
A better world.



03 THE SOLUTION

PHILANTHROPIST.INFO is the search engine for philanthropy.



Search

Millions of nonprofits worldwide.



Research

People, grants, foundations & history.



Access

Financials, people, grants, filings & more.



Compare

Organizations, trends & benchmarks.



Understand

Plain-language summaries and key insights.



Act with confidence

Use facts, not assumptions.

“

One search.
Global information.
Trusted sources.

PHILANTHROPIST.INFO brings together official records, government sources, open data, and independent research — so you can find, evaluate and understand organizations faster and with confidence.

One search. Global information. Trusted sources.



PHILANTHROPIST.INFO

Search. Research. Understand.



10M+

Registered nonprofits worldwide



\$1.5T+

Global charitable giving annually



Millions

of donors, grantmakers, professionals & institutions

GLOBAL INFORMATION.
BETTER IMPACT.
A BETTER WORLD.



04 OUR PRODUCT

Simple search. **Powerful information.**

PHILANTHROPIST.INFO makes it easy to find, understand and compare nonprofits, charities, foundations and NGOs — using official records and trusted sources.

- ✓ Free search and basic profiles
- ✓ Deep financial and operational data
- ✓ People, leadership and compensation
- ✓ Grants, funding and relationships
- ✓ Historical filings and trends
- ✓ Tools to compare and monitor
- ✓ Research and export capabilities
- ✓ Independent determination via CC

SEARCH ORGANIZATIONS

Find nonprofits, charities, foundations and NGOs worldwide.



Search organizations, EIN, registration number or keyword...

Search



Official Status
& Registry



Financials
& Filings



People
& Leadership



Grants
& Funders



Research
& Insights



We bring together government records, nonprofit filings, open data and independent research — so you get the facts you need, faster.



10M+

Registered nonprofits
worldwide



\$1.5T+

Global charitable giving
annually



Millions

of donors, grantmakers,
professionals & institutions



990+

Forms and public records
and growing



Trusted

Sources. Transparency.
Independence.



PHILANTHROPIST.INFO

Search. Research. Understand.

Our mission: Better information leads to better decisions, stronger organizations and greater impact for our communities and the world.

“ Good information builds trust.
Trust drives support. Support drives impact.



05 PRODUCT EXPERIENCE

Example: **American Red Cross**

Every organization profile gives you essential facts for free. Unlock deeper insights when you need more.

- ✓ **Free Preview**
Key facts, mission, latest filings and financial snapshot.
- ✓ **Unlock Full Profile**
Financial history, people, grants, compensation and more.
- ✓ **Trusted Sources**
Official records, tax filings, government databases and independent research.
- ✓ **Always Current**
We update records regularly so you can rely on the latest information.



American Red Cross

Washington, DC • United States

EIN: 53-0196605 • 501(c)(3) Public Charity

[View Full Profile \\$9](#)

Financial Snapshot (FY2023)

Revenue	Expenses	Assets
\$3.72B	\$3.50B	\$2.68B

Form 990 (2023)

Last Filed	IRS Status
2024-11-15	Active



Official Status
& Registry



Financials
& Filings



People
& Leadership



Grants
& Funders



Research
& Insights

From government records to meaningful insights.

Overview

Financials

People

Filings

Grants

Research

Documents



Official Records

Tax filings, registrations, government data.



Financial Insights

Revenue, expenses, assets and financial trends.



Leadership & People

Board, executives, compensation.



Grants & Funders

Grants received, donors and partnerships.



Research & Documents

Reports, filings and source documents.





06

WHAT PEOPLE CAN DO

Everything starts with search.



Find nonprofits & charities
by name, EIN or keyword.



View 990s & financial data
instantly.



Research people & leadership
boards, officers, compensation.



Explore grants & funders
foundation giving & recipients.



Compare organizations
side-by-side.



Save, track & get alerts
stay informed on changes.



Search. Research. Understand. Act.



10M+
Nonprofits searchable
worldwide



100+
Data sources &
open records



One
Global search
experience



Real-time
Updates & change
monitoring



Trusted
Official records.
Independent research.



Secure
Private, reliable
and transparent.



PHILANTHROPIST.INFO
Search. Research. Understand.



Our mission: Better information empowers people
to make better decisions and creates
greater impact for our communities and the world.

“

Good information builds trust.
Trust drives support. Support drives impact.

07

OUR DATA SOURCES

Official. Transparent. Verifiable.

We gather information from authoritative government agencies, open data initiatives and trusted organizations around the world.

