Deep Knowledge Philanthropy

Philanthropy End-to-End Platform Solution 2.0

www.deep-knowledge.org

DEEP KNOWLEDGE PHILANTHROPY

DEEP KNOWLEDGE GROUP

Table of Contents

Introduction - Philanthropy 2.0	**3**
Philanthropy Industry End-to-End Platform Solution	6
Global Philanthropy Ecosystem	7
Philanthropy Industry Big Data Analytical System and Dashboard	9
Chapter 1 - Open Access IT Platform	**17**
Multiple Thematic Analytical Reports	20
Upcoming Reports	22
Chapter 2 - Big Data Analytical System and Dashboard	**26**
Major Components of Data Science and AI Engine Architecture	32
ML Approaches for Charity Organisations Assessment	33
Chapter 3 - Philanthropy Industry End-to-End Platform Solution	**39**
Transparency, Impact and Efficiency Ranking	40
Transparency Mechanism	45
Development of Proprietary IT Platform for Professionals	50
Academic Sponsorships Big Data Analytics Dashboard	57
Chapter 4 - FinTech Philanthropy Products	**66**
Philanthropy Marketplace	67
Convertible Debt Note in the Framework of Venture Philanthropy	72
Charity Bank & E-Payment	77
Commoditization of Social Impact	84
Chapter 5 - Mobile Health Cabinet	**86**
Healthcare Crisis in the World	87
Mobile Health Cabinet Concept	88
Biochemical Testing in Mobile Health Cabinet	90
Mobile Health Cabinet and Impact Investment	96
DeepTech as an Innovative Driver in the Social Sector	99
Chapter 6 - Strategy & Marketing	**100**
Roadmap 2022-23	101
Media and Marketing Standard Methods	108
Deep Knowledge Group Overview	**111**

Philanthropy 2.0

Introduction

Revolutionising $2.3 Trillion Philanthropy Industry

Philanthropy 1.0

The global value of philanthropy (i.e., donated time and money) is about $2.3 trillion, or just under 3% of global GDP.

And yet the philanthropy industry is outdated and suspect, a way to avoid paying taxes. The sector tries to navigate technological, regulatory, operational, economic, and environmental changes, but solutions today do not work.

- Subjective decision-making
- Fraud and cybercrime
- A lack of awareness of new technologies
- Insufficient investments

Philanthropy 2.0

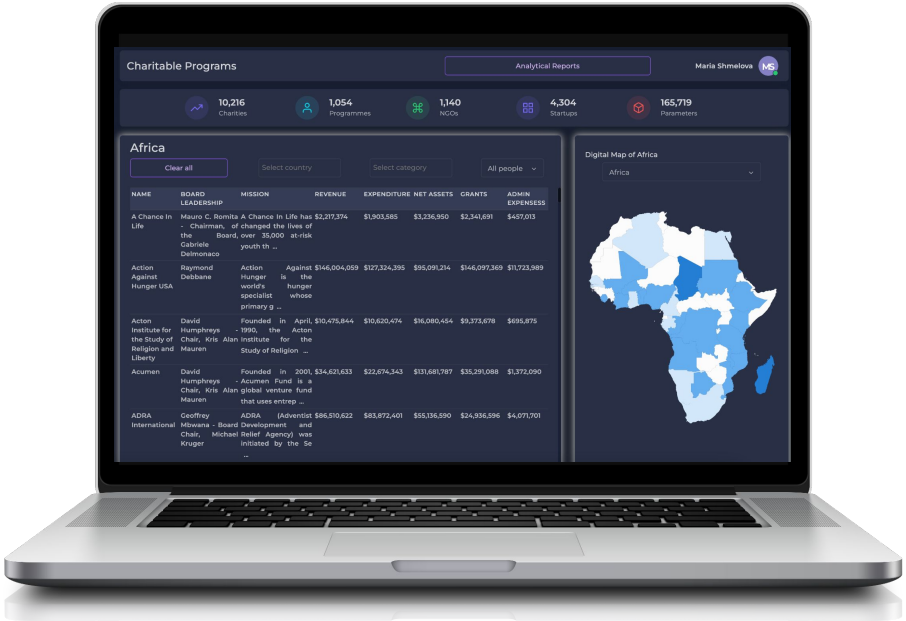
- Clear and Transparent Donations
- In-Depth Performance Analysis
- Data-Driven Decision Making

Sources: Citi Bank

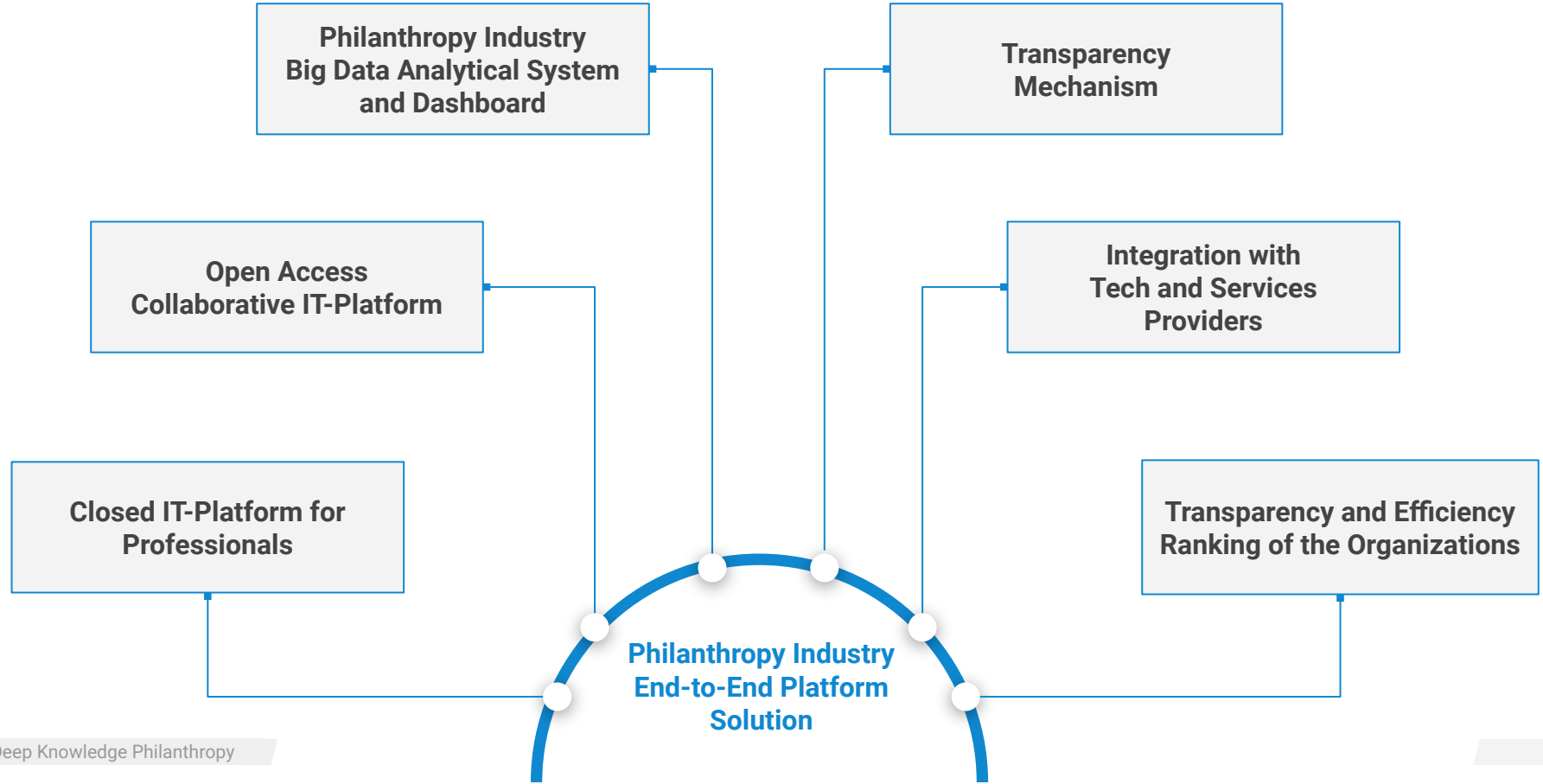
Philanthropy 2.0 Concept

From Reports

To Big Data Analytical System and Dashboard



Philanthropy Industry End-to-End Platform Solution



Global Philanthropy Ecosystem

Global Philanthropy Ecosystem

Venture Philanthropy

Charities

- Grant-invested
- Grant-invested and trading revenue

Social Investment Companies (SI)

- Social Enterprises Generating Revenue
- Socially-driven businesses

Sustainable Development

Animals Protection
International NGOs
Environment and Ecology

Investment Platforms

Value Banking

Social Stock Exchanges

Health

Hospitals
Family Welfare
Disability Care

Advisory

Social Investment Advisers

Funding Consultancies

Human Services

Arts and Culture
Educational and Consulting
Inclusive Development

Investment Funds

Venture Philanthropy Funds

Social Investment Funds

For Profit Philanthropies

- Socially Responsible Businesses
- Companies allocating % to charity

- Sustainable Development
- Nature & Climate Protection
- Education, Culture, and Sport
- Humanitarian Aid
- Legal Services
- Healthcare & Support
- Financial Inclusion

Philanthropy 2.0 Concept

Deep Knowledge Group aims to remove existing barriers in the Philanthropy sector and to add value for all stakeholders with its Big Data Analytics Platform.

Philanthropy Big Data Analytics Platform is innovative system that analyses a philanthropy sector and philanthropic organisations in particular by using Big Data and ML, AI. The platform has an implemented matching between donors, charities, NGOs, companies that coordinate and execute charity projects.

Key features:

- Market data visualisation
- Organisations' profiling
- Automated SWOT-analysis
- Matching tool between donors, charities, NGOs, companies that coordinate and execute charity projects
- Donation tracking system

Clear and Transparent Process

Mitigation of Compliance Risks

Automated SWOT Analysis

Advanced Matching Tool

In-Depth Performance Analysis

Alignment with ESG Vision

Donation Tracking System

Suitable for Family Offices and Angel Syndicates

Philanthropy Industry Big Data Analytical System and Dashboard

Philanthropy Industry Analytical System and Dashboard is designated for two major types of users: charity sponsors and donors. Each of the, involve the range of specific organisations engaged in philanthropic activities. The primary goal lies in delivering on-demand market intelligence analytics through data coverage across the Philanthropy Industry.

The Dashboard serves as the handful tool to meet the following goals:

- Comprehensive analytics of the Philanthropy Industry;
- Providing the extensive database of charity organizations over the globe;
- Making research on activities of charity organizations.

