



# CROWD HUB

Release the power of your community!







**No one** should experience your brand alone.

Our suite of **tools** and **proven framework** will **increase engagement and accelerate the impact of your vision and mission.**



## OUR TOOLS:

*For every action there is a reaction. We build action based tools designed to create the reaction you need.*

**03** Onboarding/Ongoing

**04** Gamification/Return Hooks

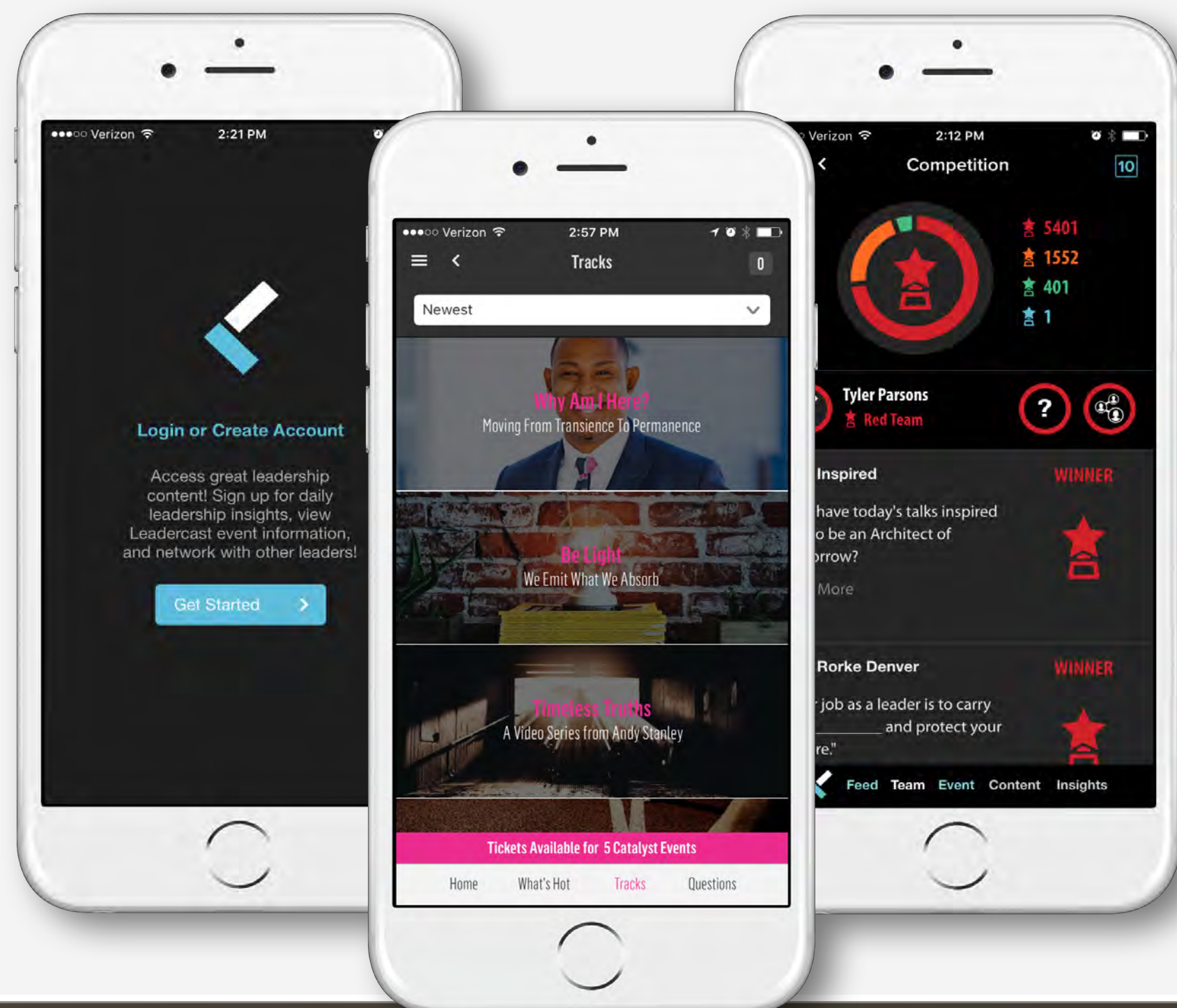
## OUR FRAMEWORK:

