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# Connected Purpose Brand vision & brief

Comms and messaging - May 2016

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# Connected Purpose - Executive summary

- Online marketplaces are the future for people who wish to connect and collaborate together both professionally and personally
  - The **Social Good** sector (charities, Not-for-profits and social enterprises) is growing throughout the world with people and organisations from both developed and developing countries wanting to leave a positive legacy
  - This sector is not altruistic is driven by generating social good rather than high profits. This creates an environment where collaboration is possible and not dominated by competition
  - The Millennial Generation have a greater awareness and desire to contribute to Social Good than older generations. They are also looking to donate their time and expertise rather than money and see volunteering as being a core way in which they can develop their professional skills and experience.
  - There are very few formalised platforms or networks allowing emerging Social Good organisations to connect with each other or young professionals who wish to donate their time and experience in order to generate social good. Similarly there are few networks which bring together organisations seeking to create and develop Social Good.
  - Bringing these groups together maximises the potential for Social Good organisations to grow and thereby maximise the social good they can create. It also meets the needs of young professionals looking to access professional experience and their desires to make a social contribution.
  - Connected Purpose is the solution that will bring these networks together
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# The Why behind Connected Purpose

A platform is needed so as people can access a wide variety of charitable organisations and understand how they can best make an impact. An online marketplace provides this service as browsing opportunities and organisations at a time that suits within the personal lives of donors and which has a message that resonates with the donate, is more likely to attract donations from millennials

The current and future market wants choice and they want to have a direct and meaningful contribution and impact to what they do. A key value of Connected Purpose is providing choice with support and empowerment so as individuals can make an individual choice and contribute in a way that they are personally able to within their current environment

Younger generations are used to change and are having to live within change. This applies to their personal circumstances and so they need options that apply to them in the then and now. Applying pressure on the then and now, only creates negativity.

Entrepreneurship and innovation is exciting and demanded by younger generations. Corporate organisations are seeking it. The emergence of charities/NFPs and social enterprises is also a way of life for professional organisations and individuals. Therefore bringing the two together creates opportunity and a mutual connection.

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# Connected Purpose - Concept and Offering

## Product and service offering

- Connected Purpose is a selective marketplace for highly functional people and organisations who wish to make a positive social impact in the world and their local communities
- It is selective so as to engender a high quality level of service and collaboration and suit the most motivated people
- Individuals are able to offer their skills and experience to help Social Good organisations grow and Social Good organisations have access to bright and motivated minds in order to partner and collaborate to generate social good
- This combination will drive Connected Purpose to becoming the go-to market place for those interested in creating and fostering social good

## Mission statement

To enable growth and collaboration amongst individuals and organisations with a desire to generating and supporting social good in our community

## Tag line

*In development*

*[Connectivity for Social Good]*

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# Connected Purpose - Brand Vision

- Connected Purpose will be a professional and high value platform enabling individuals to connect and collaborate with each other
  - It will be professional whilst being friendly and inclusive
  - It will attract the best and brightest and those with high levels of motivation and desire to excel
  - It will appeal strongly to younger generations. The target market are high achievers, who are go getters and who are aspiring to be leaders in their professional fields
  - It will engender innovation and entrepreneurship. Collaboration is able to come in all shapes and forms and it will uphold the faith that all people have a positive contribution that they wish to make
  - It will inspire success and growth at both the personal and professional level of organisations and individuals using the platform
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# Connected Purpose Target market - 2 sided

## Organisations

- Emerging charities/NFPs/social enterprises who are limited in their resources and needing support to launch and grow
- They have a clear vision in mind and value proposition they wish to create
- Key people within these organisations have skills and interests that they can share with others who wish to help them in order to foster collaboration
- The founders of these organisations are likely in full or part-time professional jobs. They may be a first-time or experienced founder
- They are time poor, but smart, motivated, good willed operators

## Individuals

- Young and mid-level professionals looking to give back and utilise their corporate skills and experience to generate social good
  - Graduates and students wishing to upskill and expand experience in professional settings
  - Freelance consultants who have work flexibility and wish to give back
  - Professionals who are wishing to make a career change into the social good sector and wanting to test some of their ideas or thoughts
  - Retired professionals who want to utilise their skills and give back
  - Highly motivated, giving people
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# Connected Purpose value proposition to target markets

## Organisations

- Access to highly skilled, motivated individuals whose skills and support can generate immediate value and fill professional or passion gaps which leave tasks required to launch/grow a business inadequately supported in a lean way
- Ability to collaborate and connect with founders and organisations pursuing similar purposes
- Optionality to promote service and offering to a top-tier network with genuine interest and ability to support
- Access to a wide variety of support and help to suit current needs
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## Individuals