Philanthropy within the Pipeline of Analytical Products Developed by Deep Knowledge Group

HealthTech	DeepTech	BioTech
Longevity	GovTech	Philanthropy

Open-Access Philanthropy IT Platform

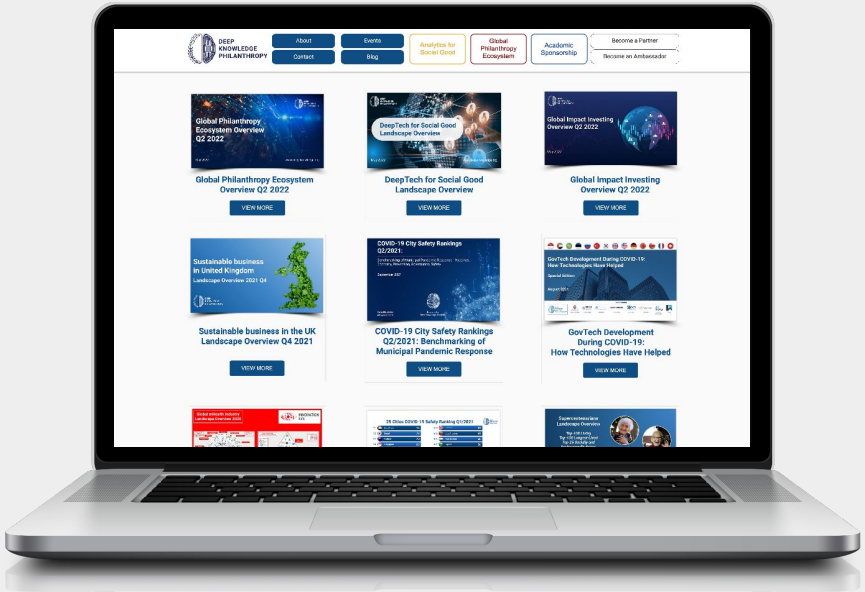
Open-access Philanthropy IT Platform is the primary source of data relating to the charity industry. It will reflect the core activities of Deep Knowledge Group in the charity field, provide the thematic analytical and statistical materials on the innovative trends shaping the philanthropic space and will serve the media purposes.

Designated for the general use, the open-access IT Philanthropy Platform allows users to stay tuned with major trends in the charity sector.

Open-access Platform's Major Components

- Statistic materials related to the Philanthropy Industry
- Thematic reports covering the key industry developments
- Analytical frameworks to understand the Philanthropy Industry
- Interactive mindmaps of charity organizations

Open-access IT Platform provides the key information relating to the overall Philanthropy Industry and is designated for use of general public



www.deep-knowledge.org

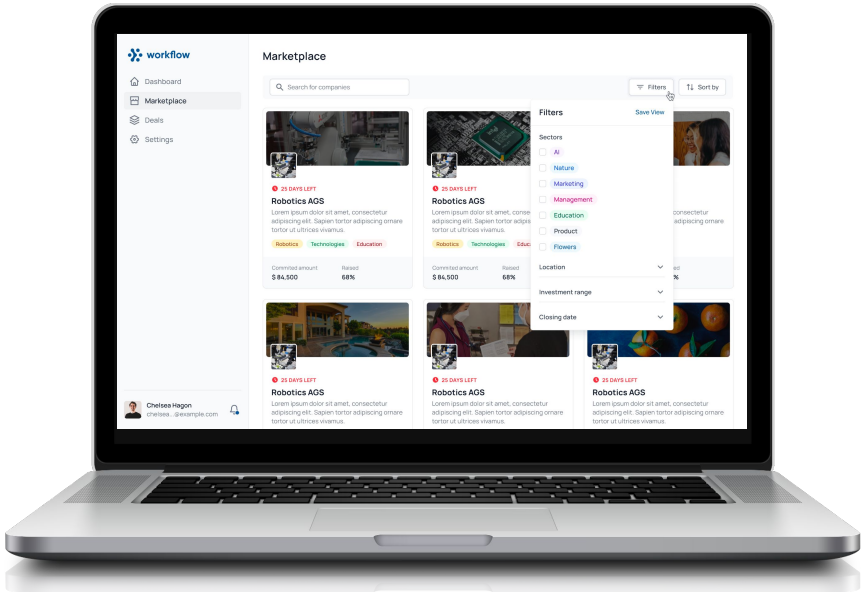
Charity, Philanthropy and Social Impact Platform 2.0

Deep Knowledge Philanthropy aims to remove existing barriers in the Philanthropy sector and to add value for all stakeholders with its Big Data Analytics Platform, an innovative system that analyses and benchmarks the global philanthropy, charity and impact investment industry ecosystem using sophisticated, pre-validated Big Data, Machine Learning and AI techniques, constituting the first end-to-end platform to enhance decision making among donors, charities and NGOs. Our mission is to make the Global Philanthropy Industry more efficient, transparent, accountable and socially impactful.

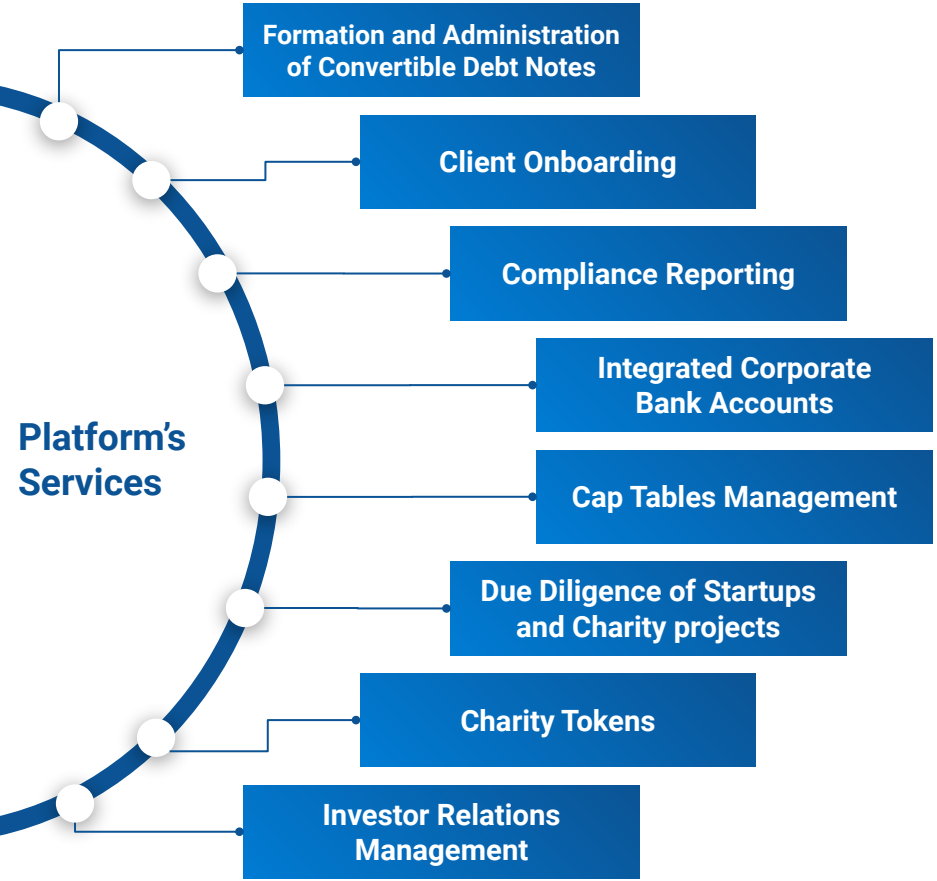
Charity, Philanthropy and Social Impact Platform 2.0

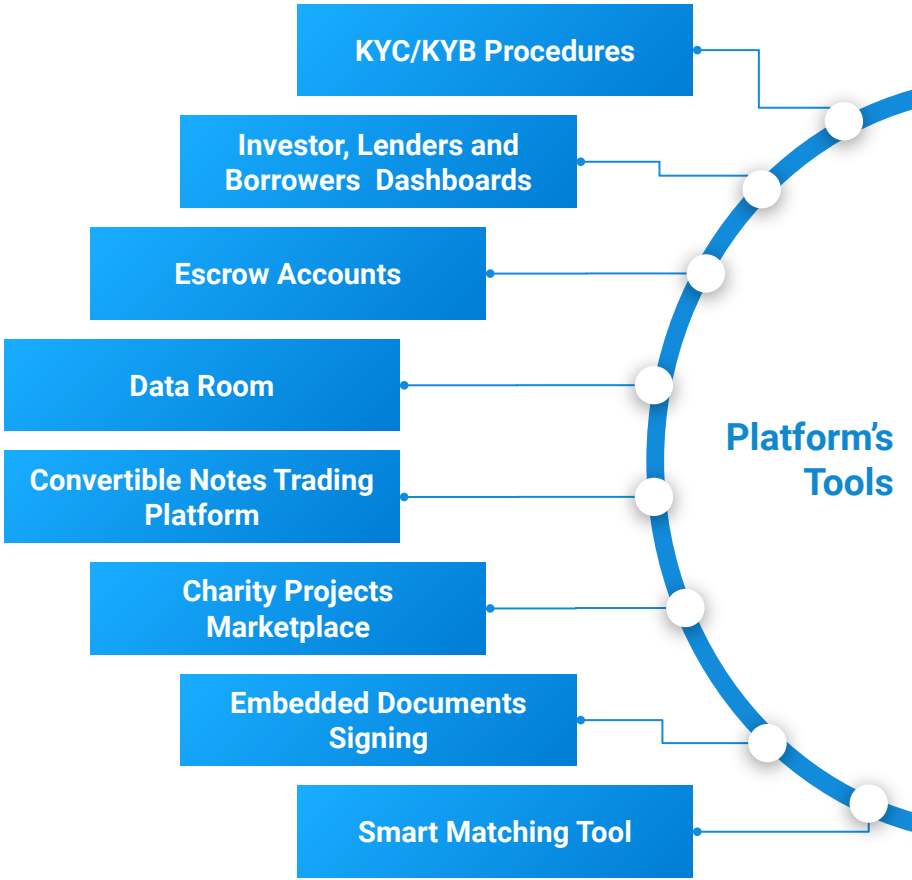
- Modern approaches for venture philanthropy
- Sophisticated donor-project matching algorithms
- Collaborative solutions designed for charity projects
- Robust transparency and accountability mechanism

Charity, Philanthropy and Social Impact Platform 2.0 provides the full-scope of tools for participation in charity-related projects



Charity Tech Platform's Services and Tools





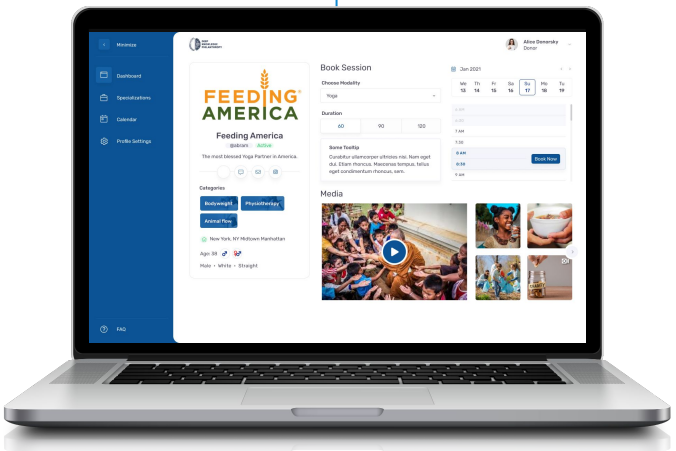
Philanthropy Marketplace

Rationale for the Creation of Philanthropy Marketplace

The Philanthropy Marketplace will serve as IT solution aiming to connect the sponsors and donors of the philanthropy industry. The primary goal of the Marketplace is to effectively resolve the issue of transparency for both types of users. The unique approach will be developed to eliminate the concerns of philanthropy industry players regarding the proper money allocations in charity sector.

