Canviar
Change the World

Independent Business Plan
Wakeland DECA
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I. EXECUTIVE SUMMARY

Description of Product
Canviar is a transaction enabler and facilitator company that seamlessly brings charitable giving and rollover banking together. Canviar works with financial institutions throughout the world to allow bank account holders who have rollover bank accounts to automatically send change from their debit card transactions to charitable organizations of their choice. Rollover is the action in which the remaining cents that would make a transaction an even dollar value is put into a separate account or sent to an alternative location. For example, if debit card holder “A” spends $9.77, the remaining $0.23, being the rollover value, is then transferred to a separate holding account. Canviar integrates its software into banks’ systems which allows cardholders to have these rollover funds automatically sent to a charitable organization of their choice upon making a transaction. Banks that have Canviar integrated into their systems will have an option on their websites and mobile apps that allow users to designate a charitable organization to automatically donate their rollover funds. This software helps streamline the donation process, create a more consistent source of income for charitable organizations, and improve financial institutions’ public perceptions.

Canviar will simply direct transactions from debit card account holders to charities of their choice. These transactions are all logged, giving the user the ability to generate a complete history of tax-deductible receipts when reporting taxes. Canviar’s software is based on blockchain technology. Various independent remote servers will continuously verify that the correct transactions are taking place between the correct cardholders and charitable organizations. This, along with the advanced encryption and hashing employed by Canviar, makes Canviar’s software highly secure. Moreover, Canviar’s software is white-labeled, meaning regardless of the financial institution, Canviar will provide the same functionality to all debit card account holders. Additionally, white-labeling permits financial institutions to brand and customize Canviar to their choosing.

Mission Statement
Canviar strives to benefit charitable organizations, financial institutions, and debit card holders by providing the infrastructure necessary to make seamless, secure transactions between them.

Problems / Business Opportunity
- The lack of steady income for charitable organizations.
- The time-consuming process of giving to charity and filing tax-deductions.
- The need for financial institutions to improve their public reputation.

These problems affect charitable organizations that seek income, ordinary citizens that want to make donations, and financial institutions that depend on public approval.

Customer Segments
The target customers of Canviar are
- Financial institutions
- Charitable organizations
- Debit card account holders
Each of these customers will benefit greatly from Canviar’s service by gaining an improved public reputation, a more reliable and consistent source of income, and a seamless donation and tax-deduction process, respectively.

Unique Value/Solutions
Canviar allows debit card account holders to instantly and effortlessly donate funds from their rollover accounts to charitable organizations of their choice while allowing financial institutions to make a greater contribution to society and positively impact their local communities. Three things that make Canviar unlike any company currently in the rollover fund industry are:
• Debit card account holders can seamlessly donate to charitable organizations of their choice and file tax deductions with ease.
• Charities will receive steady stream of income from donors in a highly efficient manner.
• Financial institutions will gain an improved public reputation for supporting charities as well as a new marketable service.

With all of these factors combined, Canviar serves as a great product for all parties involved.

Channels
Canviar does not use direct advertisements because its primary customers are financial institutions. Instead, Canviar will be using the techniques of direct contact and approach to reach these institutions. These same methods will be used to reach charitable organizations in order to have them register as potential recipients of donations. The financial institutions themselves will be responsible for obtaining debit card account holders, but Canviar’s marketing specialists will help create marketing tools for the financial institutions to utilize.

Financial Overview
Canviar has three primary revenue streams. The first two of these streams are initial and annual service fees paid by the financial institution partners, while the third stream comes from a one-cent transaction fee that is charged each time a user makes a donation. Canviar gets half of the revenue generated by this transaction fee, while the other half goes to the financial institutions. This half-cent transaction fee obtained by the financial institutions acts as an incentive to get them to implement Canviar’s services and continue to promote the product, as it allows them to recuperate their investment.

Canviar’s startup costs are $211,980. For the first year of operation, the monthly operating cost will be $86,182 and the yearly operating cost will be $1,034,184. For an expanded financial overview, visit the Detailed Financials section.

Canviar has created a five year projection that shows the company obtaining 366 financial institution partners, which is merely 6.03% of all banks in the U.S. This projects that over 24.6 million debit card holders will be making transactions using Canviar’s rollover donation banking system, ultimately leading to a revenue of just under $1 billion by the fifth year of operation generated by the half-cent transaction fee alone.

Key Metrics
The key metrics that need to be measured are the number of banking partners per size bracket, monthly and yearly recurring revenue, customer and partner acquisitions, number of user transactions, established rollover accounts, and user feedback. Each of these factors needs to be considered in order to determine and improve the effectiveness of Canviar’s service, marketing techniques, and overall customer satisfaction. Altogether, these key metrics will help measure the success of Canviar and illustrate a path to greater company growth.

Management Summary
Canviar was co-founded by Lucious McDaniel IV, Jacob Fujihara, and Oliver Shi. They share an equal three-way partnership, giving all three equal voting rights and equity stake in the company.

Capital Investment
Canviar is asking for $825,000 from the investors in exchange for a 20% equity stake in the company. This gives Canviar a valuation of $4.125 million. This means the investor will be easily recuperating their investment.
II. PROBLEM
Canviar will help bring an end to many of the issues faced by charitable organizations and financial institutions.

The top three problems that Canviar will ameliorate are:

- The lack of steady income for charitable organizations
- The time-consuming process of giving to charity
- The need for financial institutions to improve their public reputation

The first problem that Canviar will solve is the lack of steady income that charitable organizations have. By nature, organizations that operate and depend on donations have a very sporadic income that is hard to predict. This is because the majority of donations that these organizations receive come through fundraisers or events that occur only during specific times throughout the year. As a result, charitable organizations can often go weeks without receiving any significant donations, and then have a multi-thousand dollar donation in one day. Therefore, charitable organizations have a very inconsistent income, making it difficult for them to support their expenses. This problem has forced many of these organizations to shut down after enduring an extended period without any income.

Another prevalent issue that Canviar will solve is the difficult and time-consuming process required to donate. Many charitable organizations require donors to go through a tedious legal and financial process each time they choose to donate. The number of forms that donors are required to fill out each time they donate results in a time-consuming process, which deters potential donors from donating more than once. Furthermore, the tax-deduction process of donations is also time-intensive. This is because most tax-deductible donation receipts are not itemized, which often leads to inaccurate reporting. Therefore, donors must take a significant amount of time to check that the deduction is correct in order to avoid tax-fraud and other government penalties. Additionally, there is a complete lack of uniformity when it comes to making donations. Each charity varies as far as where and how donations are accepted. Due to the overwhelming amount of options potential donors must choose from, it becomes even more time-