- Supported way in which to gain professional experience and receive ratings and recommendations
  - Ability to volunteer for organisations and projects which fit with personal values and interests
  - Ability to volunteer or provide support when the time is right and under the format that is right
  - Entry to startup and social enterprise market with ability to foster skills and education in social good sector
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# Personal preferences of founder: Jane Watson

I have always had a strong passion and interest in the social sector. This was accelerated during a 5 month period volunteering in Kenya and Ghana and traveling around East Africa. During this time I founded Saikeri Boarding ([saikeri.com](http://saikeri.com))

In my most recent role I ran the operations for a large technology startup in Australia and gained significant insights into how to run and scale a business, in particular online marketplaces

I am highly motivated and give back a lot to others. I do believe a lot of top performers share this trait and I am working at both a professional and personal level to expand opportunities for younger generations wishing to establish their own organisations

I am very down to earth and a cross between a country girl and city slicker! I value honesty, openness and integrity and believe it is my purpose to help others seize the opportunities which I have had in life

I do not view myself as an artist and so have a very open mind to what designs are presented to me and what colours are used!

I do want something slick and professional that portrays value but also something that has a fun spirit and which suits the young entrepreneurial market I am targeting

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# How will this design be used?

Connected Purpose is currently in the early stages of development and this logo will be the launch logo of the business

It will set the scene for the colours which are associated with the business and will be used on all prototype and market testing material used

The logo will set the scene for the website and there is the potential for the winning designer to be selected to also develop the website - given the early stage of this organisation this cannot be guaranteed

Connected Purpose is entirely privately funded and operating on a very tight budget so cost considerations will be a key component of any decisions relating to this logo and design prototype

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# Connected Purpose - Big Vision

To be go-to place for people wishing to launch a social enterprise or gain experience in the social enterprise space

To have major donations and support coming from corporate philanthropic donors

To have a fee for service model where money can be collected and distributed to emerging charities and social enterprises

To have advertising revenue from companies and businesses wishing to advertise to target young social change makers

To have umbrella charity status and hybrid for-profit/NFP business model

To be major launch platform for social enterprises and newly founded charities

To be a leader in providing philanthropic and career development opportunities to young professionals

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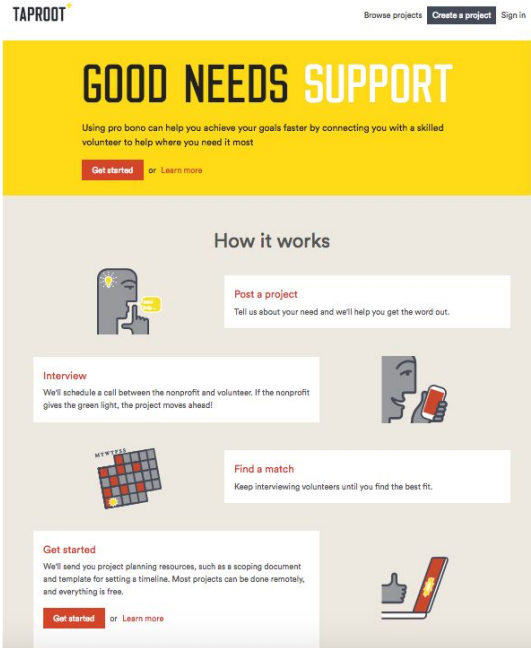
# Competitors

Research from known  
competitors

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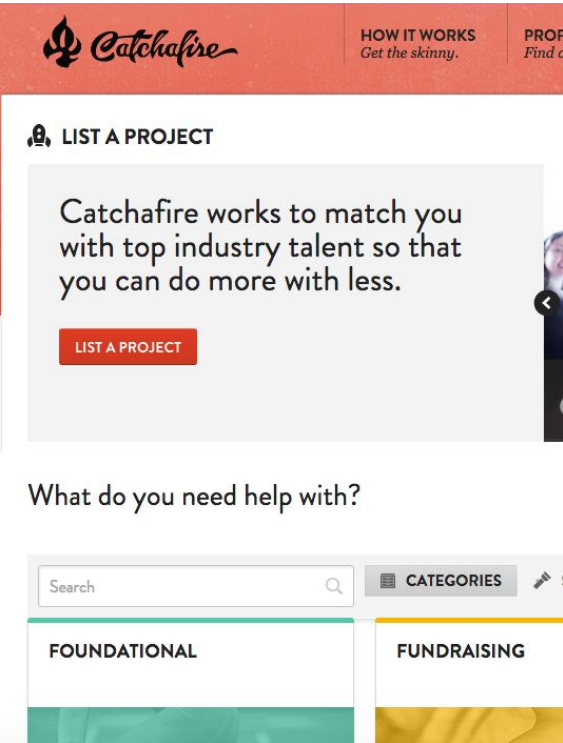
# Taproot+



