



Angelink™

**Crowdfunding Powered by Women
to Support Women**

What is AngeLink™ ?

“AngeLink is a women-led technology company creating the largest, digital donor community powered by women to change the lives of millions.”



Gerry Poirier, CEO and Founder, AngeLink

We're Changing the Face of Philanthropy

- **Peer-to-Peer fundraising** (Powered by Women) for **urgent needs**.
- **90%** of fundraisers for **Emergencies, Medical, Funeral** etc.
- Individuals come together to help friends, family, neighbors with small donations typically under **\$100**. (*Avg. fundraiser raises **\$2,100***).
- **Access 24/7** to share your story to get immediate help.
- Fundraiser verification; safe, secure platform.
- Modern fundraising/payment system, can accept 100 currencies, capable of **global scale** as company expands.

Women are Dramatically Underserved

Why is the market growing so rapidly ?

Over 70% of Americans live paycheck-to-paycheck and 81% of this number are women.

Only 1.9% of Philanthropic dollars go to Women and Girls.

We can do better than this.

*Source:
<https://press.careerbuilder.com/2017-08-24-Living-Paycheck-to-Paycheck-is-a-Way-of-Life-for-Majority-of-U-S-Workers-According-to-New-CareerBuilder-Survey>

[Women's Philanthropy Institute 2021 Women & Girls Index.](#)

Problem

90% of crowdfunding market for immediate financial need is **controlled** by one player (GoFundMe), rated D by its largest user base - **Women**.

Women represent 70% of those seeking financial help for medical expenses, emergencies and things that matter most, yet **they're ignored** on current platforms.

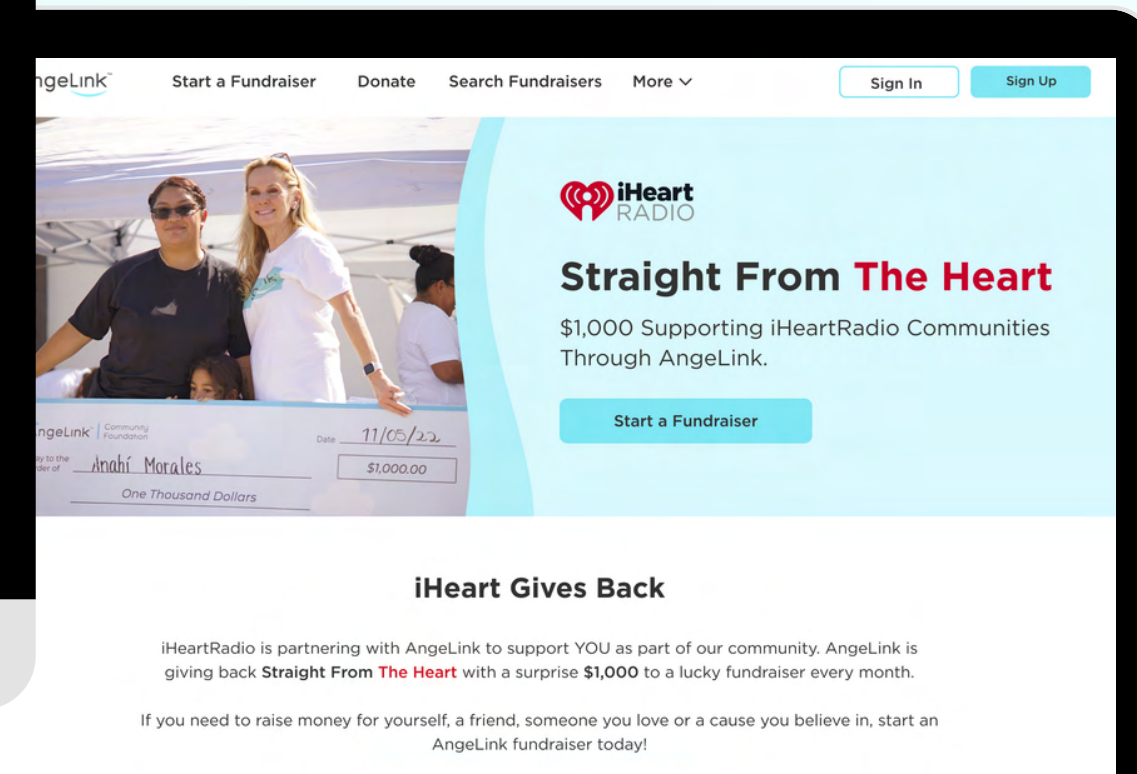
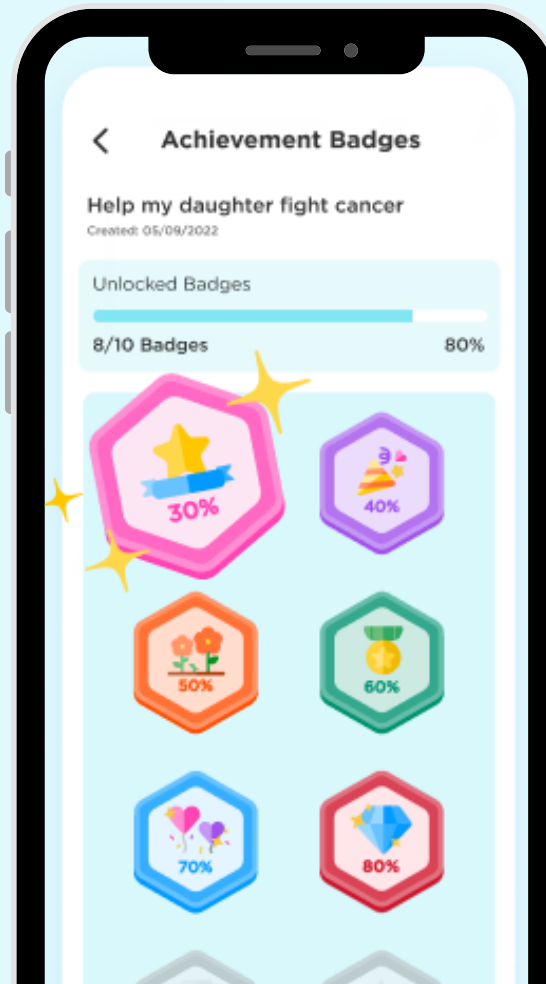
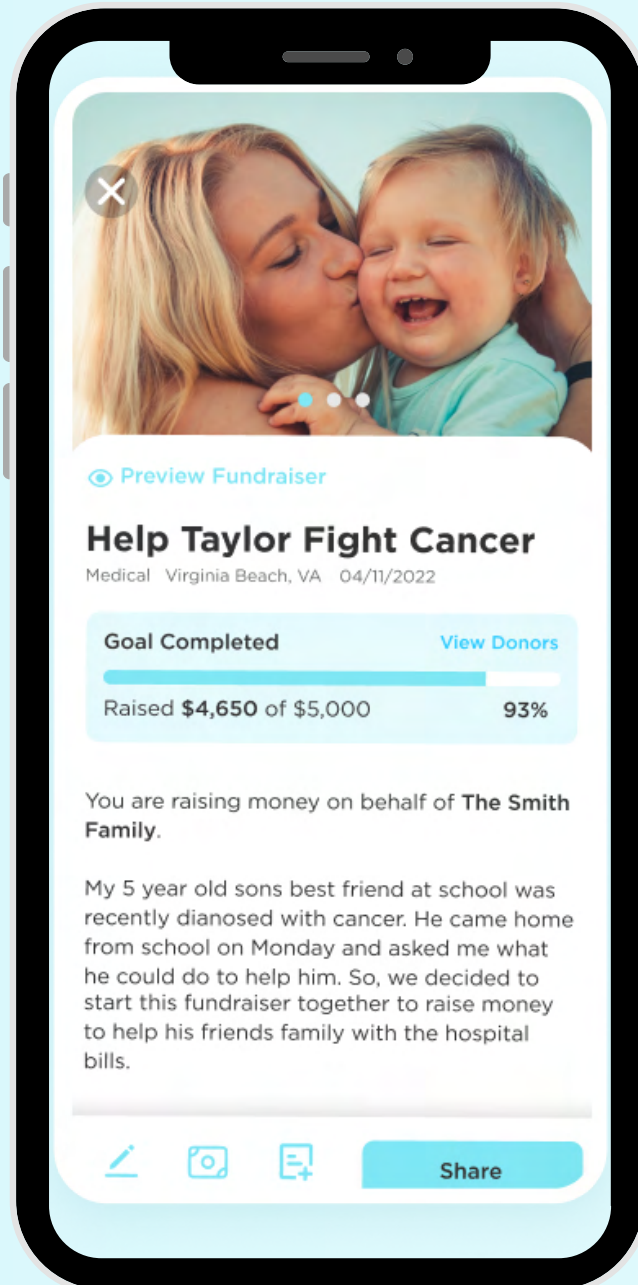
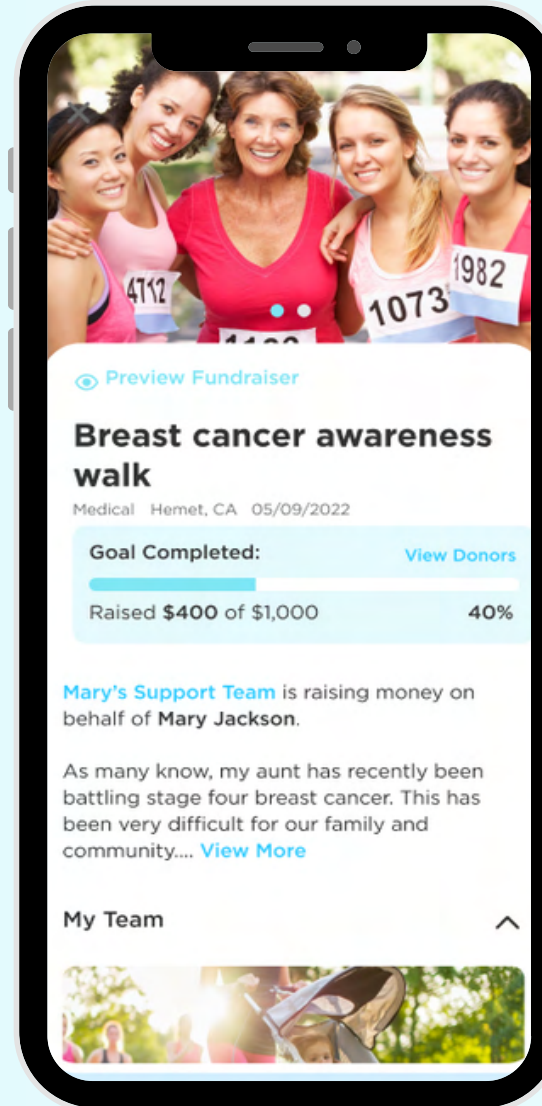
Solution