*Rome wasn't built in a day, but it was built on pillars. Every one of our platforms are built on our 5 Pillars of Community framework.*

**06** Direction & Desired Outcome,  
Shared Responsibility, Progress  
Awareness, Rewards & Recognition  
Ecosystem

**08**  
**-12** Our Work

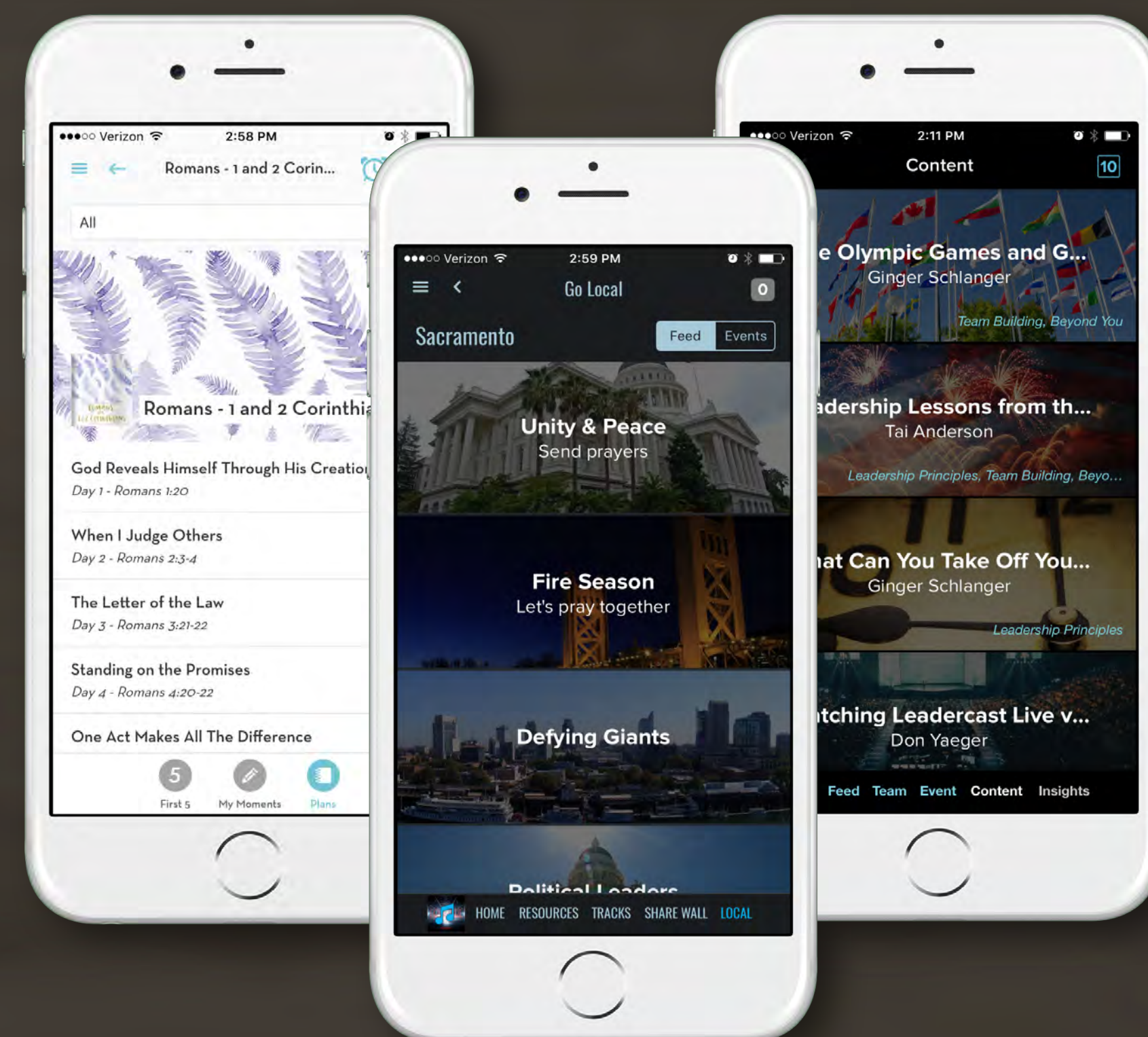




## ONBOARDING

From **strategic workflow** to **user customization**, onboarding is **critical**.

