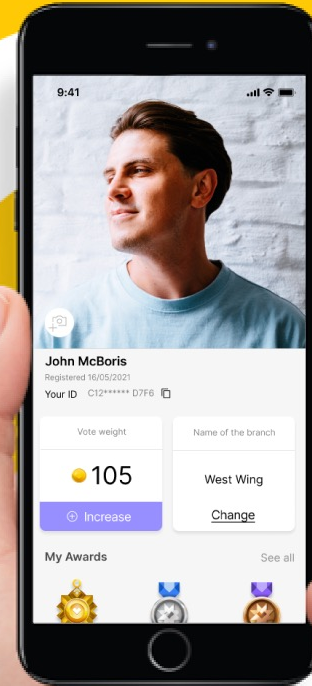


QELA app.

Supporters
Motivation
Management App for
the Democratic World

Our mission is to help democratic organizations and communities engage and empower more people to go for sustainable changes.





When there is war
everyone is motivated
and engaged to act
as a volunteer

**But usually
most social movements
or political organizations
fail to make a difference**



**Leaders lose touch with supporters
and know nothing about their motivation**

- ❌ Corporate rules don't work here.
- ❌ Supporters' attention is distracted by more significant personal matters.
- ❌ People fail to believe they are integral to the common cause.
- ❌ People constantly quit voluntary jobs.



Q&A app is an interactive tool

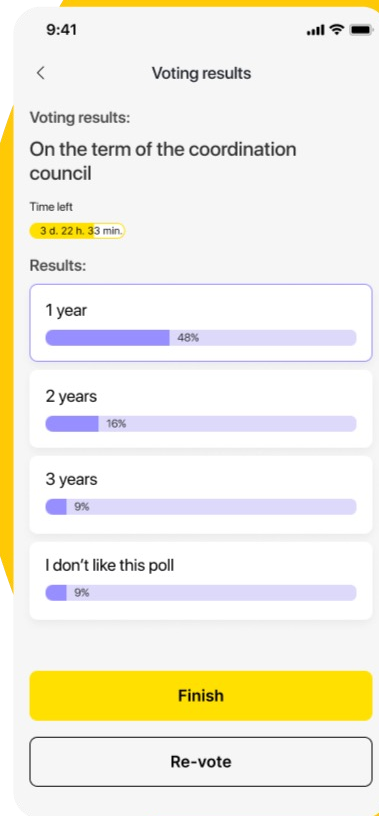
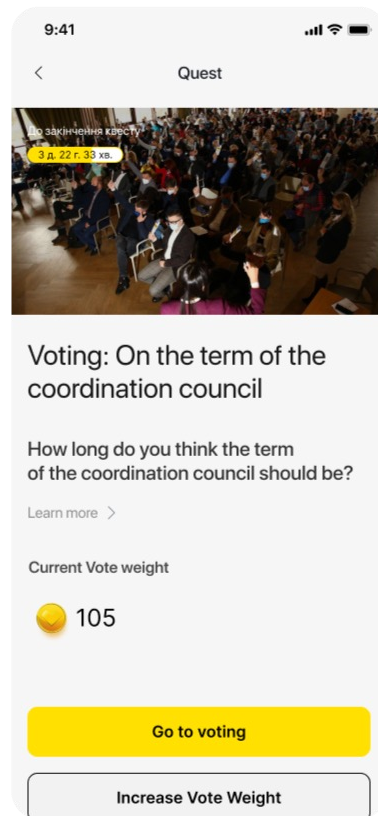
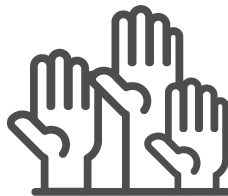


Core unique feature

Vote weight

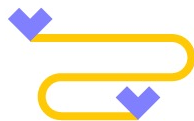
Principles

- + clear rules
- + different activity = different vote weight
- + the QELA formula calculates supporters' contributions from completing quests and avoids abuse during voting.



