



FundReady.io

AI-powered funding readiness for under-resourced nonprofits. Expert guidance, 90% lower cost, lasting capacity.



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Seeking: \$2.6M in Seed Capital





THE PITCH

FundReady helps under-resourced nonprofits solve funding capacity gaps by offering AI-powered strategic planning and grant readiness tools at 96% lower cost than consultants, enabling them to secure institutional funding and scale impact sustainably.



THE WHO

- 780,000 U.S. nonprofits
- Budgets <\$1M
- Can't afford consultants



THE WHAT

- AI-powered platform
- \$2,400/year (vs. \$60K)
- 10 core deliverables



THE IMPACT

- \$50M+ funding unlocked
- 3x capacity increase
- Sustainable jobs created



FundReady's Mission

WHAT WE DELIVER

Democratize **access to institutional funding** by equipping mission-driven, **under-resourced nonprofits and social enterprises** with the capacity needed to **secure funding, scale programs, and create sustainable jobs and community impact.**

WHO WE'RE FOR

Small-to-midsize nonprofits (budgets <\$1M) and social enterprises that:
Can't afford \$15K-\$60K for grant consultants
Need strategic planning + grant writing + systems
Want to build permanent organizational capacity
Are ready to scale their impact

WHY WE DO IT

We believe every nonprofit deserves access to world-class systems, grant writing, strategic planning, and operational tools, **regardless of budget size.**

The real crisis isn't funding—it's **capacity.**



The Money Problem

Nonprofits Can't Afford the Capacity They Need

70%

Time Capacity

Executive Directors spend 70% of time on admin

\$7B

Missed Opportunities

\$7B+ in grants go unclaimed each year due to lack of capacity to apply

19%

Insufficient Funding Impact

Turnover rate: 19% annually (vs. 12% in for-profit sector)

40%

Under Resourced

40% of nonprofits operate with no full-time development staff

53%

Operational Insufficiency

53% of nonprofits have less than 3 months of reserves



The Perfect Storm for AI-Powered Nonprofit Tech

Four forces are converging to create this timing:

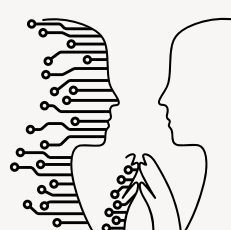


Post-Pandemic Capacity Crisis

Nonprofit demand surged 45% during COVID.

Staff burnout epidemic: 65% of nonprofit workers considering leaving sector.

Remote work normalized = easier SaaS adoption for nonprofits



AI Breakthrough (2023-2025)

Claude/GPT-4 class models are production-ready and affordable

AI can now handle complex, nuanced nonprofit tasks
(not just chatbots)

Pricing has dropped 90% since 2022 = ***economically viable***

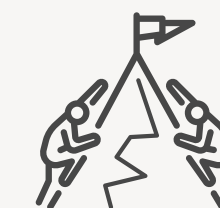


Nonprofit Digital Acceleration

TechSoup reports 300% increase in nonprofit tech adoption (2020-2025)

Younger Executive Directors
(Millennials & Gen Z) ***demand better tools***

Cloud-first generation entering nonprofit leadership



Grant Competition Intensifying

Foundation funding up, but ***applications are up 3x faster***

AI-written grants becoming the norm = quality bar rising

Nonprofits without AI tools getting left behind



A Real Solution

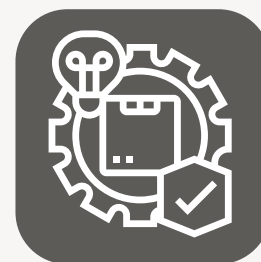
AI That Builds Capacity, Not Dependency

We systematize 25+ years of corporate-level expertise in systems building, technical writing, and Lean methodologies—and merge that with comprehensive grant writing knowledge distilled into an AI-powered platform.

WHAT WE DELIVER

Capacity building and funding readiness at 90%
lower cost = access to funding

Nonprofits get a **complete, professional grant readiness infrastructure**—not just AI-generated text, but a coherent, **fundable case built on solid organizational foundations** plus ongoing value that keeps them subscribed.



