

Background

A whopping 40% of the population in Pakistan is poor. This 40% of people get stuck in a cycle of disadvantage leading to generational poverty. We need to support **one** generation to break the cycle of generational poverty. We will need to ensure that they have basic staple food, so they don't sleep hungry and that their kids get a good education.

Remember, we said that 40% of people in Pakistan are below the poverty line – this means that 60% of people are above the poverty line. For every poor family in Pakistan, there is at least one family who is not poor. So, if a family who has been blessed sponsors at least one family who is stuck in poverty by providing them with food and quality education, then, in theory, poverty in Pakistan can be wiped away. Only one generation of a poor family will need to be supported – the next won't need the support.

This was the model that our Prophet (P.B.U.H) first adopted. One Mahajir family was adopted by one Ansar family and poverty was sustainably eradicated.

Why 'My Impact Meter'

Even though, Pakistan is one of the most charitable nations in the world, charity in Pakistan is consumptive and fragmented. Whereas our charity may feed someone for a day, it does not provide a family with a long- term food security. It is also besieged with a lack of trust and visibility. The money given to support a family with food and education may very well end up in drugs, gambling, or something else for which it was not intended.

The other problem in Pakistan is that of unequal distribution of resources within the poor class. Some people beg and ask many to help them and others do not ask at all. As a result, some get a lot (they may be getting the school fee of their child from multiple sources) while others get nothing at all.

Why 'My Impact Meter'

My Impact Meter (MiM) is a social impact platform that will help break generational poverty in Pakistan.

My Impact Meter (MiM) connects three groups – Impactors (donors), Impactees (beneficiaries), and Impact Suppliers (commercial service providers e.g. grocery stores, and schools).

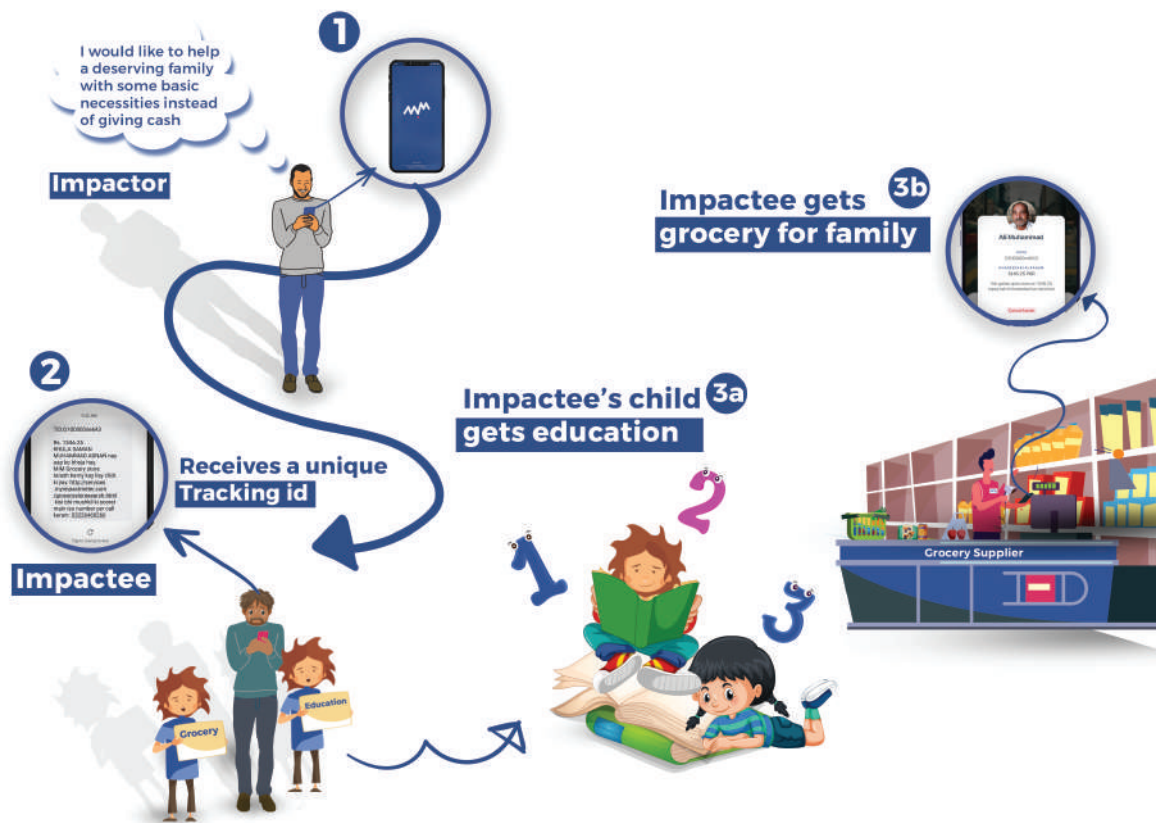
Platform Stakeholders

- 1) **Impactor (Donor)**
- 2) **Impactee (Beneficiary)**
- 3) **Impact Supplier (Grocery Stores, Educational Institutes)**
- 4) **Charity Organizations (NGOs, NPOs, etc.)**

Each group has their own App. The app for impactors is called "My Impact Meter". The app for Grocery Stores is called "MiM Grocery Supplier", the app for Educational Institutes is called "MiM Education Supplier" and the app for NGOs is called "MiM Not-for-Profit". The Impactees do not have an app. They receive a tracking ID via SMS on their phone to let them know whenever they have received a gift.