Core unique
feature

Campaigns

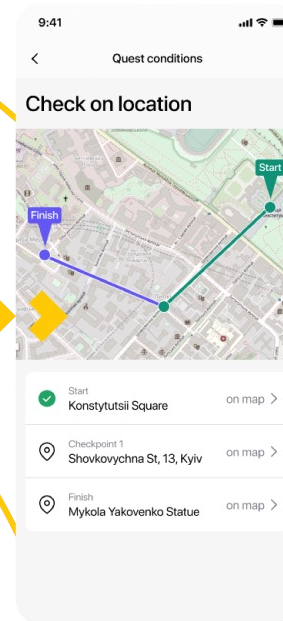
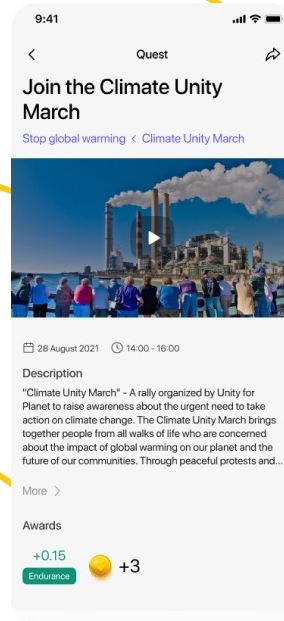
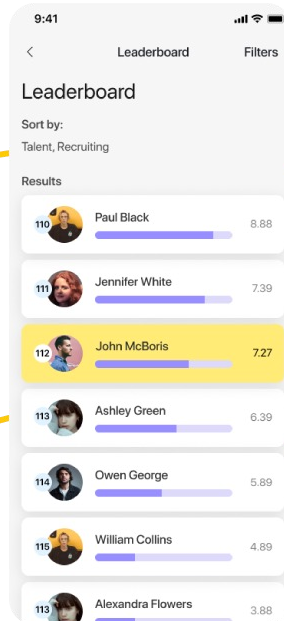


Every useful action is a quest

in-app ➤ online ➤ offline



Any campaign is a series
of quests



How do we know it works?



In addition of being a team of campaign managers, tech pro and volunteers ourselves, we also have tested the idea