Benefits for Charity Organisations

- Placing the charitable projects
- Identification of best-fit donors
- Transparent charity fundraising mechanism
- Pooling the network of donors



Benefits for Charity Donors

- Placing the proposals of charitable grants
- Extending the network of partnering charities
- Joining the promising charitable projects
- Enhanced transparency for money allocation

Mobile Health Cabinet

The Problem:

Healthcare is broken: expensive diagnostics, workforce shortages, and as a result very low life expectancy rate (72 years).

Our Solution:

Mobile Health Cabinet to provide affordable and fast diagnostics and health check-ups.

How Does It Work:

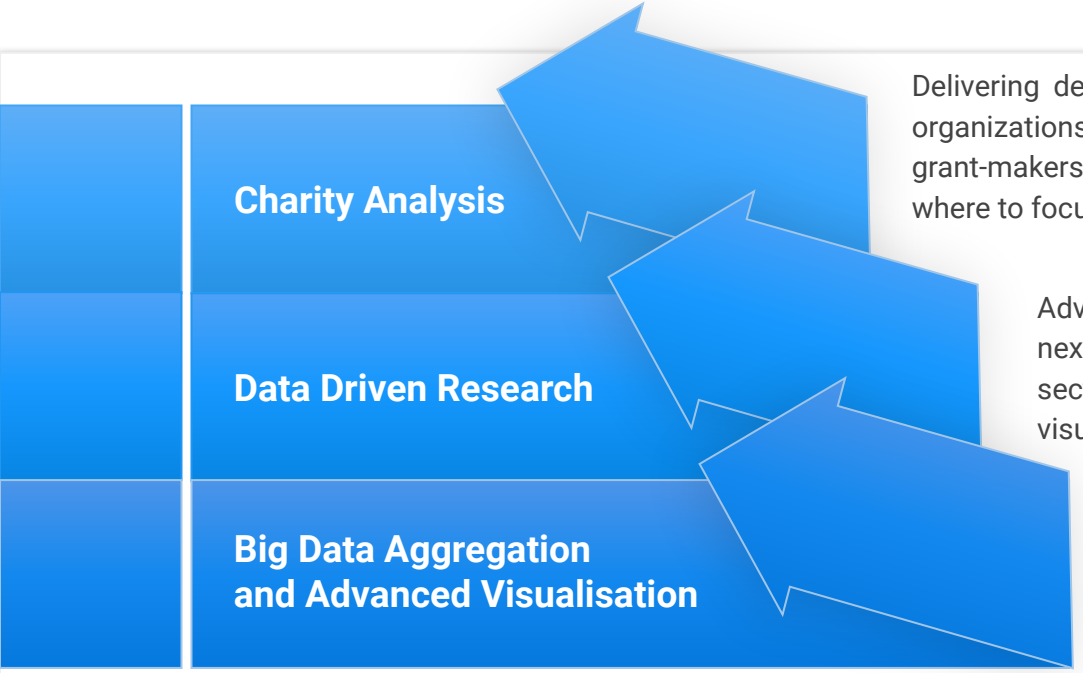
- Patient comes to mobile health vehicle for health check-up and diagnostics.
- Paramedics take basic tests and examine patients condition
- Doctors in the closest medical centers immediately receive and analyse patient's results from database
- Doctors' recommendations come back to paramedics that give necessary treatment to the patient and all patients' medical history is stored in the highly secured cloud infrastructure.

Philanthropy & Social Impact

- Access to quality healthcare and diagnostics
- Free check-ups for people who cannot afford expensive medicine

DeepTech Innovation for Maximum Social Impact and Humanitarian Benefit

All of Deep Knowledge Group's activities (from for-profit to non-profit) are structured in order **to support, develop and leverage the power of DeepTech for socially-inclusive humanitarian benefit,** based on the foundational principle that technological innovation is the key driver and most efficient tool for improving quality of life, safety, stability and growth potentials for global society, and the belief that the highest return on investment is not just profit, but ethical returns and the delivery of added quality of life and developmental opportunities for humanity.



Delivering deep analysis and social-impact benchmarking of charitable organizations, which allows founders, charity leaders, trustees, grant-makers, philanthropists and others to derive tangible insights on where to focus their money and time to achieve maximum human impact.

Advanced data driven analytics repurposed from next-generation financial projects to the non-profit and charity sector, backed by AI, big-data analytics and advanced visualization tools.

Automatized data parsing, aggregation, optimization, machine learning and deterministic scoring algorithms, charities and donations smart-matching.

About Deep Knowledge Philanthropy

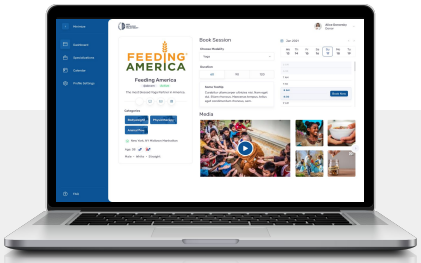
Deep Knowledge Philanthropy is a data-driven non-profit project launched by Deep Knowledge Group committed to the support, development and advancement of DeepTech for social good, impact philanthropy, ethical investment, Longevity, AgeTech and AssistiveTech initiatives. The organization was founded on the belief that DeepTech innovation is the most efficient driver of 'social profit', technological humanitarianism, and overall societal development, and that venture philanthropy is the profitable long-term investment for individuals, national economies, and humanity itself.

Its activities are backed by a robust array of quantitative analytics produced by Deep Knowledge Group's 10 analytical subsidiaries, implementing the most advanced approaches to benchmarking, predictive forecasting and data-driven strategy formulation and execution in order to deliver 10x-20x the social impact and ethical ROI per euro than the non-profit and philanthropy sector average, while using Deep Knowledge Group's extensive distributed international network for highly efficient and productive engagement with Governments, Progressive Corporations, Top-Tier Media, Industry Influencers, Investors, Policy-Makers a wide range of other high-caliber and strategically relevant personalities and organizations.

Advanced AI-Driven Analytics

Big Data Analytical System & Dashboard

Charity, Philanthropy and Social Impact Platform 2.0



Chapter 1
Open Access IT Platform

Past Activities and Future Plans

Open-access Philanthropy IT Platform

Open-access IT Platform

www.deep-knowledge.org

Open-access Philanthropy IT Platform is the primary source of data relating to the charity industry. It will reflect the core activities of Deep Knowledge Group in the charity field, provide the thematic analytical and statistical materials on the innovative trends shaping the philanthropic space and will serve the media purposes.

Designated for the general use, the open-access IT Philanthropy Platform allows users to stay tuned with major trends in the charity sector.

- **Statistic materials related to the Philanthropy Industry**
- **Thematic reports covering the key industry developments**
- **Analytical frameworks to understand the Philanthropy Industry**
- **Interactive mindmaps of philanthropy industry stakeholders**

Advanced Analytics on Industries for Social Good

Deep Knowledge Group's analytical subsidiaries have produced a number of special analytical case studies on industries focused on social good and humanitarian benefit, highlighting crucial work being done by Non-Profits, Governmental Organizations and NGOs. Its analytical subsidiaries also work actively with national and international policy organizations to help drive growth in innovation economy sectors, and have produced a number of reports in coordination with the UK All-Party Parliamentary Groups on AI and Blockchain.

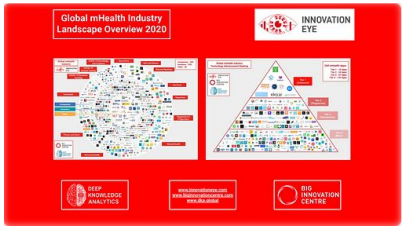
FinTech for Social Good 2018

DEEP KNOWLEDGE ANALYTICS

FUTURE FINTECH

Multiple Thematic Analytical Reports

Over the past few years, the Deep Knowledge Group's analytical subsidiaries have analyzed a number of areas on the topics of social investment, technological humanitarianism, and venture philanthropy. In order to improve awareness of the philanthropy industry, Deep Knowledge Group will continue to create thematic analytical reports, which will display the development of new technologies in the industry, major trends and social technological impact.



up to 2020 | 2021 | 2022

DeepTech for Social Good

The report provides an overview of the impact of DeepTech in the social sphere in developing countries, and describes the activities of companies, charities, investors and startups associated with or profiled in the field of DeepTech Investment.

The report also comprehensively analyzes a number of DeepTech solutions and applications aimed at the social good. Deep Knowledge Philanthropy will release an updated iteration in autumn of 2022.

Developed by Deep Knowledge Philanthropy, DeepTech for Social Good Landscape Overview report contains a comprehensive overview of the DeepTech impact growth in underdeveloped countries. During the research 385+ DeepTech companies, 660+ investors and 440+ nonprofit organisations (NGOs) were analyzed. The development of new technologies will benefit from this report, which contains a comprehensive overview of the DeepTech applications and solutions aimed at social good.

www.deep-knowledge.org/deeptech-for-social-good-q2-2022

385+
Companies

660+
Investors

440+
Nonprofit organisations

Deep Knowledge Philanthropy: Upcoming Reports

October 2022

AgriTech Solutions for Improving Food Security

November 2022

FemTech Innovations influencing digital health inclusion

December 2022

DeepTech in Philanthropy Industry Landscape

January 2023

FinTech for Social Good

Deep Knowledge Philanthropy: Conferences and Webinars

Deep Knowledge Philanthropy offers a possibility to participate in thematic conferences on the role of technologies in philanthropic activities, ethic investments, promoting social change globally.

DeepTech for Social Good Conference highlighted the ways technologies can bring positive global social impact, gathering leaders of change with expertise in using frontier technologies in developing countries across the globe.

The Global Impact Investing Conference was an opportunity to share stories of successful investing with a positive social or environmental impact during the coronavirus pandemic.

