

# Nucleus

The “**volunteer marketplace**” that connects high school **students** with **health organizations**



PL1

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# Healthcare organizations are in need of volunteers

*["Bay Area Hospital needs volunteers"](#)*

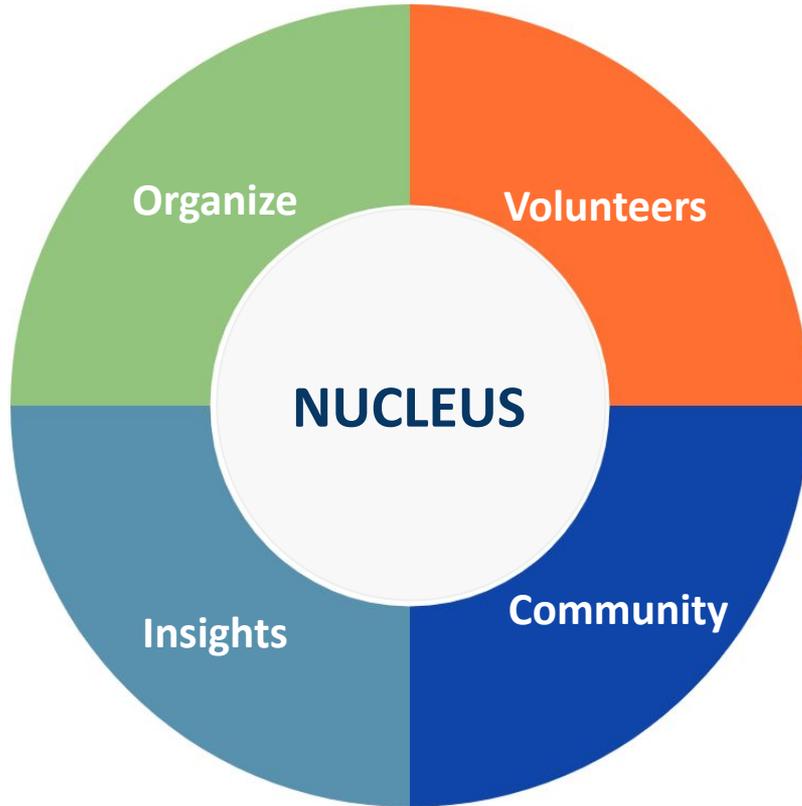
*["Santa Clara Senior Home needs volunteers"](#)*



*["Become a volunteer at Good Samaritan Hospital"](#)*

*["Summer high school volunteer program at Stanford hospital"](#)*

# Nucleus helps hospitals tap into relevant, verified volunteer pool



## Organize

Simple app/website to categorize all the volunteer opportunities



## Volunteers

Provide a list of verified students



## Community

Build a network of caring young individuals



## Insights

Share feedback and valuable contribution of volunteers

# Imagine a marketplace where hospitals can recruit highly motivated and skilled student volunteers

Health Org use our app to list volunteer opportunities

VOLUNTEER OPPORTUNITIES  
STANFORD HOSPITAL

1) ID :

2) TITLE :

3) DESCRIPTION :

4) HOURS REQUIRED :

5) TIME SLOT :

Health Org use our app to view available volunteers

AVAILABLE VOLUNTEERS

	<u>VERIFIED</u>	<u>TRAINED</u>
1) JANE DOE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2) JOHN SMITH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3) OLIVE TREE	<input type="checkbox"/>	<input type="checkbox"/>

Students use our app to register for volunteering

VOLUNTEER REGISTRATION

# High school students are an untapped workforce

- Every year, 20-25 million high school students apply for colleges
- More than 20 states require volunteering for high school graduation