Tamara
Tachynska

Co-founder, CEO,
campaign manager,
communications strategist



Max
Tikhomirov

Co-founder,
CIO, business automatization
expert



Taras Kolodko

CPM, co-founder
serial entrepreneur,



Max Parenko

PM,
RPG player, sysadmin



Ivan Kyruilo

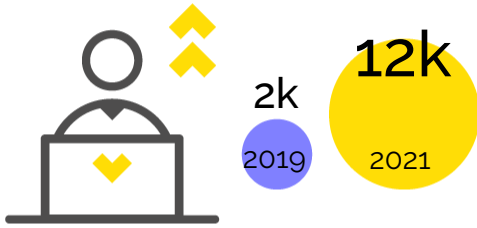
.Net developer

Use case

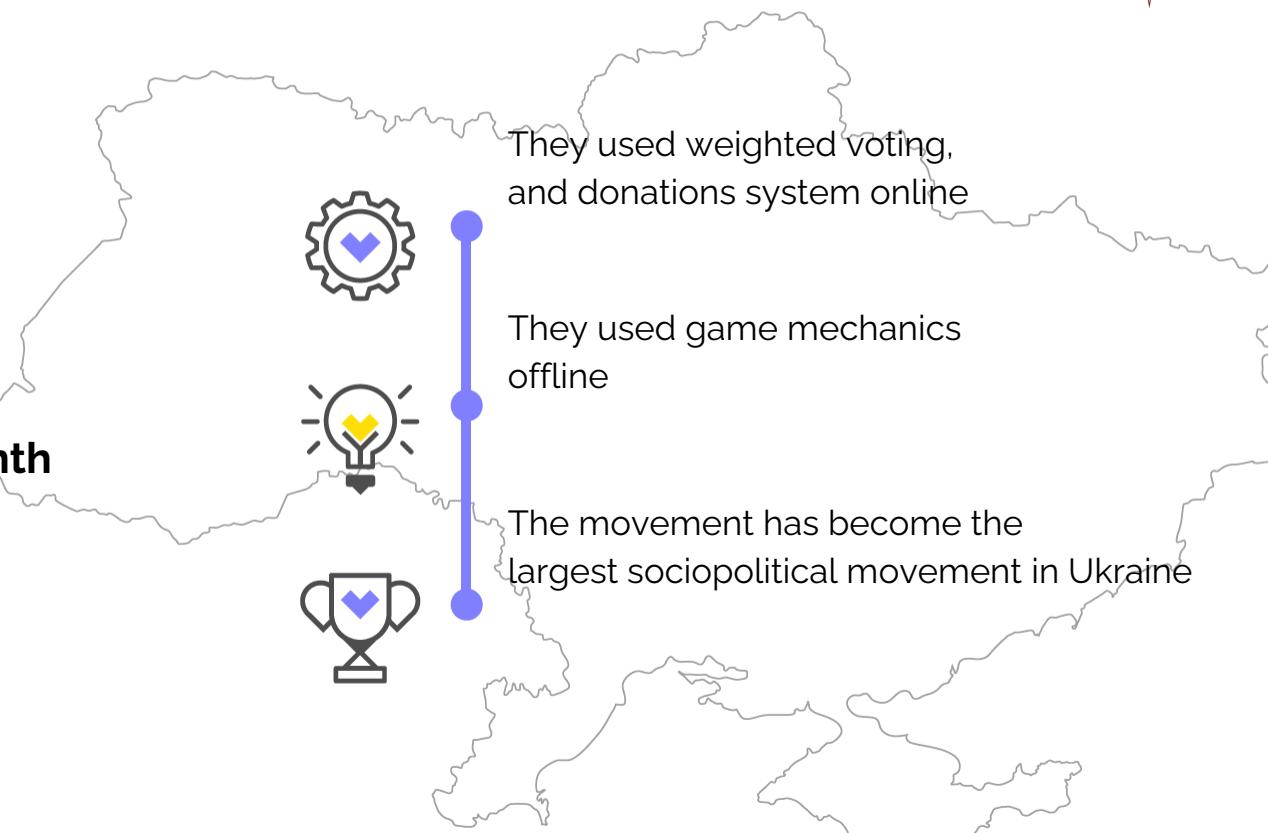
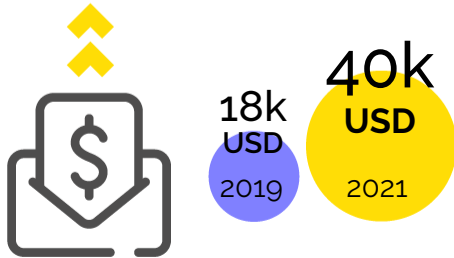
We designed a prototype of **αελα** app for the Ukrainian young movement in 2019