We're **re-imagining crowdfunding** with a **socially immersive platform**, and empathetic, caring community **to support and empower women**.



Empathetic, caring community targeting underserved communities.

[Click to see video of the AngeLink App](#)

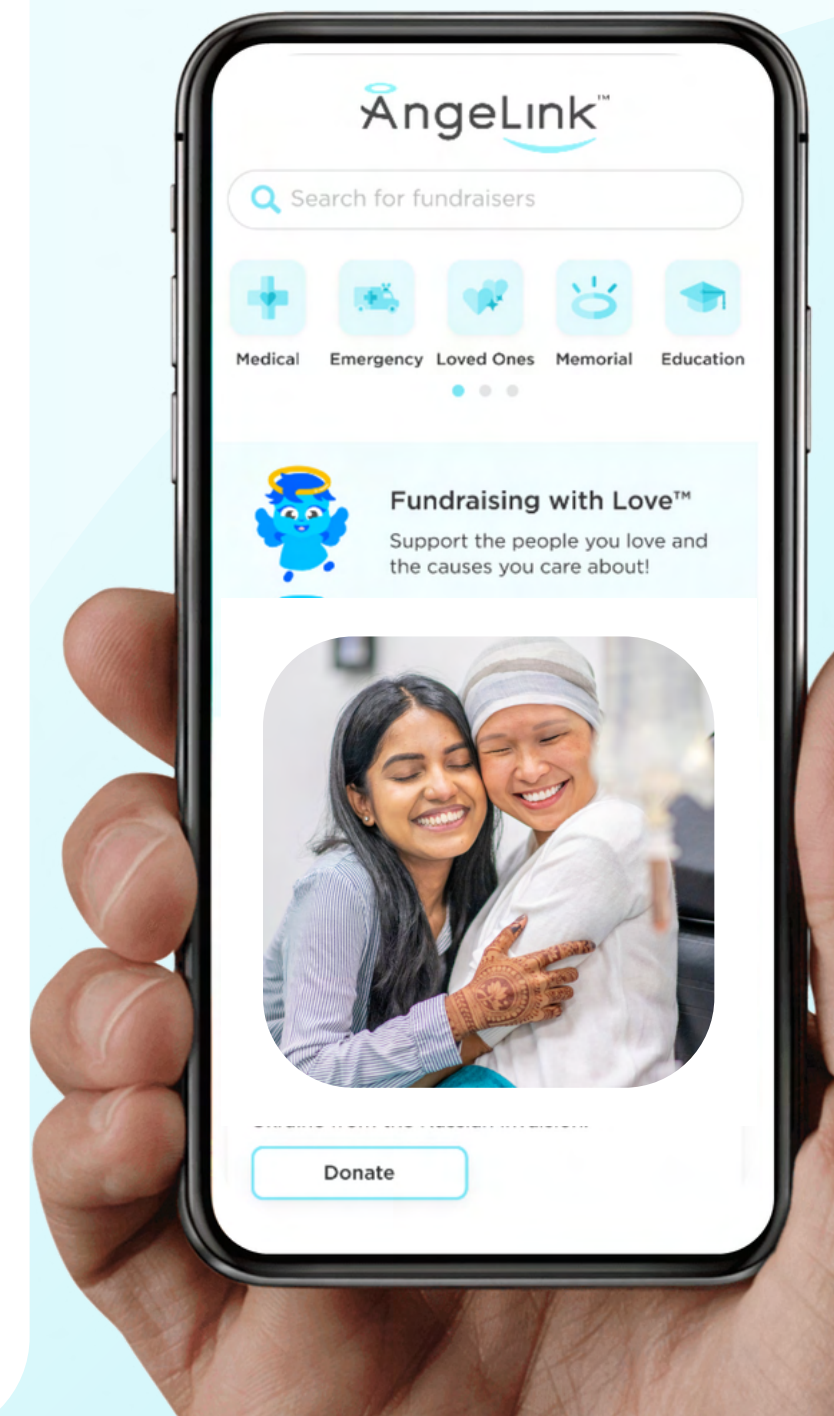




Category Defining Social Fintech Community, Powered by Women.

Targeting Women is Smart for Business:

- **Women represent 70% of all donors, give small amounts of money to support each other far more often than men.**
- **Women are an excellent entry point to the broader financial services market to address unmet needs of underserved communities.**
- **Outcomes and lives are positively impacted.**
- **Investors do well by doing good.**



Market Opportunity Size

Large and Growing

CAGR
17%

Fast growth industry amplified
by constant user sharing

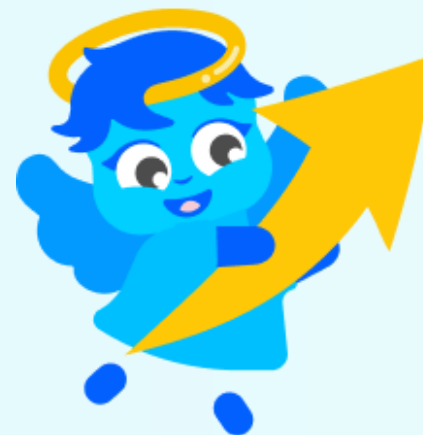
2026
\$257B

Large market
broadening sector

Female Users
>70%*

Crowdfunding organizers
and donors are WOMEN.

*Sources:
[GivingCompass](#)
[Pew Research Center](#)
[Female Crowdfunding Report](#)



*Sources
[Technavio](#)
[Research and Markets](#)
[GlobeNewswire](#)

Peer-to-Peer (Personal) Fundraising is NOT a crowded space.

AngeLink is a B2C donation fundraising platform - targeting women.

B2B Donation Software Sold to Charities

Classy

blackbaud

chuffed

FUNDLY

Givebutter

B2C Individual Fundraising

AngeLink™

Women-Centric

gofundme™

GiveSendGo
#1 Free Christian Crowdfunding Site

B2B Corporate Equity Crowdfunding

seed&invest

OurCrowd

Republic

WEFUNDER

B2B Corporate Rewards Crowdfunding

patreon

KICKSTARTER

INDIEGOGO

The Market is Ripe For a Disruptor

90% of the peer-to-peer crowdfunding market is controlled by one legacy competitor:



Highly compelling metrics:

\$22B

Transactions since inception

\$4B

2022 Transactions

72%

Gross Margin

37%

EBITDA Margin

GoFundMe was acquired for \$600 million in 2015



*Sources:

FastCompany

GoFundMe

If they're Visa, AngeLink is MasterCard.

Leadership



Senior executives, mobile-first leaders with shared mission to change the lives of millions. Our team is 90% women.



Gerry Poirier
Founder & CEO

Senior FinTech executive, Credit Suisse, Lazard Freres. Goldman Sachs 10,000 Women Alumni, Mindshare Award Recipient, BA U Penn, Concentration in Marketing Wharton School of Business.



Bob Poirier
Chief Operating Officer

Seasoned executive and operator, over 3 decades of experience from start-up to successful exits in B2C and B2B businesses. Successful track record, having raised over \$750 million in equity and debt financing.



Laura Ariza
Chief Financial Officer

Global payments executive, FIS Global, (\$34 trillion per day processed) ACI Worldwide, (\$14 trillion per day processed). Over a decade of experience in Fintech, transaction processing and payments.



Sheila Nasehi
Chief Technology Officer

Masters of Software Engineering, PHD in Artificial Intelligence. Lead software engineer for multiple development projects in early stage companies. Expert in new web applications and mobile-first platforms.



Kelly Bloomquist
Communications & PR Director

Former Senior Growth Manager, FEMA Lead Journalist with over 30 years of experience. Marketing strategic development and planning. Senior publicist in emergency response and public relations.



Francisco Manalo
Director of Customer Success

Former Customer Support Lead, GoFundMe. Senior operations executive. Trust and Safety manager. Risk and compliance, KPI, data capture, customer success management.



We're Making News! Media Highlights

(in less than a year)




NEWS CHANNEL 8
MARYLAND · VIRGINIA · WASHINGTON, DC

GOOD MORNING WASHINGTON

AngeliLink
CEO Gerry Poirier sits down with Good Morning Washington!


[See Video](#)



Target

Angels to the Rescue!
Target x AngeliLink event for Hurricane Ian Relief during the Holidays!


[See Video](#)



abc 7

AngeliLink
We are honored to have our first cover story with ABC7 News!

[See Video](#)



DAVID MELTZER
Speaker · Author · Entrepreneur

IG LIVE
Gerry Poirier joins David Meltzer on IG LIVE

[See Video](#)



2

Angels to the Rescue!
Helping after Hurricane Ian.

[See Video](#)



citybiz

Interview with Gerry Poirier
Founder & CEO, AngeliLink Inc.

[See Video \(Part 1\)](#)



Also as seen on...



CEO, Gerry Poirier, Forbes Technology Council Contributor
150 million monthly readers.