- ✓

Official Records
 Government filings, registries, and public disclosures.
- ✓

Transparent
 Open data and public documents you can verify.
- ✓

Comprehensive
 Global coverage across countries and jurisdictions.
- ✓

Up to Date
 Regular updates so you always have current information.
- ✓

Cross-Verified
 Multiple sources. One trusted view.

 Internal Revenue Service United States 990s, tax-exempt status, determination letters	 Charity Commission England & Wales Charity register, accounts, filings, governance	 Australian Charities and Not-for-profits Commission Charity register, financial reports, governance	 Office of the Scottish Charity Regulator Charity register, accounts, annual returns
 Charities Services New Zealand Charity register, filings, annual returns	 Canada Revenue Agency T3010 filings, charity status, financial information	 International Aid Transparency Initiative Aid data, spending, activity and results	 Open Philanthropy Project Grant data, recipients, funders, and trends
 Open Government Data & Portals Open data, budgets, contracts, reports	 ProPublica Nonprofit Explorer Nonprofit data, compensation, revenues, tax filings	 Norwegian Agency for Development Cooperation Aid & development data, organizations, projects	 World Bank Open Data Development indicators, financial data, demographics

✓

We link to the source. You get the facts.

08 MARKET OPPORTUNITY

A large, growing global need.

Billions of dollars are donated every year. Decision-makers, donors, grantmakers and professionals need better information to make confident, impactful choices.



10M+

Registered nonprofits
worldwide



\$1.5T+

Global charitable giving
annually



Millions

of donors, grantmakers,
professionals & institutions

WHY THE NEED IS GROWING



More nonprofits

New organizations
formed every day
around the world.



More funding

Global giving and grants
continue to grow
year after year.



More data

More filings, reports
and open data
becoming available.



More stakeholders

Donors, grantmakers,
researchers and the public
demand transparency.



Higher expectations

Accountability, impact
and good governance
matter more than ever.



Better decisions

Better information leads
to better decisions and
better outcomes.



OUR IMPACT

Better information leads
to better decisions and
greater impact.



Stronger nonprofits

Access to data helps
organizations improve
and grow.



More effective funding

Funders find the right
partners and measure
results with confidence.



Informed communities

The public can see where
resources go and the
difference they make.



Global good

Better information
drives more good
in more places.



A better world

Together, we build a
more transparent and
impactful future.



Our mission:

Provide open, reliable and independent information
that empowers better giving and greater impact
for our communities and the world.



Information is the foundation
of trust and the catalyst for change.

PHILANTHROPIST.INFO



09

HOW WE STAND APART

More than data. Insight you can trust.

We combine official records, open data and independent research to deliver clear, comparable and actionable information.



Independent & Unbiased

We are not a charity, government agency or fundraising platform. We are independent.



Comprehensive Coverage

Global scope with official records, filings, financials, people, grants and research.



Verified & Transparent

We cite our sources and link to the original records so you can verify for yourself.



Easy to Use

Powerful search and clear profiles make complex information simple.



Always Current

We update data regularly so you can rely on the latest information.



Built for Everyone

Donors, grantmakers, nonprofits, researchers, journalists and the public.

FEATURES	PHILANTHROPIST.INFO	GOVERNMENT PORTALS	CHARITY NAVIGATOR	OTHER DATABASES & PROVIDERS
 Global coverage	 Global data & research	✓ Limited	✓ Primarily U.S.	✓ Varies
 Official records & filings	 Linked to source	✓ Often available	— Limited	✓ Varies
 People & leadership	 Detailed leadership data	— Limited	— Basic	✓ Varies
 Financials & 990s	 Comprehensive & comparable	✓ Often available	✓ U.S. 990s	✓ Varies
 Grants & funding data	 Donors, grants & recipients	— Limited	— Limited	✓ Varies
 Research & insights	 Independent research & analysis	— Limited	✓ Ratings & metrics	✓ Varies
 Source transparency & verification	 Citations & direct links to sources	✓ Official sources	— Some	✓ Varies
 For everyone	 Donors, nonprofits, researchers & public	— Not user friendly	— Donors only	— Varies



We provide independent, transparent and comprehensive information so you can make better decisions with confidence.





10 PRICING

Plans for every mission.

Choose the plan that fits your work. Upgrade or cancel anytime.



FREE

Explore

\$0

forever

Basic search and organization snapshots.