BUILD (Months 1-12)

- 7 essential grant readiness deliverables
- Vision/Mission Clarity Tool
- Theory of Change with logic models
- Program Framework (up to 10 programs)
- Operating Budget with 3-year projections
- Impact Measurement Framework
- Standard Grant Packages
- Case for Support



CONNECT (Month 6+)

- Grant Discovery & Matching (**DB Integration)
- Community Forum for peer learning
- Monthly office hours with grant experts
- Partnership perks program (discounts, services)
- Success story showcase



GROW (Ongoing)

- Continuous platform improvements
- Annual strategic plan refresh
- New program additions (\$50 each)
- Team collaboration tools (5+ seats)
- Impact dashboards & benchmarking
- Access to workshop alumni network



How it Works

Platform Overview & Key Features

For The Sector

- Democratize capacity: World-class tools available to all, not just big orgs
- Shift from dependency to capability: Sector-wide transformation
- Data & insights: Aggregated benchmarking helps everyone improve
- Network effects: Stronger community, shared learning



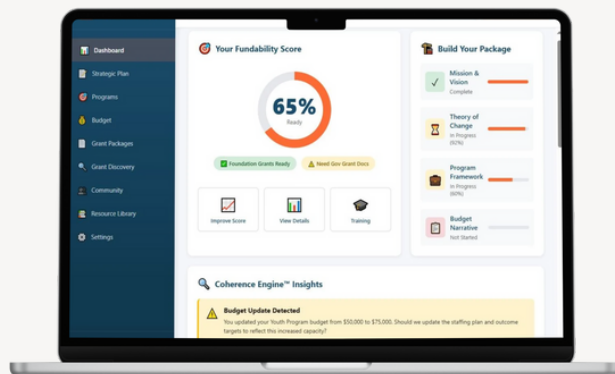
For Communities

- More programs launched: Capacity-equipped nonprofits can scale impact
- Jobs created: Sustainable funding → sustainable employment
- Underserved populations reached: Small nonprofits serve the most marginalized communities
- Economic impact: \$50M+ in funding unlocked by Year 3



For Nonprofits

- Get capacity without the cost: \$2,400/year vs. \$60,000 for consultants (96% savings)
- Build skills that last: Not dependent on external help
- Access funding: Ready to apply for grants immediately after onboarding
- Confidence: Professional materials that meet funder standards



MVP → PLATFORM → SCALE
Workshops validate → Q1 2026 launch

WHAT USERS BUILD:

1 CORE INFRASTRUCTURE

- Strategic Plan (mission, vision, 3-5 year goals)
- Program Portfolio (up to 10 programs documented)
- Operating Budget (3-year financial projections)
- Fundability Dashboard (real-time readiness score)

2 GRANT MATERIALS

- Impact Measurement Framework
- Standard Grant Packages (LOI, full proposal, budgets)
- Case for Support (organizational overview)
- Community access (forum, office hours, success stories)

3 SCALE & CONNECT

- Team collaboration tools (multi-user, version control)
- Grant discovery & matching (Candid/GrantStation integration)
- Ongoing platform value (benchmarking, peer learning)
- Partner perks program