Highly Profitable Business Model:

71% Gross Margins, 41% EBITDA Margins (at maturity)

Gross Revenue

10%

Donor Gratuity

7%*

* Average gratuity

+

Processing Fee

2.9%

+

Transaction Fee

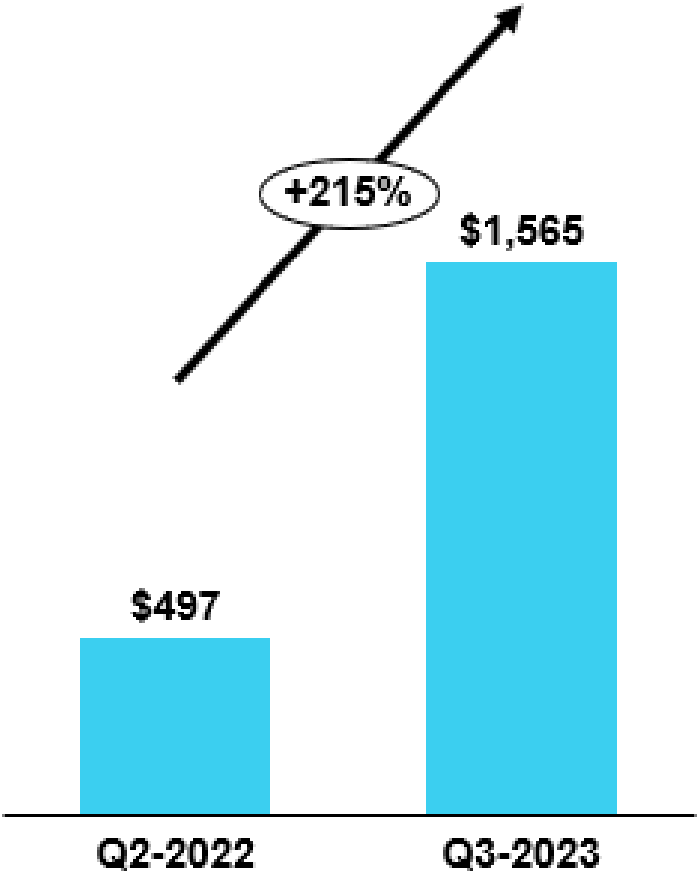
\$0.30

Same business model as industry leader.

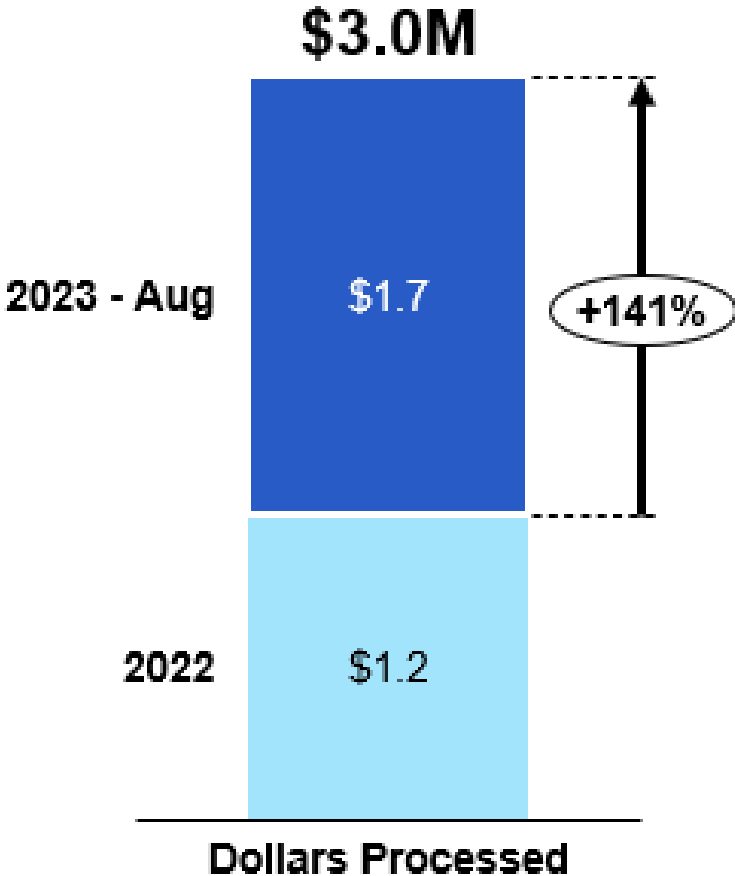
Performance Traction and Proven KPIs

30K+ Campaign Organizers, \$3M Transactions in first 12 months.

