CommitMint

THE FUTURE OF EQUITY

Emerging technologies and impact frameworks – from Web3 and NFTs to sustainable and trust-based philanthropy – have created a purpose-driven ecosystem filled with green fields and untapped opportunities

Yet Impact- and Equity-focused Organizations and Individuals struggle to navigate rapidly emerging technologies and evolving means of creating value

CommitMint
the future of equity

Redefining ownership, growing communities, and increasing bottom lines at the intersection of values, value, and the Web3 ecosystem

Guiding Principles

- Increasing equity by connecting people and organizations to the new digital era
- Unlocking new sources of philanthropic revenue by lowering barriers to access to Web3
- Creating Web3-based pathways by providing new opportunities for charities, athletes, creators and innovators, and celebrities to make a lasting positive impact on the world
- De-risking Web3-based impact opportunities by decoupling many opportunities from cryptocurrency and reducing environmental footprint
- Fostering partnerships by engaging communities
- Defining with clients what is possible

Services Offered

- Strategic and Advisory
  - Short term campaigns
  - Long term development strategy
  - Creative
  - Marketing
  - Donor and investor education
  - Increasing equitable access to
    - New models
    - New tools
    - New resources
    - New communities
- Platforms as a Service (PAAS)
  - CommitMint NFT creation
  - Remote Harbor Equitable Impact Evaluation Toolkits

What are Blockchain, Crypto, and NFTs?

Blockchain is a decentralized technology spread across many computers that manages and records transactions. Part of the appeal of this technology is its security.

Cryptocurrency (or crypto) can be thought of as digital versions of cash controlled by private cryptographic keys used to encrypt and decrypt data.

A non-fungible token (NFT) is a digital file (eg., a song, meme, video or digital trading card) with verified identity and ownership. This verification is done using blockchain technology. Blockchain technology, simply put, is an unhackable system based on the mathematics of cryptography.

Purchasing an NFT serves as a digital title deed or proof of ownership.*

*OpenLocker.io Whitepaper

The New, New Thing

NFTs can be used to record a one-time transaction, but the real promise for impact-focused stakeholders is the secondary and long-term value that can be derived from them.

And now through our CommitMint platform, NFTs can be transacted with cryptocurrency AND fiat.
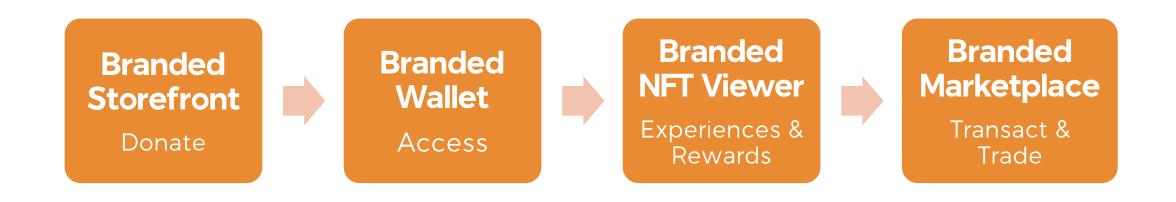
Market Trends

- Cryptocurrencies are the fastest-growing asset class in the United States with the majority of crypto holders between the ages of 25-44. As millennials and Gen Z, the primary demographic holding cryptocurrencies, come into a $30 trillion wealth transfer or create wealth, it's a strategic new opportunity for the social sector to target new audiences who hold digital assets.*

- Cryptocurrency investors are charitably inclined and nearly 50% more likely to donate at least $1,000 to charity in 2020 compared to all investors.**

* https://drive.google.com/file/d/1GrZvcO2VgDdq33gWUCSIKelHwFY8jZFn/view

** https://www.fidelitycharitable.org/about-us/news/growing-popularity-of-cryptocurrency-could-fuel-charitable-giving.html

The Ecosystem

Branded Storefront

Donate

Branded Wallet

Access

Branded NFT Viewer

Experiences & Rewards

Branded Marketplace

Transact & Trade

Creating and Capturing Value

Benefits	Talent	Large NGO	Foundation	Social Enterprise	Philanthropists	Activists
Cryptocurrency market fueling rapid growth in digital asset philanthropy	x	x	x	x	x	X
New demographic of disproportionately more charitable donors and investors	x	x	x	x		x
Lead impact- and value-aligned crypto investors through the Great Wealth Transfer	x	x	x	x		
A tax-smart approach to maximizing philanthropic impact	x	x	x	x	x	x
Amplification of brand, values, and impact via new mediums of engagement	x	x	x	x	x	x
Vector to build hyper-connected communities intersecting projects, audiences, and charitable initiatives	x	x	x	x	x	x
Powerful new revenue stream creating market-based approach to philanthropy	x	x	x	x	x	x
Transparent, immutable, secure, and cost-effective platform	x	x	x	x	x	
Forefront of social finance innovation and impact	x	x		x	x	x
Integrate as part of a hybrid development plan	x	x	x	x	x	

Revenue Model

- Client services/consulting
  - Financial/revenue generation
  - Next-gen, socially-responsible impact monitoring, evaluation, and reporting
- PAAS
  - *CommitMint* NFT creation
    - $2500/initial investment (~88% savings*)
    - $250/month - utility model (50-75% savings*)
    - ShopifyPlus Rent (~88% savings**)
    - Primary market xaction
      - 5% Mint
      - 3% NewCo
    - Secondary market xaction
      - 2.5% Mint
      - 1.5% NewCo
    - Digital Asset Bank
      - surplus on top of every series goes into fund
  - Leverage Remote Harbor-based customizable equitable impact evaluation toolkits
    - NGO/NPO/CBO
    - Social Enterprise
    - Foundation

* compared with standalone relationship with NFT creation technology platform; does not include client services
**compared with setting up standalone Shopify storefront; can be integrated with existing Shopify store

Principals

Aimee Dixon

Aimee is an experienced social sector professional working at the intersection of social and environmental impact and strategic philanthropy, both nationally and globally. With over a decade of philanthropic and private capital fundraising experience, she has worked in partnership with senior executive teams on strategic and growth planning, revenue generation, and business development. Aimee was most recently the Director of Philanthropy with World Lacrosse, an International Federation, where she built and led its first development office, directed a capital campaign, and advised a global sustainability working group. Aimee also serves as an independent consultant and advisor for a variety of actors, ranging from agencies in the entertainment industry to small and medium-sized NGOs.

Brooke Wurst

After founding the TRIAD Trust, an HIV/AIDS education and training NGO in remote regions of sub-Saharan Africa and Haiti, Brooke created RemoteIDTM, the first patented, secure, biometric-based mobile identity access management platform optimized for low-resource settings. In 2009, Brooke founded Remote Harbor, Inc. to bring the RemoteID platform to scale at a population level for impact organizations. Since then, TRIAD's programs have increased access to reproductive health and gender-based violence services to more than 60 million people around the world. And RemoteID-based solutions have increased secure access to health and social services and disaster management assistance to more than 25 million individuals. Brooke oversees Remote Harbor's development of technology protocols and collaborative analysis plans for clients. Under her leadership, Remote Harbor developed an equity-focused social impact and social entrepreneurship model with grantmaking and distributing free licenses to small non-profit organizations.