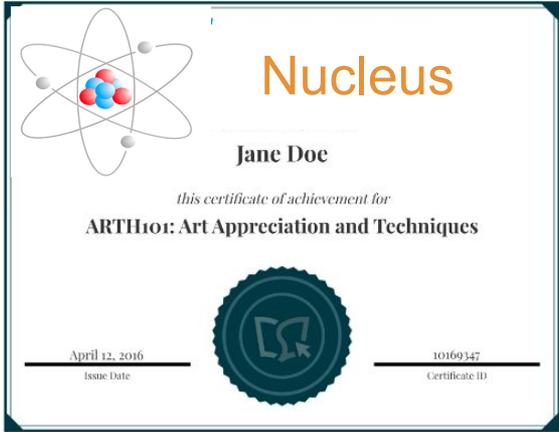


# Train high schoolers to be excellent volunteers

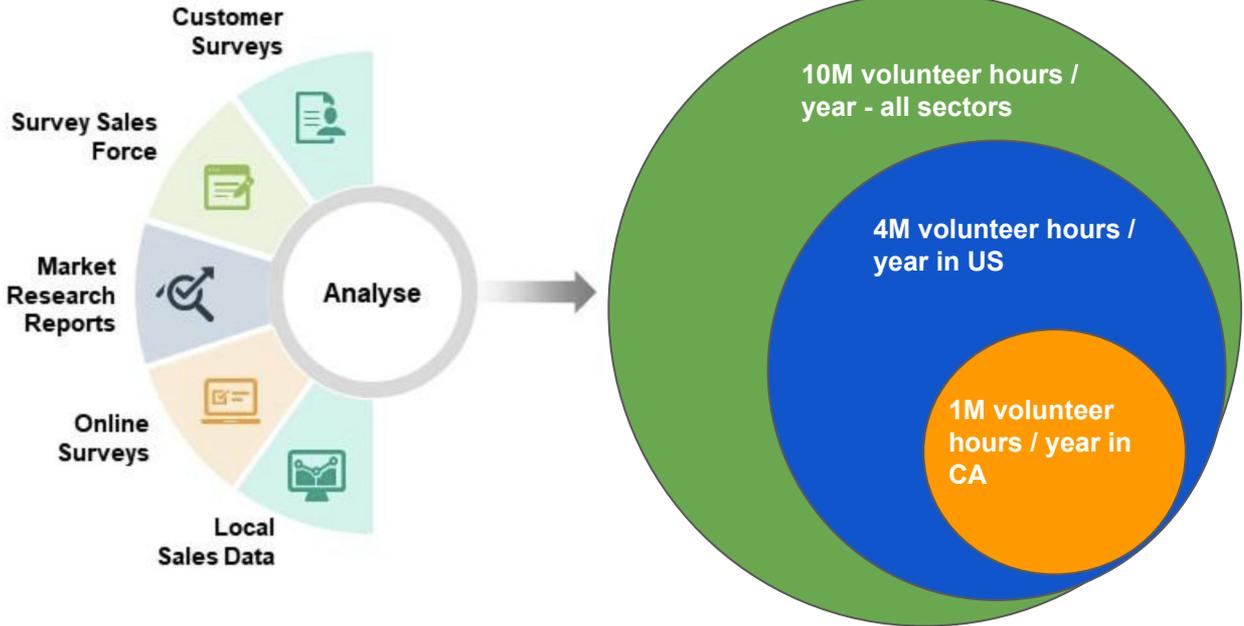
Knowledge & Skills

Teamwork & Collaboration

Motivation & Attitude



# We did our research: significant demand for this marketplace



# We plan to enter the market by focussing on the Bay Area

## Opportunities

### Bay Area Providers

- 25 Hospitals (@ 20)
- 100 Senior Centers (@ 20)
- Total ~ 2.5K Opps

## Volunteers

### Bay Area H.S. ~12K Students

- Lowell H.S.
- Mission San Jose H.S.
- Lynbrook H.S.
- Monta Vista H.S.
- Saratoga H.S.
- Henry M. Gunn H.S.



### Nucleus Year 1

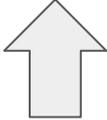
150K volunteer hours

- Average 4 hours/week
- Need 800 opportunities (30% opps / 6% H.S.)