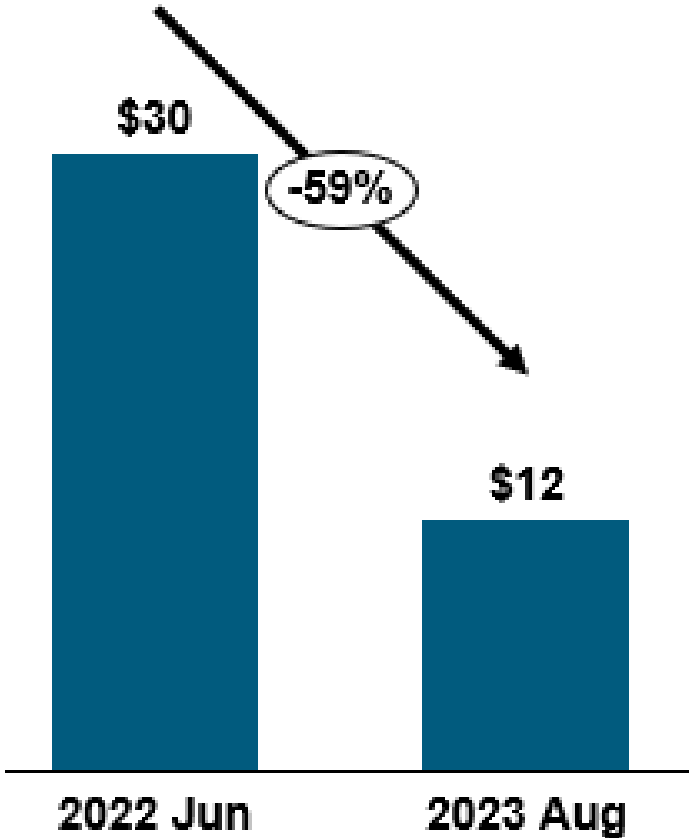
Avg. \$ Raised per Successful Campaign



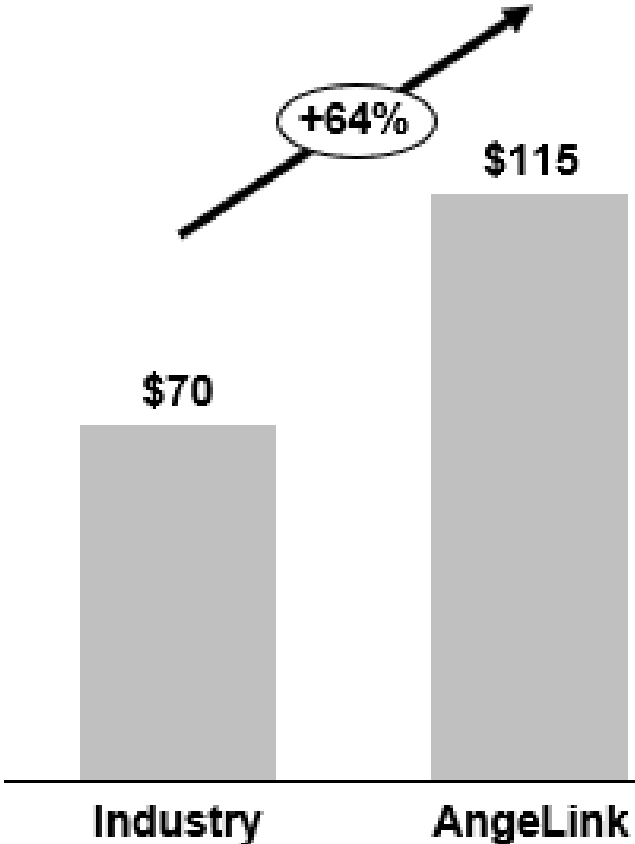
Total \$ Processed



Customer Acquisition Cost per Campaign



Average Transaction Size



Financial Summary 2022 - 2025

<i>Amts in 000's</i>	2022	2023	2024	2025
Capital Raise Assumed	0	2,565,000	10,000,000	0
Gross Campaigns	15,037	23,182	203,054	901,059
Total # of Donations	10,862	30,829	1,077,288	13,571,894
Total \$ Processed	\$ 1,213,850	\$ 2,855,717	\$ 75,410,160	\$ 950,032,580
Revenues	\$98,526	\$238,933	\$6,991,864	\$88,624,468
Cost of Revenues	\$95,421	\$136,260	\$2,326,057	\$26,045,975
Gross Margin %	3.2%	43.0%	66.7%	70.6%
Marketing and Advertising	\$679,822	\$785,405	\$3,883,885	\$10,653,281
Opex	\$501,585	\$758,852	\$2,318,512	\$8,656,180
Software & Technology*	\$1,087,019	\$897,166	\$2,569,252	\$7,307,486
Total Cap Ex and Expenses	\$2,268,425	\$2,441,423	\$8,771,648	\$26,616,948
EBITDA	(\$2,265,320)	(\$2,338,750)	(\$4,105,841)	\$35,961,545
Cash Balance	\$1,147,782	\$1,166,854	\$7,061,013	\$43,022,558
EBITDA Margin %	-2299%	-979%	-59%	41%

FYE 2022 Total Users = 26K
FYE 2023 Total Users = 54K
FYE 2024 Total Users = 1.3M
FYE 2025 Total Users = 14.5M

Projected Profitability: Q4 2024

The Choice:

"A safer platform, lovable brand personality, beautifully designed tools, caring, empathetic community."



AngeLink™

Fresh, new alternative powered by **WOMEN**

Better Business Bureau®

AngeLink Inc.
Fundraising Counselors and Organizations, Crowdfunding

BBB Rating: A+

Already achieving **17%** Customer Conversion rate in head-to-head advertising (**vs. 3% industry average**) indicating **strong customer demand** for a new, innovative fundraising option.

Meet Jane



70%

Fundraisers and donors
are **WOMEN**

D Unfavorable Rating

Better Business Bureau®

Find businesses, charities, category

Home > California > Redwood City > Crowdfunding > GoFundMe

Business Profile
GoFundMe
Crowdfunding

Customer Reviews

★☆☆☆☆ 1.04/5

Average of 547 Customer Reviews

[Read Reviews](#) [Start a Review](#)

Trustpilot

Public & Local Services > Professional Organizations > Association or Organization > GoFundMe

GoFundMe
Reviews 21,860 • Bad

★☆☆☆☆ 1.4

VERIFIED COMPANY

Angelink: 3 Key Differentiators



The "Safe Harbor" of peer-to-peer fundraising."

1. **Powerful safe, secure and trusted AI-Driven platform.**

2. **Socially immersive experience** targeting women vs. mechanical "one-off" transaction.

3. **Caring Women-Centric community**, appealing brand personality, free tools to maximize fundraiser success.

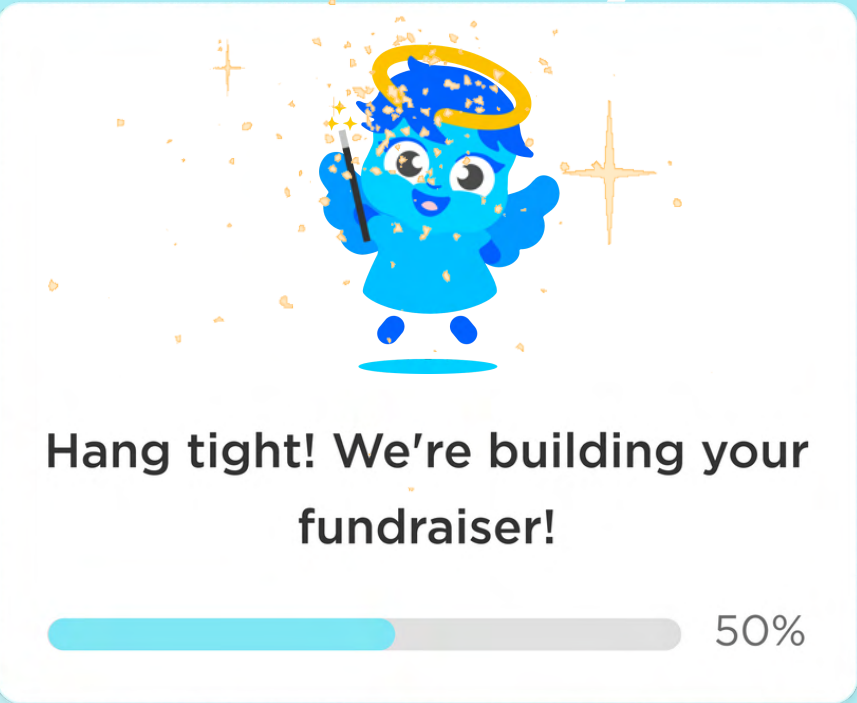
*Selective matching grants (up to \$1,000) from our **Angelink Community Foundation**.

1. Powerful AI-Driven: Safe, Secure, Trusted System.

State-of-the-art, innovative technology.