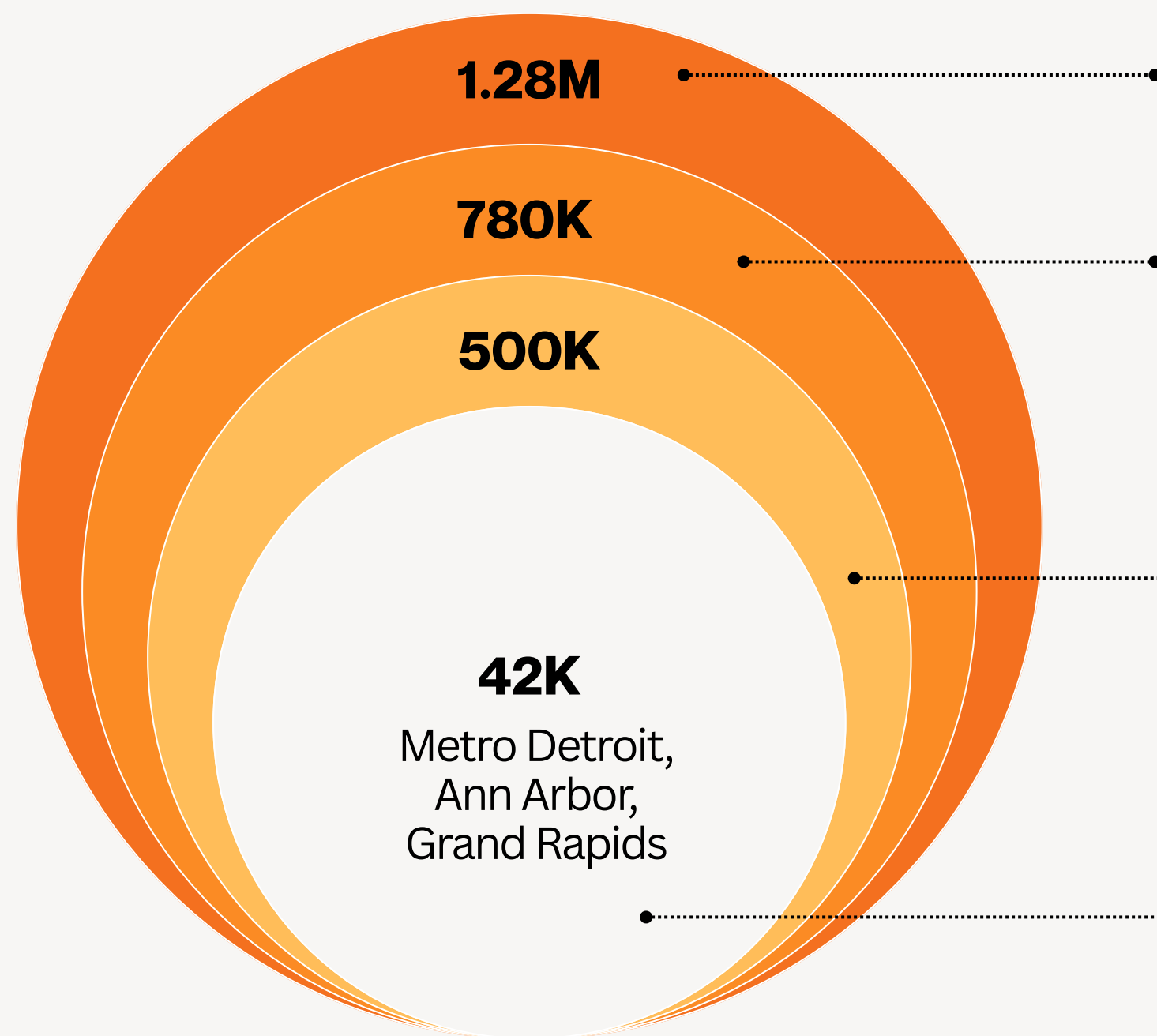
4 EXPORT OPTIONS

- Word, Excel, PDF
- One-click complete grant package





The \$1 Billion Opportunity



TAM: \$1B+ ANNUALLY

- 1.28M organizations needing affordable capacity building
- Combined nonprofits + small businesses + social enterprises

PRIMARY SAM: \$936M ANNUALLY

- 780K nonprofits with budgets under \$1M
- Can't afford the high cost of consultants (per grant)
- Need comprehensive grant readiness
- Currently doing everything in-house with overstretched staff

SECONDARY SAM: \$600M ANNUALLY

- 500K Social enterprises, B Corps, mission-driven small businesses
- Seeking SBIR/STTR grants, impact capital, state economic development grants

BEACHHEAD: \$50M ANNUALLY

- Founder network and credibility (local relationships = lower CAC)
- Strong nonprofit density and ecosystem
- Year 1 focus