- ✓ Basic Search
- ✓ Organization Profiles
- ✓ Financial Summaries
- ✓ Save Favorites
- Exports & Downloads
- Advanced Filters
- API Access
- Alerts

[Get Started](#)

BASIC

For Individuals

\$19

/month

or \$190 / year (save 17%)

For donors, volunteers and small organizations.

- ✓ Everything in Free
- ✓ Advanced Search
- ✓ Export Data (CSV)
- ✓ Create Alerts
- ✓ Save & Organize Lists
- ✓ Compare Organizations
- API Access

[Choose Basic](#)

PRO

For Professionals

\$49

/month

or \$490 / year (save 17%)

For grantmakers, analysts and researchers.

- ✓ Everything in Basic
- ✓ Advanced Filters
- ✓ Full Financials & 990s
- ✓ Bulk Data Exports
- ✓ Research Reports
- ✓ Priority Support
- ✓ API Access (Limited)

[Choose Pro](#)

ENTERPRISE

For Teams & Institutions

Custom

Contact us

For foundations, nonprofits and large organizations.

- ✓ Everything in Pro
- ✓ Team Access & Roles
- ✓ Custom Data Solutions
- ✓ Dedicated Support
- ✓ API Access (Full)
- ✓ Training & Onboarding
- ✓ SLA & Security Review

[Contact Sales](#)



All plans include trusted data, transparent sources and our commitment to accuracy.
No contracts. Cancel anytime.





11

OUR COMMITMENT

Better information. Better impact.



PHILANTHROPIST.INFO is built on trust, transparency and independence.

We are committed to helping the world make better decisions that create greater impact.



INDEPENDENT

We are not a charity, government agency or fundraising platform. We are independent.



TRANSPARENT

We show our sources. We link to the original records so you can verify for yourself.



GLOBAL

We cover 50+ countries and 100+ registries. One search. Global information.



TRUSTED SOURCES

We use official records, government sources, open data and independent research you can trust.



USEFUL INSIGHTS

We turn complex data into clear insights you can understand and act on.



FOR EVERYONE

Donors, grantmakers, nonprofits, researchers and the public — we are here for you.



Good information builds trust. Trust drives support. Support drives impact.
Together, we build a better world.





12

TRACTION & MOMENTUM

Growing trust. Expanding impact.

Since launching our MVP, philanthropic leaders, researchers and organizations are already using PHILANTHROPIST.INFO to find, evaluate and understand with confidence.



2,800+

Registered Users
and growing weekly



25,000+

Searches
across 50+ countries



4,500+

Organizations
profiled



100+

Data Sources
connected

“ PHILANTHROPIST.INFO is quickly becoming an essential resource for our due diligence and grantmaking.
— Foundation Partner

WHO'S USING US



Grantmakers & Foundations
Smarter due diligence & funding decisions



Nonprofits & Charities
Stronger visibility & more opportunities



Researchers & Analysts
Reliable data for better insights



Donors & Volunteers
Find causes that match their values

EARLY PARTNERS & SUPPORTERS



Candid.



Engaging with leading platforms to expand reach and impact.

EARLY USER FEEDBACK

“ The transparency and source linking set a new standard.
— Nonprofit CEO

“ This is the future of nonprofit intelligence. We rely on it every day.
— Research Director

“ Finally, one place to search everything with confidence.
— Philanthropic Advisor

MOMENTUM AHEAD



Now
Growing user base & data coverage



Next 6 Months
New features, more sources, global expansion



Next 12 Months
AI insights, advanced analytics, enterprise tools



Long Term
The global standard for nonprofit intelligence



Strong foundation. Early traction. Clear demand.
PHILANTHROPIST.INFO is positioned for rapid growth and lasting impact.

Our mission: Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



13

MARKET OPPORTUNITY

A large, growing market with a critical need.

Nonprofit leaders, funders and researchers depend on accurate information—yet today's fragmented landscape forces them to waste time, question data quality and miss opportunities.

PHILANTHROPIST.INFO brings it all together.

**\$18B+****Total Addressable Market**

Global nonprofit data and intelligence market by 2030¹

**10-12%****Projected CAGR**

Strong growth driven by transparency & accountability¹

**1.5M+****Target Users**

Grantmakers, nonprofits, researchers & donors globally²

WHY THE NEED IS URGENT



Fragmented & Inconsistent

Data is scattered across thousands of sites, formats and jurisdictions.



Time-Consuming & Inefficient

Leaders spend hours finding and verifying basic information.



Risk & Uncertainty

Incomplete or outdated data leads to poor decisions and compliance risk.



