



Growth and Impact Plan





Mission

- DemocracyLab empowers people who use technology to advance the public good.



Vision

Technology enables our collective intelligence to solve the most challenging social, economic, environmental and civic problems while empowering all members of our societies.

Problems We Solve



Tech-for-good projects need skilled volunteer labor.

Social change startups, nonprofits, and government agencies can't afford the tech talent necessary to fulfill their missions.

Tomorrow's labor force needs to upskill.

Capable people are shut out of the tech economy. Hispanic people are underrepresented in tech by 59%, Black people by 33%, and women by 50%.

Tech companies need new culture & diversity solutions.

Purpose-driven cultures and workforce diversity are critical business success factors that most companies struggle to achieve.

Solution: We connect tech-for-good projects with skilled volunteers and socially responsible companies.



Launch tech-for-good projects

Skilled volunteer labor is critical for getting nonprofit, government, and open source projects out of the chicken-and-egg problem they face (they need funds to build a product, a product to create impact, and impact to attract funding).



Accelerate career advancement

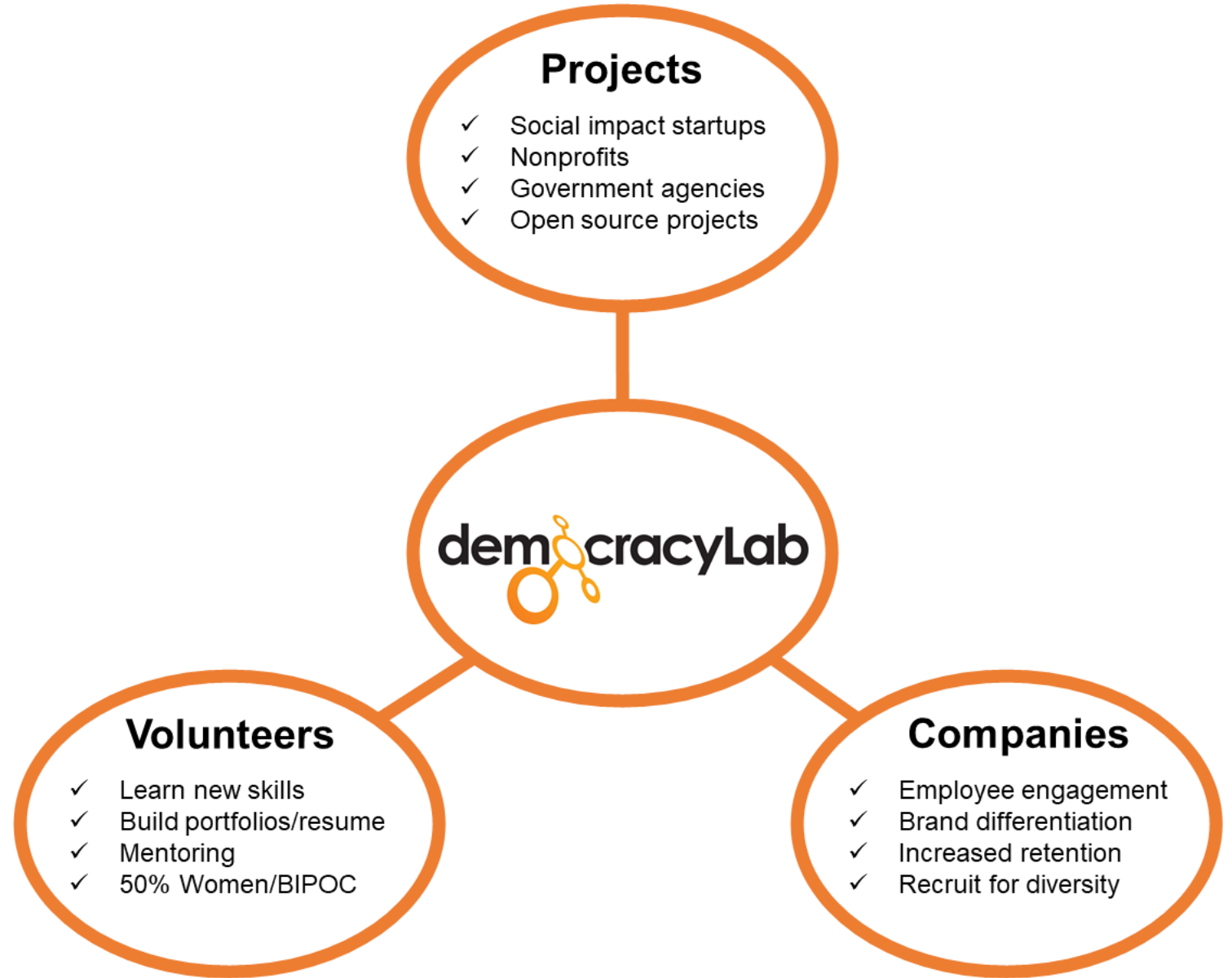
Our diverse volunteers gain new skills and experience, expand their networks, and build their portfolios. People from underrepresented backgrounds overcome obstacles while positioning themselves as talented, high-character employees.