ONGOING  
Develop **rich content tracks**, match **users interests**, empower **crowdsourced communication** and support **real time engagement**.





## GAMING

Explore **points**, **levels**, and **badges** to progress bars and countdowns to make engagement **fun** and **rewarding**.



## RETURNING

Use **personal** and **team goals**, **crowd sourced support** and **timelapse alerts**. Give your community a reason to **come back**.

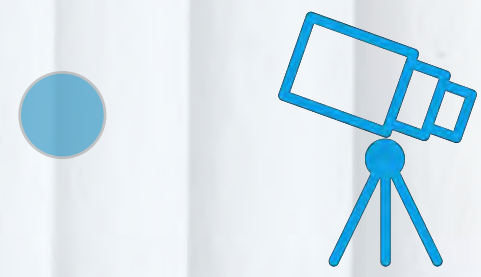






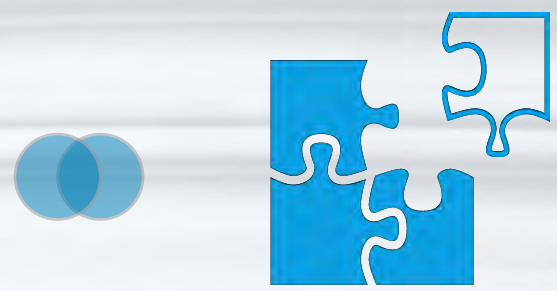
# 5 PILLARS FRAMEWORK





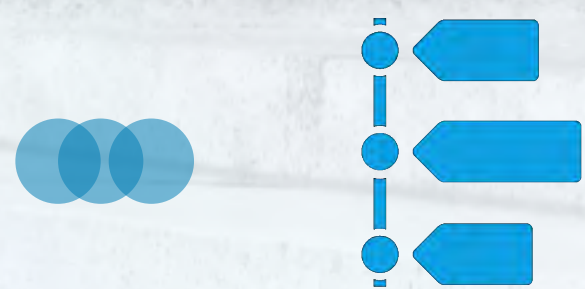
## Direction & Desired Outcome

How aware are individuals of where the **vision** is going and why the **vision** matters?



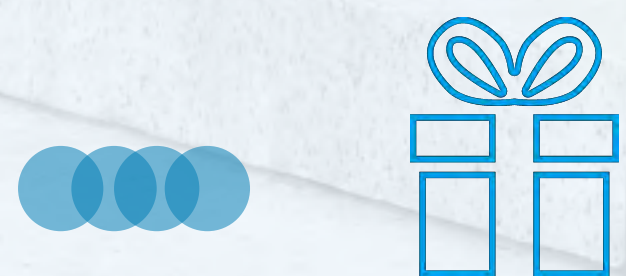
## Shared Responsibility

How aware are individuals of their **unique role** in accomplishing the **vision** and why they are **needed**?



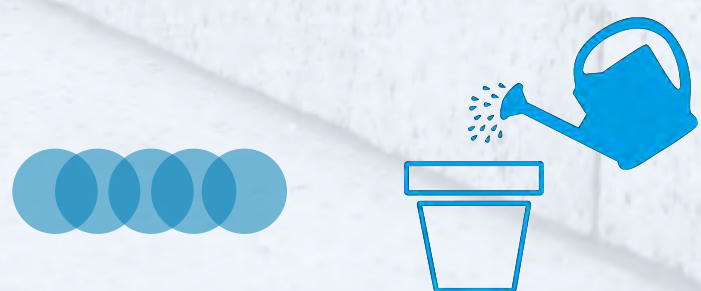
## Progress Awareness

Are individuals able to quickly see and evaluate the **progress** being made?



## Rewards & Recognition

Does the **reward** for accomplishing the vision outweigh the requirements for individuals **executing** it?