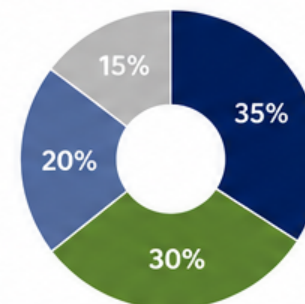
Limited Transparency

Lack of clear, comparable insights reduces trust and accountability.

MARKET LANDSCAPE

CAPABILITY	LEGACY PROVIDERS (e.g., Candid, Charity Navigator)	PHILANTHROPIST.INFO
Global Coverage	Limited international depth	✓ 50+ countries, 100+ registries
Data Sources	Partial, selective	✓ Extensive, official + open data
Financials & 990s	U.S.-centric	✓ Global + U.S. 990s
People & Leadership	Basic	✓ Detailed leadership & contacts
Search & Analytics	Basic search	✓ Advanced search, filters, comparables & exports
Monitoring & Alerts	Limited	✓ Custom alerts & watchlists
Source Transparency	Varies	✓ Direct links to original records
Independence	Mixed (some are charities)	✓ Fully independent platform

LARGE & DIVERSE MARKET



- Grantmakers & Foundations
- Nonprofits & NGOs
- Researchers & Analysts
- Donors & General Public

STRONG & GROWING DEMAND DRIVERS



Rising demand for transparency, accountability & ESG reporting



Increased regulation & compliance requirements worldwide



Growth in philanthropy & cross-border giving



Technology enables better data collection, linking & analysis



Massive opportunity.

Clear pain points. Underserved globally.

PHILANTHROPIST.INFO is uniquely positioned to lead.



Our advantage:

Global scope, data depth, transparency, technology and independence create a defensible, scalable business.

1. Sources: Grand View Research, 2023; Statista, 2023; Deloitte Philanthropic Market Outlook, 2023

2. Internal estimates based on global nonprofit, foundation, academic and donor populations.



14 BUSINESS MODEL

Sustainable. Scalable. Mission-aligned.

PHILANTHROPIST.INFO combines multiple revenue streams with a freemium foundation to drive adoption, provide value and scale impact globally.



FREEMIUM FOUNDATION

Free access to basic search and organization profiles for everyone.



PREMIUM SUBSCRIPTIONS

Advanced search, filters, exports and research tools for professionals.



ENTERPRISE SOLUTIONS

Custom data, API access, team seats and integrations for organizations.



DATA & INSIGHTS SERVICES

Reports, industry benchmarks and bespoke research projects.



PARTNERSHIPS & AFFILIATES

Strategic partnerships and affiliate programs that extend reach and value.

DIVERSE REVENUE STREAMS



40%

Subscriptions
Individual & professional premium plans



25%

Enterprise Solutions
Team / organization licenses & custom data



15%

Data & Insights Services
Reports, custom research & analytics



10%

API & Data Access
Developers, platforms & system integrations



10%

Partnerships & Affiliates
Referrals, co-branded programs & sponsorships

Note: Percentages reflect long-term target revenue mix.

HOW IT WORKS

1

Free Access
Users start with free search and organization snapshots.

2

Value Unlocked
Users discover deeper insights and save time.

3

Upgrade or Expand
Users upgrade to premium or teams adopt enterprise solutions.

4

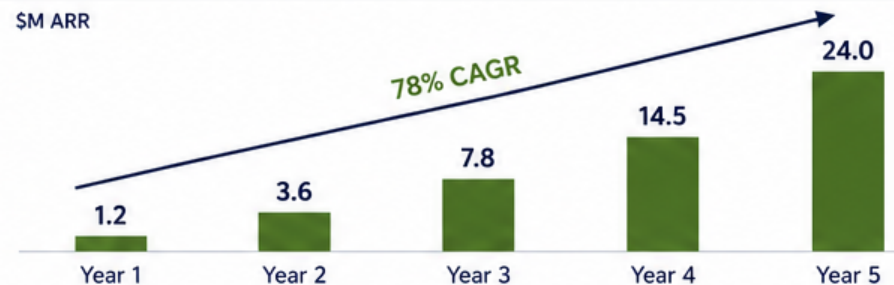
Deeper Engagement
Users leverage data, reports and integrations to drive better decisions.

5

Greater Impact
Better information leads to stronger organizations and communities worldwide.