Conferences
Webinars
Summits
Forums

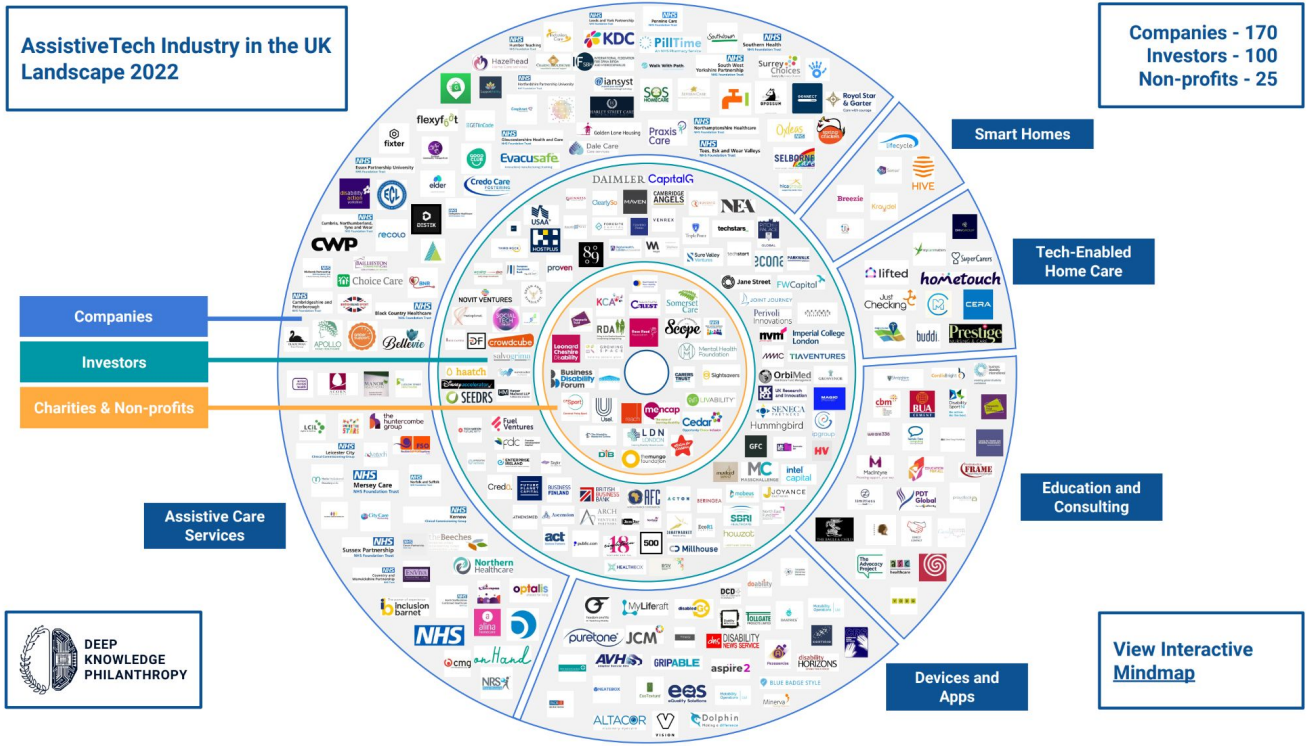
DEEP
KNOWLEDGE
PHILANTHROPY

Artificial Intelligence
Blockchain
Impact Investing
DeepTech

Source: dkv.global

Deep Knowledge Philanthropy: Upcoming Events

AssistiveTech in the UK, September 20 2022



AssistiveTech in the UK is a joint event organized by Deep Knowledge Group, Deep Knowledge Philanthropy and Aging Analytics Agency in the House of Lords. The report represents a comprehensive overview of the UK's assistive technology landscape with highlights of governmental efforts in using advanced technologies for providing support for those in need.

Source: dkv.global

AssistiveTech in the UK 2022

Developed by Deep Knowledge Philanthropy, the AssistiveTech Industry in the UK Landscape 2022 analytical case study contains a comprehensive overview of the UK Assistive Technology Industry. The project contains analysis of more than 170 companies, 100 investors, and 25 non-profit organisations engaged into the AssistiveTech industry in the UK.

The UK has the potential to become a global leader in the AssistiveTech Industry. AssistiveTech businesses can thrive in the UK due to the presence of a talented workforce, technology partnerships and large growth opportunities for technology. AssistiveTech businesses can thrive in the UK due to the presence of a talented workforce, technology partnerships, and large growth opportunities for the technology. Furthermore, the analytical case study showcases the importance of government support and its role within AssistiveTech being a driver of social inclusion and highlights the UK's efforts in driving support for those in need of using advanced technologies.

www.deep-knowledge.org/assistivetech-in-the-uk

170+
Companies

100+
Investors

25+
Nonprofit organisations

Chapter 2 - Big Data Analytical System and Dashboard

Analytical Methods and Systems Developed by Deep Knowledge Group

Created frameworks as a basis for further analytical research of complex industries

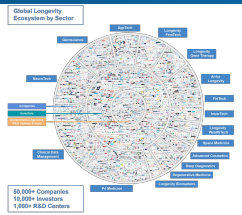
Frameworks of Complex Longevity and DeepTech Industries

2013

Produced first-of-their-kind reports on Longevity and DeepTech

Fundamental Analytical Reports

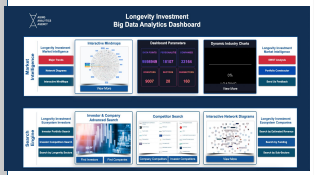
2014 - 2018



Industrial and regional representation of the market development

Advanced Visualization of DeepTech Industries

2019



Different analytical products arranged into thematic dashboards

Big Data Analytics Dashboards

2020 - 2021

Extended the number of dashboards' tools and added the embedded AI Engine

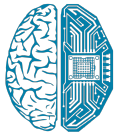
AI-driven Big Data Analytics System and Dashboards

2021 - 2022

Deep Knowledge Group's Big Data Analytical System and Dashboards

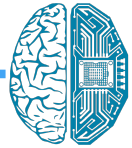
AGING ANALYTICS AGENCY

18 million	Data Points
50,000	Companies
12,000	Investors



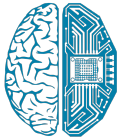
DEEP PHARMA INTELLIGENCE

677K	Data Points
748	Companies
1,987	Investors



DEEP KNOWLEDGE ANALYTICS

14 million	Data Points
443,573	Companies
21,926	Investors



SpaceTech Analytics

321K	Data Points
13,305	Companies
4,087	Investors

Key Dashboards Parameters

Philanthropy: the database to be extended

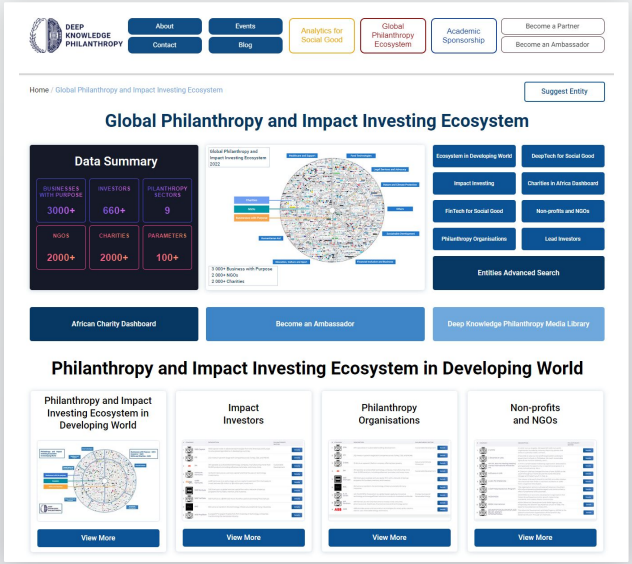
DEEP KNOWLEDGE PHILANTHROPY

161K	Data Points
4,303	Companies
1,140	NGOs

Concept Development of Philanthropy Big Data Analytical System and Dashboard

Global Philanthropy and Impact Investing Ecosystem

The analytical dashboards presented at the website of Deep Knowledge Philanthropy will serve as the base for the development of Big Data Analytical System and Dashboard



Philanthropy Big Data Analytical System and Dashboard

Big Data Analytical System and Dashboard will have the full scope of instruments realised in the best practices of Deep Knowledge Group to the creation of thematic analytical dashboards.

Philanthropy Big Data Analytical System and Dashboard Users: Charity Sponsors

Philanthropy Industry Analytical System and Dashboard will be designated for two major types of users: charity sponsors and donors. Each of the, involve the range of specific organisations engaged in philanthropic activities. Philanthropy Big Data Analytical System and Dashboard will serve as the first of its kind source of comprehensive analytics for both types of users.

Charity Donors Users

Charity Foundations	Mapping the landscape of partners and competitors	Industry-specific analytics, on-demand statistics	Obtaining the data on fundable charity programs
Corporate Charity Subsidiaries	Identification of charity opportunities across the regions of interest	Tracing the philanthropic activities of competitors	Tracking the charitable programs registry for specific fields of interest
Individual Impact Investors	Profiling the charity organisations and programs that fit the requested parameters	Access to charities performance rankings	Getting information on the specific charity organisations

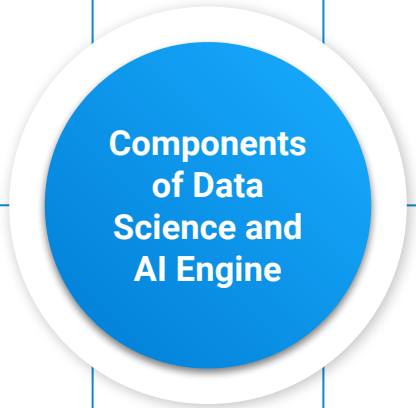
Philanthropy Big Data Analytical System and Dashboard Users: Charity Donors

Donors to charity programmes will Philanthropy Industry Analytical System and Dashboard will have an access to valuable analytics and data related to the Philanthropy Industry. Ultimately, it will serve as a handful tool to derive the required information on counterparties and to obtain the intelligence on the charitable organisations.

Charity Recipients

Charity-related Startups	Shortlisting the candidates for engagement	Profiling the charity sponsors profiles working in the required fields	Access to region-based analytics
Non-governmental organizations (NGOs)	Mapping the landscape of charity projects for specific regions	Extending the network of partners	Identification of new charitable opportunities
Governmental Bodies	Building the network of sponsors and donors	Partnering with sponsors for funding the public projects	Profiling the charitable organisations in the country or region

Major Components of Data Science and AI Engine Architecture



Data Aggregation

Big Data Analytics System and Dashboard cover the datasets synthesized from various sources and having the different types of representation

Database Extension

The data sets behind the finalised data provided to users is subject to constant updating to ensure the precise results of analysis

Natural Language Processing (NLP) Engine

Advanced NLP-techniques are used for gathering and storing the multiparametric and high-dimensional data.

AI-Based Clustering

Embedded AI engine is able to find the interconnections and form the groups of entities having the similar characteristics

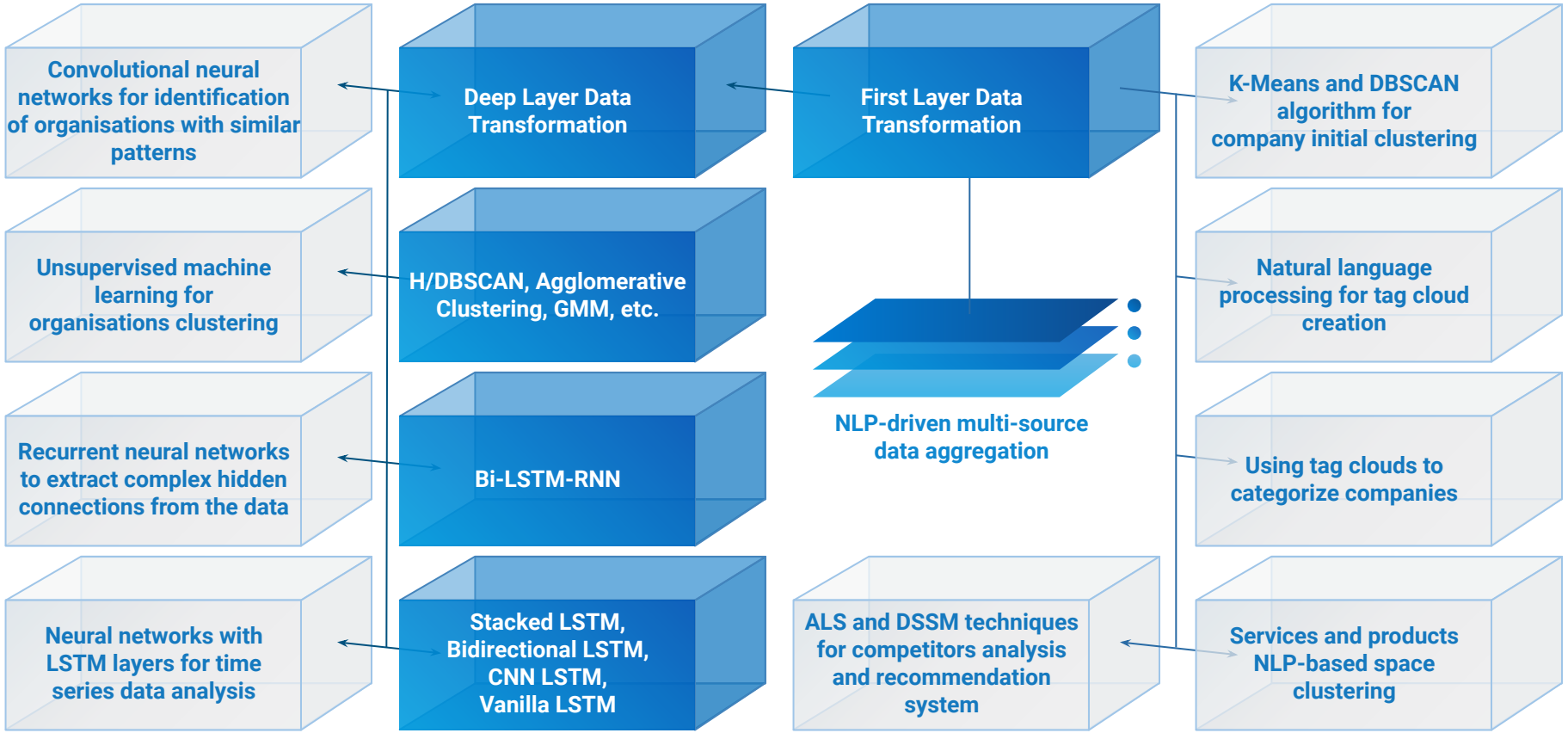
Charity Organisations Ranking with Machine Learning