Deliver culture-building employee engagement & diversity

Employers adopting our platform and events build a culture of purpose and spur innovation. Companies that sponsor our public hackathons differentiate their brands and amplify our impact. DemocracyLab's volunteer base is a growing source of diverse, insightful, and impactful employees.

Our Ecosystem



Differentiation



	Connect volunteers to projects	Connect companies to projects	Connect volunteers to companies	Focus on tech-for good projects	Barrier-free access for start-up, 501(c)(3) and gov't projects	DEI focus
DemocracyLab	x	x	x	x	x	x
Ovio	x	x		x		
Hashtag Charity	x	x		x		
VolunteerMatch	x	x				
Catchafire	x	x				
DevPost	x	x				
LinkedIn			x			
Benevity	x	x				

Goals



Projects:

Exceed current > 50% annual growth in our project portfolio over the next 5 years.



Volunteers:

Expand Volunteer cohort to meet project capacity goals; meet DEI goals of 50% women/BIPOC; measure and validate career advancement value.



Corporations:

By 2026, 25 of the Fortune 500 companies will be clients of DemocracyLab.

Strategy



Projects:

Continue effective word-of-mouth & social media campaigns. Accelerate growth by white labeling our core technology and processes to other tech-for-good organizations. Market to the thousands of tech-for-good projects on GitHub.



Volunteers:

Encourage peer-to-peer referrals. Add value to volunteer profiles to make them attractive to potential employers. Measure long-term volunteer engagement and career advancement. Partner with community colleges, coding bootcamps, and community organizations with equity missions. Promote high-quality partner-sourced career advancement curriculum.



Corporations:

Market and execute white labeling of our platform for corporate skilled volunteering and tech-for-good hackathon programs. Introduce recruiting capabilities to companies. Expand evidence base for recruitment and employee engagement solutions.

Metrics



PROJECTS	2020	2022	2024	2026
startup projects	82	250	1,000	5,000
nonprofit projects	40	150	500	2,500
gov't projects	0	25	100	250
white label clients	0	10	50	100

VOLUNTEERS	2020	2022	2024	2026
visitors/week	1,000	4,000	16,000	64,000
active volunteers	260	1,000	4,000	16,000
hackathon attendance	707	1,500	3,000	6,000
career accelerations	100	2,500	5,000	10,000

CORPORATIONS	2020	2022	2024	2026
corporate clients	1	10	50	150
employees engaged	52	1,000	5,000	15,000
retention attitude	+73%	+75%	+85%	+90%
women & BIPOC hires	TBD (build in consultation w/ corporate clients)			

Testimonials



Raj Lanka, ShelterApp

“ShelterApp recently launched a new version of our app that connects homeless and low-income families with needed services. Over the past year, we've had so many volunteers from DemocracyLab join our team. These skilled volunteers helped us in various projects, from scraping open datasets to the design and development of our new AI-powered chatbot. We couldn't have achieved this major milestone without the help we received from DemocracyLab.”

Testimonials

Rekha Venuturupalli



“DemocracyLab is a great platform to volunteer and showcase your skills. Each new task helped me learn, improve, and expand my skill set while making connections and having fun. I can't thank DemocracyLab enough for this amazing opportunity that eventually helped me land the job I'd been working toward.”



Testimonials



Colleen Aubrey

Vice President, Performance Advertising, Amazon

“At Amazon, we are continually looking for ways to achieve more with less, and work hard to raise the bar for customer experience. DemocracyLab provided us with an impactful way to use our skills to help non-profits achieve more, and contribute to improving the experience of their customers. It was time well spent - fun, impactful, and important.”