REVENUE GROWTH OUTLOOK

\$M ARR



KEY FINANCIAL HIGHLIGHTS (YEAR 3 ESTIMATES)



\$7.8M

ARR
Annual Recurring Revenue



78%

CAGR
Projected Revenue Growth



72%

Gross Margin
High margin SaaS model



25K+

Paying Users
Professionals & Organizations



Our mission: Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



Our model: Sustainable growth that fuels our mission and expands our global impact.

“

Better information.
Better decisions.
Better impact.



15

TEAM & LEADERSHIP

Experienced leaders. Deep expertise. Shared mission.

Our leadership team combines deep sector knowledge, technology expertise and a passion for transparency and impact.



ERIC MELIN
Founder & CEO

Entrepreneur and investor with 25+ years building technology and data companies. Passionate about enabling better giving through better information.



SARAH JOHNSON
COO

Operations and scaling expert with 15+ years in enterprise and nonprofit organizations. Focused on execution, partnerships and customer success.



DAVID LEE
CTO

Technology leader and architect of large-scale data platforms. Expert in AI, data systems and building secure, scalable products.



MELISSA GARCIA
Head of Data & Research

Research strategist with 20+ years in nonprofit data, analytics and impact measurement. Ensures accuracy, depth and independent insight.



JAMES WILSON
CFO

Financial leader with 25+ years in SaaS and subscription businesses. Focused on sustainable growth, strong unit economics and impact.

TEAM STRENGTHS

- ✓ **Deep Domain Expertise**
Decades of experience in nonprofits, philanthropy and data.
- ✓ **Technology & Scale**
Proven builders of secure, scalable platforms and data systems.
- ✓ **Mission Alignment**
United by a commitment to transparency, independence and impact.
- ✓ **Execution Focus**
Operator mindset with a track record of delivering results.

CULTURE & VALUES



INDEPENDENCE

We are non-aligned and unbiased. Our independence is our strength.



TRANSPARENCY

We believe in open data, clear sources and honest communication.



IMPACT

Everything we do is to drive better decisions and greater impact.



COLLABORATION

We partner, listen and build together with our users and communities.



INTEGRITY

We hold ourselves to the highest standards in everything we do.



DR. HELEN BROWN

Nonprofit Governance Expert

Former CEO of a global foundation and board member to many NGOs.



RAJ PATEL

Technology & Data Advisor

Former CTO of a leading data intelligence company.



MARIA SANTOS

Global Philanthropy Advisor

Advisor to international foundations and cross-border initiatives.



MICHAEL CHEN

Finance & Growth Advisor

Investor and operator with deep experience in SaaS growth.



ANITA DESAI

Impact & ESG Advisor

Expert in impact measurement, ESG reporting and accountability.

“ Great information. Stronger communities. Greater impact. ”



Our mission:

Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



Our model:

Sustainable growth that fuels our mission and expands our global impact.



Better information.
Better decisions.
Better impact.





16

PRODUCT PLATFORM

Powerful. Intuitive. Built for impact.

PHILANTHROPIST.INFO is a centralized platform that makes it easy to search, research and understand organizations using trusted sources and smart tools.



SMART SEARCH

Find organizations, people, grants and financials in seconds.



ORG PROFILES

Comprehensive profiles with data, documents and key insights.



DATA & ANALYTICS

Visualize financials, trends and impact with powerful analytics.



MONITOR & ALERTS

Track organizations, grants and topics that matter to you.



EXPORT & SHARE

Export reports, share insights and collaborate with confidence.

KEY MODULES



Search & Discovery

Global search across 100+ registries, records and sources.



Organization Explorer

In-depth profiles with leadership, financials, grants and filings.



Data & Analytics

Dashboards, comparisons and custom reports.



Monitoring & Alerts

Watchlists, alerts and updates on key changes.



Exports & Integrations

Export data and integrate via API and enterprise tools.

HOW USERS BENEFIT



Save time

One search replaces hours of manual research.



Make confident decisions

Access accurate, up-to-date and comparable data.



Increase transparency

Verify information with linked, official sources.