Dashboard provide the ranking of charity organizations based on the aggregated and constantly refreshed data

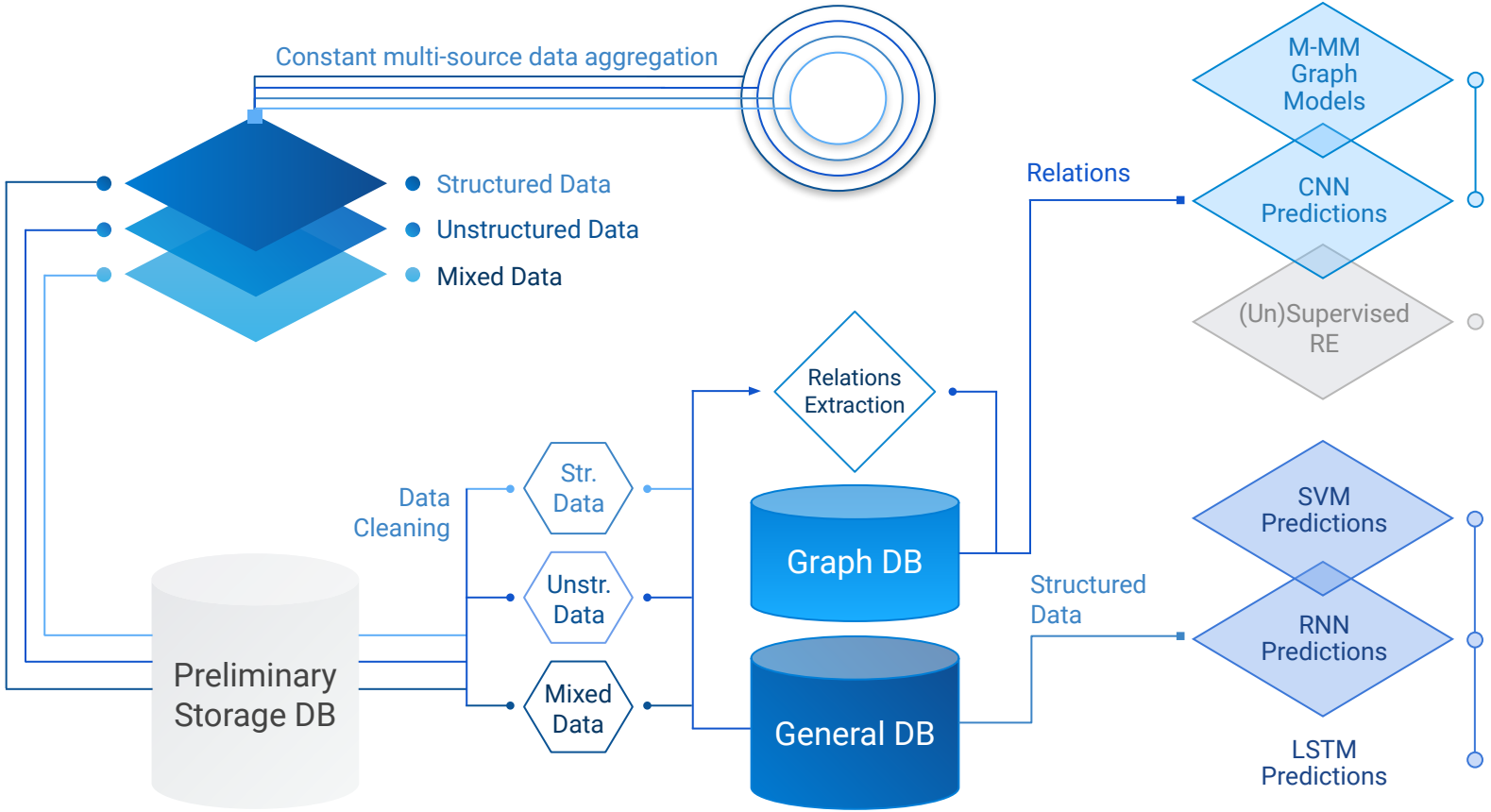
AI-based Predictions

Big Data Analytics System and Dashboard has the modules able to forecast the possible ways of future traction of certain events based on the large sets of market data

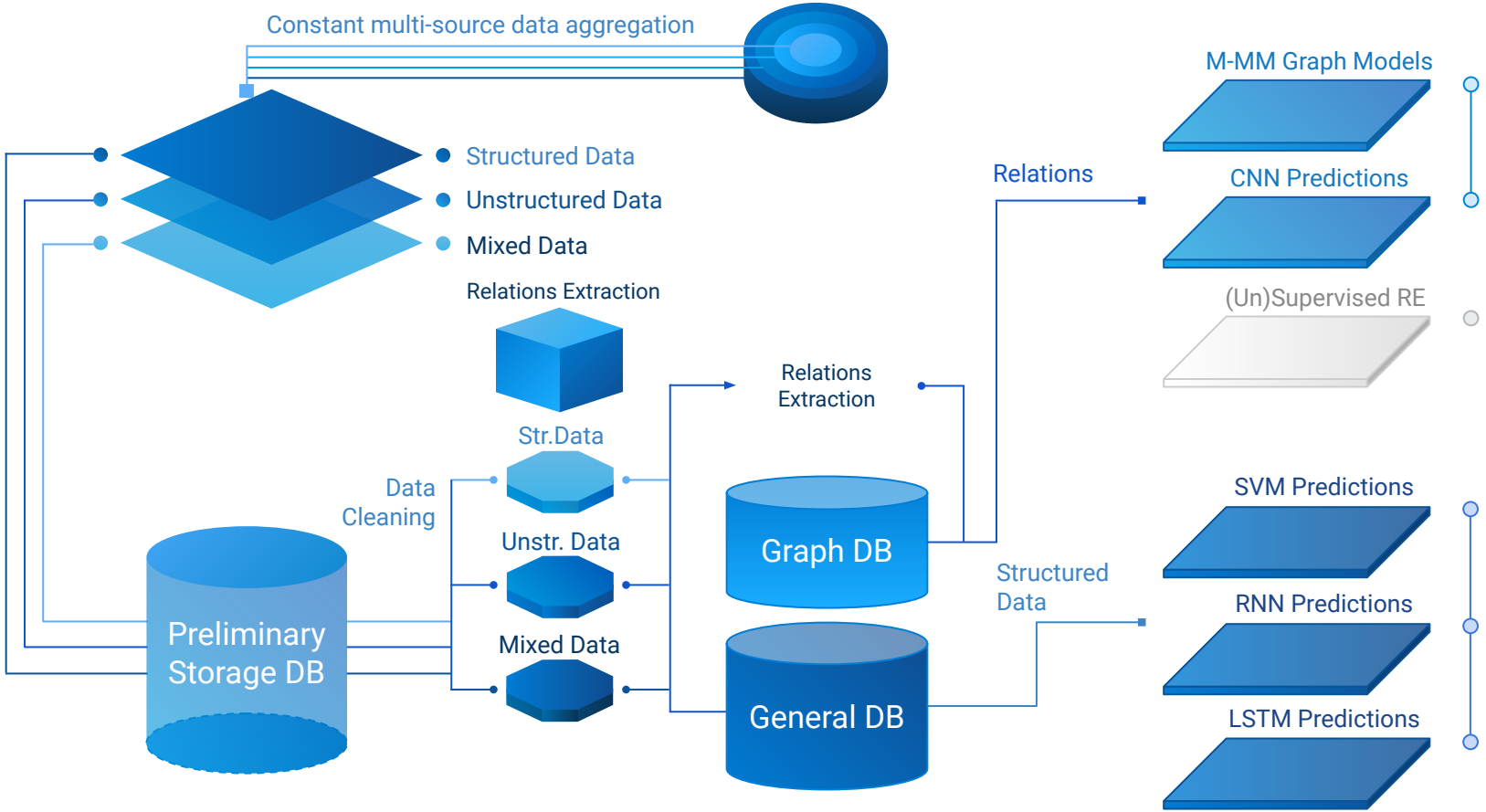
Machine Learning Approaches for Charity Organisations Assessment



AI-based Prediction Mechanism



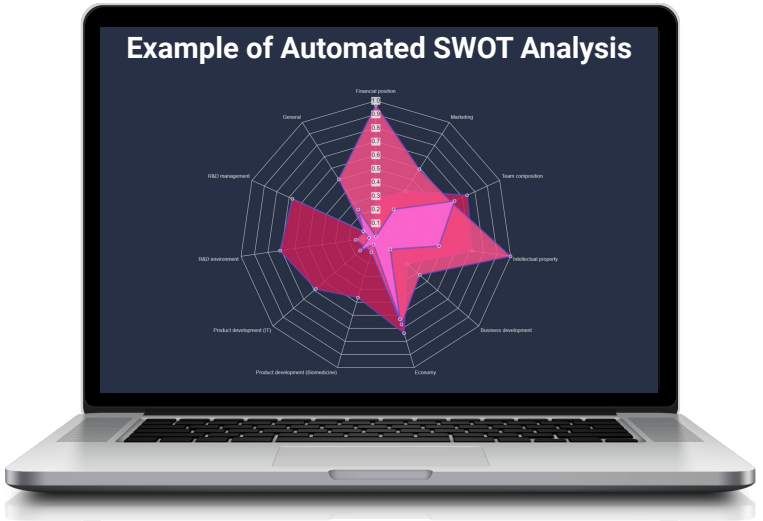
AI-based Prediction Mechanism



Ranking of Charitable Organizations

Automated quantifiable AI-driven SWOT Analysis is an analytical tool available for each charity or NGO in the database of Philanthropy Big Data Analytics Dashboard. This tool provides the aggregated scoring of charities which would be validated with AI engine.