Earned & Sponsorship Income



goals:

- Achieve > 100% annual revenue growth from employee engagement programs for Fortune 500 companies and higher education institutions.
- Achieve > 50% annual revenue growth from sponsorships and consulting services for governments and nonprofits.



strategy:

- Differentiate our employee engagement experiences as being uniquely valuable to companies with highly-skilled, socially-conscious tech sector employees.
- Launch a relationship management system that identifies prospects with affinity and capacity; cultivates with high touch, peer-level outreach; solicits with executive staff.



metrics:

	2020	2022	2024	2026
# employee engagement clients	1	12	45	150
employee engagement income	\$30K	\$360K	\$1,800K	\$7,560K
sponsorship revenue	\$34K	\$116K	\$262K	\$443K
consulting revenue	0	\$44K	\$106K	\$198K

Individual Supporters



goal:

Raise \$340k of annual revenue from individual philanthropic investors by 2026.



strategy:

Cultivate 2 segments of private individual supporters:

- Small recurring monthly donors recruited through volunteer networks,
- Major individual investors (>\$25k) that receive high-touch, 1-1 cultivation and solicitation from paid staff and DemocracyLab leadership.



metrics:

	2020	2022	2024	2026
monthly supporters	\$3,363	\$35K	\$72K	\$114K
major investors	\$0	\$68K	\$114K	\$227K

Foundation Grants



goal:

Achieve \$500K in annual grants by 2026.



strategy:

- Recruit top-tier grant research and writing talent; activate pipeline management system.
- Test the hypothesis that an information gap prevents foundations from investing in grassroots tech-for-good efforts. If validated, explore the feasibility of bridging through DemocracyLab's platform.



metrics:

	2020	2022	2024	2026
grants	\$55K	\$110K	\$268K	\$496K

Team

Board of Directors

- Mark Frischmuth, President, Executive Director, **DemocracyLab**
- Njeri Thande, Secretary, Business Program Manager, **Microsoft**
- Arash Oliaei, Treasurer, Customer Success Manager, **Autodesk**
- Steven Maheshwary, Partnerships Chair, Governor's Sector Lead for Information and Communications Technology, **State of Washington**
- Deb Bryant, Senior Director, Open Source Program Office at **Red Hat**
- Dwayne King, Vice President of Global Innovation, **Iron Mountain**
- Daria Loi, Senior Director, Head of Product Design at **Mozilla**
- Elizabeth Scallon, Alexa Startup & Fund - GTM & Operations at **Amazon**

Senior Technical Advisors

- Bjorn Freeman-Benson, SVP of Engineering, **Ambassador Labs**
- Sujatha Sagiraju, Senior Director, **Microsoft**

Staff:

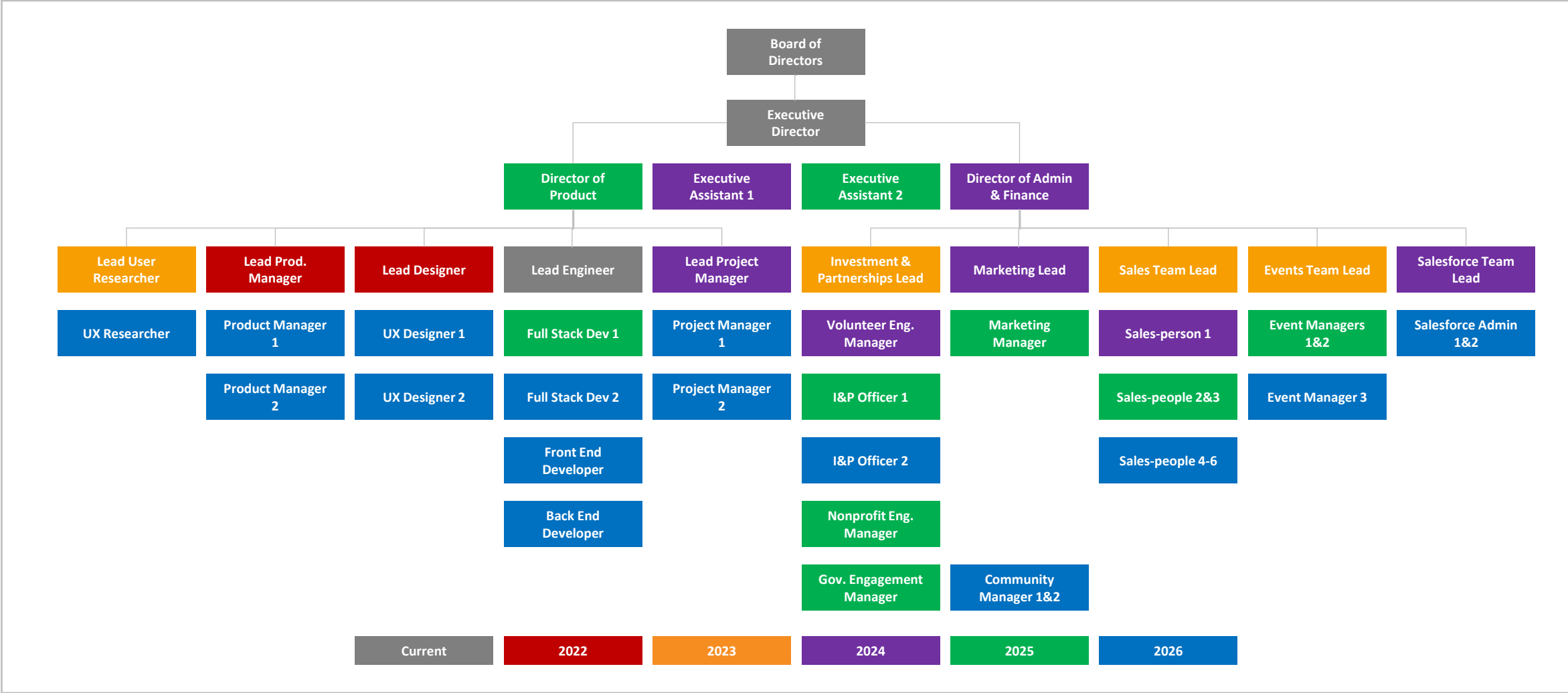
- Executive Director: Mark Frischmuth
- Engineering Lead: Malon Keating

