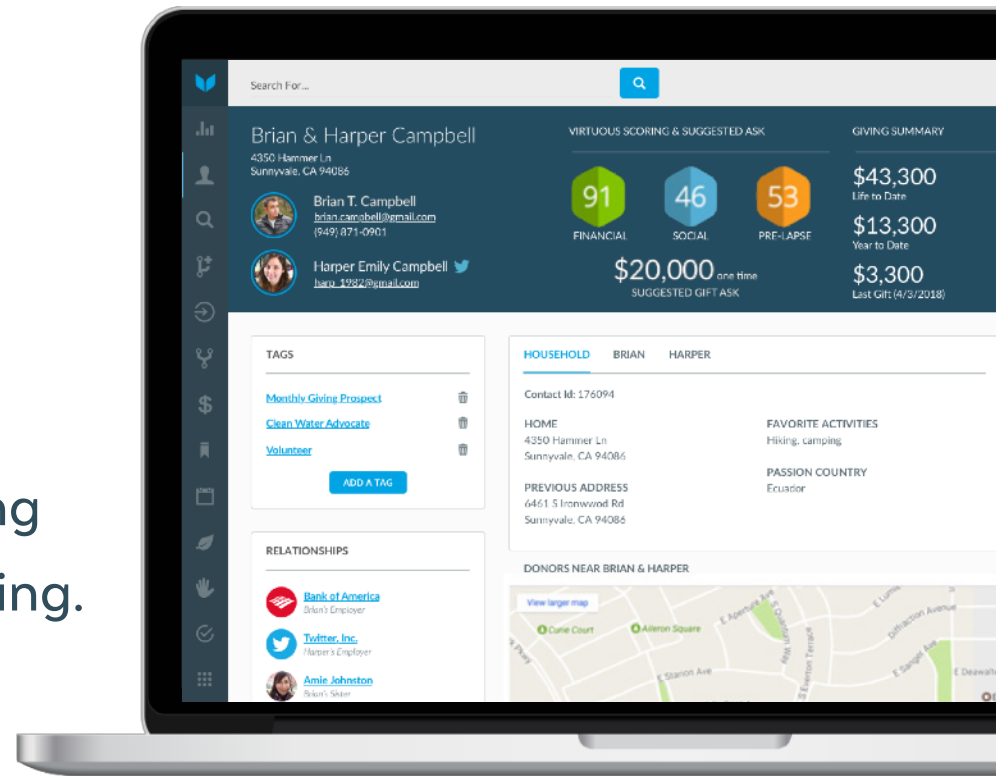


Virtuous is the only modern nonprofit CRM, Marketing Automation & Donation platform purpose-built to personalize donor communications.

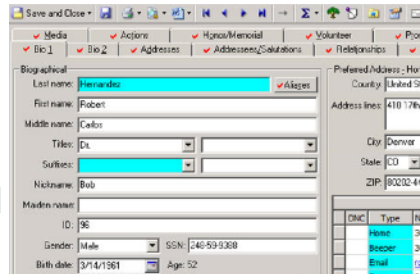
We are growing global generosity by combining modern marketing with leading edge fundraising.



THE PROBLEM

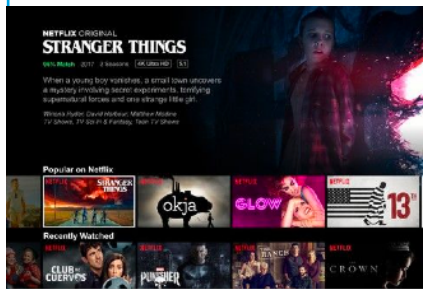
ANTIQUATED NONPROFIT TECH

Charities are handcuffed to legacy software built for accounting and mass direct mail



A HUGE SHIFT IN THE WORLD

Over the past 10 years consumers have come to expect personalized experiences. And modern donors want a personal connection to their cause.



THE RESULT

Nonprofits are spending more money to attract and retain modern donors - and the chasm is growing!

A BIG MARKET

- 1.5M US nonprofits with \$400B/yr in donation revenue and \$1.3T/yr in total revenue.
- Nonprofit donations represent > 2.5% of US GDP
- Blackbaud (legacy leader in the space) is publicly traded with \$800M in nonprofit software revenue
- Blackbaud estimates a \$7.3B TAM for nonprofit software
- “Marketing Automation” software market is expected to double from 2014 to 2025 (\$3.6B to \$7.6B)

INITIAL TARGET MARKET

Initially we’ve limited our target market to 42K nonprofits from \$3-\$100M in revenue

TRACTION HIGHLIGHTS

13

FULL TIME EMPLOYEES

Founder and majority of team worked in NPO space.

215

CUSTOMERS

Significant traction & early customer delight.

\$1.6

STEADY GROWTH

\$1.6M ARR + \$450K services
Roughly 100% YoY growth

105

% REVENUE RETENTION

We are increasing share of wallet!

SELECT CUSTOMERS



EXPERIENCED TEAM

CO-FOUNDER OF SHOTZOOM (EXIT)

One of Apple’s top revenue generating app suites (Golfshot)



BORN FROM brushfire

Core team has been launching successful software for top nonprofits and for-profits for last 8 years

WEALTH EXPERIENCE ON TEAM

