HOPEMOB H
STRATEGIC PLAN

What is HopeMob?

In short... Choreographed Hope! We are what happens when GENEROUS STRANGERS unite!

HopeMob is exactly what it sounds like - **a mob of people bringing hope**. Just as Flash Mobs dance and bring spontaneous joy and laughter, HopeMob will bring caring strangers together to create sudden, yet organized relief and hope all over the world! We see a need and swarm it!

Together...we are POWERFUL!

TABLE OF CONTENTS

HOPEMOB H

VISION AND PURPOSE

HOPEMOB H

Vision: Hopemob is a viral social media platform that empowers people globally to provide hope in simple, exciting ways to one cause at a time – with a focus on stories that don't fit in anywhere else. If Mother Teresa built a platform with the tech base of Groupon, Foursquare, & Netflix with the heart of CNN Heroes, it'd look like HopeMob!

Our Dual Purpose:

1. To provide people with generous hearts a simple, focused, trustworthy platform to give direct, immediate aid to people with pressing needs.

2. To create an honorable place for people with pressing needs to tell their story to a caring audience that wants to help them right away.

Our Special Pledge: We will give **100%** of everything we raise online for causes directly to that cause and that cause alone – we will even cover the processing fees.

WHY WE NEED HOPEMOB!

HOPEMOB **H**

Savvy and discerning donors are increasingly demanding that their donations go directly and completely to causes and people and not systems or bureaucracies.

People that have pressing needs often lack either the social network, technology, energy, or time to connect to people with the heart and means to help them. **We build this bridge.**

People with the heart and means to provide direct aid to those in need are increasingly skeptical of mega charities and want vetted methods to ensure their resources are maximized. **This is what we do.**

Donors are saying that current cause platforms overwhelm them. Either they feature an enormous cause that seems impossible for one person to fix (27 million slaves in the world) or they feature 10,000 stories at the same time. **HopeMob is amazingly simple and focuses on just one significant story at a time.**

HopeMob will expertly weave the power of social media into our campaigns unlike any cause platform ever created.

HOW HOPEMOB H WORKS

BUILD A HOPE MOB OF MILLIONS
PREPARED TO DO GOOD THROUGH SOCIAL MEDIA
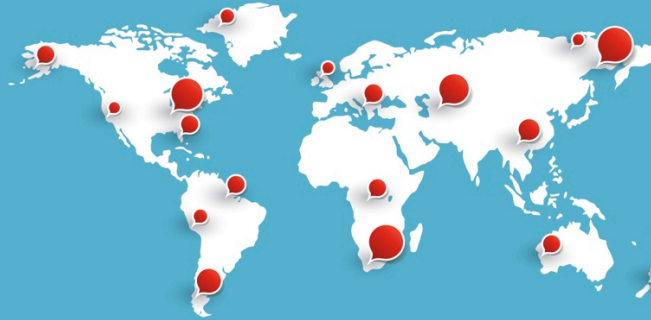
FIND PEOPLE WITH CRITICAL NEEDS ALL AROUND THE
WORLD AND HELP THEM CRAFT THEIR STORY

THE MOB VOTES ON WHICH STORY WILL BECOME
THE ONE FEATURED STORY WE WILL MOB WITH HOPE

STORY 1 H H H H H 11%
STORY 2 H H H H H H H H H 39%
STORY 3 H H H 8%
STORY 4 H H H H H H 16%
STORY 5 H H H H H H H H 26%

WITH ONE SIMPLE SOLUTION IN MIND THE MOB
IS UNLEASHED TO BRING HOPE TO THE ONE STORY
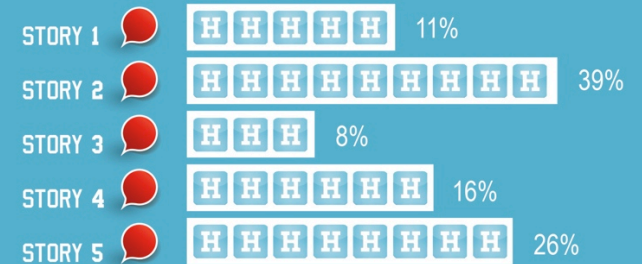
STORY 2

THE NEXT STORY MOVES INTO PLACE AND WE START
ALL OVER AGAIN WITH THEM BEING MOBBED WITH HOPE

SAMPLE STORIES!

HOPEMOB H

Below are just a few of the **actual stories** of real people that have already **been brought hope by the HopeMob team** and this is WITHOUT the amazing platform that we are building now:

• A 13 year old boy in inner city Atlanta had one pair of shoes. They were too small and had huge holes in them. The HopeMob team got his shoe size and people from all over the world sent him new shoes of every type imaginable!

• A 13 year old girl had terminal brain cancer. She had a wish that others were struggling to make happen – she wanted 20,000 Facebook fans. We mobbed her with hope and took her from 12,000 to 27,000 fans and eventually to 125,000 fans.

• A single mom of 4 kids had a car that broke down beyond repair. The HopeMob team found a donor that gave her a great car within 48 hours.