Volunteer Team Leads:

- Product Management: Alana Bienes
- Design: Chris Grant
- Investments & Partnerships: Emily Botelho
- Marketing: Jay Mattingly
- User Research:
- Project Management:
- Sales:
- Events:
- Salesforce:

... plus 50+ active expert volunteers

Organizational Projection



Current	2022	2023	2024	2025	2026
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Financial Projection

	2020	2021	2022	2023	2024	2025	2026
Revenues							
Hard Dollar Revenue							
<i>Contributed Income subtotal</i>	88,859	155,000	329,000	525,000	746,000	996,000	1,280,000
<i>Earned Income subtotal</i>	30,000	140,000	404,000	912,000	1,906,000	3,868,000	7,758,000
<i>Hard Dollar Subtotal</i>	118,859	295,000	733,000	1,437,000	2,652,000	4,864,000	9,038,000
In-kind Revenue							
Corporate Services	77,015	92,418	110,902	133,082	159,698	191,638	229,966
Volunteer Labor	475,125	570,150	684,180	821,016	985,219	1,182,263	1,418,716
<i>In-kind subtotal</i>	552,140	662,568	795,082	954,098	1,144,918	1,373,901	1,648,681
Total Revenues	670,999	957,568	1,528,082	2,391,098	3,796,918	6,237,901	10,686,681
Expenses							
Hard Dollar Expenses							
Salaries							
Executive Team subtotal	-	48,000	100,800	105,840	286,877	417,910	438,805
Engineering Team subtotal	48,000	72,000	100,800	105,840	111,132	222,655	559,633
Design Team subtotal	-	-	98,400	103,320	108,486	113,910	336,836
Research Team subtotal	-	-	-	100,860	105,903	111,198	225,373
Product Management subtotal	-	-	98,400	103,320	108,486	113,910	336,836
Project Management subtotal	-	-	-	-	103,382	108,551	331,208
Investments & Partnerships subtotal	-	-	-	100,860	209,285	527,681	826,565
Marketing Team subtotal	-	-	-	-	103,382	194,648	204,380
Salesforce Team subtotal	-	-	-	-	103,382	108,551	290,478
Sales Team subtotal	-	-	-	123,949	260,044	536,741	1,011,027
Events Team subtotal	-	-	-	100,860	105,903	323,130	447,902
Taxes & Benefits	8,492	30,000	99,600	211,212	401,565	694,721	1,252,261
<i>Salaries and Benefits subtotal</i>	56,492	150,000	498,000	1,056,061	2,007,825	3,473,605	6,261,305
<i>Professional Services subtotal</i>	8,978	41,000	53,000	109,300	164,950	226,953	287,648
<i>Operations subtotal</i>	13,216	17,100	53,150	91,975	166,963	312,994	599,191
<i>Hard Dollar Expenses Subtotal</i>	78,686	208,100	604,150	1,257,336	2,339,738	4,013,551	7,148,144
<i>In-kind Expenses Subtotal</i>	552,140	662,568	795,082	954,098	1,144,918	1,373,901	1,648,681
Total Expenses	630,826	870,668	1,399,232	2,211,434	3,484,655	5,387,452	8,796,825
Contribution to Reserve	40,173	86,900	128,850	179,664	312,262	850,449	1,889,856
NET	-	-	-	-	-	-	-
Reserves	57,193	86,900	215,750	395,414	707,676	1,558,125	3,447,981
Months of Cash	9	5	4	4	4	5	6



THANK YOU