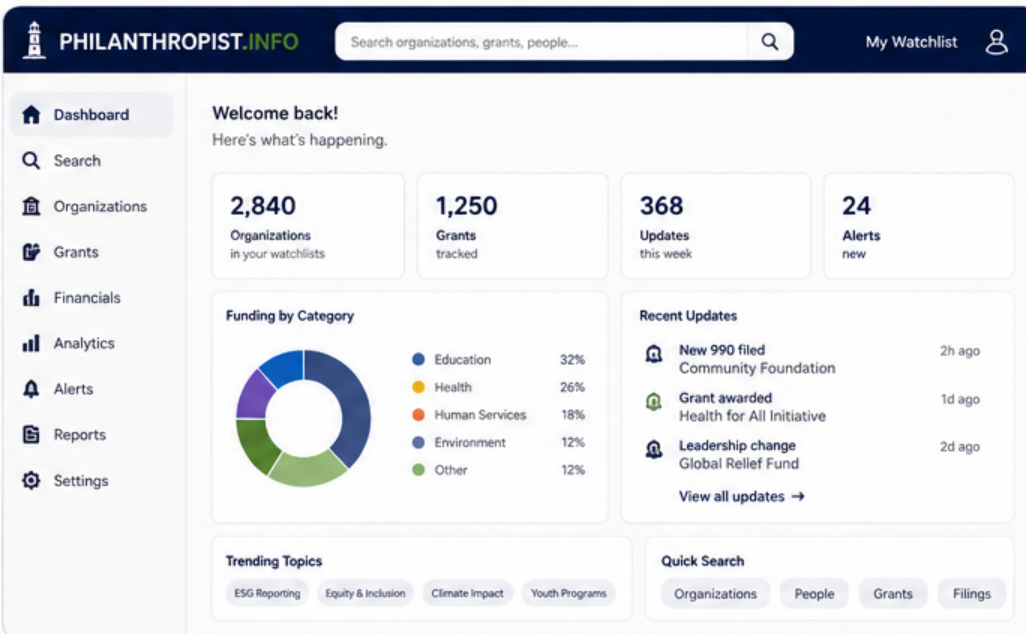
Drive greater impact

Better insights lead to better funding and outcomes.



Collaborate with ease

Share findings and reports securely.



Built for trust. Designed for ease. Focused on impact.

A modern platform that brings clarity and confidence to every decision.



Our mission:

Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



Our model:

Sustainable growth that fuels our mission and expands our global impact.



Better information.
Better decisions.
Better impact.





17

GO-TO-MARKET STRATEGY

Multi-channel approach. Global reach.
Scalable growth.

We will connect with nonprofit leaders, researchers, foundations and donors through the channels they trust and the partners who extend our reach.



DIRECT SALES

Targeted outreach to enterprises, foundations and key accounts.



PARTNERSHIPS

Leverage alliances with platforms, associations and mission-aligned organizations.



DIGITAL MARKETING

Content, SEO, social media and webinars to educate and attract our audience.



COMMUNITY ENGAGEMENT

Build a community of users, experts and advocates who drive adoption and value.



PRODUCT-LED GROWTH

Freemium model and powerful tools that encourage sharing, upgrades and retention.

TARGET AUDIENCES



Grantmakers & Foundations

Need due diligence, research and measurable impact for better funding decisions.



Nonprofits & NGOs

Need visibility, credibility and data to grow programs and attract funding.



Researchers & Analysts

Need reliable data and tools for reports, studies and benchmarking.



Donors & Individuals

Need trustworthy information to give with confidence and aligned values.



Government & Public Sector

Need transparency, data and insights to inform policy and partnerships.

GO-TO-MARKET PHASES

1

LAUNCH (0-6 MONTHS)

Build awareness, onboard early users, form key partnerships and prove value.

2

GROW (6-18 MONTHS)

Expand user base, enhance product, scale content and drive conversions.

3

SCALE (18-36 MONTHS)

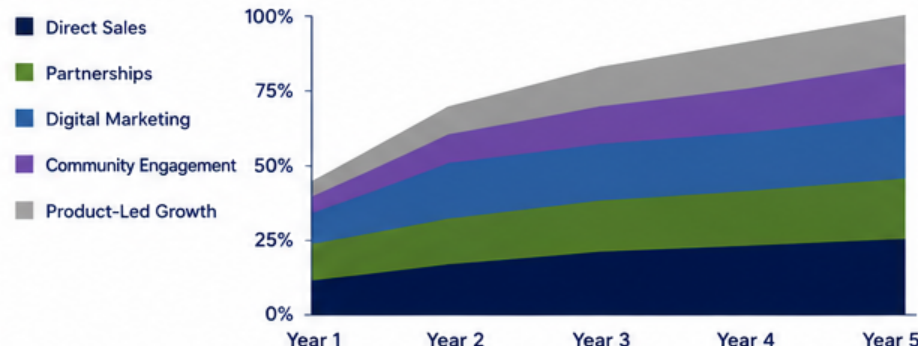
Enter new markets, deepen enterprise sales and grow strategic partnerships.

