

# ENGAGING GEN Z FOR AIRC: FIT & FUND INITIATIVE

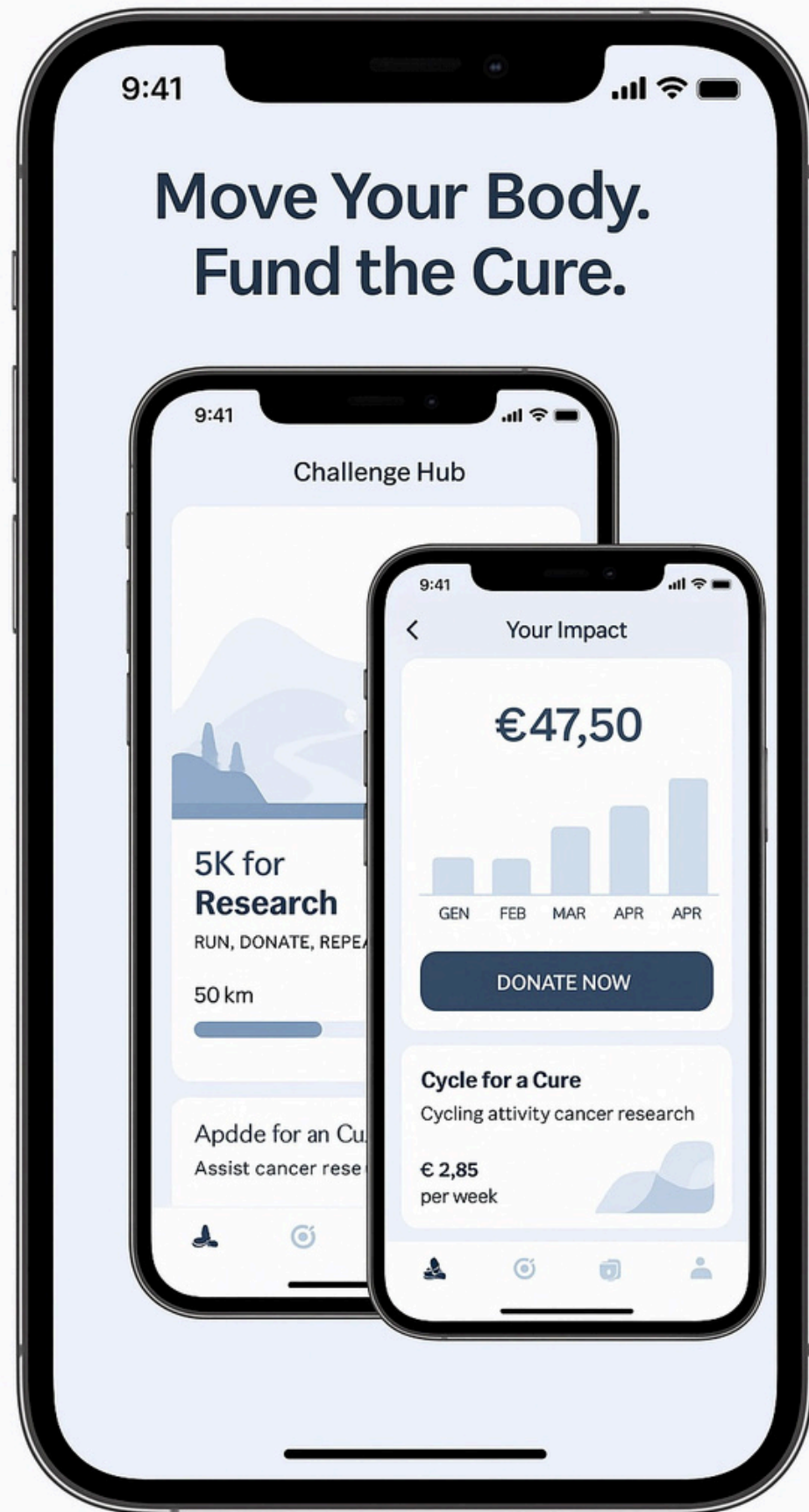
*Revolutionizing Giving with Wellness and Impact*

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# The Challenge

- **Low awareness of AIRC**  
Only 17% of Gen Z is familiar with AIRC
- **Barriers to giving**  
Budget constraints (60%) and lack of trust (50%)
- **Preferences for Donations**  
Gen Z prefers micro-donations and frequent giving
- **Social Media Habits**  
Instagram and TikTok are key platforms for Gen Z



# Fit & Fund: Merging Wellness with Giving

**Move Your Body. Fund the Cure.**

Turn physical activity into micro-donations for cancer research through gamified fitness challenges.