SOM: \$19.2M BY YEAR 3



Competitive Landscape

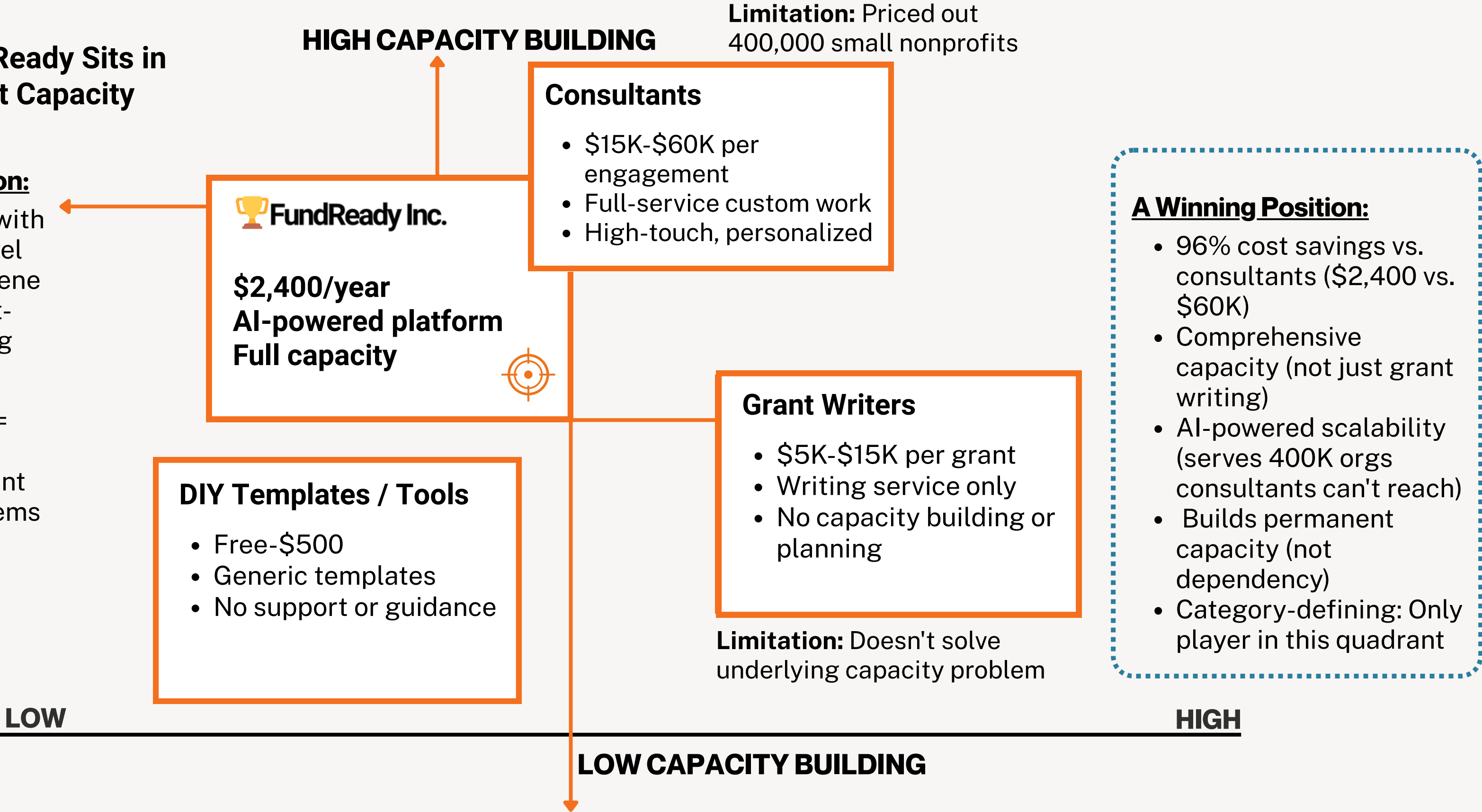
Where FundReady Sits in the Nonprofit Capacity Market

Unique Position:

Only solution with consultant-level comprehensiveness at nonprofit-friendly pricing

Full Capacity:

Full Capacity = strategic planning + grant writing + systems





Competition & Differentiation

———— We're Building What Doesn't Exist

Features	Generic AI	Consultants	Donor Mgt	Grant Search	FundReady
Nonprofit-specific guidance	✗	✓	✗	✗	✓
Builds capacity (not dependency)	✗	✗	✗	✗	✓
Creates grant infrastructure	✗	✓	✗	✗	✓
Ongoing platform value	✗	✗	✓	✓	✓
Affordable (<\$5K/year)	✓	✗	✓	✓	✓
Coherence engine	✗	✗	✗	✗	✓

FundReady is the Only Solution That

- ✓ Combines AI guidance + capacity building + grant infrastructure
- ✓ Creates coherent, funder-ready materials
- ✓ Builds lasting organizational capability
- ✓ Provides ongoing platform value (community, discovery, benchmarking)
- ✓ Costs 96% less than consultants (\$2.4K vs. \$60K)



Our Impact: UN SDG Alignment

FundReady advances the United Nations Sustainable Development Goals by democratizing access to institutional funding for under-resourced organizations.



