

CONFIDENTIAL EXECUTIVE SUMMARY  
THE SPARO CORPORATION

The Sparo Corporation  
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**Management**

**CEO** – Rob Sobhani, PhD  
**COO** – James Barchiesi  
**CFO** – Babak Hafezi, MA MBA

**Industry:** FinTech / Charitable Giving

**Location:** Washington D.C metro area

**Year Company Founded:** 2019

**Legal Structure:** Virginia LLC  
501(c)(3)  
Not-for-profit

**Mission:** The fundamental business model of Sparo Foundation is to become a multi-billion dollar revenue-generating not-for-profit that taps into and grows the current \$510 billion annual global charitable giving market, the \$500 billion global welfare sweepstakes market and gamifies the \$1.2 trillion U.S. student debt market. Our vision is to grow Sparo into a global giving platform that unites the world around charitable giving by making it fun and rewarding to donate.

**Business Description**

Sparo has created the Sparo Foundation, a non-profit FinTech platform for venture philanthropy through its patented gamification tool. This gamification tool for charitable giving will allow for anyone anywhere in the world to become an “investor”/donor in “doing good” and be rewarded for using the Sparo Foundation platform. Through promotion of capitalism with a conscience Sparo aims to build the world’s richest company by enriching the lives of others.

**Value Proposition**

The Sparo platform is designed to increase transparency for charitable giving both in the United States and around the world, increase participation in mission driven giving, democratize giving, and increase donor engagement on its digital platform. Every individual taxpayer, corporation and foundation in the U.S. can participate in Sparo’s platform to donate and obtain an immediate tax break. Our vision is to grow Sparo into a multi-billion dollar global giving platform that unites the world around charitable giving by making it fun, transparent, easy and affordable to donate.

**Methodology**

A user's hypothetical \$1000 donation/investment will be distributed as follows: (i) 25% will go immediately to a selected charity of the donor; donors can select from over one million non-profits in the U.S. in good standing with the IRS and with at least 3 stars from Charity Navigator (a trusted benchmark in the charity environment) (ii) 40% will go into the Sparo Charity Sweepstakes pot and the winning charity(s) gets chosen via its gamification platform of engagement and matching. The donors can select their favorite cause from a number of choices. These choices will range from fighting hard to cure diseases to the environment; (iii) 20% will be directed towards Sparo’s gifts and granting platform to randomly reward those who do good. These grants and gift can range from reduction of student debt, to providing scholarships and funding investigative journalism; and (iv) 15% will be allocated to growing the Sparo Foundation’s platform beyond the U.S. to such markets as Europe, Asia and the broader Muslim world.

**Company Background**

Sparo Corporation was founded to tap into the \$4 trillion global online commerce market by offering its patented platform that marries e-commerce and charitable giving, similar to Amazon’s Smile program. Evolving from its original checkout plugin for enterprise e-commerce users, such as Staples, to a charitable giving platform that allows not-for-profits to engage, gamify and increase per user donation. Sparo’s goal is to allow the smaller charities the same access and visibility as the larger not-for profits. This is especially true given that the top twelve (12) percent of charities in the U.S. take in 86% of all dollars donated, and therefore, Sparo’s platform goal is to democratize charitable giving so as to allow those charities with limited financial and human capital resources to have access to a wider pool of donors.

**Management**

**Rob Sobhani, PhD** – Chief Executive Officer - Rob Sobhani, Ph.D. is Founder and CEO of Sparo Corporation.  
**James Barchiesi** – Chief Operating Officer  
**Babak Hafezi, MA MBA** – Chief Financial Officer  
**Julius Talvik** -- Chief Product Officer  
**Andrea McNaughton** – Chief Charity Officer  
**Kyril Revels** – Chief Technology Officer

## **FinTech Services**

The fundamental FinTech service provided by Sparo Foundation is the gamification of charitable giving so as to create an environment whereby giving becomes fun, interactive, transparent, social media driven and rewarding. Beyond gamification services, Sparo will offer an e-commerce platform, POS version of its gamification services and at some point a co-branded credit card.

## **Market Analysis**

The market for Sparo Foundation is both massive and global.

1. \$410 billion – annual U.S. charitable giving market.
2. \$100 billion – annual global charitable giving market.
3. \$500 billion – annual global welfare sweepstakes market
4. \$1.2 trillion – current U.S. student debt
5. 300 million Chinese millennials.
6. 1.8 billion Muslims who have to perform obligatory charitable giving.
7. Overtime and with approval from the Board, as Sparo's gamification platform gains traction, Sparo hopes to create the Sparo Impact Fund to tap into the current \$88.5 trillion in assets under management towards impact investing such as tree-planting to address CO2 emissions.

## **Sales, Marketing and Proof of Concept**

Through a series of campaigns Sparo was able to realize a 10% conversion on user engagement. In short, once a user was directed to Sparo's gamification platform, Sparo realized a 10% conversion. This is a relatively high conversion rate compared to the industry average of 1.1 percent. These campaigns ranged from competition among charities for the Sparo Sweepstakes to games such as Game of Charities (based on the HBO series Games of Thrones).

At a macro level, Sparo Foundation's marketing will be led by its Founder and CEO, Rob Sobhani. The goal is to market Sparo via earned media through a series of interviews with such outlets as CNBC, Bloomberg and Fox Business Network. At a more micro level day to day marketing will be focused on digital advertising. This marketing effort will be overseen by Mr. James Barchiesi, the COO of Sparo Foundation.

With adequate funding, Sparo Foundation will build its own in-house marketing team to increase user engagement and migrate more charities from around the world onto its platform. A search firm will be retained to find the best candidates to oversee Sparo's digital marketing campaigns.