**Gamification**  
(badges, leaderboards)

**Real-time impact tracking**  
(showing donation results)

**Social sharing of progress**



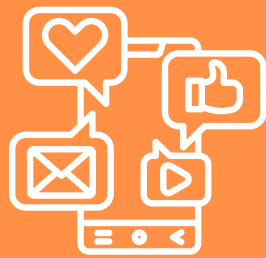
### Health Focus

Gen Z cares deeply about both physical and mental well-being.



### Transparency

They demand to see exactly where their donations go.



### Social Media Discovery

They find causes through TikTok and Instagram, preferring authentic content.

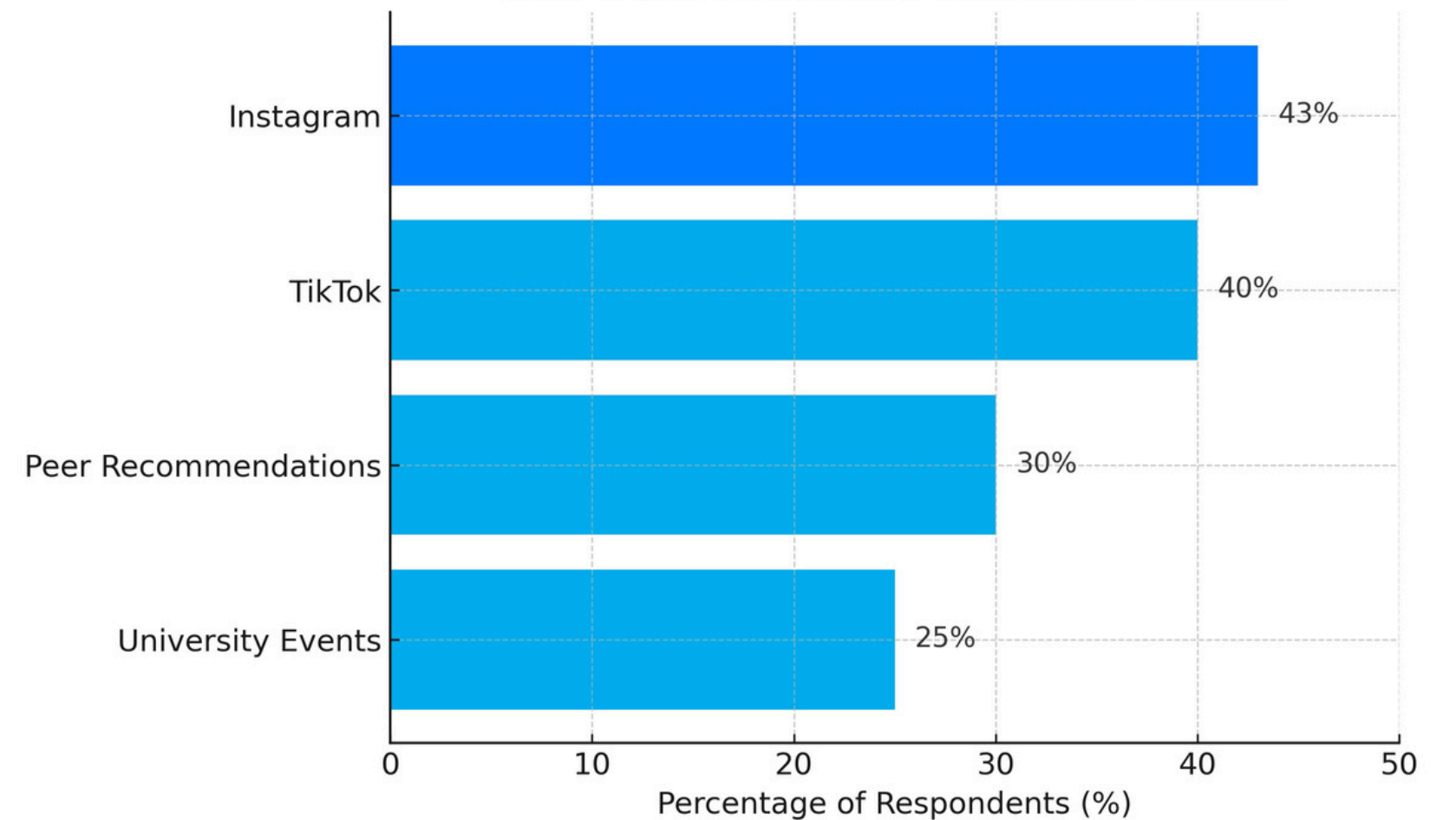


### Engagement Style

Community-driven; they like to share their progress and impact.