• A 9 year old girl in Haiti was dying from a form of cancer that wasn't treatable in Haiti, but could be treated in the United States. The HopeMob team lobbied Duke University Med Center to accept her and the mob paid for her to be flown to Duke on Medevac.

• A young family gave birth to a special needs child. The dad just lost his job and couldn't pay their bills or purchase any of the basic supplies the family desperately needed. We mobbed the family with hope by paying all of their bills and providing all of the supplies they needed for a month.

The HopeMob platform will do this type of GOOD every day of the week!!

MARKET ANALYSIS: HOPEMOB

	KIVA	DONORS CHOOSE	GLOBAL GIVING	RAZOO	FIRST GIVING	CAUSECAST	CROWDRISE	HOPEMOB
100% goes to cause	✓	✗	✓ (OPTIONAL)	✗	✗	✗	✗	✓
Incentives and rewards	✗	✗	✗	✗	✗	✗	✓	✓
Support to tell stories	✓	✗	✓	✗	✗	✗	✗	✓
Focus on one cause at a time	✗	✗	✗	✗	✗	✗	✗	✓
Comprehensive cause verification	✓	✓	✓	✗	✗	✗	✗	✓
Users vote for causes	✗	✗	✗	✗	✗	✗	✗	✓
Use of social media	✗	✓	✓	✓	✓	✓	✓	✓
Use of video	✗	✗	✓	✓	✓	✗	✓	✓
Safe and secure financial process	✓	✓	✗	✓	✓	✓	✓	✓
Domestic and international	✗	✗	✓	✓	✓	✓	✓	✓
Options other than financial donations	✗	✗	✗	✗	✗	✗	✗	✓

HOPEMOB TIMELINE

Technology

Technology	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Conceptual Design	■	■	■							
Technical Design				■	■	■	■			
Build				■	■	■	■			
Test							■			
Pilot							■			
Go-Live								■		
Support and Maintenance									■	■

Marketing

Marketing	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Volunteer Registration		■	■	■	■	■	■	■		
Build 200,000 Twitter Posts		■			■	■	■	■		
Build 1million Twitter Reach			■	■	■	■	■	■		
TV, Web & Magazine Coverage					■	■	■	■	■	■
Build Facebook and Google+				■						
Engage Celebrities						■	■			
Crowdsourcing (KickStarter.com)				■	■	■	■			

Fund Raising

Fund Raising	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Crowdsourcing (Kickstarter.com)				■	■	■				
Foundations							■			
Individual Support					■	■	■	■	■	■
Corporate Sponsorships			■	■	■	■	■	■	■	■

■ = In Progress

HOPEMOB TEAM

HOPEMOB H

Shaun King is one of the most respected social entrepreneurs and humanitarians in the world. His social media and web projects have raised over $5,000,000 for charity, received over 100 million web hits, and recently won the Mashable Award for Most Creative Social Good Campaign.

Dave Gibbons is an activist for cultural innovation and has traveled the world as a leadership coach & social entrepreneur. He has launched amazing communities of change on four continents. Dave is a celebrated strategist and has served on the board of several award-winning non profits – including World Vision.

Sam Oh has led ventures in retail and IT as well as creating best practices for working inter-culturally for over 20 years. Sam was the Vice President of IT for Fresh and Easy Neighborhood Market in the US, a subsidiary of Tesco, the third largest retailer in the world. While serving on the Operating Board and Senior Vice President of IT for Tesco Lotus in Thailand, he helped build various retail formats and introduced scores of retail innovations

Chad Kellough has served as Chief Technology Officer & Lead Designer for some of the most effective, popular, creative, and celebrated online social good campaigns of the past five years. His award winning work has appeared on Ellen, on the front page of the Wall Street Journal, Inc. & Fast Company magazines, Mashable, and much more.

TERROSTAR provides web design, internet marketing, mobile web development, and SEO services for hundreds of clients all around the world. They are design, security, hosting, and backend development partners with HopeMob.

BUDGET – EXPENSES

HOPEMOB H

Expenses	2012	2013	2014
Salary and Benefits	$220,000	$231,000	$242,550
Contract Services	$151,520	$252,520	$279,670
Marketing	$40,000	$40,000	$40,000
Travel and Meeting	$30,000	$35,000	$40,000
Facility and Equipment	$5,000	$10,000	$5,000
Non-Personnel Expenses	$55,600	$70,600	$95,600
Other Expenses	$10,000	$10,000	$10,000
Total	**$502,120**	**$649,120**	**$712,820**

OPERATIONS BUDGET – REVENUE HOPEMOB H

Revenue	2012	2013	2014
Kickstarter	$125,000	$0	$0
Grants	$250,000	$250,000	$250,000
Individual Donors	$50,000	$150,000	$150,000
Annual Events	$50,000	$150,000	$200,000
Ads on HopeMob	$10,000	$40,000	$70,000
Optional Donations via HopeMob	$20,000	$60,000	$80,000
Total	**$505,000**	**$650,000**	**$750,000**

*** This represents what we project to raise exclusively for the operational costs of HopeMob and not for causes. We have pledged to give 100% of everything we raise online for a cause directly to that cause and that cause alone. We will even cover the processing fees!