



# OPPORTUNITY OVERVIEW

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**2023**



Ministry Brands

## PREPARED BY:

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# Opportunity Overview

## Summary

As you may know, Ministry Brands and ZGIVE have been in partnership conversations for over a year now, and I believe that we have reached a point of traction that makes sense to discuss an acquisition or deep partnership relationship.

In addition, our organizations align at many important levels:

- **Mission-minded** – we both desire to make a Kingdom impact through innovative technology
- **Complementary technologies** – being the only event fundraising platform in the MB portfolio would quickly turbo-boost revenue generation for your other brands
- **Similar Strategic Direction** – we also share a strategic direction to serve both faith-based and secular nonprofit organizations, which is why we run a dual-branded environment (ZGIVE and Faithbid)
- **Price Accessibility** – It appears that most of your online donation brands sit in the \$600/yr range, making our free packages very appealing to your audiences
- **Familiarity with your team/culture** – I have been working with various teams at MB for over a year now, and our team of 7 Christian employees would be an instant culture fit. On that topic here is a 3-min video that describes our founders and team:



## Scaling Strategy

We would look at implementing a dual approach to scaling the organization that would grow to a \$20M Exit ARR by the end of 2025. More specifically, here are the two main growth channels:

### ZGIVE/Faithbid Direct (not leverage MB brands):

In addition to ramping up direct sales, marketing, and event exposure, our core 2023 plan to scale is to adopt more of a one-to-many approach. We plan on deepening our relationships with some of our key existing partnerships by integrating and white-labeling with them. This will bring additional value and 'stickiness' to their audiences and fill an important tech stack gap in the event fundraising space.

### Leveraging MB Brands:

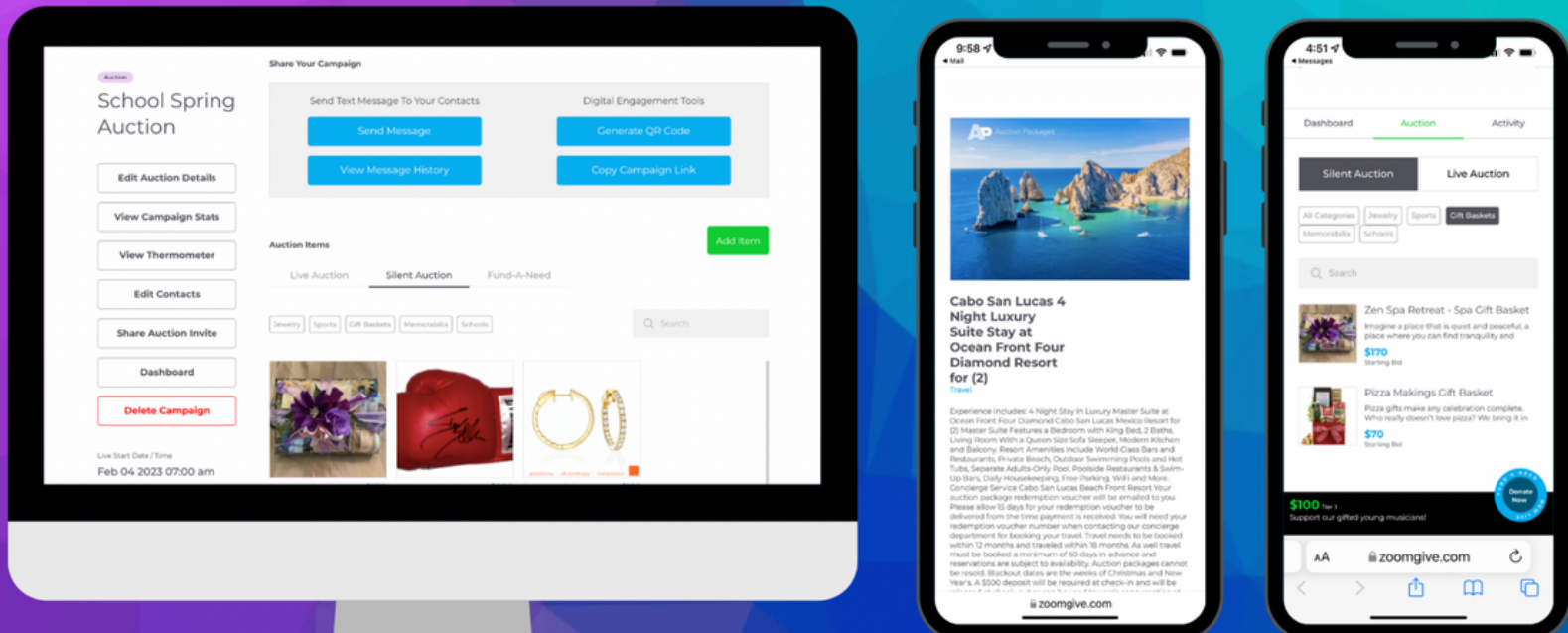
Being that we would be the only auction platform within the MB portfolio of brands, there is a natural synergy to strategically leverage the audiences of the brands and bring additional fundraising power to each organization. Given the complementary nature of our technologies, I believe that we can conservatively penetrate 12% of your 90,000 faith-based organizations over the next 3 years. We could look at co-marketing the ZGIVE and Faithbid brands as-is or develop white-label integrations with the Online Giving and Church Management System brands to further accelerate adoption.