Users

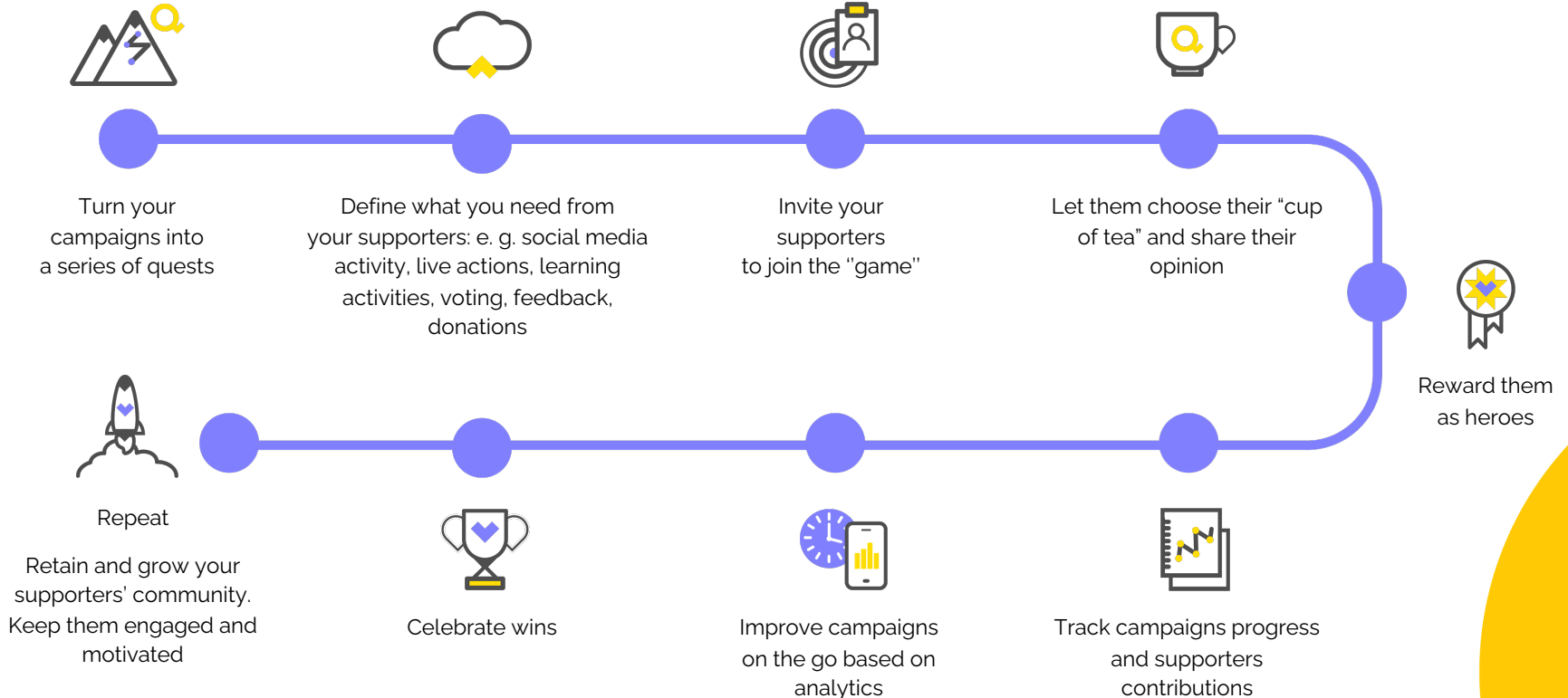


Donations per month



How it works

Leader's or campaign manager's steps with QELA app



Market

Worldwide key numbers

- **111 countries** value democracy
- **10 million** NGOs
- **970 million** volunteers
- **2 billion** people donate money

SOFTWARE FOR NONPROFITS MARKET

- **TAM \$ 3,6 billion**
- **SAM \$2,5 billion** (donor management software globally)
- **CAGR 6,6%**
- **SOM 19,6 million** (≈ 5% of the USA&UK market)
- **Online giving CAGR 9%,**
3 year rolling trend 41, 6%

Our product is not only technology, but values

Task managers
– lack of user's choice

CRM system –
not interactive

Donation buttons –
"banner blindness"

everyone is a
co-decision maker

horizontal
leadership

constant mutual
feedback

transparent
progress

We are part of the community of democracy fighters

We not only present the Qela App in Ukraine and abroad, but spreading the idea of how democracy values should be supported with tech solutions.

We are a fellow of Alliance of Democracies Foundation led by former Secretary General of NATO Anders fog Rasmussen.



Qela app.

Play.

Vote.

Change the real world.



“ 84% of people around the world say that it is important to have democracy in their country

(c)The Democracy Perception Index 2022, by Latana and the Alliance of Democracies.

Drop us a line



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