- <https://www.taprootplus.org/nonprofits>
  - Warm and friendly
  - Clear and concise
  - Site is very colourful - not sure if too much. But do like it and it makes me want to explore
  - Clear layout. Clear value
  - Best of its kind I have discovered
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# Catchafire



- <https://www.catchafire.org/>
  - Value proposition identical to Connected Purpose - *Our mission is to provide talented individuals with meaningful pro bono experiences in order to build capacity for social good organizations.*
  - Talent x Purpose
  - Site does have a lot going on but love the clarity and value proposition they are creating
  - Subscription based model
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# Resonate

- <http://www.highskillsvolunteering.com/>
  - Skilled, corporate volunteering
  - Initial reaction
    - Looks very old-school. Not appealing to a young dynamic company who is going to be successful
    - Not engaging for young people
    - Hard to see value proposition
    - Very small community focused
  - Has had good support from respected industry bodies
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M-YES Inc.

HOME

MENTORING



M-YES Inc.



Multicultural

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# M-Yes Inc

- <http://www.m-yes.org/mentoring.html>
  - Multicultural Youth Empowerment Strategy
  - Very wordy. Hard to see exactly what product offering is
  - Academic look - Does have education focus but is providing services to disadvantaged youth - Fit???
  - Hard to associate logo with messaging - growth?
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# Connected Purpose





# For-Purpose entrepreneurship is on the rise.....

90%

90% of millennials  
want to work for a  
startup

37%

Social enterprise  
growth has grown at a  
rate of 37% over the  
past 5 years in  
Australia and Y globally

73%

Young professionals  
who said they wanted a  
job that allows them to  
make a direct positive  
impact on the local  
community

60%

60% of millennials say  
they value helping  
others more than  
having a high-paying  
career

# Generation IMPACT

# And young professionals are wanting to contribute with purpose.

Millennials are broadening the definition of philanthropy to include not only financial gifts, but contributions of time or influence

*"Giving my time & leadership to an organisation is something I can do whilst I cant give a lot financially at this point in my life"*

When volunteering, millennials are interested in intrinsic benefits – networking & gaining professional expertise



*"A culture of giving back lends to a culture of acceptance and positivity"*

Career advancement is critically important to millennials..... more likely to make a contribution if the contribution has payback benefits for their personal profile and career development

*"You can't get the job you want until you can demonstrate experience in that role, but you can't build the experience without an opportunity"*

# Successful social enterprise growth is constrained.

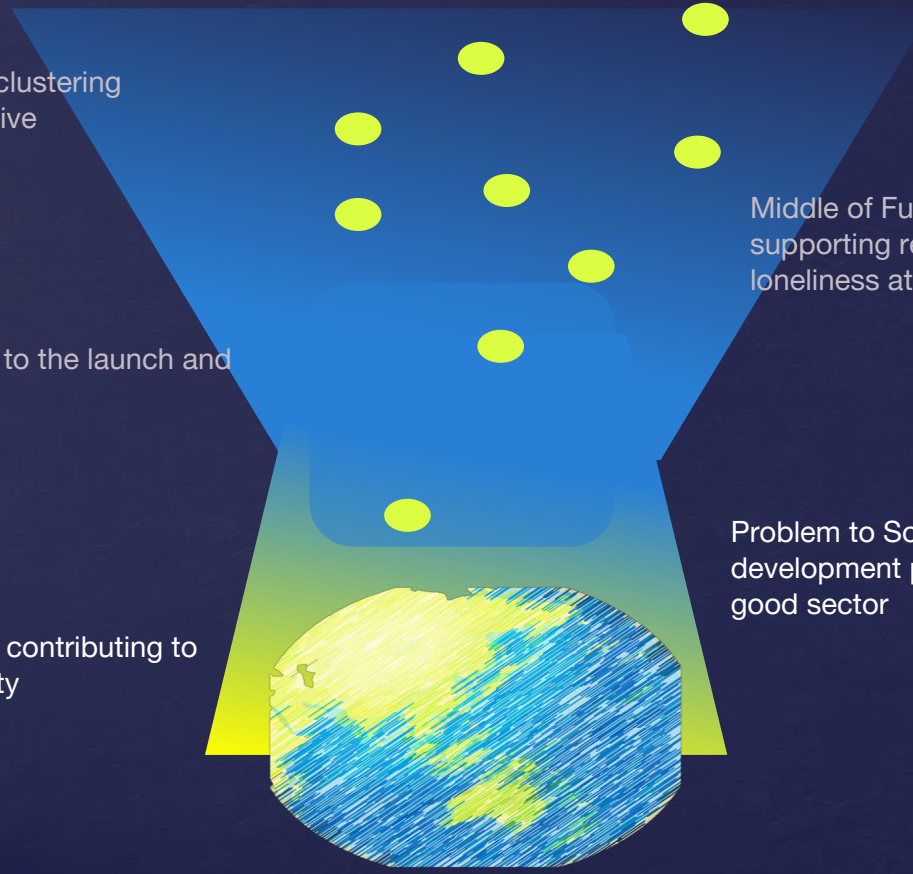
Top of Funnel: Ideation and a clustering of entrepreneurs seeking positive change