In tandem, we could look at doing an integrated marketing campaign for the background screening and accounting brands. If possible, we could also explore integrating the churchstreaming.tv technology to bring live streaming to our hybrid fundraising events.

## Why Auctions?

Due to a combination of the pandemic, inflation, and a change in donor behaviors, not-for-profit organizations are desperately seeking innovative ways to raise money. We developed a best-in-class auction/event fundraising solution to offer these organizations an innovative and sustainable way to raise money in any environment.

We began as a donation-only company in 2020, and once the pandemic hit, we quickly pivoted to online auctions to help these organizations raise more money during a very difficult environment. However, with auctions, only about 35% of people win an item, so we leveraged our original donation technology, as well as integrated more advanced fundraising solutions to maximize fundraising at events.

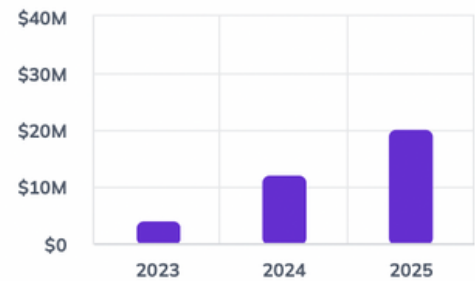


SaaS Metrics/KPIs	Value
Investments:	\$1.7M Self-Funded to Date
Number of Active Customers:	121
Customer Growth (2021 to 2022):	288%
Churn Rate (all 2022 sign-ups):	3.4% (lower than avg CRM churn rate)
# of Total Transactions (2022 YTD):	3,724
Average Monthly CC Volume Processed:	\$85,000
Average Winning Bid Amount:	\$314
Average Donation Amount:	\$221
Total Completed Auctions (2022):	77
Average Funds Raised per Auction:	\$12,100 (50% higher than 2021)
Annual Contract Value (ACV):	\$1,000
Customer Lifetime Value (CLV):	\$5,000
CLV/ACV Ratio:	5.0
<b>Gross Margins:</b>	
Auction Only:	85%
Professional Services:	78%
Auction Items:	40%
Artificial Intelligence (est):	85%
Est. Blended Gross Margin (2023):	76%

# Financials

## Projected Financials 2023-2025

### Revenue



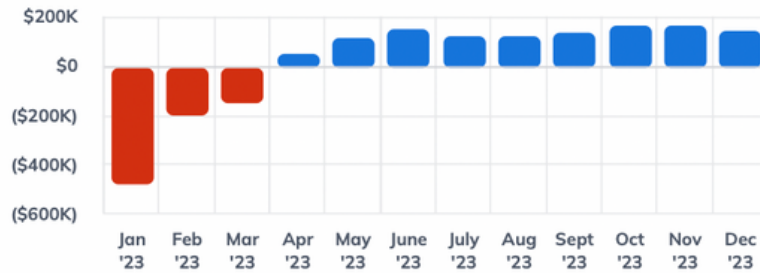
Revenue	2023	2024	2025
SaaS Revenue	\$3.3M	\$9.8M	\$16.4M
Professional Services Income	\$310,425	\$916,425	\$1.4M
Auction Item Revenue	\$413,900	\$1.1M	\$1.7M
AI Revenue	\$103,475	\$505,475	\$881,975
<b>Totals</b>	<b>\$4.1M</b>	<b>\$12.3M</b>	<b>\$20.5M</b>



