



UPDEED for Organizations

Social Initiatives by Organizations



Organizations all across the globe are handling their social projects in their own unique way.

Organizations are now assertive, pushing social change efforts, assisting NGOs, and increasing their CSR operations.

How Do Organizations Reach Their Audience?

Internet is the Core Pillar of the Modern Information Society. Users spend almost 7 hours/day on internet.

Out of 4.66 Billion internet users globally, 4.32 Billion are active on social media and on an average a user spend 2.5 hours everyday in social networks.

As a result, many organizations use social media as a tool for showcasing their initiatives, connecting with their audience, and developing a brand image that supports their strategic goals.



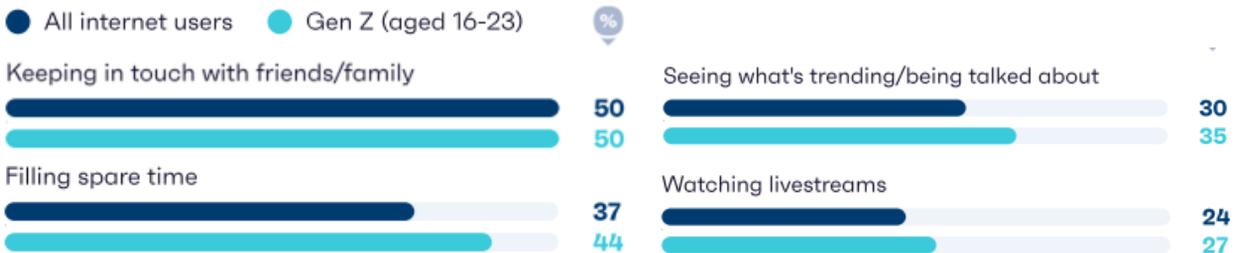
But...

While the majority of social-media users browse such sites for entertainment, remaining in contact with friends and family, and occupying spare time, organizations must consider these concerns.

- Are these platforms providing them with "ENOUGH" results?
- Are these platforms even "THE RIGHT PLATFORM" for them?



GWI's latest report on Social Media Usage says otherwise...



The sense of making a difference and urgency are lost among a variety of various sorts of information. It also makes it difficult for organizations to convey the appropriate message to the appropriate audience at the appropriate time.

Organizations encounter difficulties in engaging with the appropriate audience for their CSR or Branding efforts, and the impact has not been felt as firmly by customers as it could have been.

I am running a CSR activity
"Clean India, Green India"

Where can I connect with the right influencers? And,
How to find their authenticity?

My Chemical Manufacturing unit also works constantly to save the environment.

Where can I build a Brand Image that our processes are environment friendly?



Challenges that organizations face:



- **Reaching the Right Audience**

Organizations working for social issues and attempting to create a brand confront difficulties in reaching out to like-minded individuals and audiences in the appropriate niche.

Organizations may optimize their CSR and other social initiatives if they reach the proper individuals and convert them to their business goals. Existing social media channels fall far short of addressing this void.



- **Authenticity in consumers' minds**

Maintaining a brand image is tough. Revamping brand image in the minds of consumers as a “Brand that is bringing the change” is even tougher.

As there are no such platforms available that gives them social proof of or the authenticity on the image they want to build.

Current social or professional networks do not help in profile building for organizations and portraying themselves as a changemaker.



- **Network that Supports the Cause**

It is critical to determine skills, volunteers, and funders for the issues that an organization is working for. The availability of adequate resources ensures the success of any activity.

Organizations must invest significant resources in order to establish a network of individuals, communities, professionals, and fund raisers who can support the initiatives.

Building a network of individuals who will carry their projects forward in the correct manner is a problem for organizations.



The Solution

We need a platform that avoids the clutter of the internet and connects us to like-minded individuals & communities. So as per our campaigns, we can target who are working for or support a cause so that we can directly target them as per the niche of our campaign.

We need a platform that builds a network of changemakers and people around the globe who positively seek, spread & appreciate good deeds around them.



UPDEED is such a platform that builds the desired network of changemakers that any organization can pitch in.

What is UPDEED?

UPDEED-A **Positive Space on Internet**, is a networking platform that connects changemakers around the globe.

A mobile application based platform, having a user base from 150+ countries, builds the biggest network of individuals, communities and organizations to appreciate and support the good deeds happening around.



Do

A space where people showcase good deeds to the world, either done by them or happening around them.



Appreciate

A space where people with the intention to appreciate, show gratitude to the good doers and encourage them for their good deeds.



Connect

A space where anyone can connect with change makers, like minded people & communities to amplify the impact.

How UPDEED Helps Organizations

To amplify the voice of your brand for social and CSR initiatives, UPDEED is the platform to strive for. UPDEED lets you connect with thousands of zealous change makers who believe in the mutual cause that you are fighting for.

With UPDEED, you can convey the awareness of your social marketing initiatives all across the world. These change makers will become glowing beacons of your brand's social concerns, establishing a brand image in the appropriate community network.