SUSTAINABLE DEVELOPMENT GOALS



10 SDG 10: REDUCED INEQUALITIES

We close the funding access gap between well-resourced and under-resourced nonprofits. Large organizations afford \$60K consultants; small nonprofits can't. FundReady democratizes world-class grant readiness infrastructure at \$2,400/year—making capacity building affordable for everyone, regardless of budget size.

1 NO POVERTY

Enable poverty-focused nonprofits to secure funding for their programs

8 DECENT WORK

Build organizational capacity creating sustainable jobs.

17 PARTNERSHIPS

Strengthen nonprofit ecosystem through shared learning, benchmarking, and community connections that benefit the entire sector.

Capacity Built:

Organizations equipped with grant infrastructure (1,000 by Year 1).

Funding Unlocked:

\$50M+ in grants secured by users.

Programs Launched:

10,000+ new programs by Year 3.

Jobs Created: Hundreds of sustainable nonprofit positions.

Communities Served: Millions reached.



Pricing Model: SaaS + Workshops + Services

Multiple revenue streams create business model resilience and serve different customer needs.

STREAM 1: 93% OF REVENUE

Tiered SaaS Subscriptions:			
Tier	Price	Target	% of Customers
Starter	\$99/month (\$1,188/year)	Solo EDs, small orgs (<\$250K)	50%
Growth	\$199/month (\$2,388/year)	Growing orgs (\$250K-\$1M)	35%
Pro	\$299/month (\$3,588/year)	Established orgs (\$1M-\$2M)	10%
Enterprise	\$499+/month (custom)	Large orgs (>\$2M), consultants	5%

STREAM 2: 7% OF REVENUE

Workshops & Training			
Format	Price	Capacity	Annual Sessions
Half Day Intensive	\$99-\$299	10-15 people	12+ cohorts
2-Day Intensive	\$199-\$375	10-15 people	4-8 cohorts
4-Day Bootcamp	\$995-\$2,495	12-15 people	2-4 cohorts
90-Min Webinar	\$49-\$149	15-20 people	live >pre-recorded (unlimited)

STREAM 3: ADDITIONAL SERVICES

- 1-on-1 coaching for complex strategic plans
- White-label licensing for consultants/foundations
- Grant review services (human QA for high-stakes applications)



Unit Economics

High Margins, Low CAC, Strong Retention

Key Metrics:

Metric	Value	Notes
Customer Acquisition Cost (CAC)	\$150-250	Blended: workshops + partnerships + content
Lifetime Value (LTV)	\$18,000	11.1 year avg lifetime (9% blended churn)
LTV:CAC Ratio	60-120:1	Year 1: 120:1, Year 3: 60:1 (exceptional)
CAC Payback Period	2.5 months	Fast payback on low acquisition cost
Blended ARPU	\$2,400/year	Mix of SaaS, Workshops, Services
COGS per Customer	\$530/year	API \$350 (Y1) + Infrastructure \$60 + Support \$120
SaaS Contribution Margin	77.9%	Industry-leading for AI-powered SaaS
Annual Churn (Year 1)	9%	Year 1: 15%, Year 2: 10%, Year 3: 7%

Operational Excellence:

- 45:1 to 90:1 LTV:CAC:** Industry-leading unit economics (SaaS average is 3:1 to 5:1)—proof of sustainable, profitable growth model.
- 77.9% Gross Margins:** AI and infrastructure costs are well-controlled and scale efficiently.
- CAC Reduced by 58-75%:** A blended CAC of \$150-250, driven by workshops and partnerships.

