Alice brings transparency to social impact

Alice is a social funding and impact management platform built on the Ethereum blockchain. It incentivises social organisations to run projects transparently so that donors and impact investors can identify and scale really effective social projects.

A problematic social funding model

- **Wasted money**: Millions of dollars in social funding are wasted every year on ineffective social projects.
- **Lack of trust**: This lack of transparency has made people lose trust in the system, making social funding stagnant.
- **Lost potential**: Small but effective social projects often struggle to scale because they don’t have enough visibility.

How it works

Alice uses a “payment for success” mechanism where donors only pay if social organisations can demonstrate they have achieved their pre-specified project goals, as verified by independent validators. Impact investors provide the working capital necessary for social organisations to start their projects, and automatically get repaid when goals are achieved.
Charitable donations: $400 billion in the US alone (by individuals, foundations & corporations)
Impact Investment: $1 trillion global market potential according to JP Morgan

Target Markets

→ Charitable donations
→ Impact Investment

Monetisation model

- Donations: 3% fee on donations
- Data access: fee for accessing impact data
- Appeal launches: fee for launching funding appeals
- Impact investment: investments fee & trading them on secondary markets

Circular token economy

Part of the fees paid to use the Alice network are fed into a decentralised fund that distributes grants to promising projects that lack resources to put proper measurement in place. Grants are distributed by the vote of Alice token holders.

Our team

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