AI Technology

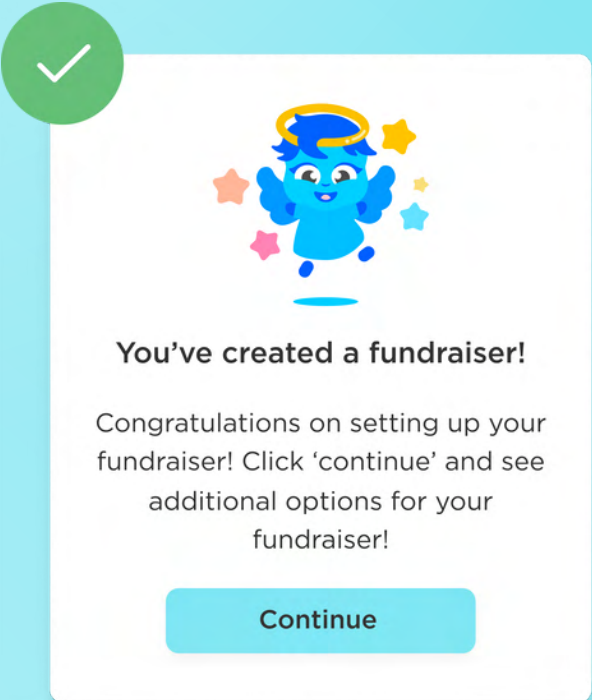
Safe, secure, trusted.



Hang tight! We're building your fundraiser!

50%

A blue cartoon character with a halo and a wand is shown in a celebratory pose, surrounded by sparkles. A progress bar below the character is partially filled with blue, indicating 50% completion.

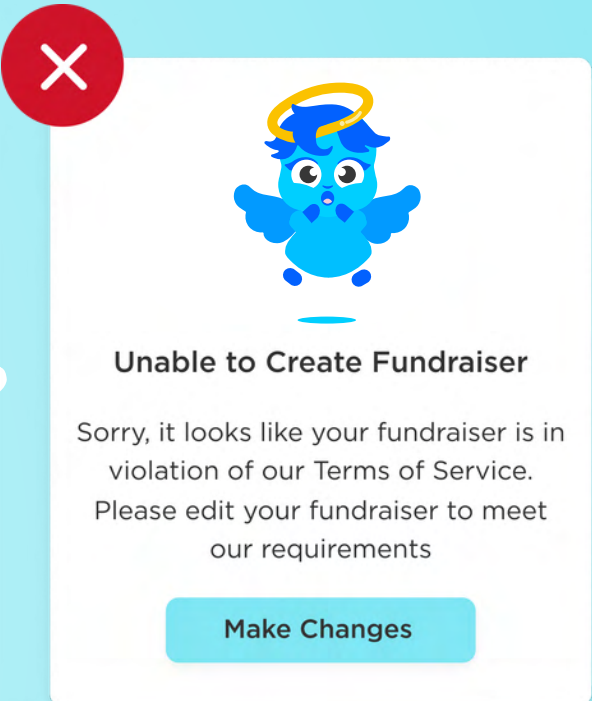


You've created a fundraiser!

Congratulations on setting up your fundraiser! Click 'continue' and see additional options for your fundraiser!

Continue

The screen features a green checkmark in a circle at the top left. The blue cartoon character is shown with a halo and stars around it, indicating success.



Unable to Create Fundraiser








Sorry, it looks like your fundraiser is in violation of our Terms of Service. Please edit your fundraiser to meet our requirements

Make Changes

The screen features a red 'X' in a circle at the top left. The blue cartoon character is shown with a sad expression.

-  Image recognition
-  Text recognition
-  Title recognition

7-Point Risk Score Flagging System

-  Fundraiser not published until reviewed
-  Image recognition
-  Text validation
-  ISP, device verification
-  Mobile location based cross matching
-  Escalating validation system
-  **Background check for any suspicious activity**

2. Socially Immersive Experience.



[Preview Fundraiser](#)

Helping Homeless Puppies Find Forever Homes

Animals Naples, FL 04/11/2023

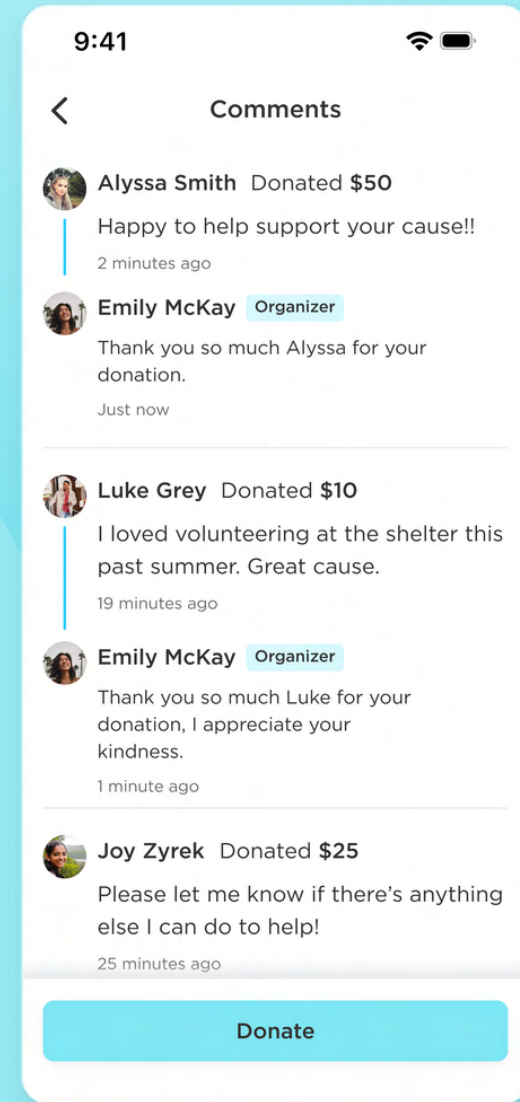
Raised \$4,500 of \$5,000

[View Donors](#)

Views
590

Donors
503

r fellow animal lovers,
thrilled to share with you my personal
raising campaign to help homeless
es find their forever homes! As
one who is deeply passionate about
welfare, I am commi



9:41

Comments

Alyssa Smith Donated \$50
Happy to help support your cause!!
2 minutes ago

Emily McKay Organizer
Thank you so much Alyssa for your donation.
Just now

Luke Grey Donated \$10
I loved volunteering at the shelter this past summer. Great cause.
19 minutes ago