## Ecosystem

What organizational framework exists to manage **ongoing growth** and sustainability?





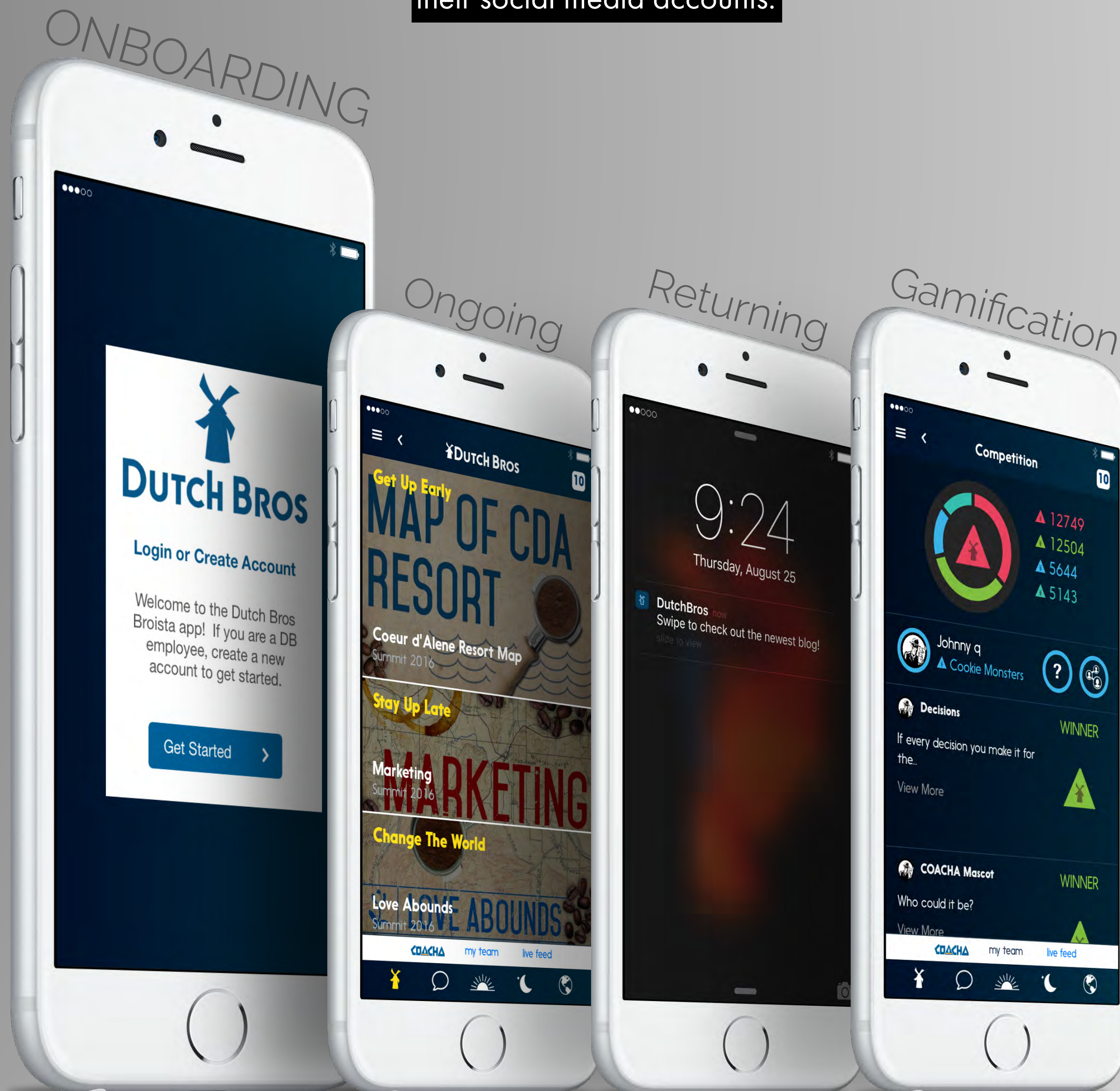
## OUR TOOLS AND FRAMEWORK IN ACTION





# DUTCH BROS

Employees are immediately **immersed** with company culture and how they can **engage** in community. They can create their own profile with a **unique** username, photo, company information and **connect** their social media accounts.



