



Goodmojo makes purpose-driven marketing measurable. We're the only platform that tracks customer acquisition, lifetime value, and ROI from cause-based campaigns—helping consumer brands reduce CAC 35%+ while creating verified social impact.

The Problem and Our Solution

70% Of Gen Z

Buys based on values, but brands can't prove ROI on purpose-driven campaigns.

The Gap

\$640B in annual giving meets \$780B in digital ad spend—yet no platform measures both social impact and commercial outcomes.

1 Brand Set Cause Goals

2 Activate Networks

3 Consumers Take Action

4 Real-Time ROI Tracking

Proven Results

\$10 incentive=groceries for low-income senior

60% Repeat Rate

\$40 AOV

\$60 LTV

\$10 CAC

90-day results

Current Traction

\$250K GOV ARR

\$30K AOV

\$180K Q4 Campaigns

\$2.1M CAC

85% Margins | 3.2x LTV/CAC

What others miss, Goodmojo measures.

A Proven Model with Real Outcomes, Revenue, and Readiness

\$1.15B SOM, \$64M APR opportunity

TAM

SAM

5 years SOM

Software/TechSolutions

\$50B/yr

\$20B/yr
Projected 40% of TAM

\$1B/yr
Projected 5% of SAM

Data Subscriptions

\$10B/yr

\$4B/yr
Projected 40% of TAM

\$120m/yr
Projected 3% of SAM

Referrals

\$10B+/yr

\$900m/yr
Projected 40% of TAM

\$27m/yr
Projected 3% of SAM

Total Addressable Market

\$70B

Service Addressable Market

24.9B/yr

Annual Recurring Revenue

\$64m/yr

Competitive advantage

- ✓ Real-time ROI tracking with government verification
- ✓ Complete attribution: **cause→purchase→loyalty**
- ✓ Proprietary SPUV/IFI engines
- ✓ 18 months R&D, patents pending



Transform Purpose into Profit

The only platform measuring both social impact and commercial outcomes at enterprise scale.

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www.goodmojo.us

Leadership Team

Alfred Cheung

Founder/CEO

25+ years in technology and program management leadership roles.
Deloitte, City and County of San Francisco Mayor's Office, Public Health Institute

Rozanne Bonavito

Chief Marketing Officer

30+ years of scaling go-to-market strategies across enterprise tech.
Ex-GE, Cisco, Ariba, ServiceSource, Aria, BlackLine marketing leader; Microsoft & SAP marketing clients.

Kristin Lynch

JD, Chief Strategic Officer

20+ yrs in successfully developing & executing organizational vision and strategy.
California Nurses Association, Local 21

Kris Damalas

VP of Management Solutions

20+ years regulatory compliance in myriad Federal, State and Local programs.
City and County of San Francisco, State of WA

Kevin Chun

Ph.D., Head of Behavioral Science

Nationally recognized clinical psychology academic and researcher with 30+ year experience.
NIH, HHS, USF

Andrew Davis

Head of Product

25+ years focused on design, B2B insights and award-winning creative results.
Google, Microsoft, McCann

David Zuckerman

Ph. D., Head of SPUV/IFI Engine

Stanford trained social economist.
 Professor of Economics.
Central Washington University

Core Technology

Vertical AI built for human impact—linking verified social outcomes to measurable ROI and brand performance. Our engines make trust as measurable as click-through rates.

SPUV Engine

(Service-Per-Unit Value)

Quantifies how much impact each service delivers to an individual

IFI Engine

(Impact-Forward Investment)

Turns measured service impact into brand ROI and loyalty outcomes

Key Differentiators

Only platform measuring both social impact AND commercial outcomes at enterprise scale



Data Moat

Proprietary attribution technology with 18 month R&D Investment



Trust Networks

Authentic community activation through verified nonprofit partnerships



Complete Attribution

Track the full journey from cause participation to purchase to loyalty to advocacy

Why now?

- Consumer values-based purchasing at all-time high
- Brands desperate for measurable purpose marketing ROI
- \$1 Trillion purpose economy lacking attribution infrastructure
- Regulatory Pressure for ESG accountability increasing



Transforming how brands and communities create shared value

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