Sensitivity Analysis:

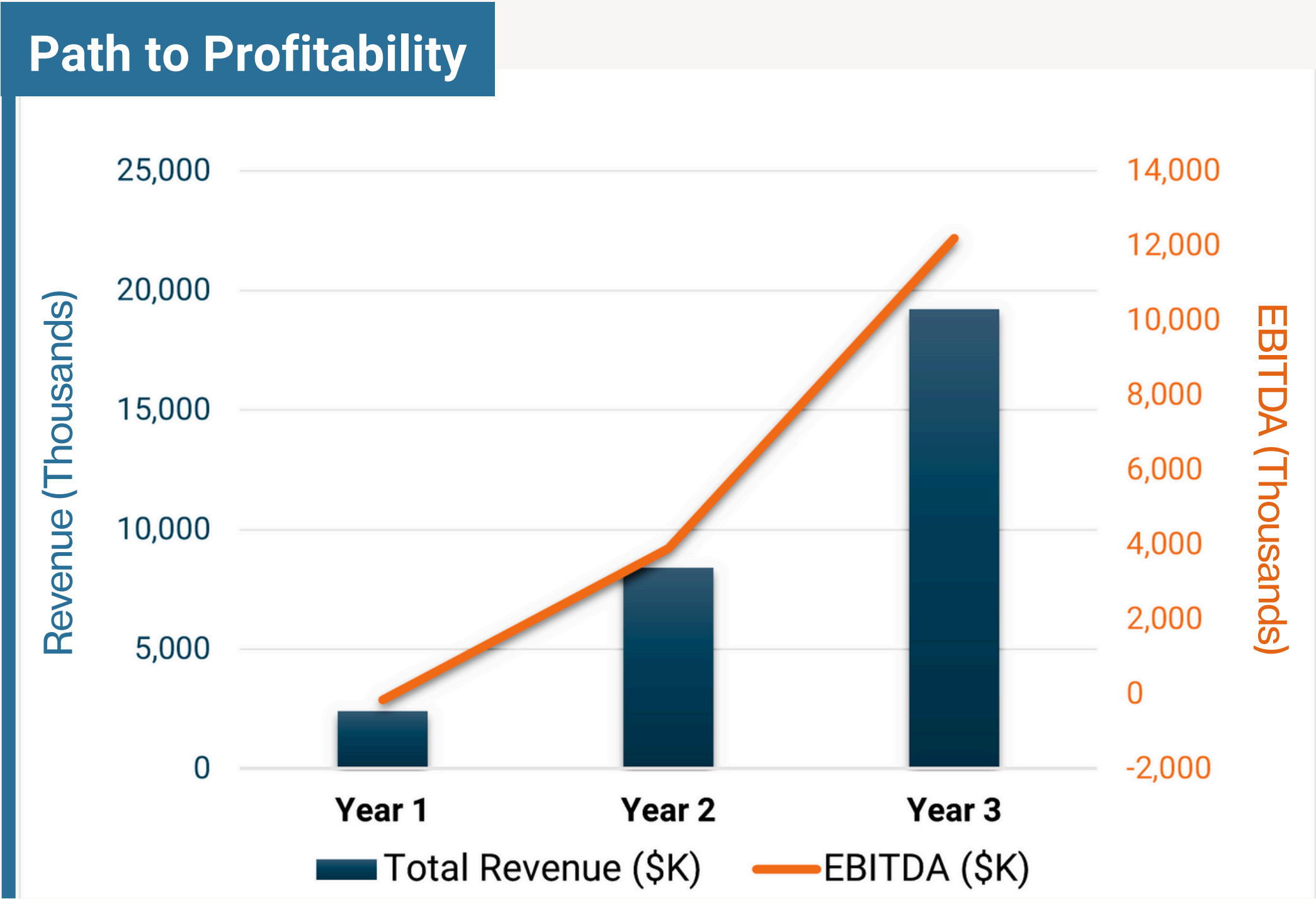
Scenario	CAC	Churn	LTV	LTV:CAC
Optimistic	\$150	7%	\$23,300	155:1
Base Case	\$200	9%	\$18,100	90:1
Conservative	\$250	11%	\$14,800	59:1



3-Year Financial Projections

Path to Profitability

Metric	Year 1	Year 2	Year 3
SaaS Revenue (ARR)	\$2.2M	\$8.0M	\$18.7M
Workshop Revenue	\$0.2M	\$0.4M	\$0.5M
Total ARR	\$2.4M	\$8.4M	\$19.2M
Paying Customers	1,000	3,500	8,000
Blended Gross Margin	--- 77.9% ---		
CAC Payback Period	--- 1.5-2.5 months ---		
EBITDA	-0.165M	+\$3.9M	+\$12.2M
EBITDA Margin	-6.9%	46.4%	63.5%