## Direction & Desired Outcome

To create a place where employees can read, watch, listen and experience the Dutch culture in one interactive place.

## Share Responsibility

Users will have an individual and team component where they can engage in culture, building content with others. By creating community, users will experience the Dutch culture firsthand.

## Rewards > Requirements

Users will have the opportunity to earn points in competitions that can earn them rewards and prizes from the company.

## Progress Awareness

Users have the ability to track their progress by completing unique badges as they engage in culture content.

## Ecosystem

Users will gain alerts through push notifications to encourage users to return to community and culture engagement.



# KLOVE

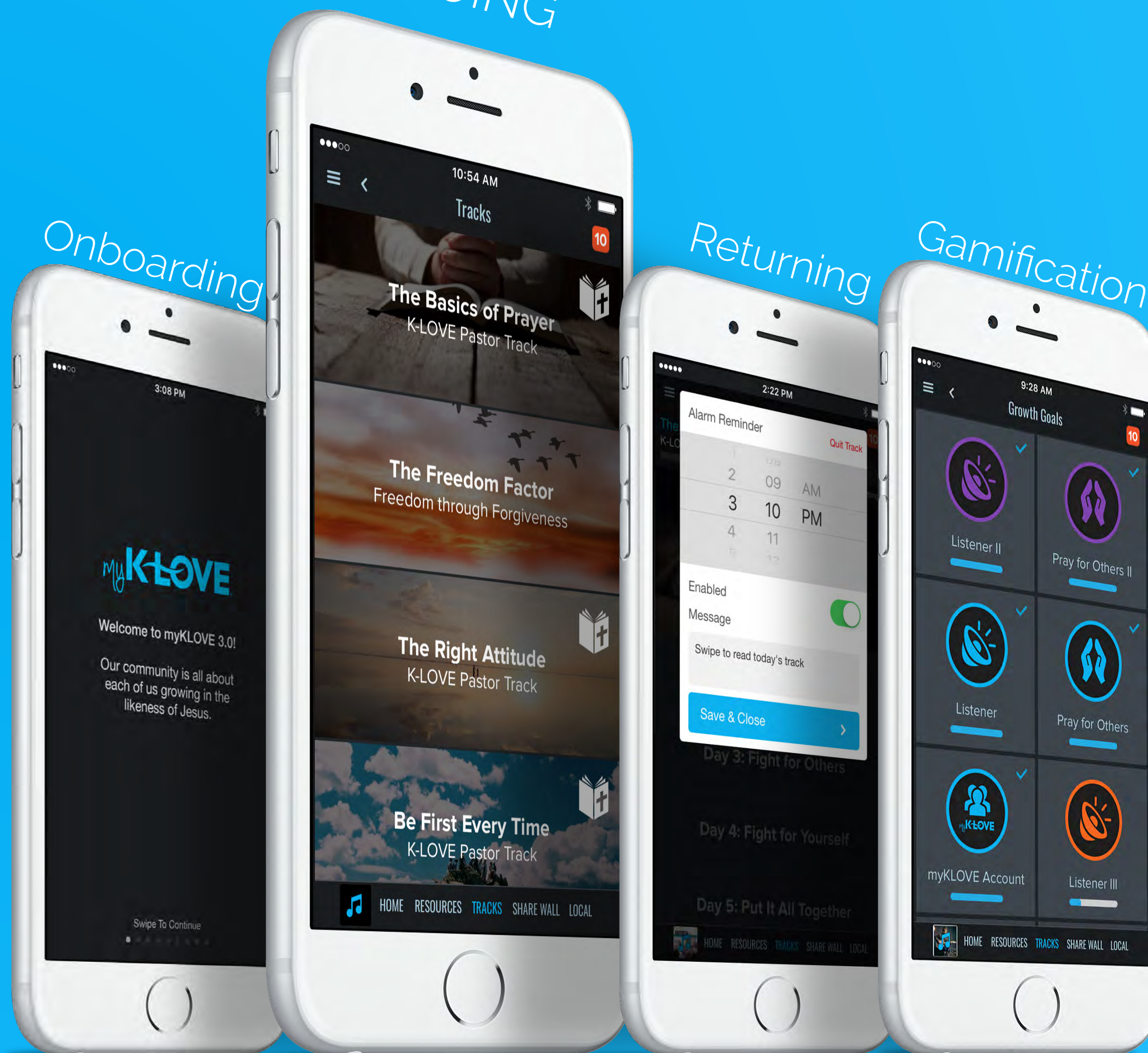
Daily scripture, devotionals, resources and connection with others help create a system of accountability. Therefore, keeping users returning daily and encouraging growth in each person's faith.

