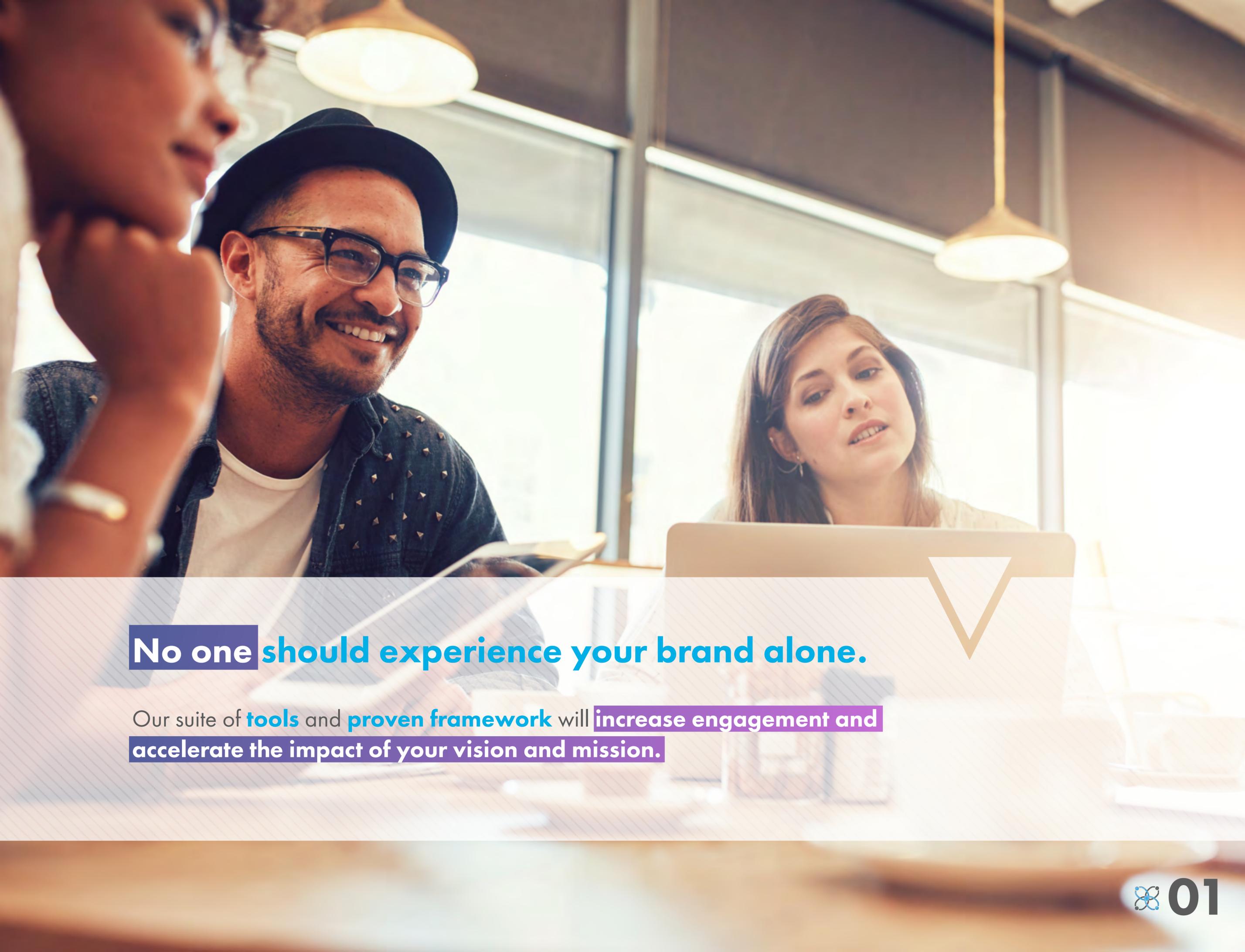




CROWD HUB

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

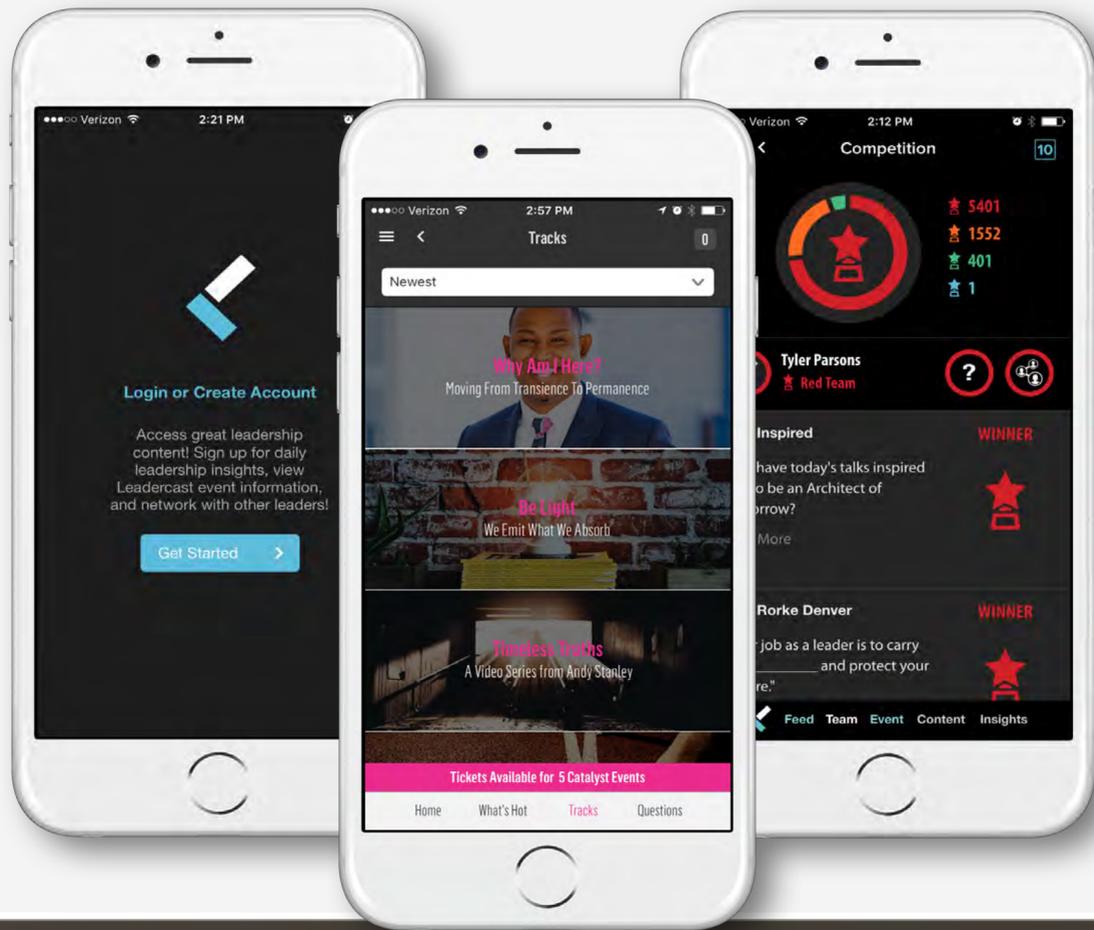
04 Gamification/Return Hooks

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

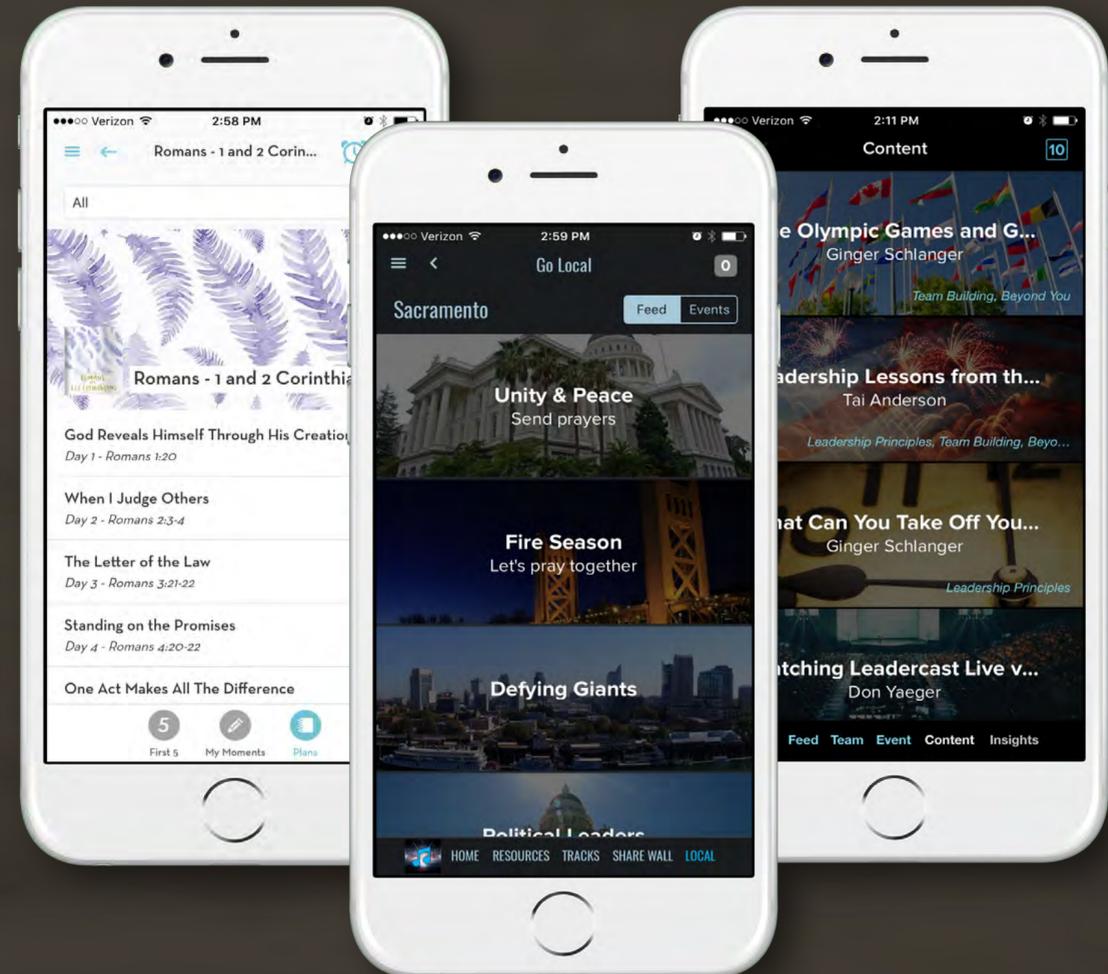
08
-12 Our Work



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**.

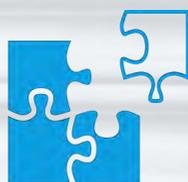