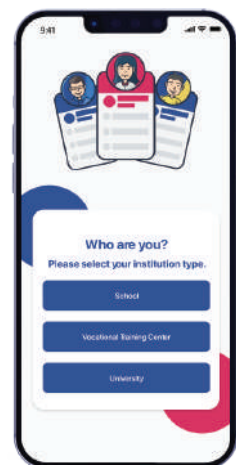
How it works

- The impactors (donors) can simply gift groceries and education to the Impactees (beneficiaries) instead of giving them cash.
- The impactees (beneficiaries) receive an SMS with a tracking ID and details of the gift.
- They can then go to Impact Supplier (any supported grocery store or school) and show the tracking ID to receive their gift.
- The grocery store or school gets paid through the MiM platform once the gift has been redeemed.
- The impactee (beneficiary) gets food or education instead of getting cash.

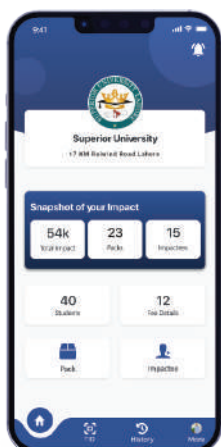
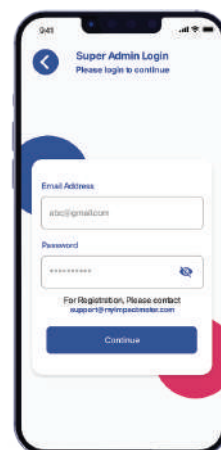


Platform for Educational Institutes / Vocational Training Centers

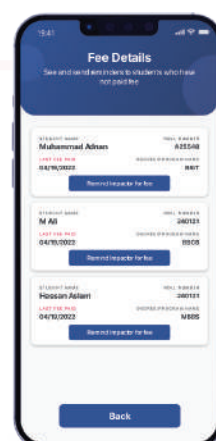
- There are many educational institutes in Pakistan imparting a high quality of education at affordable prices.
- MiM provides a robust and easy-to-use facility for impactors (donors) to sponsor the education/ training for the impactees (beneficiaries) or their children.
- Educational institutes have their own app called MiM Education Supplier. Interested institutes can download the app from Google Playstore or Apple App Store.



- The educational institute will either be part of a larger group such as a chain of schools/Universities or will be a single institute.
- If you are part of a chain, you will get your username and password from your admin/ HQ.
- If you are a single institute, you will need to sign up to get a username and password.



- You can also add your bank account details in which you want to receive admission/ tuition fees.
- Impactors will be able to send you admission requests or requests to pay fee for already enrolled students.
- You can then send updated fee details to the impactor and the impactor can accept and pay the admission and/or tuition fee.
- In case of new admission, you can follow steps to grant/ refuse admission based on your own process.
- Once admission is granted, the admission and/or tuition fee will be transferred into your bank account.
- You will have the ability to send an invoice to the impactor for each fee cycle.
- You can even send reminders for late fees.
- You will have a student portal, where you will be able to view all details of the students enrolled as MIM Scholars on the app including their fee history.



The recurring expenditure including operations, maintenance, and further improvement regarding the platform will be met by deducting 8% from all transactions plus any bank charges. The school can either choose to increase their fee for the impactors by 8% plus bank charges or choose to absorb it in their current fee.

Why 'My Impact Meter'

My Impact Meter platform provides personalization and transparency to charity giving. The impactor (donor) knows whom they are giving to, and they know that their money was used exactly for what it was intended to be used for.

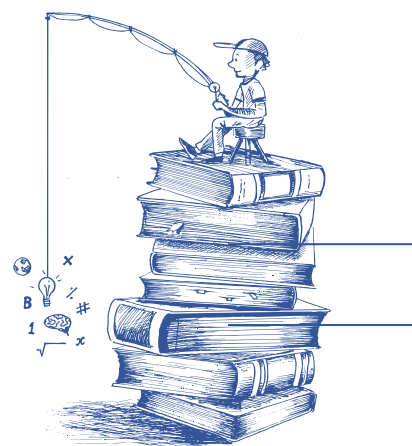
The platform ensures equitable distribution of resources by proving full visibility to impactors. Once there is an impactee in their list, they can see the entire history of their own and others' contributions to that Impactee. If an impactee has already been helped with monthly staple food or school fee, then they can choose to help another impactee who has not been helped yet.



It also provides a framework to create motivation and accountability for the impactors (donors). Once an impactor (donor) signs up, they start earning Impact Credits with every transaction.

Their entire Impact history and Impact footprint are visible to them so that they can set goals for themselves, and they know exactly what legacy they are building– they know their “Net Impact Worth”.

To create inspiration and trust through social connections, the platform is also a social media of Impact. Just like friends on facebook, or connections on linkedin, people can make Impact buddies on MiM platform, share requests with each other, see each other’s impact (depending on privacy settings), and inspire each other to create meaningful social impact to completely eradicate poverty from Pakistan.



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