Reliable Resources Share Responsibility Encourage Ethics

Get Business Goal **U** Engage Long Term

Grow Market Show Sincerity Promote Sustainability

With UPDEED, you can easily overcome any challenges that hamper the impact of the activities your organizations are doing for a greater cause.



With thousands of change makers on UPDEED, you can garner respect and appreciation for your brand in the minds of the relevant audience. Reach the right audience



Garner admiration on UPDEED once you describe the impact created through the initiatives. Build a profile of your brand with the authenticity backed by influencers of the same niche.



Join the resourceful network of individuals, communities, professionals, and fund raisers on UPDEED who can support the initiatives taken by your organization.

UPDEED at a Glance



User Base from
150+ Countries



Yeah!! it's good move to connect like-minded people.

Koodugal Organization
★★★★★



UPDEED made me realize that we are all extraordinary and have inspirational stories to share.

Diti Kotecha Founder, Thela
★★★★★



Let us advocate for behaviour change and maximize advocacy on UPDEED.

Rufaro Chakanetsa
Innovator against gender based Violence (UN Women)
★★★★★



We have learned so many great individuals and their stories at UPDEED.

Free Pads for India
★★★★★



Let's spread positivity with UPDEED

Sriram Arumilli
Earth Lings NGO
★★★★★



UPDEED is the best app where we getting more knowledge and feel motivated.

Niharika Kapoor
Aashman Foundation
★★★★★

Do. Appreciate. Connect.

Connecting changemakers around the world to amplify their impact on individuals and the society.

FEED
Discover inspiring stories that move people & create Impact.

GRATITUDE WALL
Discover user-recommended stories. Get featured and increase your visibility.

WRITE A POST
Share good deeds, a problem solved, helped someone or even a good thought.

SHARE & COMMENT
Engage with other changemakers, spread the good across platforms.



CLAP
Clap for their good deeds. Encourage the good-doers.



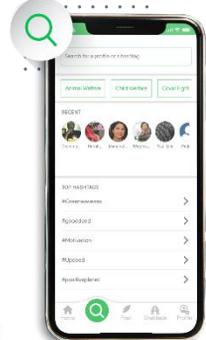
MESSAGES
Directly connect with changemakers, funders, organizations & volunteers around the globe.



AWARDS
Get awards for your impactful work, display worth within the community of good-doers.



SEARCH
Discover changemakers within a community from all over the world.



Founding Members



Sachin Shukla (Founder)
Harvard Business School, IIT Kharagpur



Having immense respect for people who do good deeds, when Sachin started working for UPDEED, there were only two words in his mind - Appreciation and Gratitude.

Being a tech enthusiast and a mentor to many start-ups, he believes that connections built on the foundation of these two words and enabled by technology have the power to change the course of humanity.

He aims to develop a networking platform that connects changemakers around the world to amplify their impact on individuals and society. Hence, with unprecedented enthusiasm among the team UPDEED was born. It is overwhelming to see similar energy levels amongst its UPDEEDers as they imbibe Sachin's vision.



Satish L Kumar (Co-Founder)
IIM Bangalore, IIT Kanpur



Satish is the brain behind the UPDEED app. Serving in Africa for a tech company, he has seen the harsh reality of poverty and understood the importance of uplifting changemakers to amplify social upliftment.

He heads the product team and is the analytical mind that creates awesome features which are helping people to collaborate everyday on UPDEED.



Sonal Shukla (Co-Founder)
MBA, Social Evangelist, HR Professional



Sonal is a veteran HR professional who has served in a number of key positions in multiple organizations. She could recognize the need for UPDEED, especially for organizations and communities where they had no medium to showcase their social initiatives.

Sonal manages day to day operations and binds the team working day and night behind UPDEED.



How to On-board Your Organization on UPDEED?

How to get started?

The UPDEED App is available on both the Google Play Store and the Apple App Store. Download the app and create a profile for your company with relevant interests and you're ready to go.

When you visit UPDEED, you will discover a plethora of tools that will assist you in amplifying your brand's messaging and efforts.



Share and influence

Post good deeds or activities done by your organizations on UPDEED to share it with the world. Let others know what are your visions and how rigorously you are working for them. Present yourself as a “Changemaker”.



Awards

Changemakers are nominated for accolades at UPDEED for the initiatives they conduct. Users will interact with what you've shared and will reward you for it.

You may also view any User's accolades for their outstanding work and contact them for possible collaboration. Develop your brand's authenticity.



Interests

Everyone believes in something. You can find change makers that believe in your cause by checking what they are interested in. Once you find synergies, it's a match that will amplify your brand's initiatives beyond imagination.



Gratitude Wall

These are user-recommended stories that are regularly checked by everyone on UPDEED. Once you get featured on Gratitude Wall, you can increase the visibility of your social initiatives and impact.



Discover & Connect

At UPDEED you can search and freely message any change maker to begin a conversation for fundraising, volunteership or collaboration for CSR activities.



Discover and appreciate
 the **extraordinary impact**
 made by **ordinary people**
 around you.



Visit

www.updeed.co

Contact

info@Updeed.co

Download the App!