# Nucleus has a strong growth potential



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Volunteer Hours



Providers + H.S. Students

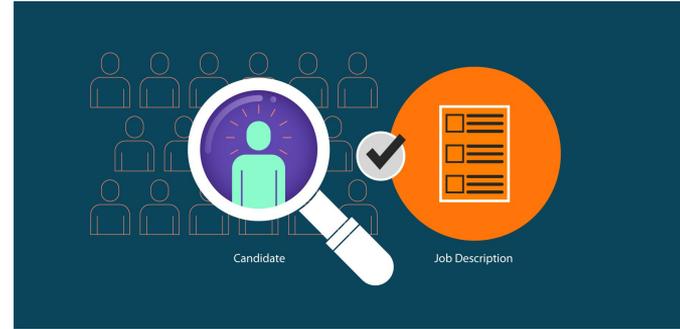
# Nucleus is unique in its offering



# Two simple business models

## Tiered service model:

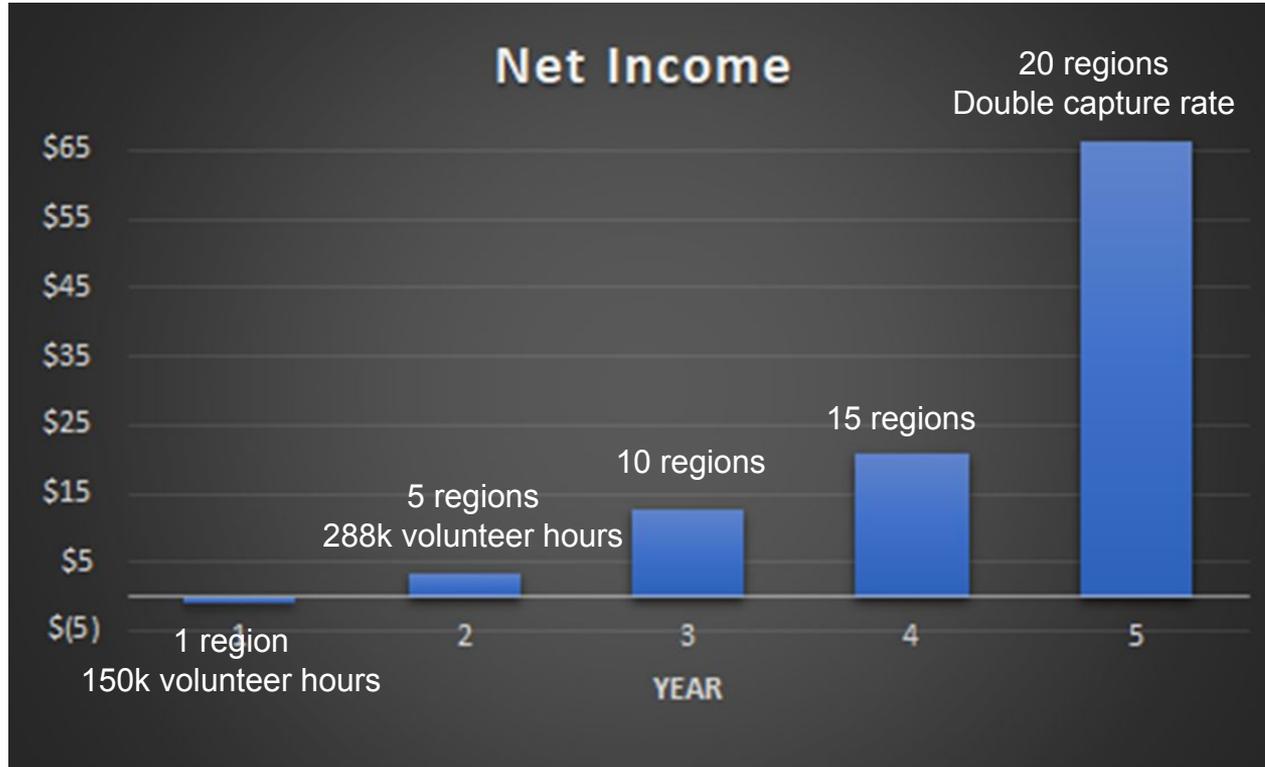
- Basic service: Volunteer matching (\$5 per hour)



- Premium service: Volunteer vetting and training (\$8 per hour)



# Nucleus plans to be profitable within 2 years



- Growth through expansion into additional regions
- Growth through brand recognition and adoption

# We are seeking \$1M seed money

Fund our first year of operation



**Backup slides**

# Go to Market Strategy

Total Number of Hours	Average (hours / week)	Number of Opportunities	Number of HS Students	Needed Opportunities	% of Providers	% of HS populations
150000	4	2500	12000	800	30	6
300000	4	5000	120000	1600	30	1
1000000	4	5000	200000	5000	100	2