4

LEAD (36+ MONTHS)

Become the global standard for nonprofit information and intelligence.

CHANNEL MIX OVER TIME



Our approach builds awareness, drives adoption and creates a self-sustaining growth engine.

KEY GO-TO-MARKET GOALS

**100K+**

Users by Year 3

**1,000+**

Organizations by Year 3

**50+**

Countries by Year 3

**\$25M+**

ARR by Year 5

**90%+**

Net Revenue Retention

**50+**

Strategic Partnerships



Our mission:

Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



Our model:

Sustainable growth that fuels our mission and expands our global impact.



Better information.
Better decisions.
Better impact.





18

FINANCIALS & OUTLOOK

Strong unit economics. Scalable growth. Meaningful impact.

Our business model is designed for long-term sustainability with expanding margins, recurring revenue and operating leverage as we scale globally.

**\$7.8M**

ARR by Year 3

From diversified
recurring streams

**78%**

Revenue CAGR

Years 1-5

**72%**

Gross Margin

High margin SaaS
and data model

**34%**

Adj. EBITDA Margin

Operating leverage
improves over time



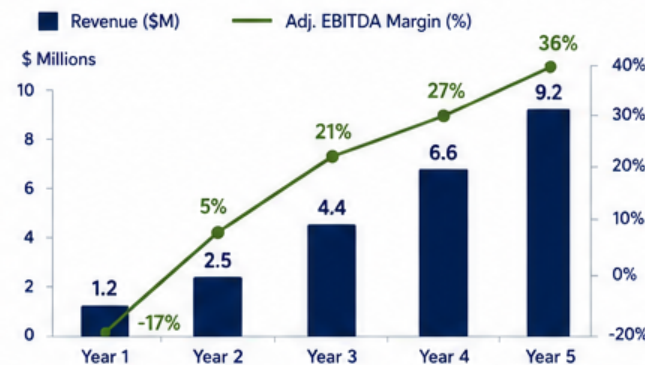
Positive Cash Flow
Year 3

Cash flow positive
and self-sustaining

5-YEAR PROFORMA INCOME STATEMENT (\$M)

USD Millions	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	1.2	2.5	4.4	6.6	9.2
Gross Profit	0.8	1.7	3.1	4.6	6.6
Gross Margin	67%	69%	72%	70%	72%
Operating Expenses	(1.0)	(1.6)	(2.2)	(2.8)	(3.3)
Adj. EBITDA	(0.2)	0.1	0.9	1.8	3.3
Adj. EBITDA Margin	(17%)	5%	21%	27%	36%
Net Income	(0.3)	0.0	0.6	1.3	2.4
Net Margin	(25%)	1%	14%	20%	26%

REVENUE GROWTH & MARGIN EXPANSION



Strong top-line growth with expanding margins and increasing cash generation.

KEY MODEL ASSUMPTIONS

**User Growth**

Expanding user base through content, partnerships and global reach.

**Pricing Power**

Freemium foundation with premium subscriptions and enterprise solutions.

**Global Expansion**

Scaled marketing, localized content and strategic partnerships.

**Operating Leverage**

Technology-driven model with increasing gross margins.

**Capital Efficiency**

Disciplined investment in growth with strong unit economics.

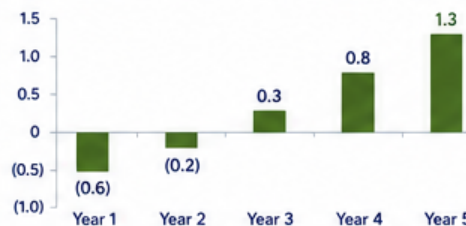
UNIT ECONOMICS (YEAR 3)

**LTV**
\$1,245

Lifetime Value
per User

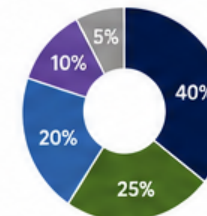
**CAC**
\$185
Customer Acquisition
Cost**LTV / CAC**
6.7x
Efficient & Scalable
Growth

ADJUSTED CASH FLOW (\$M)



Operating cash flow
turns positive in
Year 3 and accelerates
as we scale.

USE OF PROCEEDS (SEE NEXT SLIDE)



- Product Development & Technology
 - Marketing & User Growth
 - Data & Content Expansion
 - Operations & Talent
 - Working Capital
- Focused investment to accelerate growth, expand impact and build long-term value.



Our mission:

Provide open, reliable and independent information that empowers better giving and greater impact for communities around the world.