ONGOING

Onboarding

Returning

Gamification



## Direction & Desired Outcome

To create a safe place where people can gather in community, read, listen and watch pastoral resources and challenges to help grow their faith and relationship with God.

## Share Responsibility

Users have the opportunity to live out their faith each day in real ways by encouraging, challenging and praying for each other. Each member of the community plays a vital role in others growth and experience.

## Rewards > Requirements

Community members will have the chance to earn rewards and badges for the content they accomplish and their amount of engagement with others.

## Progress Awareness

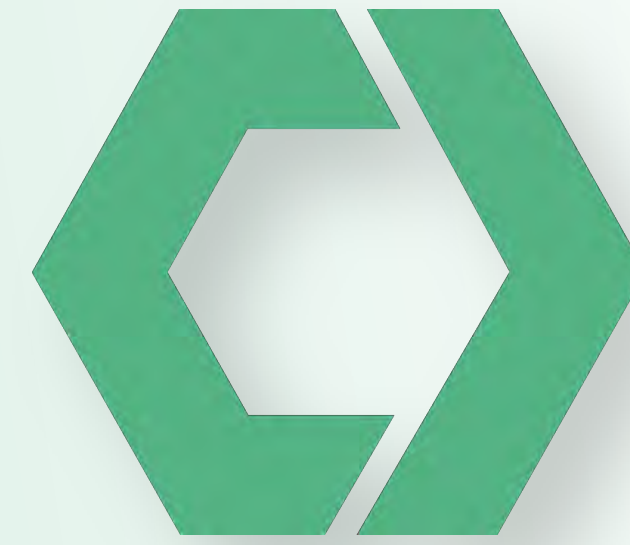
Users have the ability to view their progress through growth tracks and badges that challenge them to complete different types of community engagement like praying for others, commenting, sharing, reading, watching and completing content.

## Ecosystem

Community members will remain in community by receiving weekly emails, push notifications and alerts about upcoming features, activities, and calls to action.



# CATALYST



Through targeted push **notifications** and **email campaigns**, we **remind** users of their **value** to the community, and what they can get out of it if they **return** to the platform.



## Direction & Desired Outcome

Leaders who love the Church will read, watch, and engage in leadership content in order to be better equipped to expand the local Church.

## Shared Responsibility

Users challenge both themselves and others by responding to compelling questions, polls and action challenges. Living the content allows users to lead and grow, together.

## Rewards and Recognition

Users will experience rewards both through exclusive content only available on the app and tangible products, given to those who engage.

## Progress Awareness

Through development, track progress, and live event leaderboards, users can gauge their growth as leaders who loves the church.

## Ecosystem

Push notifications, emails, and track completion alerts will serve to notify users of new available content, motivating returning users, and increasing engagement.





**Wake Up!** uses gamification through the Experiment feature. The process begins with the user selecting an experiment curated to their **needs**, capturing the experiment through **journaling + photography**, and ends with rating the **impact** of the experience on their overall well-being.

GAMIFICATION

Onboarding

Ongoing

Returning



## Direction & Desired Outcome

To escape a life spent on autopilot, users are able to engage in energizing experiments that are designed to liberate oneself from routine.

## Shared Responsibility

User's capture or complete experiments through journaling and photography, sharing their experience on a community feed.

## Rewards > Requirements

Experiments act as a rewarding utility, providing an opportunity for users to interact and play; as well as receive emotional boosts.