# Target Audience Insights

How Gen Z Discovers Charitable Causes



# Strategy for Success

## Short-Term Strategy

- Launch on TikTok/Instagram featuring young researchers.
- Recruit Campus Captains at key universities.
- Introduce Pop-Up Events on university campuses.

## Long-Term Strategy

- Expand to 20+ universities.
- Enhance app features (gamification, social integration).
- Diversify Revenue Streams through partnerships and influencer marketing.



# Financials and Key Takeaways



## Annual Operating Costs

€50,000 for marketing, ambassador stipends, and app maintenance.



## Revenue Sources

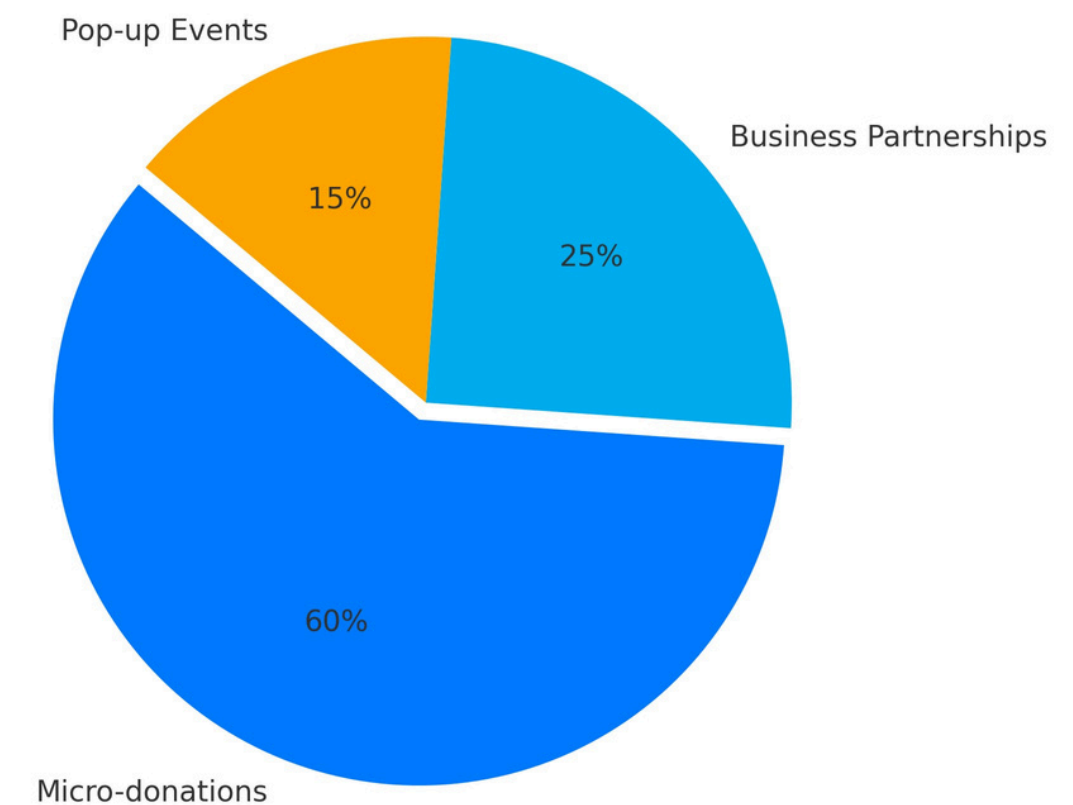
Micro-donations, business partnerships, and pop-up events.



## Goal

Build a sustainable and scalable model, focusing on frequent small donations rather than large, infrequent ones.

AIRC Revenue Breakdown



**THANK YOU**