Automated SWOT Analysis plays a pivotal role for analysing the charitable organisations, making the aggregated assessment on the efficiency of running the philanthropic activities and, probably, on taking the decision for further interaction with the given organisation.



Ranking Approach

- **Investigation of the available data about the organisation**
- **Comprehensive assessment of organisation's activities**
- **Assessment of the set of parameters clustered into groups**
- **SWOTs comparison among charitable organisations**

Parameter Groups (TBD)

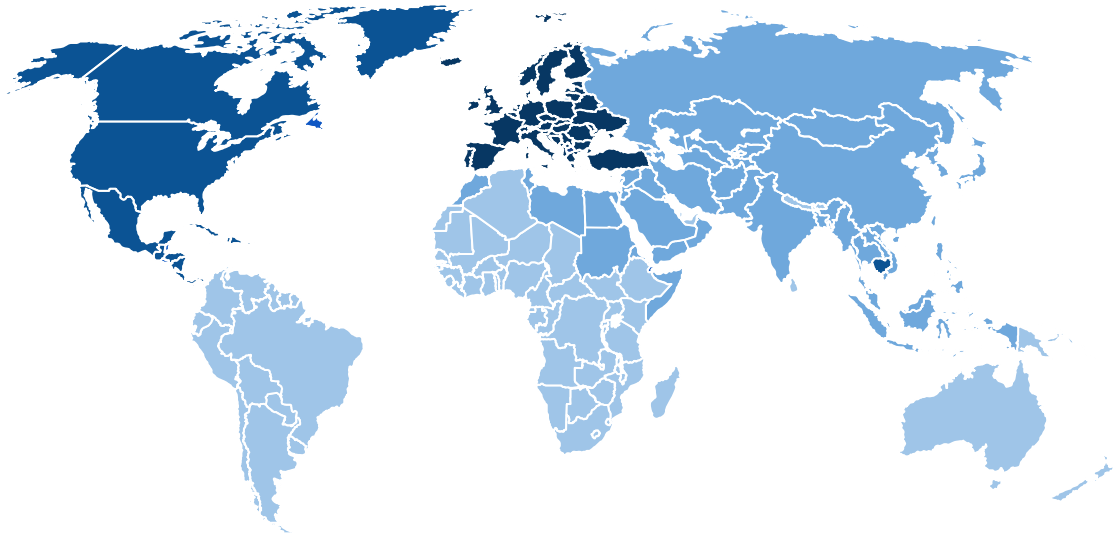
Financial Performance	**Team Composition**	**Transparency**	**Program Expenses**	**International presence**
Experience	**Impact assessment**	**Economy**	**IT Development**	**Regulatory Compliance**

Region-focused Analytics of Philanthropy Industry

Philanthropy Industry Big Data Analytical Dashboard

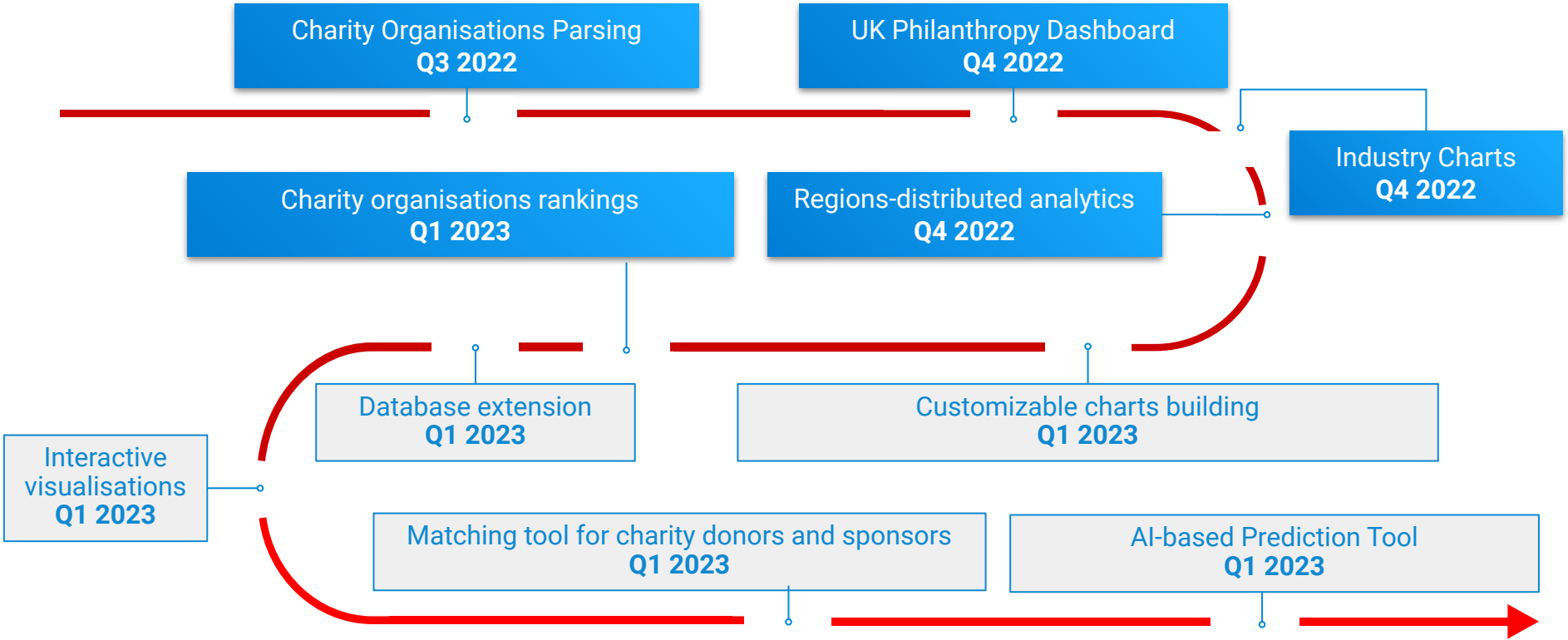
Geography Scale of Insights

- Global
- Continent
- Region
- Country



The Dashboard is set to be the white-label solution exclusively designed for organisations engaged in Philanthropy Industry. Dashboard aimes to serve as a first-of-its-kind resource for knowledge-based, validated partnering insights covering the Philanthropy Industry. It includes a sophisticated cloud-based engine for advanced intelligence on the industry, infrastructure for expert data curation, knowledge graphs and analysis across various geographical domains.

Dashboard Development Roadmap for 2022 - 2023



Chapter 3
Philanthropy Industry End-to-End Platform Solution

IT Platform & Big Data Analytics System

Transparency, Impact and Efficiency Ranking

Deep Knowledge Philanthropy: Impact and Efficiency Ranking

Choosing a charitable organisation for potential funding comes with a number of risks for the donor, such as keeping track of the funds donated, how the funds will be used, and whether they will reach the recipients. The goal of the DKP dashboard is to analyse companies, NGOs, start-ups and other players in the philanthropy field on such points as: transparency, impact and efficiency, ranking the actors accordingly.

Impact

Organisations and their programs will be ranked by **the scale of their activities, divided into types of impact on donor recipients: saving lives (health), improving living conditions (assistance in increasing income, providing basic needs)**; will also include the awards received by the charitable organisation, its reputation in the media space, an empirical analysis of trends in the impact of the activities of charitable organisations at the macro level.

Efficiency

Charities often provide misleading and overly optimistic cost-effectiveness figures. The effects claimed by the organisation from their activities must be believable and consistent with the trends of change that the charity claims, so the **dashboard will quantify the actual result from past projects made by the organisation (the number of people who received medicine per dollar**; how it was reflected in distribution diseases).

Deep Knowledge Philanthropy: Transparency Ranking

The dashboard will have the ability to show the main indicators of the organisation / company, such as **expenses, income, financial reports, budget allocation, and main trends**. It will be possible to compare the performance of one company with similar organisations, create graphs and charts to see the main budget trends, understand investment chains, large donations and grants.

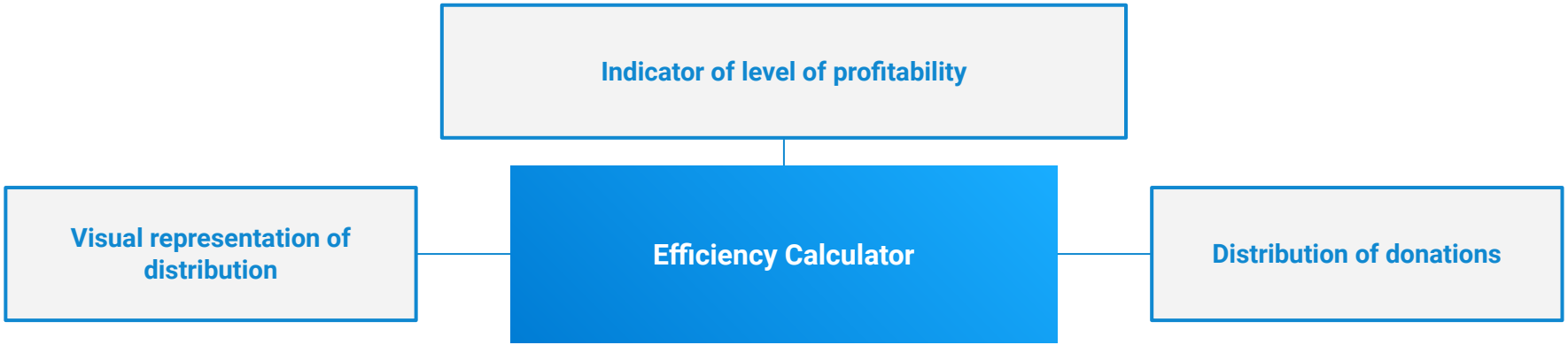
It will also take into account such parameters as how easy it is to find **links to studies and data on the website of a charity organisation; having evidence-based strategies; accounting and review of the programs** of these organisations, the reality of their implementation, plans and funding opportunities; possible operational problems, clear indications of funding needs.

The platform will provide information about the regular evaluation of the charitable organisation's own performance (some effective organisations keep a public record of their mistakes or changes to their strategy). Information about the leadership of the organisation, its mission, access to news on the organisation's website, a healthy workplace culture (lack of qualified employees).

Deep Knowledge Philanthropy: Efficiency Ranking

In order to assess the level of profitability for the implementation of a particular program of a charitable organisation, a “calculator” will be used within the dashboard to determine what a specific donation amount in the currency of choice will go to when choosing an organisation from the existing list.

It will reflect the data on how the specified amount will be used (program, quantity of the purchased product, number of people covered by services). Efficiency is the sum of an organisation's achievements divided by the sum of all expenses incurred by the organisation. Also, the dashboard will display a separate rating of the effectiveness of charitable programs.



Deep Knowledge Philanthropy: Ranking Indicators

Transparency

- Expenses
- Income
- Trends
- Grants
- Donations
- Availability of data
- Availability of strategies
- Financing plans
- Possible problems
- Investment chains
- Accounting and review of programs
- Evaluation of own activities
- Information about management
- Information about mission
- News access
- Working environment

Impact

- Implemented programs
- Successful programs
- Active programs
- Countries
- Employees
- Recipient populations
- Awards
- Reputation
- Trust level
- Research
- Country level trends
- Partnerships with government agencies

Efficiency

- Planning costs
- Administrative costs
- Program costs
- Quantitative result of programs
- Efficiency calculator
- Compliance with the terms of program

Transparency Mechanism

Need for Transparency Mechanism in the Philanthropy

Recent calls for more transparency in private philanthropy have increased the need for philanthropic organizations to carefully plan and think about what information they will release to the public and how they will do it. Foundations with greater transparency can increase their impact on specific issues and strengthen the field of philanthropy as a whole. **Transparency offers many benefits to philanthropic organisations**, including: strengthening credibility; increasing public trust; improving grantee relationships; reducing duplication of effort; facilitating greater collaboration; and building a community of shared learning.