# Nucleus Revenue Projections

Tiered service: \$5 per hour (first 2 years - Basic Service), \$8 per hour (Premium service - 50%)										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Volunteer hours served	150,000	1,440,000	2,880,000	4,320,000	11,520,000	23,040,000	34,560,000	46,080,000	55,296,000	69,120,000
# Regions	1	5	10	15	20	20	20	20	20	20
Capture rate (students)	12.5	12.5	12.5	12.5	25	25	25	25	30	30
Makets	1	1	1	1	1	2	3	4	4	5
Revenue (Basic - \$5/hr)	\$ 750,000	\$ 7,200,000	\$ 7,200,000	\$ 10,800,000	\$ 28,800,000	\$ 57,600,000	\$ 86,400,000	\$ 115,200,000	\$ 138,240,000	\$ 172,800,000
Revenue (Prem - \$8/hr)			\$ 11,520,000	\$ 17,280,000	\$ 46,080,000	\$ 92,160,000	\$ 138,240,000	\$ 184,320,000	\$ 221,184,000	\$ 276,480,000
Revenue (\$M)	\$ 0.75	\$ 7.20	\$ 18.72	\$ 28.08	\$ 74.88	\$ 149.76	\$ 224.64	\$ 299.52	\$ 359.42	\$ 449.28
Operational Expenses										
Headcount										
Area Sales Managers	1	5	10	15	20	20	20	20	20	20
Management	2	3	5	5	5	8	10	10	15	15
Development Staff	2	5	5	5	5	8	10	12	15	20
Salary & Fringe	\$ 0.75	\$ 1.95	\$ 3.00	\$ 3.75	\$ 4.50	\$ 5.40	\$ 6.00	\$ 6.30	\$ 7.50	\$ 8.25
Other OpEx	\$ 1.00	\$ 2.00	\$ 3.00	\$ 3.50	\$ 4.00	\$ 4.50	\$ 5.00	\$ 6.00	\$ 8.00	\$ 10.00
Net Income	\$ (1.00)	\$ 3.25	\$ 12.72	\$ 20.83	\$ 66.38	\$ 139.86	\$ 213.64	\$ 287.22	\$ 343.92	\$ 431.03

# Adopters

- Volunteers
  - Students
  - Adults
  - Corporate Programs
- Providers
  - Health Care
  - Corporate Internship Programs
  - Non Profit Organizations
  - Pet Care
  - Art and music, Cultural heritage, Education services
  - Government agencies and political campaigns
  - Medium and small business, law office, real estate, startups
  - Home Services

## Adoption Strategy - Volunteers

- Easy Onboarding
- Empowering
- Opportunity Searching / Matching / Suggestion
- Incentives

## Adoption Strategy - Providers

- Incentives
- Branding oppt.
- Empowering
- Job Posting

## Traction Measurements

- Activities
- Feedbacks
- Volumes
- Available Opps.
- Active Volunteers
- # of Volunteers Hours

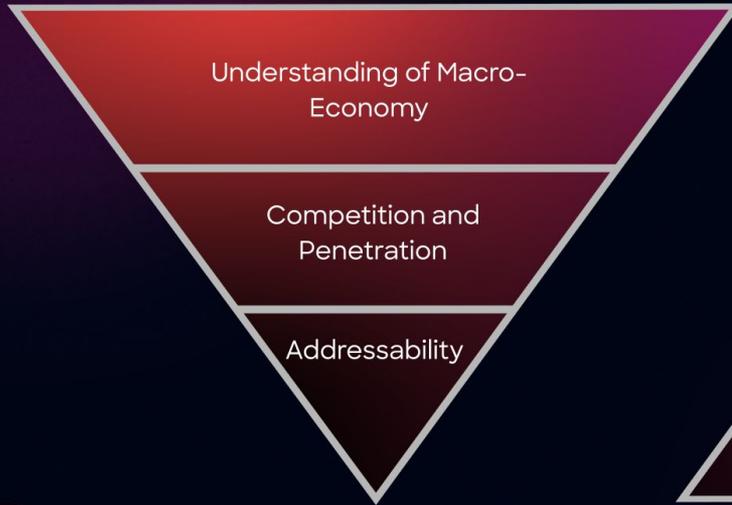
## **Nucleus - Who do we need to hire?**