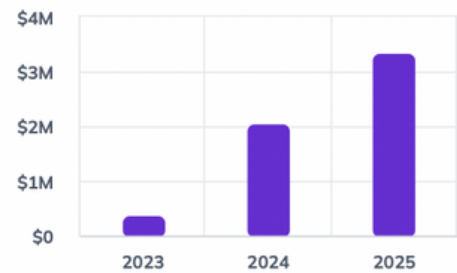
# Projected Cash Flow 2023-2025

## Projected Cash Flow

Cash flow in 2023



Cash flow by year



Projected Cash Flow	2023	2024	2025
<b>Net Cash from Operations</b>	<b>\$414,676</b>	<b>\$2.1M</b>	<b>\$3.3M</b>
Net Profit	\$414,676	\$2.1M	\$3.3M
Change in Accounts Receivable	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$0	\$0	\$0
<b>Net Cash from Financing</b>	<b>(\$18,831)</b>	<b>\$5,607</b>	<b>\$11,613</b>
Change in Short-Term Debt	(\$13,715)	\$5,607	\$11,613
Change in Long-Term Debt	(\$5,116)	\$0	\$0
Cash at Beginning of Period	\$0	\$395,845	\$2.5M
Net Change in Cash	\$395,845	\$2.1M	\$3.3M
<b>Cash at End of Period</b>	<b>\$395,845</b>	<b>\$2.5M</b>	<b>\$5.8M</b>

Projected Profit & Loss	2023	2024	2025
Total Expenses	\$3.7M	\$10.3M	\$17.1M
Net Profit	\$414,676	\$2.1M	\$3.3M
<b>Net Profit %</b>	<b>10%</b>	<b>17%</b>	<b>16%</b>

# Projected Balance Sheet 2023-2025

## Projected Balance Sheet

Projected Balance Sheet	2023	2024	2025
<b>Assets</b>	<b>\$395,845</b>	<b>\$2.5M</b>	<b>\$5.8M</b>
<b>Current Assets</b>	<b>\$395,845</b>	<b>\$2.5M</b>	<b>\$5.8M</b>
Cash	\$395,845	\$2.5M	\$5.8M
Accounts Receivable	\$0	\$0	\$0
<b>Liabilities &amp; Equity</b>	<b>\$395,845</b>	<b>\$2.5M</b>	<b>\$5.8M</b>
<b>Liabilities</b>	<b>\$134,313</b>	<b>\$139,920</b>	<b>\$151,533</b>
<b>Current Liabilities</b>	<b>\$134,313</b>	<b>\$139,920</b>	<b>\$151,533</b>
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$134,313	\$139,920	\$151,533
<b>Long-Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long-Term Debt	\$0	\$0	\$0
<b>Equity</b>	<b>\$261,532</b>	<b>\$2.3M</b>	<b>\$5.7M</b>
Retained Earnings	(\$153,144)	\$261,532	\$2.3M
Earnings	\$414,676	\$2.1M	\$3.3M



# Projected Profit & Loss

2022

## ZGIVE Profit and Loss January - November, 2022

	<b>Total</b>
<b>Income</b>	
SaaS Income	43,589.75
Performance Fee Income	31,727.87
Item Income	11,996.20
Processing Income	1,543.96
<b>Total Income</b>	<b>\$ 88,857.78</b>
<b>Cost of Goods Sold</b>	
<b>Cost of Goods Sold</b>	
Server Hosting	10,952.94
Products	7,447.97
Contractors	7,637.86
Payroll	19,467.69
<b>Total Cost of Goods Sold</b>	<b>\$ 45,506.46</b>
<b>Total Cost of Goods Sold</b>	<b>\$ 45,506.46</b>
<b>Gross Profit</b>	<b>\$ 43,351.32</b>
<b>Expenses</b>	
Advertising & Marketing	205,858.68
Auto	74.24
Contract Labor	3,543.75
Contributions to Charities	1,873.24
Medical Insurance	1,594.50
Worker's Comp	439.54
Dues & Subscriptions	24,846.55
Dues and Subscriptions (CrowdHub)	36,927.42
<b>Total Dues &amp; Subscriptions</b>	<b>\$ 275,157.92</b>
<b>General business expenses</b>	
Bank fees & service charges	2,350.97
<b>Total General business expenses</b>	<b>\$ 2,350.97</b>
Insurance	9,567.00
Interest Paid	3,599.57
<b>Legal &amp; Professional Services</b>	23,919.38
Accounting Fees	5,476.95
Legal Fees	4,737.50
Professional Fees	4,910.00
<b>Total Legal &amp; Professional Services</b>	<b>\$ 39,043.83</b>
Meals	1,502.48
<b>Office Expenses</b>	
Office supplies	5,252.85
Software & apps	57,303.61
<b>Total Office Expenses</b>	<b>\$ 62,556.46</b>
Outside Services	9,105.00
Payroll expenses	