Internal stakeholders

- The organization's founders
- For private foundations, such as family foundations, the organization's donors
- Board of Directors
- Staff
- Volunteers

Transparency Mechanism in the Philanthropy

External stakeholders

- Donors of publicly supported foundations, such as community foundations
- Grantees and other direct recipients of funding support
- Beneficiary communities
- partner organizations
- The public at large
- Governmental authorities

Key Technological Enablers of Bringing Greater Transparency to Philanthropy

Distributed Ledger Technology and Blockchain	Internet of Things (IoT)	Bio-identification (BioID)	Advanced FinTech Solutions and Escrow Accounts

Donations Tracking Blockchain Based IT-Platform

Deep Knowledge Group's goal is to maximize the value of each donation by ensuring that it is being used transparently and for its intended purpose. To achieve the highest level of transparency, we will create a donations tracking platform based on blockchain technology. It will give charities not only transparency of expenditure but it will help to track all processes in the chain of donations - people and causes in need.

Thanks to our tracking technology, the risk of loss (such as high administrative expenses or theft of money or products) will be reduced and security will be enhanced. Additionally, delays and other bottlenecks will be identified to ensure that any issues are resolved and every dollar arrives to its end destination as soon as possible.

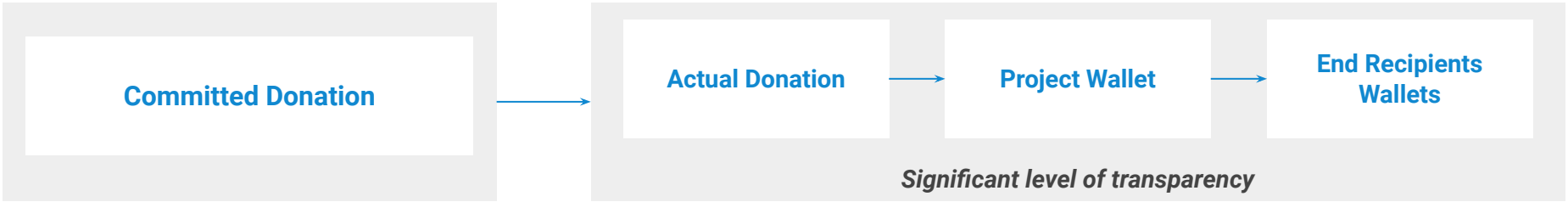
The proposed flow of operations allows to achieve the greater transparency at every stage of money allocations and associated charity processes. Such approach allows charity organisations to achieve higher social impact and achieve greater trust from donors and sponsors.

Blockchain-enabled Charity Donations for Greater Transparency

It's proved that donations recorded on the blockchain are fully traceable and unchangeable. The immutable nature of blockchain and distributed ledger technology allows all stakeholders, from donor to end beneficiary, to know exactly where the funds are coming from – and where the funds are going.

With crypto-based donations, any donor can view, research and select the charitable donation projects they would like to donate to, and make donations cryptocurrency accordingly.

General Approach Used for Charity Donations based on Blockchain



At this stage donors can confirm their commitments (in cryptocurrency or fiat) and sign a donation agreement. It is during this phase the general public may see donors announcing large commitments publicly via social media and in their communities.

At the Donation Phase, donors can allocate all or a portion of their committed funds to their preferred crypto charity project(s). The moment each donation enters the system, it is displayed transparently and tracked on the blockchain.
Users can track the progress of their donations in real time and are assured that their donations will reach the ultimate goal.

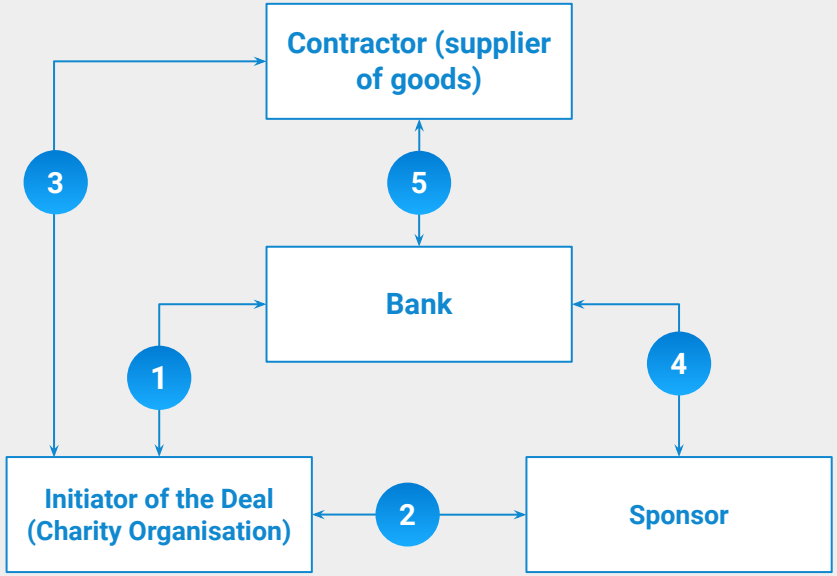
Escrow Accounts for Funding Philanthropic Projects

Escrow bank accounts are the type of account providing additional security and transparency for the parties of the philanthropic projects. Such mechanism ensures that all parties will satisfy their needs and the money will be allocated to the goods for defined charity projects.

If it is impossible to collect the funds, all collected funds may be returned to senders or sent to finance other (predetermined by the terms and conditions of the deal / agreement) projects.

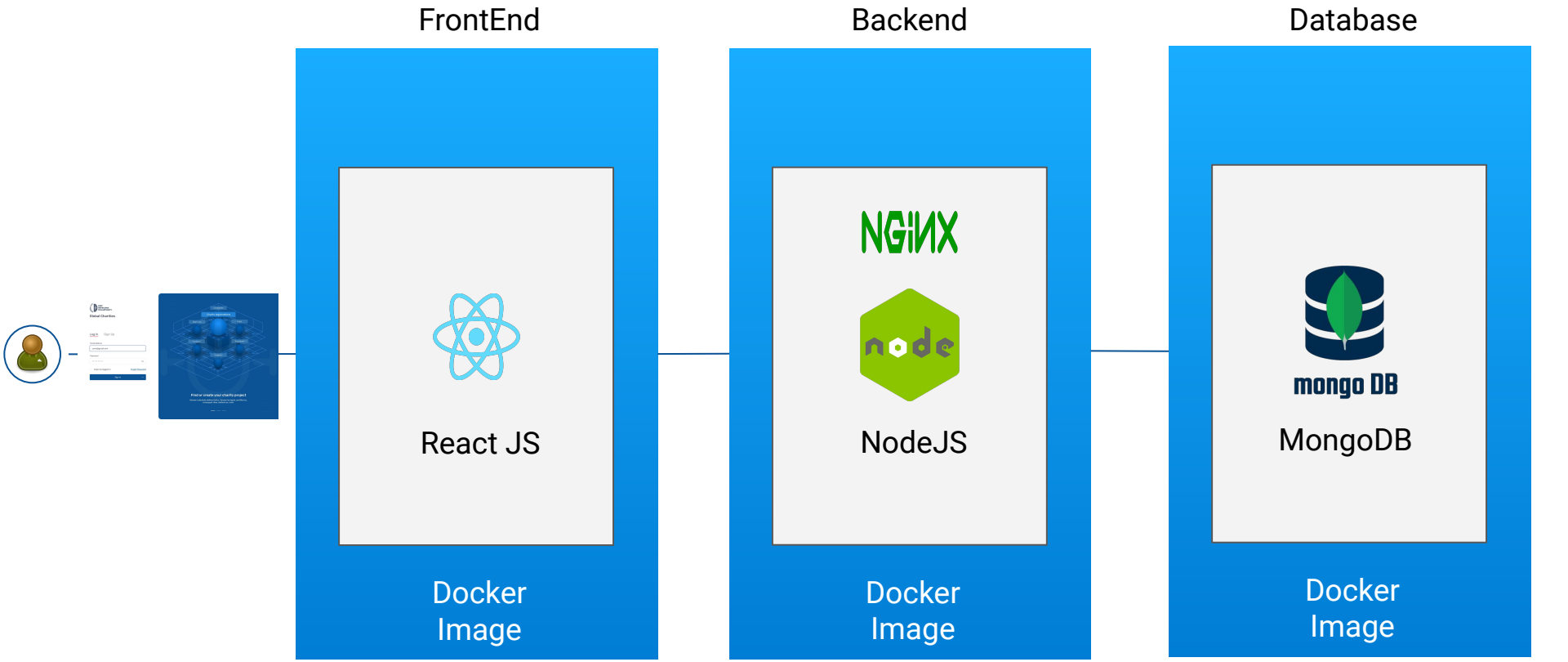
Escrow Accounts Application in Charity Projects

1. The initiator of the transaction (in most cases the philanthropic organisation) determines the escrow bank account
2. The initiator of the deal promotes the fundraising campaign among potential sponsors
3. The initiator of the deal enters into agreement with the contractor - the recipient (beneficiary) of the funds
4. The third parties (sponsors) perform the payments to the escrow account
5. After collecting the required amount of the funds, the escrow bank transfers the funds to the beneficiary