- Business
- Talent Acquisition
- Educational Counselor

# TAM

## How to Calculate Total Addressable Market.

### Top-Down Approach



### Bottom-Up Approach

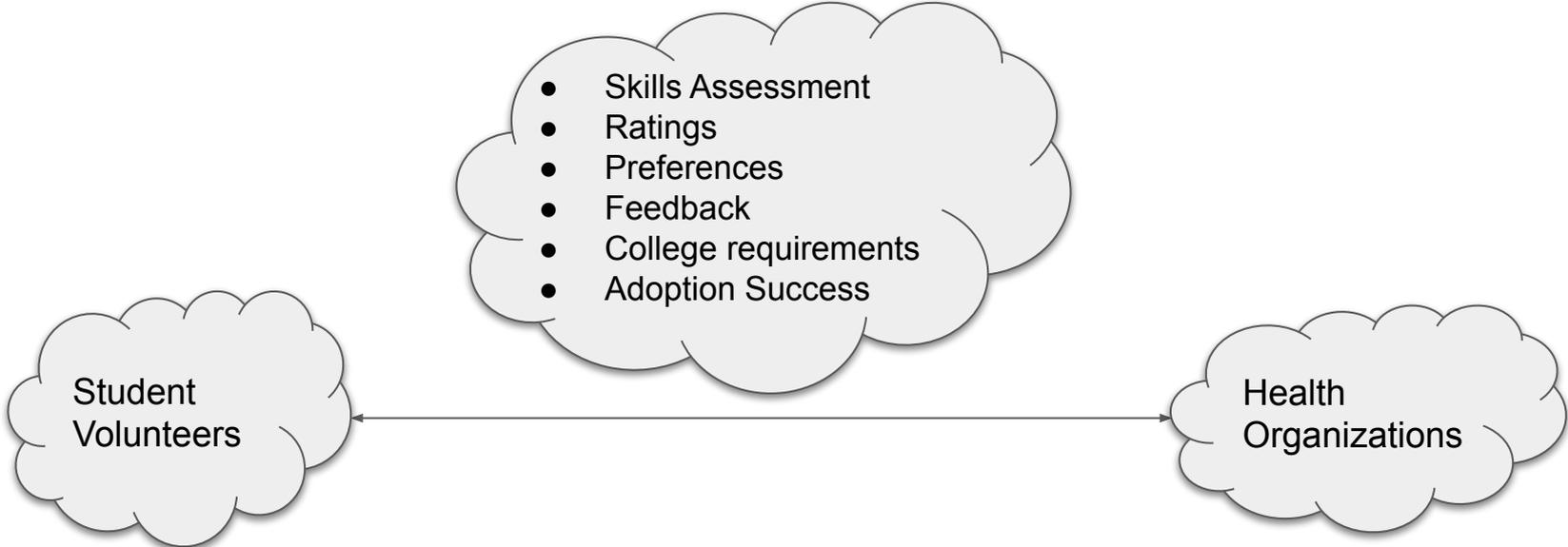


# TAM

- We opted for bottoms up calculator:
  - $TAM = (ACV \times \# \text{ of SMB}) + (ACV \times \# \text{ of MM}) + (ACV \times \# \text{ of EE}) = \underline{799K}$
  - Calculation focus on demand for volunteer positions across different categories of cities in US

<b>US City Category</b>	<b>Volunteer positions</b>
Cities with 1M+ population	160,000
Cities with 500k-1M population	175,500
Cities with 100-500k population	464,000
<b>TAM (demand for # of volunteers)</b>	<b>799,500</b>

# Matching Algorithm



# Competitive Analysis

Who are the competitors?

- Direct competitors
  - Web based service
    - <https://www.volunteermatch.org/>
      - LinkedIn for nonprofits volunteers
      - 13 million volunteers and 130,000 nonprofits in US
      - [Pricing scheme](#) for different level services
      - Paying customers are business looking to give back
    - <https://www.volunteering.com.au/>
      - Online community of non-profit and volunteers
      - [Membership](#) based service
      - 2,500 opportunities across Australia
    - Mobile app based service
      - <https://apps.apple.com/us/app/golden-volunteer-opportunities/id1059267723>
        - [Membership](#) based service
  - Indirect competitors
    - College counselors, high school bulletins, company website, Social network
      - <https://www.unitedway.org/get-involved/volunteer>
      - <https://www.redcross.org/>

# Competitive Advantages

**1<sup>st</sup> TO MARKET**

**HOST INCENTIVE**

**LIST ONCE**

**EASE OF USE**

**PROFILES**

**DESIGN & BRAND**