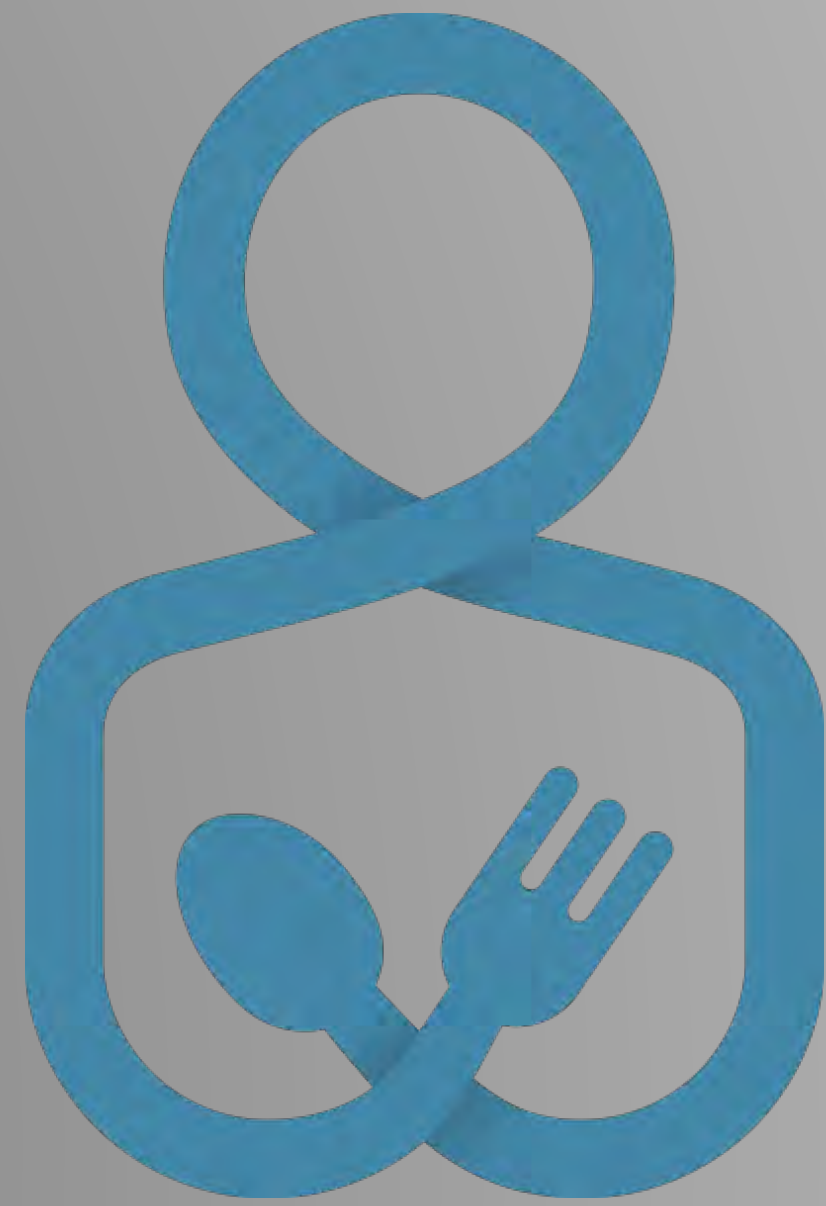
## Progress Awareness

Experiment results are analyzed in the user's profile under the 'Progress' section to allowing for user to view their own feedback.

## Ecosystem

Users share their personal experiences with a global community and receive new & fresh experiments curated to their emotional needs.





# Be Neighborly

## Direction & Desired Outcome

Users will provide food donations via their smart devices removing the physical challenges of onsite food drives, thus exponentially increasing resources to local food banks.

## Share Responsibility

Each user will create or join a team to which their donation will be assigned. By facilitating community and competition, users will challenge each other and champion the cause.

## Rewards > Requirements

Users will experience rewards both through the team competition as well as the altruistic act of supporting those in need.