EBITDA & The Rule of 40

World-Class SaaS Economics



EBITDA Progression

Year	Revenue	EBITDA	Margin
Year 1	\$2.4M	-\$165K	-6.90%
Year 2	\$8.4M	\$3.9M	46.40%
Year 3	\$19.2M	\$12.2M	63.50%

Industry Benchmarks:

- Early-stage SaaS: -20% to -50% margin
- Growth: 10%–25%
- Mature: 30%–40%
- **FundReady Yr 2: 46.4%**
- **FundReady Yr 3: 63.5%**



The Rule of 40

Year	Growth Rate	EBITDA	Score
Year 2	250% (1K→3.5K)	46.40%	296
Year 3	129% (3.5K→8K)	63.50%	193
SaaS Average:			30-50
Top Quartile:			60-80
Excellent:			>40
FundReady:			296



Exceptional Unit Economics

LTV:CAC of 45:1 to 90:1 (vs. industry 3:1-5:1)

Rapid Payback

1.5-2 month CAC payback (vs. 12-18 months typical)

Capital Efficient GTM

Workshop-led model = no expensive sales team

High Gross Margin

78% blended margin, software scales infinitely

Viral Growth

Nonprofit sharing culture accelerates adoption



Traction & Validation

Early Proof Points

First Founding Advisor: 20-year grant writer (recruited organically via LinkedIn, Nov 2025)



WORKSHOP VALIDATION

- 20+ workshops delivered by Founder
- 150+ nonprofit leaders trained
- 30% conversion rate to paid services
- Standalone profitability: Workshops generate positive cash flow before SaaS conversions



EARLY REVENUE GENERATED:

- \$15K-\$30K in workshop revenue (Year 0)
- Validates pricing and willingness to pay
- Proves business model before platform launchd serv



FOUNDER CREDIBILITY

- 20+ years of corporate level business operations and systems expertise.
- Expert in SQL, data analytics, KPI development, Enterprise C-level financial auditing and reporting, business case development and technical writing
- Deep expertise in capacity building, strategic planning, and funder requirements
- 3+ years of grant writing experience for nonprofits and social impact organizations



GO TO MARKET READINESS

- Core pain point validated through workshop conversations: "Teach us the what, when, and how to apply for grants"
- Secondary pain: "Consultants are too expensive (\$5K-\$15K per grant)
- Willingness to pay: \$99-\$399/mo pricing validated as affordable alternative to consultants
- Workshop pipeline: 12+ sessions scheduled for Q1-2026, converting attendees to paying customers



FundReady's model is validated through workshops, early customer feedback, and strategic partnerships in formation.

NEXT MILESTONES:

Q4 2025 – Q1 2026:

- Close \$2.6M seed round (in progress)
- Hire core team (11 people)
- Launch MVP (4 core deliverables)

Months 3–6 (Q1–Q2 2026):

- Beta testing: 10–15 organizations
- Run 6–8 workshops
- First 100 paying customers
- Begin partnership outreach

Months 6–12 (Q2–Q4 2026):

- 400 customers, \$726K ARR
- Expand to 7 deliverables
- Close first major partnership
- 14-person team

Months 12–18 (2027):

- 700+ customers
- \$1.3M+ ARR
- Multiple state partnerships active
- Series A Readiness



Go-To-Market Strategy

Partnerships + Community + Content



WORKSHOPS

45%

Primary Acquisition

- 12–20 workshops/year (sprints, webinars and accelerators)
- 30% conversion to SaaS | CAC: \$0–\$150
- Builds trust, activates referrals, and proves value before SaaS subscription ask.



PARTNERSHIPS

30%

- MNA, TechSoup, Candid, Anthropic, Community Foundations and Associations for reach and credibility



COMMUNITY

15%

- Peer forums, showcases, and testimonials



DIGITAL

10%

- Targeted content marketing, SEO, LinkedIn, Demos

- **MULTI CHANNEL GTM: ULTRA LOW CAC, VALIDATED CONVERSIONS, AND A REFERRAL FLYWHEEL**



Stephanie Willis

FOUNDER & CEO | SCRUM LEAD

Stephanie has 25+ years of business operations expertise. She combines corporate-level systems expertise with nonprofit capacity-building insight, a rare combination.