# Projected Profit & Loss, continued

2022

<b>Company Contributions</b>	
Retirement	3,011.88
<b>Total Company Contributions</b>	<b>\$ 3,011.88</b>
<b>Retirement Services</b>	<b>\$ 807.48</b>
Taxes	19,752.94
<b>Wages</b>	<b>197,438.69</b>
<b>Total Payroll expenses</b>	<b>\$ 221,010.99</b>
Postage and Shipping	383.29
QuickBooks Payments Fees	136.75
Reimbursements	5,435.80
Repairs & Maintenance	433.93
Taxes & Licenses	1,067.40
Travel	4,528.66
Airfare	2,409.60
Hotels	1,760.93
Taxis or shared rides	30.02
<b>Total Travel</b>	<b>\$ 8,729.21</b>
Utilities	
Phone service	4,300.97
<b>Total Utilities</b>	<b>\$ 4,300.97</b>
<b>Total Expenses</b>	<b>\$ 644,381.57</b>
<b>Net Operating Income</b>	<b>-\$ 555,523.79</b>
<b>Other Income</b>	
Other Income	868.06
<b>Total Other Income</b>	<b>\$ 868.06</b>
<b>Net Other Income</b>	<b>\$ 868.06</b>
<b>Net Income</b>	<b>-\$ 554,655.73</b>

# Balance Sheet

2022

## ZGIVE Balance Sheet As of November 30, 2022

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
Wells Fargo Simple Business Checking (6492)	2,623.41
QuickBooks Checking Account -7936	5,129.45
Wells Fargo Checking 6939	32,937.45
<b>Total Bank Accounts</b>	<b>\$ 40,690.31</b>
<b>Accounts Receivable</b>	
Accounts receivable (A/R)	3,817.16
<b>Total Accounts Receivable</b>	<b>\$ 3,817.16</b>
<b>Other Current Assets</b>	
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$ 0.00</b>
<b>Total Current Assets</b>	<b>\$ 44,507.47</b>
<b>Fixed Assets</b>	
Accumulated Depreciation	-253,767.58
Fixed Asset Software	333,210.75
<b>Total Fixed Assets</b>	<b>\$ 79,443.17</b>
<b>Other Assets</b>	
Accumulated Amortization	-17,376.60
Start-Up Costs	40,099.00
<b>Total Other Assets</b>	<b>\$ 22,722.40</b>
<b>TOTAL ASSETS</b>	<b>\$ 146,673.04</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable (A/P)	157,500.00
<b>Total Accounts Payable</b>	<b>\$ 157,500.00</b>
<b>Credit Cards</b>	
Capital One	38,627.01
Chase Credit Card 6630	27,097.71
Credit Card - WF 8111	48,873.22
<b>Total Credit Cards</b>	<b>\$ 114,597.94</b>
<b>Other Current Liabilities</b>	
Direct Deposit Payable	0.00
<b>Payroll Liabilities</b>	
401(K)	0.00
CA PIT / SDI	0.00
CA SUI / ETT	842.78
CO Income Tax	265.00
CO Unemployment Tax	136.00
Federal Taxes (941/943/944)	0.00

## Balance Sheet, continued

2022

Federal Unemployment (940)	186.48
Human Interest - Catchup	373.75
Human Interest - Roth	150.00
Human Interest - Traditional	703.16
<b>Total Payroll Liabilities</b>	<b>\$ 2,657.17</b>
<b>Total Other Current Liabilities</b>	<b>\$ 2,657.17</b>
<b>Total Current Liabilities</b>	<b>\$ 274,755.11</b>
<b>Long-Term Liabilities</b>	
Kabbage Loan	33,849.57
<b>Total Long-Term Liabilities</b>	<b>\$ 33,849.57</b>
<b>Total Liabilities</b>	<b>\$ 308,604.68</b>
<b>Equity</b>	
Owner's Pay & Personal Expenses	-8,864.10
Partners Capital Contributions	1,705,305.16
Retained Earnings	-1,102,520.43
Net Income	-600,162.19
<b>Total Equity</b>	<b>-\$ 6,241.56</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 302,363.12</b>