Bottom of funnel: Few make it to the launch and operation of social enterprises

Outcome: More organisations contributing to social and economic prosperity

Middle of Funnel: Attrition is high due to a lack of supporting resources, low revenues and loneliness at going it alone

Problem to Solve: Reduce attrition through the development phase to support growth in the social good sector



# Connected Purpose is an online marketplace for collaboration and the exchange of professional resources in order to promote social growth

## INPUT

Social enterprises and high achievers wanting to promote social growth

## ACTIVITY

Connect and work on meaningful, enterprise changing projects

## OUTPUT

Better resourced social enterprises and professional recognition for giving back

## OUTCOME

Growth in Social Impact

## IMPACT





# Connected Purpose provides personal and professional growth

Community with common goal and values



Technology drives connectivity.  
Online marketplace provides high levels of accessibility



Ratings and reviews maintain quality controls and provides recognition for work



Skilled professionals collaborating generates high quality work outputs



Gain skills and professional experience leading to career opportunities



Gain entrepreneurial skills



# Operating Model

Entrepreneurial organisations  
& projects seeking support

Demand funnel

- Organisations and projects post adverts for key needs (paid and non-paid)
- Contractors outline core interests, objectives and experience
- Contractors respond to job adverts with proposal and complete advertised tasks
- Organisations and projects benefit from cost effective, professional support

Professionals, graduates  
and students seeking to  
make a social contribution

Supply funnel

Organisations seeking to  
collaborate with other social  
organisations.

- Quick access to skilled, motivated resources
- Pathway for scalable, cost-effective growth
- Partners & collaborative support

Quality work  
outputs and  
professional  
connections

Social  
Good

- Real-world experienced gained
- Reviews and references
- Soft, low risk entry into social entrepreneurship

# The model is operational in the US



## Overview

Providing talented individuals with meaningful pro-bono experiences in order to build capacity for social good organisations

## Value proposition

Non-profits save time, money and resources in finding talented and passionate individuals to support their business needs

## Funding

Subscription model payable by Non-Profits  
US\$167 – 199 per month

## Growth

Founded in 2011. Rapid growth with team of 20+. Serving US market only.  
230 live projects as of May 2016



Online platform supporting nonprofit professionals describe their needs and connect to a curated group of motivated, ready skilled volunteers

More impactful pro-bono work for consultants and ease of access and management for non-profits to benefit from volunteer support

Free service  
Funding provided by corporate partners (Citi Foundation, PwC, HP, and the Kresge Foundation)

Online marketplace only recently launched.  
Taproot Foundation in operation for 13 years

# Clear gap in the market in Australia

## Corporate Volunteer Platforms

Employees not incentivised to undertake tasks which broaden core professional experience

Deloitte - Spark  
PWC Volunteer

## Mass market virtual support

Good for low level jobs. Not suited to professional or specialist assistance

Freelancer.com  
Upwork

Open to all  
professionals

Specialist,  
professional  
support

## Connected Purpose

Recognition  
for work and  
contribution

Emerging and  
early stage  
organisations  
supported

## Education Institutions

School and University  
volunteer programs have  
limited recognition and not  
accessible post graduation

Sydney CareerHub  
University Clubs and Societies

## Industry Networks

Do not serve early stage  
entrepreneurs and have  
difficulty connecting with  
younger generations

Pro Bono Australia  
Company Directors