## Progress Awareness

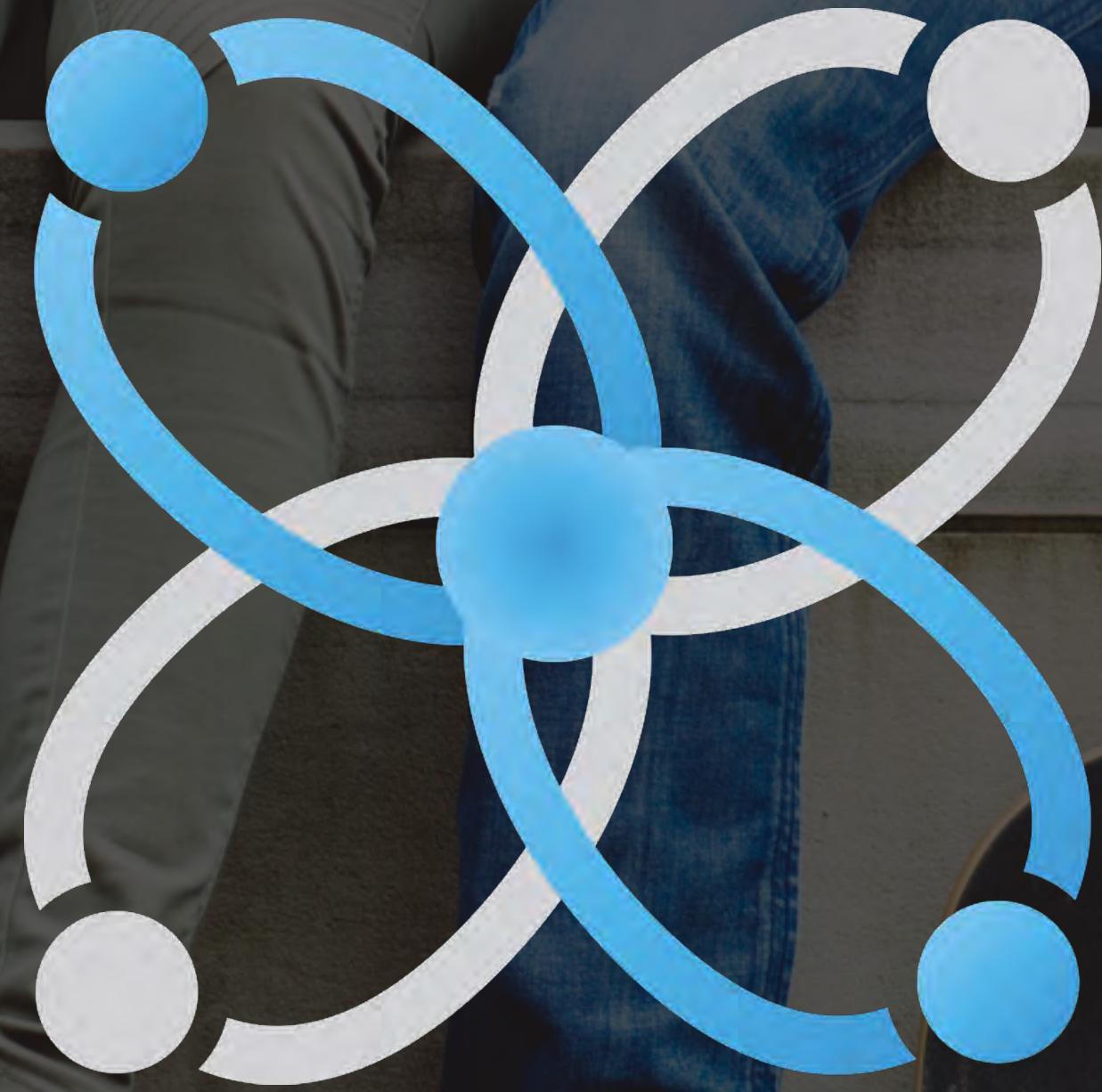
Through live team and news updates users will gain insights into total impact as well as the lives of those being impacted.

## Ecosystem

Users will gain alerts via push notifications, emails and team updates. Alerts will serve to educate and motivate users to return and increase engagement.







[crowdhubapps.com](https://crowdhubapps.com)