



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.

hello@goodmojo.us  
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## 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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