

Impact Strategy

Project: Truhoma THM Software (Fundraising and Sponsorship/Corporate donation SaaS)

1. Mission statement and purpose

1.1 Operational framework: The two core pillars

Truhoma THM Software functions as a central operating system designed to bridge the gaps between the corporate sector, civil society, retail networks, and vulnerable communities. By replacing fragmented, manual workflows with a fully integrated digital architecture, the software enables seamless, real-time collaboration across all stakeholders. This modular framework is built upon two distinct yet complementary SaaS pillars: the first automates and streamlines corporate sponsorship pipelines (Pillar 1), while the second introduces a high-integrity, 100% transparent fundraising and direct aid delivery system (Pillar 2). Together, these pillars transform corporate giving into a highly efficient, secure, and audit-ready ecosystem.

- **Pillar 1: Sponsorships and corporate donations (B2B efficiency & compliance)**

This pillar digitalizes and automates the entire lifecycle of sponsorships and non-profit grants. By replacing fragmented, paper-heavy, and manual processes with structured entry portals and an asynchronous AI-driven alignment engine (*AI Alignment Score*), it eliminates administrative overhead, ensures every corporate investment aligns with verified ESG criteria, and automatically generates structured, exportable databases that link financial streams directly to real-time field results, eliminating the need for manual data gathering during social-compliance audits.

In the upcoming Version 2.0 (V2), this pillar will be fully upgraded to include complete cross-departmental integration by transitioning to a multi-layer digital approval pipeline that connects CSR managers, legal teams, and finance departments. This structure guarantees compliance, prevents internal bottlenecks, and leaves digital footprint for external auditors. Furthermore, the upgrade replaces vague, estimated reports with a mandatory impact proof protocol—requiring recipients to upload field-level evidence (invoices, photos, and videos) to ensure every dollar spent is empirically justified.

- **Pillar 2: Fundraising and direct aid logistics (trust, 100 % transparency & dignity)** This pillar focuses on integrity humanitarian campaigns, disaster relief, and internal corporate solidarity initiatives. Utilizing the Donation Tracker for 100% financial traceability, it introduces a game-changing level of transparency in the sector. This transparency eliminates donor skepticism and provides corporate auditors with real-time proof of where every cent goes. By connecting corporations and NGOs directly to retail supply chains through smart APIs, it allows vulnerable beneficiaries to discreetly select essential goods, optimizing logistics while completely preserving human dignity.

1.2 Core mission summary

The core mission of Truhoma THM Software is to digitalize, automate, and revolutionize corporate social responsibility (CSR) and philanthropy by replacing traditional trust deficits with 100 % transparency and administrative efficiency.

For the first pillar (sponsorships and corporate donations), this means eliminating corporate administrative overhead, removing departmental silos, and managing the entire application lifecycle in one centralized place that fully connects all internal departments, while utilizing an AI-driven alignment engine and mandatory, field-verified *Impact Proof* to ensure every donation is ESG-compliant and empirically justified.

For the second pillar (fundraising and direct aid logistics), the mission is to introduce a game-changing level of 100% financial traceability via blockchain technology that eliminates donor skepticism and provides auditors with real-time proof of where every cent goes—setting a new mandatory standard of trust for the entire industry—by expanding the *Donation Tracker* to display not only the transaction path but also concrete proof of package orders, payment confirmations for utility bills or gift cards, along with recipient testimonials and photos. Furthermore, this pillar preserves human dignity and removes social stigma by connecting not just NGOs, but any coordinating stakeholder directly to retail supply chains through smart APIs, enabling vulnerable beneficiaries to have essential food and aid delivered immediately and discreetly straight to their homes, while optimizing logistics and preventing physical waste.

1.3 Solving the societal challenge

Today, corporate giving, sponsorships, and humanitarian aid are often stuck in outdated ways of working. Too much money gets lost in paperwork, manual processes, and a lack of clear tracking, which means corporate investments are inefficient, and direct aid takes too long to reach the people who need it.

Truhoma THM Software changes this by dividing its solution into two clear areas: **Pillar 1**, which digitalizes B2B sponsorships and donations to connect internal departments and automate paperwork on a single platform, and **Pillar 2**, which brings 100 % transparency in philanthropy and retail integrations to deliver transparent, stigma-free humanitarian aid directly to those in need. Through these two pillars, the software fixes three simple, everyday problems:

1.3.1 High administrative overhead and trust deficits

- **The problem:** Traditional corporate giving and sponsorships are severely slowed down by fragmented administrative workflows. Companies waste valuable resources shuffling paper trails, emails, and disconnected spreadsheets across isolated departments just to approve projects and track budgets (Pillar 1). Concurrently, managing humanitarian aid remains highly inefficient, forcing organizations to manually track funds across multiple tools without a centralized system to link internal bookings with public accountability—leaving donors deeply skeptical about where their money actually goes (Pillar 2).
- **Truhoma's solution:**
 - **Pillar 1** brings everyone onto a single, connected platform. CSR, legal, and finance teams can review, approve, and sign sponsorships in one place without endless email chains.
 - **Pillar 2** similarly consolidates charity and aid management into one centralized dashboard. Organizations and donors can open and run projects, track donations, and book expenditures all in one place, replacing fragmented paperwork with a single workspace. This dashboard seamlessly feeds into the *Donation Tracker*, giving everyone real-time proof of their impact—backed by actual receipts, paid bills, photos, and thank-you notes from recipients.