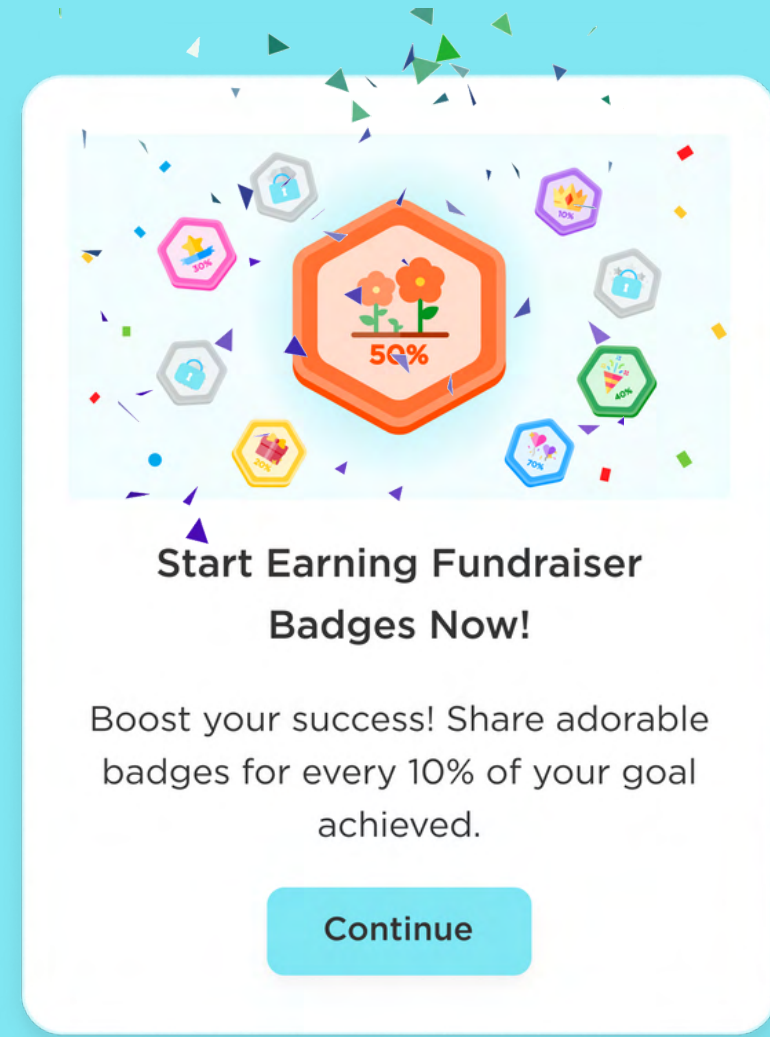
Emily McKay Organizer
Thank you so much Luke for your donation, I appreciate your kindness.
1 minute ago

Joy Zyrek Donated \$25
Please let me know if there's anything else I can do to help!
25 minutes ago

[Donate](#)

Live Chat

Enables Fundraisers to send messages whenever they want.



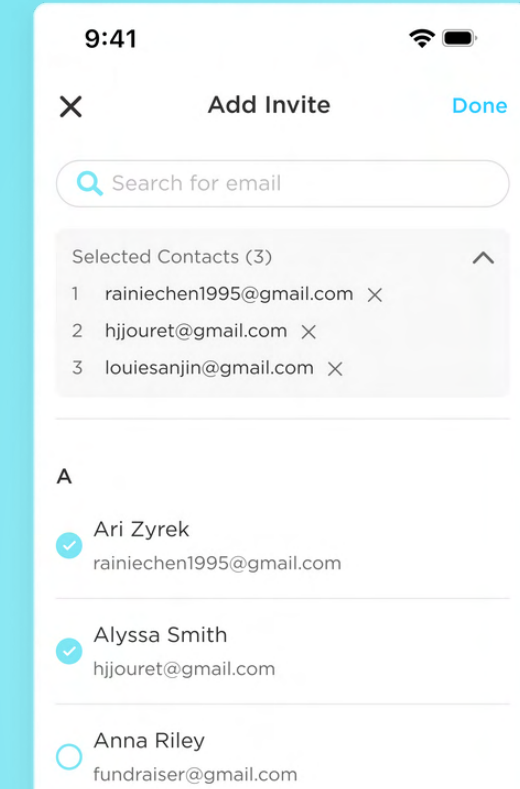
Start Earning Fundraiser Badges Now!

Boost your success! Share adorable badges for every 10% of your goal achieved.

[Continue](#)

Share Rewards

Enables Fundraiser to boost their campaign on social media.



9:41

[X](#) **Add Invite** [Done](#)

Selected Contacts (3)

- rainiechen1995@gmail.com X
- hjjouret@gmail.com X
- louiesanjin@gmail.com X

A

- Ari Zyrek
rainiechen1995@gmail.com
- Alyssa Smith
hjjouret@gmail.com
- Anna Riley
fundraiser@gmail.com

Invite Contacts

Enables Fundraisers to connect friends inside app.



3. Women-Centric Community.

Empathetic, caring, lovable




Donor Badges

Enables Donors to share across social channels.



Thanks for Your Donation.
You Earned a Donor Badge!



Download the AngelLink App to view and share your donor badges!


Share Fundraiser

Giving Circles

Invite friends to create their own Giving Circle.

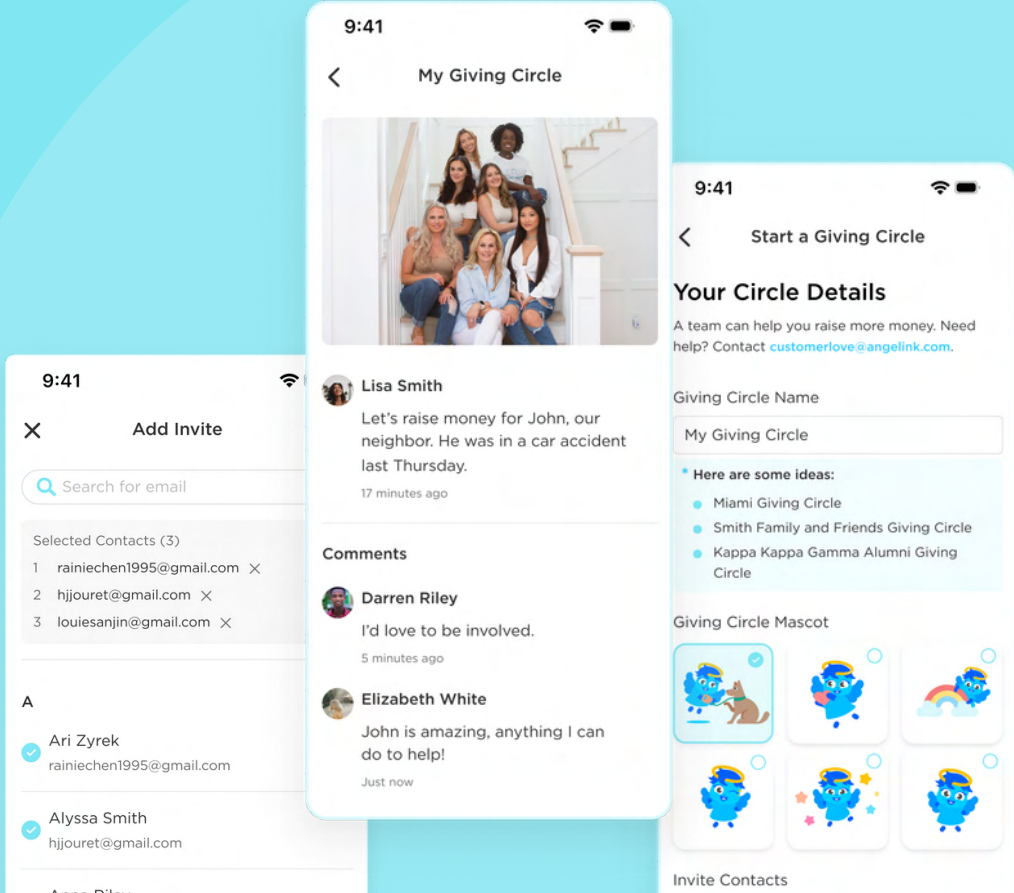


Be an Angel. Start an AngelLink Giving Circle.