5 PILLARS FRAMEWORK



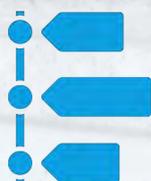
Direction & Desired Outcome

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.

Leadercast



News updates and frequent posts with **refreshed** content give ongoing **value** to your community and provide a reason for users to return to the platform.



Direction & Desired Outcome

Become a Leader worth following. Read, watch, and engage in leadership content better equipping you to expand your marketplace influence.

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, tracking 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.



Be Neighborly

Partnering With:



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

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.

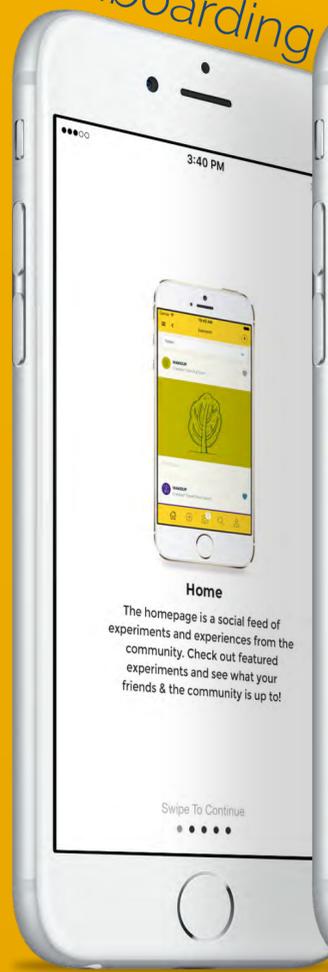
WAKE UP!