1.3.2 Hard-to-Prove ESG claims and "social washing"

- **The Problem:** Delivering verifiable ESG data is a major challenge due to vague, estimated "impact reports" that trigger accusations of greenwashing. Companies struggle to manually track whether sponsored projects align with their sustainability goals and fail to collect the necessary contractual proof of impact from recipients (Pillar 1). At the same time, because traditional charity campaigns lack immutable tracking, organizations cannot provide donors with undeniable, transaction-level proof that funds were spent as promised, leaving companies exposed to severe compliance and reputational risks (Pillar 2).

- **Truhoma's solution:**
 - **Pillar 1** uses an automated *AI Alignment Score* to filter incoming applications, which automatically screens out irrelevant proposals and immediately matches the best candidates with the company's specific ESG goals, saving CSR teams of manual vetting. Furthermore, it requires recipients to upload all specific proof of impact (such as invoices, photos, and videos) that were contractually agreed upon in the sponsorship or donation agreement (V2). This ensures that every dollar spent is legally and empirically justified, giving companies an instant, audit-ready ESG database.
 - **Pillar 2** ensures that charity campaigns are 100% transparent by utilizing blockchain technology to eliminate donor skepticism and financial misappropriation. Through the *Donation Tracker*, everyone gets real-time proof of their impact—backed by actual receipts, paid bills, photos, and thank-you notes from recipients.

1.3.3 Inefficient processes, bias, and social stigma

- **The Problem:** For corporate sponsorships, the lack of a standardized application system means companies receive inconsistent, unstructured data, making it highly difficult to objectively evaluate and align projects with their brand standards or ESG criteria (Pillar 1). Meanwhile, the delivery of humanitarian aid is plagued by logistical waste and systemic social stigma, forcing vulnerable families to wait in degrading physical lines for generic aid packages that fail to address their actual, specific needs (Pillar 2).
- **Truhoma's solution:**
 - **Pillar 1** introduces a standardized application process where every applicant submits the exact same set of key data points. By establishing this uniform intake, the software eliminates inconsistent proposals and provides the company with structured, identical baseline data. This allows the corporate sponsor to objectively and instantly align every application with their specific ESG targets and brand standards.
 - **Pillar 2** changing aid delivery by replacing physical lines with a digital, logistics-optimized system. Vulnerable families receive aid directly, securely, and discreetly, allowing them to choose the specific food, products, or utility bill coverage they actually need. This approach eliminates logistical waste, restores human dignity, and ensures that aid is tailored to real-world individual demands.

2. Comprehensive framework of core strategic pillars

The software delivers its social impact through two independent operational modules, each addressing a distinct structural gap in corporate sustainability:

Pillar 1: Sponsorships and corporate donations (operational efficiency & strategic alignment)

This module functions as a **centralized SaaS workflow manager** that automates the lifecycle of corporate sponsorships and donations, shifting the process from chaotic email chains to a structured database.

- **Standardized intake dashboard** replaces unstructured emails with a uniform application portal. Every applicant submits identical data points, providing CSR, legal, finance teams, etc. with a clean, standardized baseline for objective comparison.
- **Cross-Departmental workflow engine (V2):** a unified dashboard connects all necessary teams through an automated workflow engine. Applications move seamlessly through a clear pipeline—from initial review to contracting and budget approval. By showing everyone exactly whose turn it is to act, the platform eliminates manual handovers, lost data, and internal status meetings.
- **AI-Driven alignment engine:** an automated screening tool (*AI Alignment Score*) that instantly cross-references incoming applications against the company's specific ESG mandates, brand guidelines, and budget availability—filtering out irrelevant noise.
- **Closed-Loop milestone verification (V2):** A strict, contract-enforced release of funds. The platform locks project closure until the recipient uploads digital proof of impact (invoices, receipts, media) as contractually agreed, instantly generating an audit-ready ESG database.

Pillar 2: Fundraising and direct aid logistics (trust, traceability & human dignity)

This module functions as a **100% transparent and high-integrity** utility for direct social giving, linking corporate and private funding directly to localized, dignified relief.

- **Centralized charity dashboard:** a unified workspace where companies or NGOs can launch either public or private aid campaigns (e.g., enabling a company to securely and discreetly raise funds for an employee in need), track incoming donations in real-time, and book administrative or logistical expenditures on a single ledger.
- **The Donation Tracker:** A tracking system that translates internal data into immutable, real-time proof. Every donation is trackable down to the transaction level—directly linked to actual receipts, paid utility bills, and recipient confirmations.

- **Dignified digital distribution:** instead of making people wait in physical lines for donation boxes, the software delivers aid digitally.

3. Revenue model and profit allocation policy

Truhoma operates on a clean, **software-as-a-service (SaaS) subscription model**. The software is designed with modular flexibility, allowing companies, institutions, NGOs, etc. to subscribe to each operational module independently or license them together as a complete suite.