Our model:

Sustainable growth that fuels our mission and expands our global impact.



Better information.
Better decisions.
Better impact.





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THE ASK & INVESTMENT OPPORTUNITY

Fuel growth. Expand impact. Build the global standard.

We are raising growth capital to accelerate our expansion, deepen our data and technology leadership, and scale our global impact.



RAISING

\$1.5M

Seed Round



PRE-MONEY VALUATION

\$6.0M



EQUITY OFFERING

20%



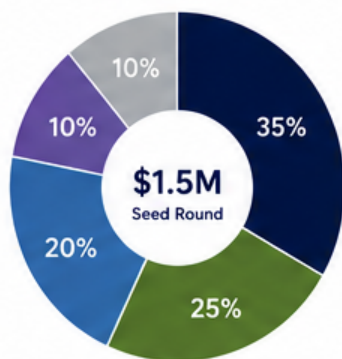
USE OF PROCEEDS

18–24 Month
Growth Plan

TARGET OUTCOMES

Scalable Growth
Strategic Exit

USE OF FUNDS



- Product Development & Technology**
Enhance platform, AI/ML, automation and data infrastructure. 35%
- Data Expansion & Quality**
Acquire data sources, improve coverage, verification and enrichment. 25%
- Marketing & User Growth**
Scale brand, demand generation and global user acquisition. 20%
- Operations & Talent**
Hire key talent and strengthen operations and support. 10%
- Working Capital & Reserves**
Maintain financial flexibility and operating runway. 10%

INVESTOR HIGHLIGHTS



LARGE & GROWING MARKET

\$8B+ market with strong secular tailwinds and underpenetrated segments.



DIFFERENTIATED PLATFORM

Comprehensive, transparent, independent and easy to use.



SCALABLE BUSINESS MODEL

High-margin SaaS with recurring revenue and strong operating leverage.



EXPERIENCED TEAM

Deep expertise in data, nonprofits, technology and global markets.



MEANINGFUL IMPACT

Empowering better decisions and driving greater social impact worldwide.

INVESTOR RIGHTS & TERMS (SUMMARY)



Standard Seed Terms

Liquidation preference, anti-dilution protection, pro-rata rights.



Board Representation

One board seat for investors.



Information Rights

Regular reporting and updates.



Strategic Collaboration

Leverage our network and platform to drive mutual success.



We are seeking mission-aligned partners who share our vision and can help us build the global standard for nonprofit information.

MILESTONES WITH INVESTMENT



FINANCIAL IMPACT OF INVESTMENT

Projected Outcomes	Year 1	Year 2	Year 3	Year 4	Year 5
Users	20K	45K	100K	180K	300K+
Annual Revenue	\$1.2M	\$2.5M	\$4.4M	\$6.6M	\$9.2M
Adj. EBITDA Margin	5%	21%	27%	30%	34%
Adj. EBITDA	\$0.1M	\$0.5M	\$1.2M	\$2.0M	\$3.1M



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CONCLUSION

Better information. Better decisions. Better impact.

PHILANTHROPIST.INFO is building the global standard for nonprofit information—empowering better giving, stronger organizations and a more transparent, trustworthy sector worldwide.



One Global Platform

Comprehensive. Connected.
Built for impact.



Better Information

Trusted sources. Verified
data. Deep insights.



Better Decisions

Clarity and confidence
at every step.



Better Impact

Stronger giving. Stronger
communities. Stronger world.



Our Promise

Transparency. Independence.
Purpose. Always.

WHAT WE'VE BUILT



Powerful Search & Discovery

Find organizations, grants, people and financials in seconds.



Comprehensive Data & Profiles

Official records, financials, filings, leadership and more.



Analytics & Insights

Compare, analyze and understand what matters.



Monitoring & Alerts

Stay informed with updates on the organizations you care about.



Open & Transparent

Independent, nonprofit-focused and committed to public good.

THE FUTURE WE'RE BUILDING



Expand global coverage
to 100+ countries



Deepen data quality
and real-time insights



Launch advanced analytics
and AI-powered tools



Grow a community of
users and partners



Drive greater transparency
and measurable impact



*When information is open and trusted,
good decisions create great impact.*

LET'S BUILD A BETTER FUTURE—TOGETHER.



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TOGETHER, LET'S MAKE INFORMATION
THE FOUNDATION OF BETTER GIVING.



10M+
Users to Serve



100+
Countries



One
Global Standard



Infinite
Positive Impact

