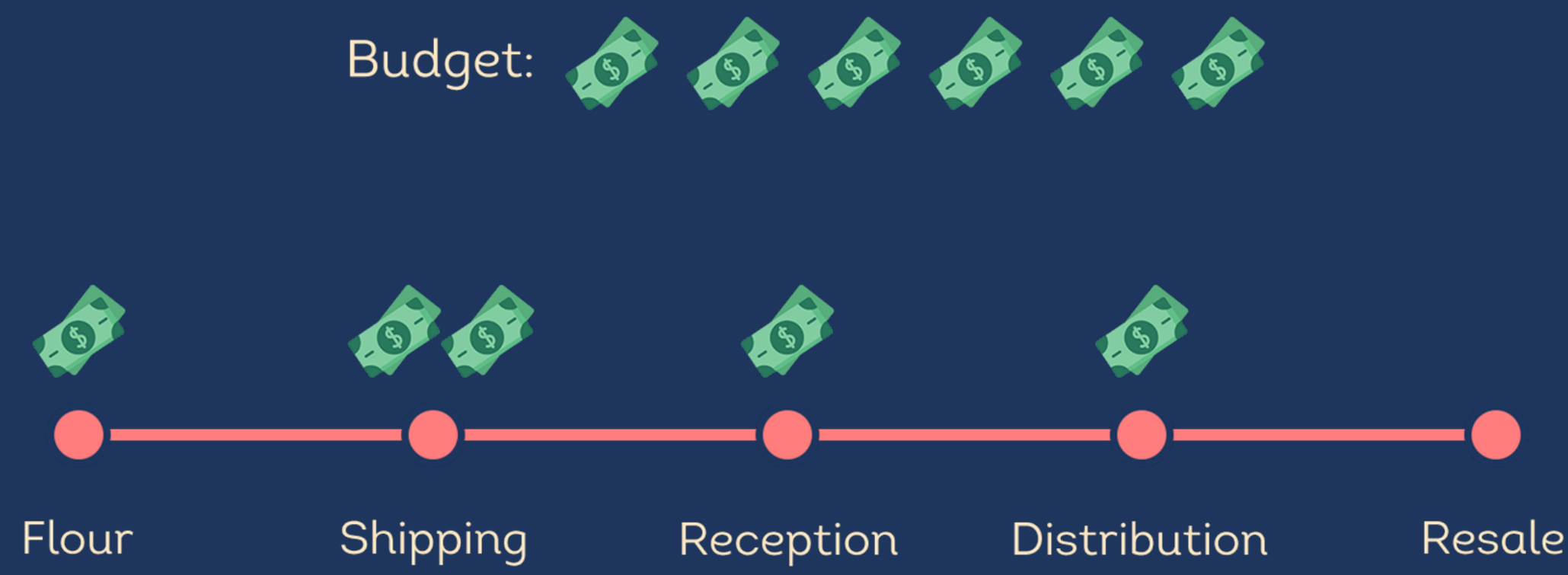


Humanitarian aid is broken



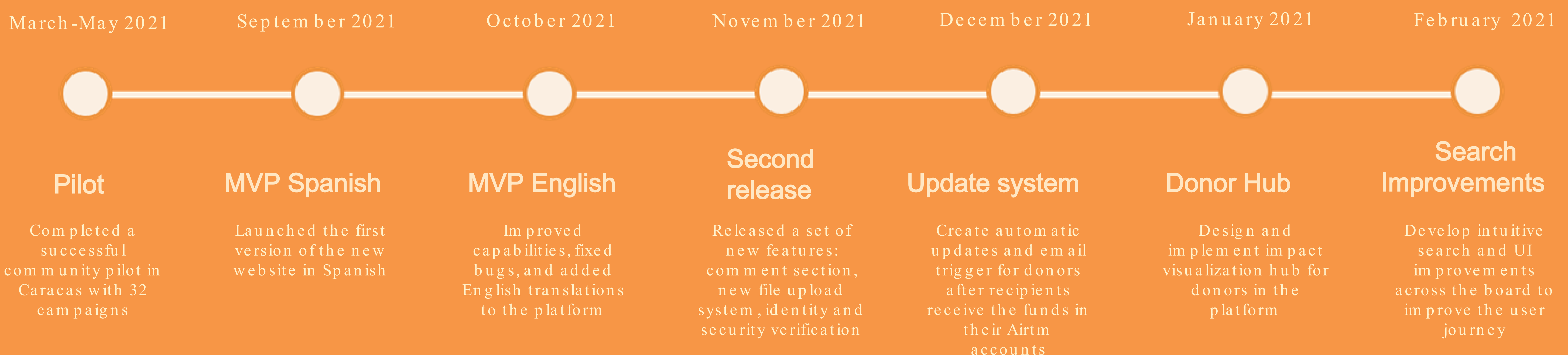
According to the UN **over 7.6 million Venezuelans** need humanitarian assistance.

Not only are there **global issues** with humanitarian aid, but also there are significant barriers to access aid in Venezuela. Until recently, **no foreign aid** organizations were **let into the country**.

Yakera

We are a new **crowdfunding platform** that **changes how humanitarian aid is delivered around the world**, one story at a time, starting in Venezuela.

Yakera is an innovative platform that allows individuals to tell their stories and receive funds directly, making humanitarian aid more **transparent and efficient**; creating a **direct connection between donors and recipients**.