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

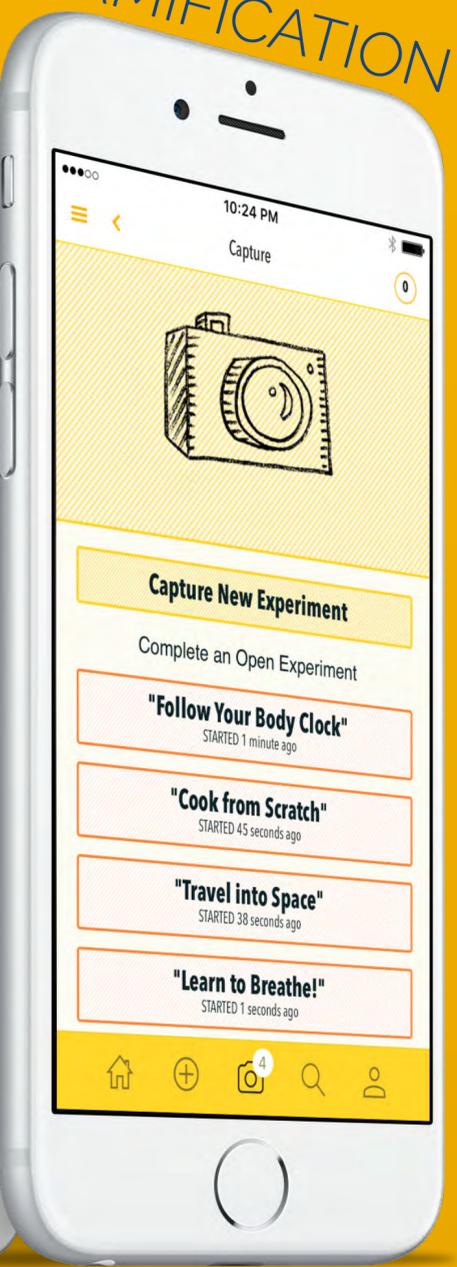
Onboarding



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

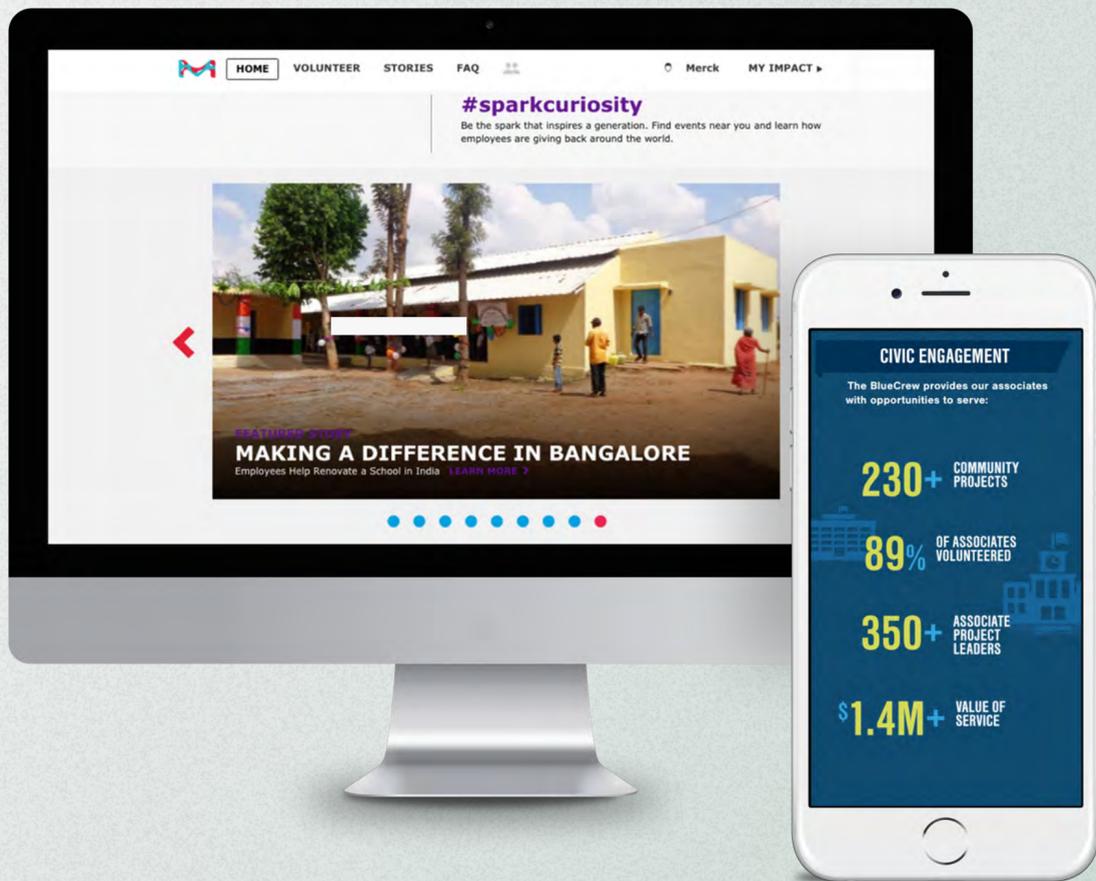
Users share their personal experiences with a global community and receive new & fresh experiments curated to their emotional needs.



Profits4Purpose

CROWD HUB POWERS Corporate Social Responsibility

With over **1.5 million employees** accessing our CSR platform, the world becomes a **better place**. From best-in-class volunteering, giving opportunities and grant management portals, employees and executives can see and create real-time **impact**.





crowdhubapps.com