

EXECUTIVE SUMMARY



PRODUCT OVERVIEW

Fit Fund by AIRC is a wellness activism app that turns physical activity into micro-donations for cancer research. It motivates Gen Z to join fitness challenges that fund scientific studies, blending personal health with social impact. Positioned at the crossroads of health, innovation, and gamified engagement, Fit Fund aims to renew AIRC's connection with young donors through trust, transparency, and community.

MARKET ANALYSIS

Italy's nonprofit sector is mature but disconnected from Gen Z, with low AIRC awareness (17%) and high unawareness (38%). Medical research is a top cause. Barriers include budgets (60%) and distrust (50%). Instagram (43%) and TikTok are key. Gamified fitness challenges with clear impact strongly engage Gen Z.

STRATEGY

1. Short-Term Digital Launch

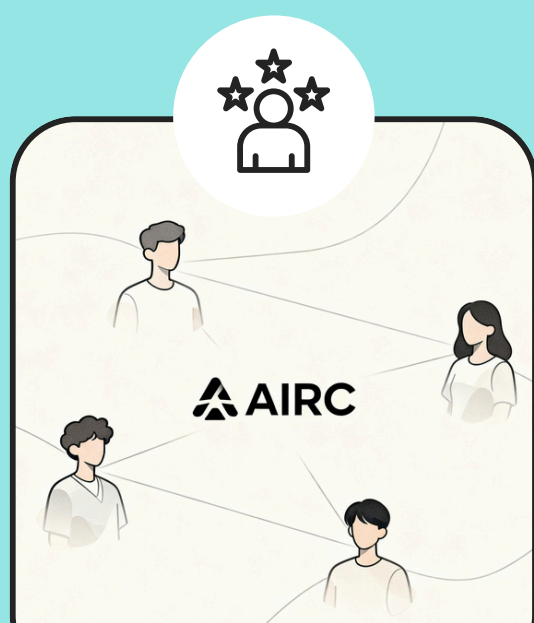
Engage Gen Z quickly via TikTok and Instagram through authentic content featuring young researchers and start recruitment for Campus Captains at key universities to build grassroots momentum.

2. Pop-Up and Campus Activation

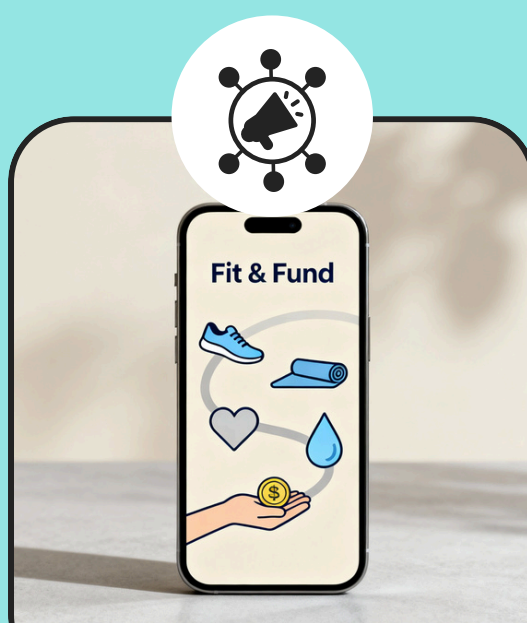
Introduce experiential pop-up charity shops and fitness events on university campuses to anchor digital engagement with real-world participation and increase brand visibility.

3. Long-Term Expansion and Gamification

Scale to 20+ universities nationally, enhance gamification and social features, and diversify revenue streams through brand partnerships and influencer marketing to solidify Fit & Fund as the go-to micro-donation platform for youth health philanthropy.



Raise AIRC's brand recognition and emotional resonance among Gen Z young adults.



Establish Fit & Fund as a trusted, engaging app that seamlessly integrates wellness and charitable giving.



Build a transparent, participatory community that motivates frequent micro-donations and supports AIRC's scientific mission sustainably.

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FINANCIAL PROJECTIONS AND REQUIREMENTS

The Fit & Fund initiative targets streamlined operational costs of about €50,000 annually, covering marketing, ambassador stipends, pop-up logistics, and app maintenance. One-time capital expenses between €30,000 and €60,000 are anticipated for app development and event infrastructure. Revenue is expected from business partnerships, pop-up sales, and micro-donations, ensuring a sustainable income from frequent small contributions.

MANAGING RISK

Risks include delays in app development, low user engagement, financial shortfalls, and event logistics challenges. Mitigation plans focus on testing, ambassador programs, diversified revenue, transparent finance management, and active community engagement. Protecting reputation and data privacy as well as adapting to external economic factors are also key components.

KEY FINDINGS AND RECOMMENDATIONS

- Gen Z seeks authentic, personalized engagement with transparency on the real impact of their donations. Visual impact dashboards and storytelling are critical.
- Micro-donations and gamified fitness challenges effectively motivate ongoing participation and giving.
- Social media, particularly TikTok and Instagram, are essential for discovery and engagement.
- Campus ambassador programs and pop-up events provide physical touchpoints that boost digital interaction.
- Simplify donation processes for mobile users, emphasizing short, compelling messages over detailed explanations.
- Foster community through team challenges, leaderboards, and shareable achievements to sustain interest and advocacy.