3.1 Revenue model

Our revenue is generated strictly through software subscriptions paid by clients, ensuring a predictable and transparent B2B revenue stream.

- **Pillar 1 subscription (sponsorship management):** companies pay a recurring subscription fee to use the platform for managing their entire corporate sponsorship and donations lifecycle on one dashboard—from standardized application intake and AI vetting to cross-departmental collaboration (V2) and final milestone archiving (V2)
- **Pillar 2 subscription (transparent fundraising):** companies or organizations pay a recurring subscription fee to launch and manage fundraising campaigns. This subscription unlocks Truhoma's signature "100% transparent" engine, including the Donation Tracker and the dignified digital distribution network. Because this is funded via a software subscription, **100% of the funds raised in these campaigns go directly to the cause** without any platform cuts.
- **Flexible licensing:** clients have the operational freedom to subscribe to Pillar 1 or Pillar 2 individually based on their immediate needs, or bundle both modules together for a fully integrated corporate giving and ESG strategy.

3.2 Profit allocation policy

The profits generated from our SaaS subscriptions are allocated to ensure both continuous technological innovation and real-world social impact:

- **Platform reinvestment (90%):** direct reinvestment into core R&D, continuous software upgrades, AI system training, and maintenance of the secure blockchain ledger infrastructure.
- **Operational reserve (10%):** Standard financial reserve to guarantee long-term system stability, secure hosting, and corporate compliance.

4. Full integration of People and Planet First (PPF) Certification criteria

To secure and maintain the independent People and Planet First Certificate, Truhoma has systematically structured its software mechanics, governance, and business model around the following core verification parameters:

4.1 Category A: Purpose, ethics, and governance (structure & trust)

- **Legally enforced societal mandate:** the primary purpose of the software—to deliver maximum transparency and systemic equity to philanthropy and sponsorships—is permanently hardcoded into the company's legal articles of incorporation. This ensures that ethical impact always takes precedence over pure shareholder profit maximization.
- **Independent B2B SaaS:** our revenue is strictly generated through software subscriptions paid by clients. By avoiding any transaction cuts or hidden fees on humanitarian aid (Pillar 2), we guarantee that 100 % of donated funds go directly to the cause, locking our business model into an impact-first structure.
- **Locked profit reinvestment policy:** to prevent private wealth maximization, our net profits are locked. A total of 90% of net profits is legally redirected back into the ecosystem, while only 10% is kept as an operational safety reserve.

4.2 Category B: Operations, inclusivity, and "People" (Social impact alignment – focus)

- **Removal of social stigma:** the digital delivery system in Pillar 2 ensures that vulnerable individuals do not have to wait in physical lines for randomized donation packets. By allowing private, secure, and self-selected digital assistance (for food, products, or utilities), the platform protects human dignity at every touchpoint.
- **Democratic Equal-Opportunity funding:** the software completely flattens the sponsorship application process in Pillar 1. By requiring all requests to move through standardized online forms, we eliminate biased, untracked, or subjective decision-making.
- **Cross-Departmental collaboration without bottlenecks (V2):** the automated workflow engine in Pillar 1 moves projects seamlessly through a clear pipeline (from review to contract and budget approval). Every department knows exactly whose turn it is to act, which prevents lost data, internal friction, and administrative delays.
- **Empirical data vs. social greenwashing (V2):** the platform completely outlaws unverified impact claims. Through the automated milestone verification system, any recipient

organization that fails to upload verified receipts and field data is flagged and blocked from future applications, creating an audit-ready ESG database.

4.3 Category C: Operations, circularity, and "Planet" (environmental impact alignment – potential & indirect Influence)

While Truhoma's software's primary focus and direct execution are centered on social impact (People) the software holds potential for environmental protection. It addresses the "Planet" criteria through key indirect mechanisms:

- **Indirect environmental market vetting:** the software acts as an indirect leverage tool for green practices. Because the AI Alignment Score in Pillar 1 automatically detects and rewards sponsorship applications that include sustainable practices (e.g., zero-plastic event execution, eco-materials), external applicants are structurally incentivized to green their projects to win corporate funding.
- **Elimination of logistics and food waste:** traditional material donations frequently end up as waste due to mismatched community needs. Truhoma's precise digital matching in Pillar 2 ensures that only requested essential items are delivered along optimal logistics paths, directly cutting delivery emissions and preventing product waste.
- **Reduction of paper and administrative waste:** by shifting the entire legal, administrative, and tracking pipeline of Pillar 1 to a cloud-based digital interface, the software significantly minimizes the mass consumption of paper, printing toner, and physical shipping across corporate networks. Transitioning the complete lifecycle of a sponsorship into a digital workflow ensures that paper-based processes are kept to a minimum.

5. Summary: Impact maturity and scalability

By removing the reliance on speculative, manual estimations and embedding these compliance criteria directly into its software code, Truhoma THM Software represents a scalable, institution-ready impact enterprise. For impact investors, the software offers a pre-verified, dual-module ecosystem (Pillar 1 and Pillar 2) capable of generating transparent, repeatable, and audit-compliant ESG data at an international enterprise level.