# Projected Profit & Loss

January - December 2021

## ZGIVE

Profit and Loss

January - December 2021

	TOTAL
Income	
Item Income	15,136.16
Performance Fee Income	8,260.38
SaaS Income	37,202.25
<b>Total Income</b>	<b>\$60,598.79</b>
Cost of Goods Sold	
Cost of Goods Sold	
Contractors	19,375.90
Payroll	70,341.03
Products	23,703.21
Server Hosting	1,871.07
<b>Total Cost of Goods Sold</b>	<b>115,291.21</b>
<b>Total Cost of Goods Sold</b>	<b>\$115,291.21</b>
<b>GROSS PROFIT</b>	<b>\$ -54,692.42</b>
Expenses	
Auto	532.49
Bank Charges & Fees	4,959.50
Contributions	792.45
Dues & subscriptions	13,984.33
Dues and Subscriptions (CrowdHub)	38,300.00
Insurance	
Worker's Compensation	571.74
<b>Total Insurance</b>	<b>571.74</b>
Legal & Professional Services	22,628.75
Marketing and Advertising	46,533.51
Meals	144.58
Office Supplies	6,153.27
Payroll Expenses	
Taxes	21,938.30
Wages	182,149.11
<b>Total Payroll Expenses</b>	<b>204,087.41</b>
Postage and Shipping	777.57
Reimbursements	1,175.55
Software	37,705.64
Taxes & Licenses	842.50
Telephone	1,911.57
Travel	2,157.31
<b>Total Expenses</b>	<b>\$383,258.17</b>
<b>NET OPERATING INCOME</b>	<b>\$ -437,950.59</b>
	TOTAL
Other Expenses	
Amortization	8,019.80
Depreciation Expense	237,953.58
<b>Total Other Expenses</b>	<b>\$245,973.38</b>
<b>NET OTHER INCOME</b>	<b>\$ -245,973.38</b>
<b>NET INCOME</b>	<b>\$ -683,923.97</b>

# Balance Sheet

As of December 31, 2021

## ZGIVE

### Balance Sheet

As of December 31, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Wells Fargo Simple Business Checking (6492)	30,484.84
<b>Total Bank Accounts</b>	<b>\$30,484.84</b>
Accounts Receivable	
Accounts Receivable (A/R)	1,284.06
<b>Total Accounts Receivable</b>	<b>\$1,284.06</b>
Other Current Assets	
Prepaid Expenses	1,706.58
Repayment	
January 7, 2021 Loan	0.00
<b>Total Repayment</b>	<b>0.00</b>
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$1,706.58</b>
<b>Total Current Assets</b>	<b>\$33,475.48</b>
Fixed Assets	
Accumulated Depreciation	-253,767.58
Fixed Asset Software	333,210.75
<b>Total Fixed Assets</b>	<b>\$79,443.17</b>
Other Assets	
Accumulated Amortization	-17,376.60
Start-Up Costs	40,099.00
<b>Total Other Assets</b>	<b>\$22,722.40</b>
<b>TOTAL ASSETS</b>	<b>\$135,641.05</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Credit Cards	
Capital One	1,805.55



## Balance Sheet, continued

As of December 31, 2021

### ZGIVE

#### Balance Sheet

As of December 31, 2021

	TOTAL
<b>Total Credit Cards</b>	<b>\$1,805.55</b>
Other Current Liabilities	
Deferred Revenue	3,568.75
Direct Deposit Payable	-6,068.64
Payroll Liabilities	
CA PIT / SDI	-24.54
CA SUI / ETT	-71.59
CO Income Tax	707.00
CO Unemployment Tax	0.00
Federal Taxes (941/944)	0.00
Federal Unemployment (940)	400.88
IWO-CS	0.00
MO Income Tax	0.00
MO Unemployment Tax	48.60
SC Income Tax	0.00
SC Unemployment Tax	-224.50
<b>Total Payroll Liabilities</b>	<b>835.85</b>
<b>Total Other Current Liabilities</b>	<b>\$ -1,664.04</b>
<b>Total Current Liabilities</b>	<b>\$141.51</b>
<b>Total Liabilities</b>	<b>\$141.51</b>
Equity	
Opening Balance Equity	0.00
Partners Capital Contributions	1,238,419.97
Retained Earnings	-418,996.46
Net Income	-683,923.97
<b>Total Equity</b>	<b>\$135,499.54</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$135,641.05</b>



# THANK YOU

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