Our team

We have an **international, diverse, and specialized** team working from three different continents



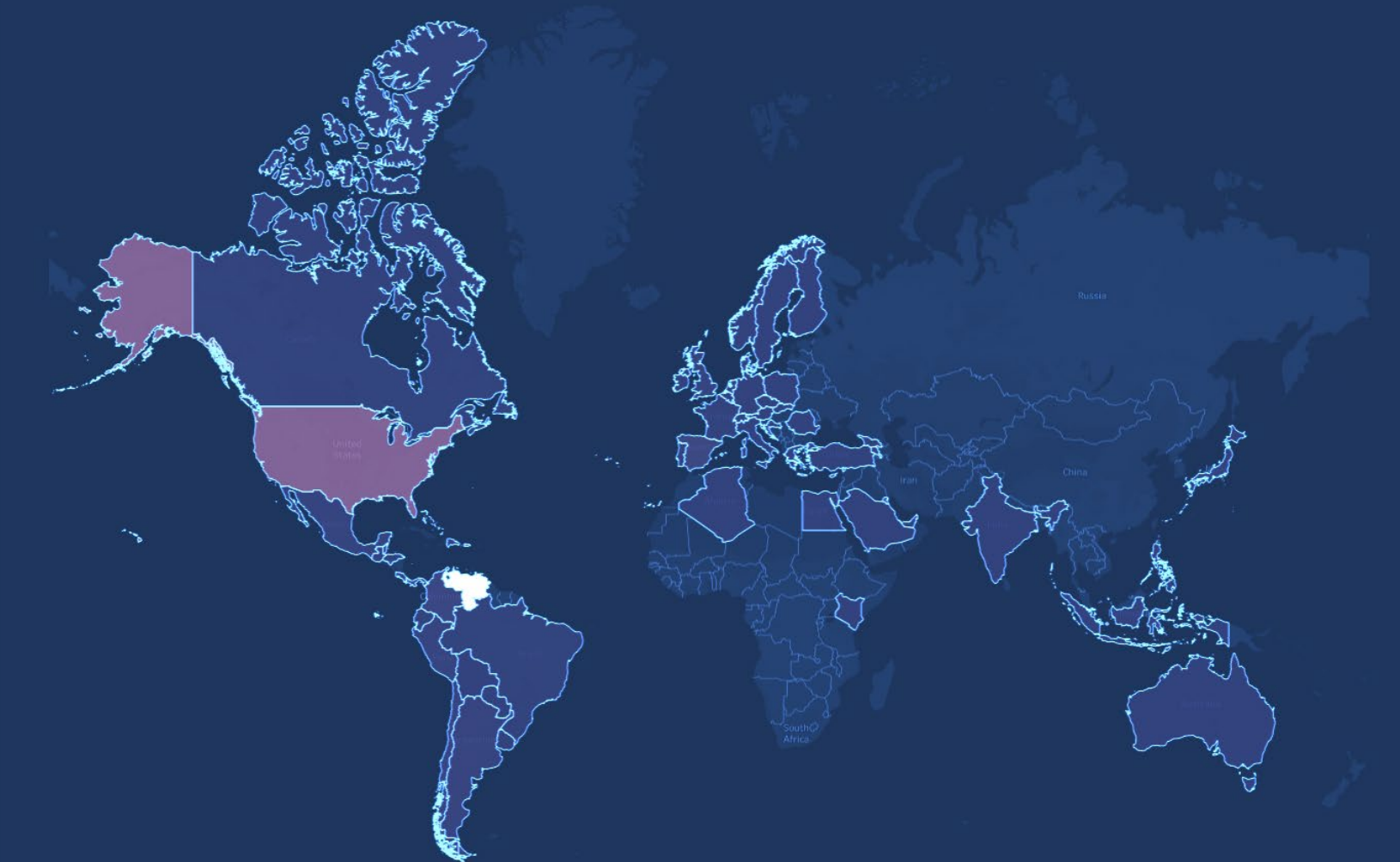
7 countries **82%** people of color **60%** software developers

All full-time employees are in Venezuela, as a way to **maximize our impact** in the country

Metrics

Since October, we see **organic growth** as we continuously iterate in our product to drive more traffic.

14k raised in 2021
>5k visits
200 users
>90 campaigns



Key Partners

- PayPal:** Through PayPal's API, donors can intuitively and safely donate using their PayPal account as well as their credit or debit card
- Airtm:** Allows us to provide fast and safe money transfers through the back-end of our platform
- Reserve:** A future partnership with Reserve could simplify the user journey for recipients when accessing and spending their funds

Key Activities

- Product and software development and continuous iteration of platform features
- Create unique content to reach our audience such as a VR experience
- Engage with our community and actively answer customer questions across all our social media platforms
- Ensure legal and financial compliance with U.S. regulations

Value Proposition

- Showcase vetted stories of Venezuelans in need of humanitarian aid
- Allow individuals in the U.S. to donate directly and safely to their preferred campaigns
- Incentivize donors to share the story with their network
- Send recipients 100% of the cash-aid directly to their e-wallet
- Update donors on how funds are used

Customer Relationship

- Build a supportive and welcoming community for recipients through WhatsApp and Twitter
- Create an active WhatsApp group chat for recipients to help each other and generate trust in the platform
- Leverage Twitter to bring more stories to Yakera
- Provide Donor Hub feature to allow donors to interactively track their impact

Customer Segments

- Venezuelans in need:** Middle class Venezuelans with means or contacts to promote their campaigns or low income Venezuelans without means to drive their own donations
- Donors:** Venezuelan and Latin American diasporas as well as middle-class urban Americans who are seeking ways to help people in need of immediate support

Cost Structure

- Total cost projection for 2022: \$100,000
 - Product and software development costs: \$64,000 (64%)
 - Marketing and content creation costs: \$22,700 (23%)
 - Operating costs: \$8,000 (8%)
 - Legal and compliance costs: \$5,400 (5%)

Revenue Streams

- Direct support from advisory board members and their network
- Grant applications, partnerships, and direct donations in 2022 to fund operations
- Community of small donors from the US and Venezuela to fund campaigns directly (average donation: 53 USD)