Create an account, verify your address. Create a profile in settings. Then, start inviting your friends, family, neighbors and community to join your Giving Circle.

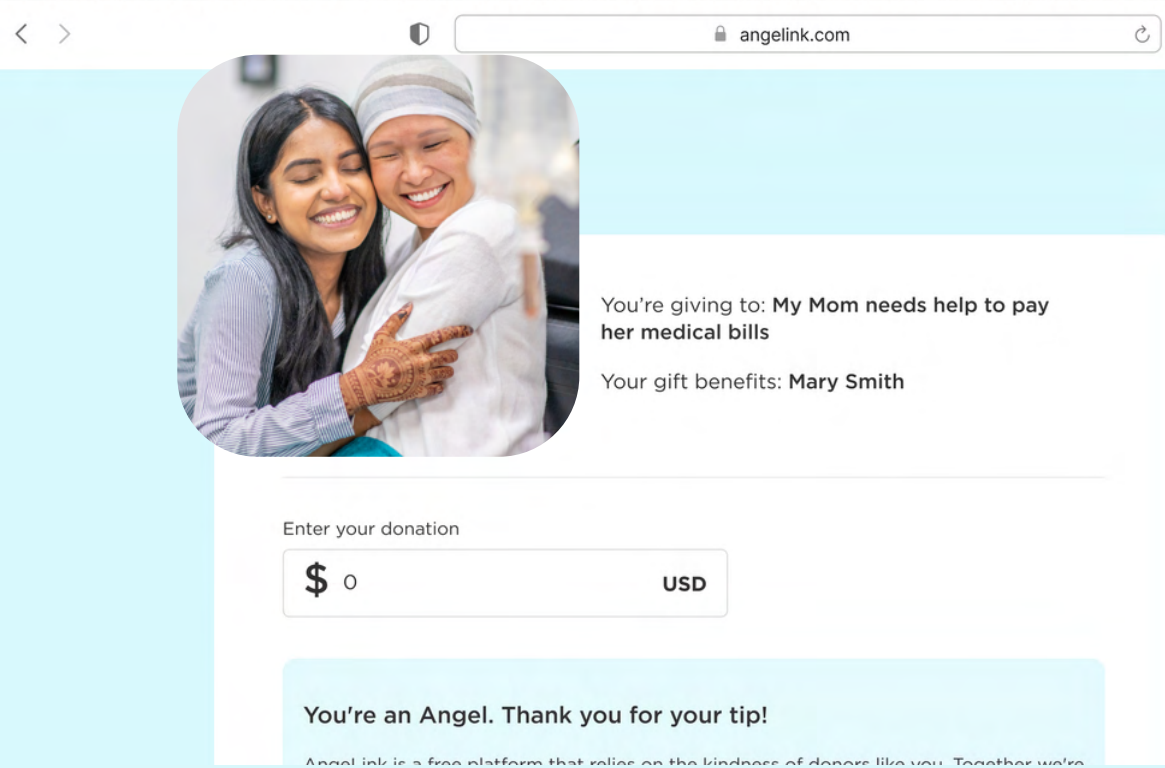
Yes, Count Me In!



9:41
My Giving Circle

9:41
Start a Giving Circle

9:41
Add Invite



angelink.com

You're giving to: My Mom needs help to pay her medical bills
Your gift benefits: Mary Smith

Enter your donation
\$ 0 USD

You're an Angel. Thank you for your tip!



Marketing Strategy Growth Drivers

Driving user growth through community building.

Social media advertising builds **traction**

- Google Search
- SEO
- Facebook advertising
- Instagram advertising

Brand advocates to build **community**

- Women-Centric Partnerships
- Angels Among Awards
- Mission-Driven Social Influencers
- College and High School Ambassadors

Press and PR to build **awareness**

- User generated content
- Media partnerships (talent/celebrity agency)
- iHeart Radio

Charity partnerships to **acquire** donors

- **Aim-Hi Accelerator**
- **NFCR**, National Foundation for Cancer Research
- **United Nations**, Girl Up
- **Memorial Sloan Kettering**

Corporate partnerships to build **trust**

- Women and Girls communities
- Micro loans
- Insurance Add-On products
- Remittance
- Large multi-national corporations

AngeLink Community Foundation

Vision to support millions of small matching grants to women, families and female entrepreneurs.

AngeLink - Key Investment Highlights

1. Market is ripe for a **disruptor**. No Social Fintech platform for women exists. Women are virtually ignored.
2. **First-mover** advantage - **women**.
3. Substantial initial **platform traction**, \$3M in transactions, 30K+ campaigns.
4. Highly differentiated caring and empathetic community, **safe, secure and trusted**
5. State-of-the-art **AI-driven technology**, free tools to maximize success.
6. Highly profitable, **71% gross margins, 41% EBITDA margins**, at maturity.
7. **High barriers to entry, bank-grade security, world-class payment gateway partner (Adyen) can accept 100+ currencies.**
8. Large and growing market **\$260B+** (*Technavio*), growing at a **17% CAGR**.
9. Underserved **female entrepreneurial market \$3 Trillion** (*Forbes.com*).
10. Strong, experienced management team. Successfully raised **\$6M+ to build the platform.**
11. **Seasoned investor base**, extensive experience in **Venture Philanthropy**, payments, financial services, Fintech.

Use of Proceeds

- **Acquire:** Drive customer acquisition costs lower with increased brand visibility, *(social medial, digital advertising, ppc)*
- **Activate:** Create more (AI) tools and templates to help drive customer success, *(community building)*
- **Convert:** Drive donors to become fundraisers to create a powerful network effect, *(customer support and operations)*
- **Enhance:** Create additional product feature-sets as a leading market innovator, *(technology enhancement)*

Exit Strategy

A category defining Social Fintech Marketplace Powered by Women.

- Peer-to-peer fundraising community
- Insurance add-on products
- Online healthcare support services
- Micro-Loans powered by banking partners
- IPO 2027-2028, 41% EBITDA margins, unicorn valuation.
- Strategic buyers may include: Blackstone, Blackrock, Meta, GoFundMe, Google, Ebay, Apple, Microsoft, global payment companies, international players.

Confidential and Proprietary

