



ALTRUNITY

SUPPORT THE BUSINESSES THAT SUPPORT YOUR COMMUNITY

DISCUSSION TOPICS

- WHAT IS ALTRUNITY
- WHY ALTRUNITY MAKES SENSE
- HOW IT WORKS
- WHO IT'S FOR
- COMPETITION
- MARKETING

WHAT IS ALTRUNITY



WHAT IS ALTRUNITY

ALTRUISUM – unselfish regard for or devotion to the welfare of others

UNITY - the state of being united or joined as a whole

<http://altrunity.com>



WHAT IS ALTRUNITY

Altrunity is a place where groups or organizations can share information about businesses that support them or that they support.



HOW IT WORKS

HOW IT WORKS

Example – High School Orchestra Association

- 1) The Association needs donations to support this year's fundraiser
- 2) Volunteers go into the community and ask local businesses for support
- 3) Local businesses donate goods and services for this event
- 4) The Association posts information about this business on Altrunity
- 5) Community members visit Altrunity and find businesses to support that support their community

HOW IT WORKS

Example - Group of Friends

- 1) A group of friends often asks each other for recommendations for everything from places to eat to auto mechanics to landscapers.
- 2) These friends create a group on Altrunity and start to add businesses that they know and utilize
- 3) These friends can now find and use businesses that have been vetted and recommended by people that they know and trust.
- 4) Over time, this group creates a curated, highly personalized list of businesses that they frequent

HOW IT WORKS

Example - Community Activists

- 1) A group within the community wants to support businesses that support the causes and groups that they also support. For instance, women-owned local businesses.
- 2) This group creates a group on Altrunity and starts to list known women-owned businesses in their community
- 3) Since this group is public, others that want to support women-owned business can visit Altrunity and find a curated, local list of women-owned businesses they can support
- 4) Over time, this list grows, reviews and comments are added and Altrunity becomes the go-to source for finding businesses that you feel good about supporting.

WHY THIS MAKES SENSE



WHY THIS MAKES SENSE

A few notes about trust, community and business reviews.

75.5% of consumers express trust in reviews, with 90.6% always reading them before making a purchase

55% of global consumers would prefer to use an open review platform, where they don't have to be invited by a business to write a review

75% of consumers always or regularly read online reviews when browsing for local businesses

Local news as an alternative review source has increased by 8% since 2023 to 43%

Under 50% of consumers trust reviews as much as they trust recommendations from friends

WHO IS THIS FOR



WHO IS THIS FOR

- Organizations that want to give back to the businesses that support them
- Groups that want to provide personalized recommendations for services and business that they use and trust
- Consumers that are looking for trusted reviews and information from others that have similar beliefs or associations as they do
- Business that are looking for more of a return for their giving and support of local organizations.

COMPETITION



COMPETITION

Traditional Review Sites like Google, Facebook, Yelp, Trust Pilot, Etc

- Unlike the review sites above that are unmonitored, Altrunity reviews and recommendations are curated by people who share similar beliefs, tastes and community.

Newsletters, email and signage

- Unlike traditional one-time advertisements or notifications, Altrunity provides a single source of trust that can be visited easily and updated frequently.

MARKETING



MARKETING

- Sponsorships for local organizations (Amount TBD) in exchange for use of Altrunity as the keeper of all sponsors of the event
- Advertisements in local newspapers, emails and newsletters.
- Targeted in Kirkwood, MO, then expand outward

COST & SUBSCRIPTION FEES



SUBSCRIPTION FEES

Current Fee: \$0/month for foreseeable future

Possible Fees to implement in the future

- \$125/year for organizations
- \$75/year for non-profit organizations
- \$0/year for groups with limited features.

Additional Fees

- \$Unknown for business to be featured
- \$Unknown for targeted advertisements

ROLLOUT



ROLLOUT

September, October, November 2024 - Beta testing, feedback.

December 2024 - Bug fixes, enhancements, preparation for launch

January 2025 - Launch of website, initial marketing efforts.

THANK YOU



A decorative graphic on the left side of the page consists of a cluster of overlapping squares and circles in various colors including blue, red, orange, yellow, and brown. The shapes are arranged in a way that they appear to be floating or scattered, with some larger and some smaller, creating a vibrant and abstract composition.

ADDITIONAL FAQ

F.A.Q.

- **Is the name Altrunity set in stone?**
 - No.
- **Is this site open to the public?**
 - Technically, yes, but it's not being indexed by search engines and people probably can't find it without knowing the url.
- **What is the testing plan?**
 - Hopefully if you're reading this, you're part of the testing plan.
- **I have a suggestion.**
 - This isn't a question, but I appreciate suggestions & comments.