Meet the Founder

BLACK WOMAN ENTREPRENEUR | FORTUNE 500 → NONPROFITS

BLACK WOMAN ENTREPRENEUR

Fortune 500 → Nonprofits Serving Communities of Color

BACKGROUND:

- 20+ years Fortune 500: DTE Energy, Google, GM, Ford, Harley Davidson
- Business/Data Analyst: SQL, systems building, KPIs, strategic planning
- SCRUM-certified project manager specializing in systems building, process optimization, and Lean Six Sigma methodologies
- Expert in SQL, data analytics, KPI development, Enterprise C-level financial auditing and reporting, business case development and technical documentation
- 3+ years serving Black women-led nonprofits

TRACTION:

- 20+ workshops delivered (\$15K+ revenue)
- 100+ nonprofit leaders in network (Kansas City → Metro Detroit)
- 30% conversion interest validates model

WHY ME:





- Black woman serving Black women leaders (lived experience)
- 20+ years learning corporate language + 3 years nonprofit sector



SEED CAPITAL

Raising \$2.6M

Founder Contact:

 Stephanie@fundready.io
 734.620.0471
 FundReady.app
 [linkedin.com/in/fundready](https://www.linkedin.com/in/fundready)

Investment Request

The Opportunity

- \$1B market
- 780K nonprofits
- Zero competition

The Validation

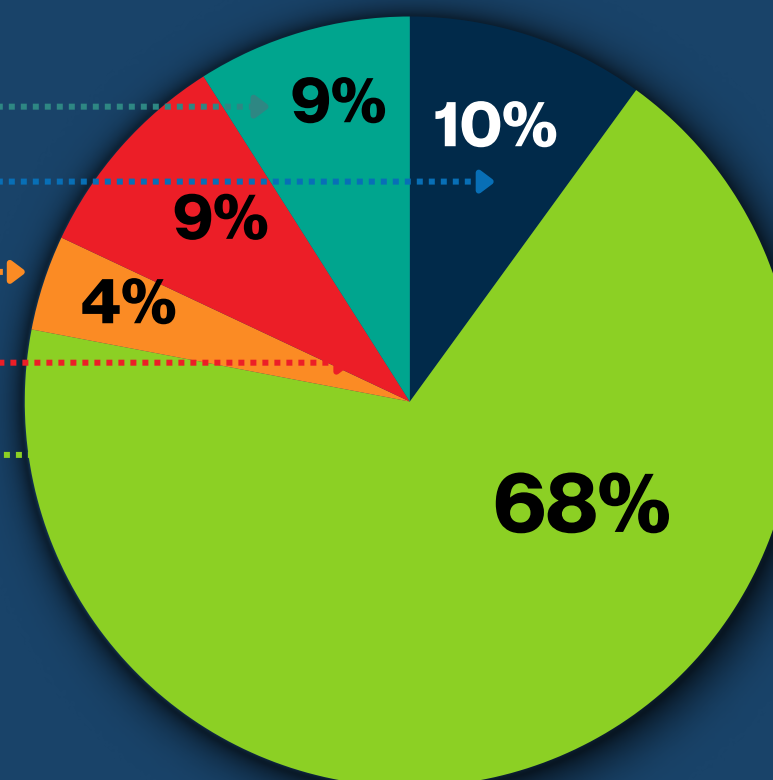
- 20+ workshops
- \$15K-30K revenue
- 30% conversion
- Partnerships forming (Anthropic, TechSoup)

The Numbers

- EBITDA -\$165K
- Rule of 40: 296
- LTV:CAC: 60-120:1
- Gross Margin: 78%

Use of Funds:

Contingency	9%
Product Dev	10%
Go-to-Market	4%
Operations	9%
Team	68%



18-Month Runway To:



\$2.4M
ARR



1,000
Customers



Series A
Ready

What We Bring

- Founder Advantage
- New Category
- EBITDA Positive Yr-2
- Path to Profitability

Your \$\$\$ Creates:

Immediate Impact:

- 1,000 organizations capacity-equipped by Month 18
- \$8M+ unlocked for communities of color - Year 1
- Programs launched, jobs created in African-American & Latinx communities

Systemic Change:

- SDG 10 (Reduced Inequalities)
- Closes funding gap for Black & Latinx-led organizations
- 780K underserved orgs gain affordable access
- Focus: Black & Latinx-led organizations
- Removes \$60K consultant dependency