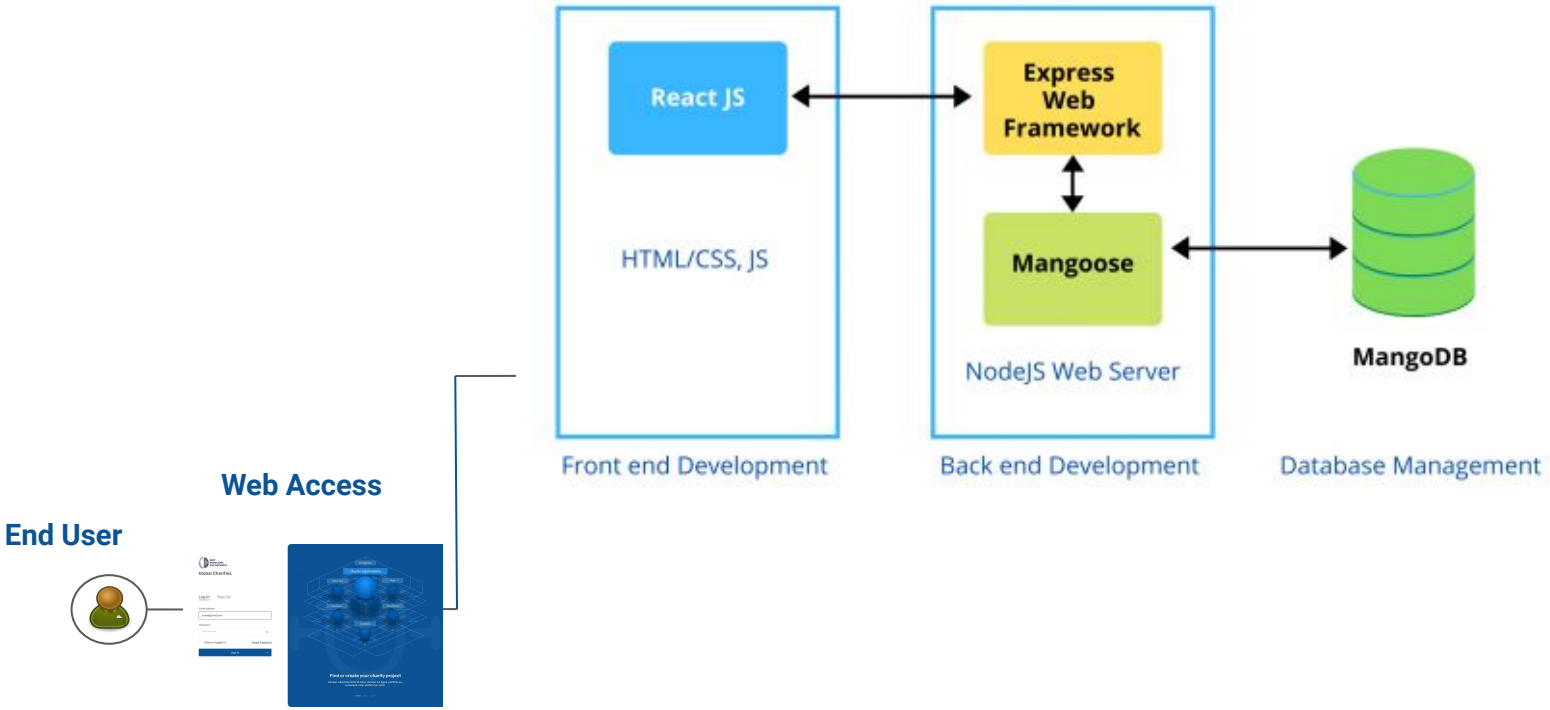


Development of IT Platform

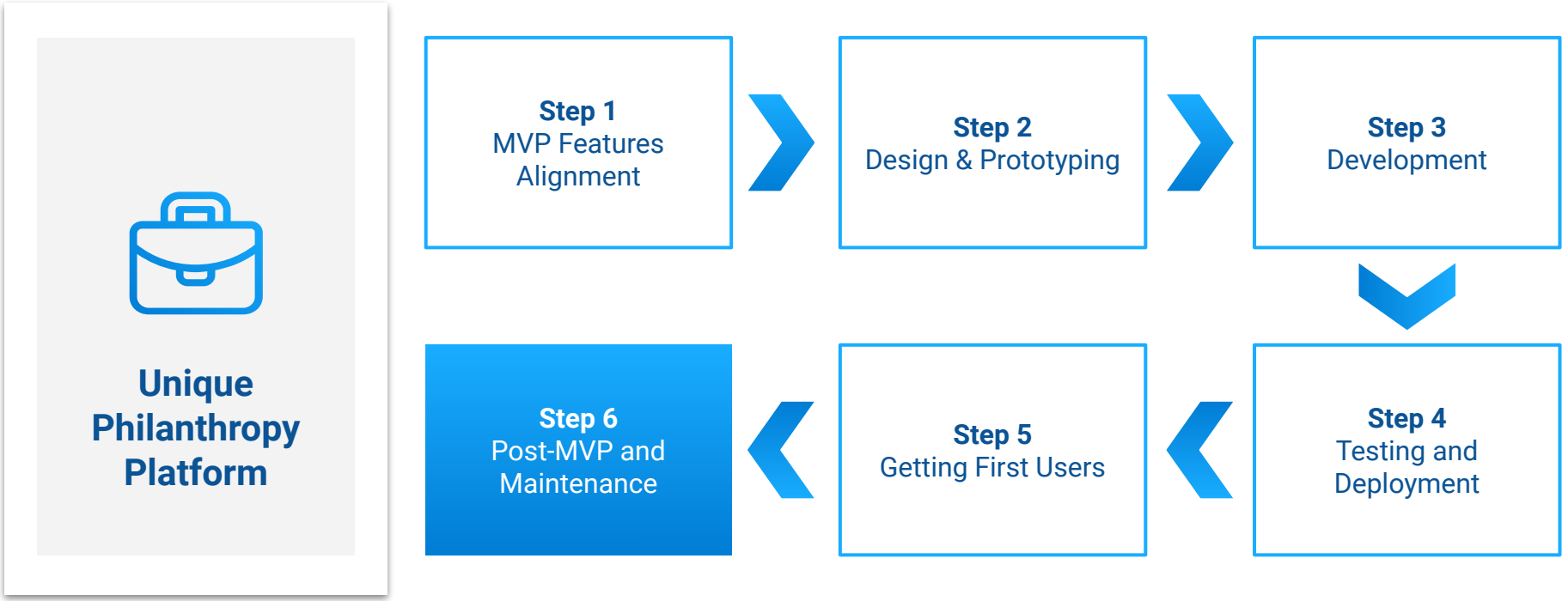
Frontend and Backend Systems and Databases High-Level Structure



Frontend and Backend Systems and Databases System Diagram



Philanthropy Roadmap and Development Process



Philanthropy Platform development implies the deployment of a set of features in a software product tailored to meet a need for the charities, donors and volunteers. It is a planned strategy that comprises various stages or steps that result in the creation of an operational software product.

Philanthropy Platform Key Features

DRM for charities will serve as full-scope dashboard on python incorporating AI engine and ML for smart-matching, analytics, and performance analysis.

Smart-matching will focus both on funding-based matching (connecting funders to projects needing funding) and peer-to-peer matching (for collaborations and supply chain optimization).

DRM will feature a novel funding platform that allows users to bid projects for funding and donors/financiers to finance projects, with capital held by the platform in escrow and released upon delivery of set milestones agreed by both parties.

With the implementation of blockchain technology, the platform will offer highly transparent money transactions.

End-to-end Digital Solution for Philanthropy-related Parties

Clear and Transparent Donations Process	Mitigation of Compliance Risks
Donating on a Project-by-Project Basis	Enhanced Risk Management
In-depth Performance Analysis	Alignment with Initial Philanthropy Vision
Tailored to the Local Problems	Suitable for Private and Governmental Donors

Proprietary Philanthropy IT Platform

Proprietary Philanthropy IT Platform will be designed for the needs of professionals in the charity sector with the opportunity to participate in philanthropic projects represented at the platform.

The users will enjoy the full set of platform's features which all combined will bring more transparency in the field. Participants of the platform will be ensured that the money allocations will reach the target projects and they will be able to track the every charity contribution.

Proprietary Philanthropy IT Platform

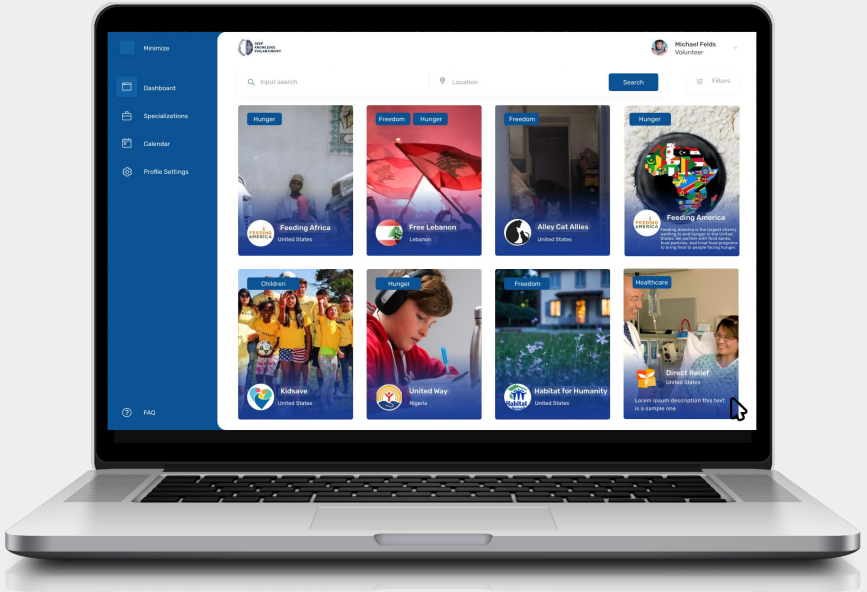
Transparency mechanism

Embedded payment solutions

Collaborative solutions designed for charity projects

Enhanced level of security

Proprietary Philanthropy IT Platform will provide the full-scope of tools for participation in charity-related projects

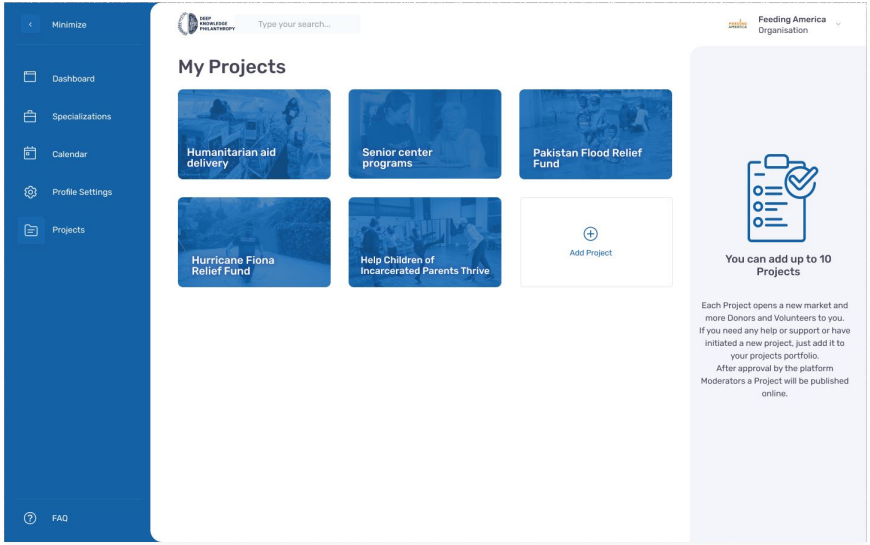


Projects as a key component of the Proprietary Platform

Project Parameters

- Charity
- Requirements
- Mission
- Financing
- Expenditure
- Strategy
- Grants
- Volunteering

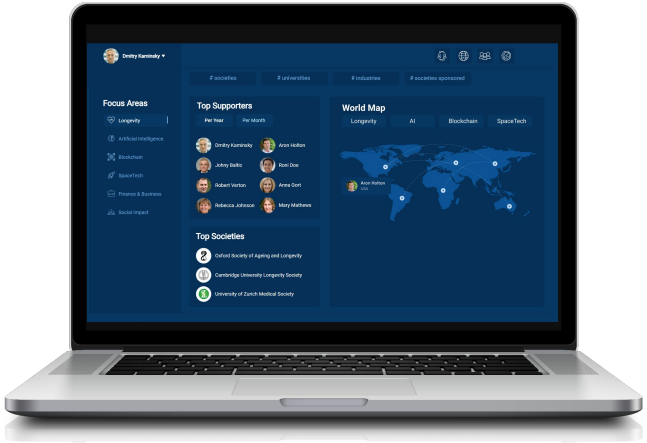
The charity organization have an ability to connect with potential donors and volunteers via the projects exposure. Each project has a description, requirements and other needed information. Potential supporters can discover and engage with the project of their interest via the advanced search functionality

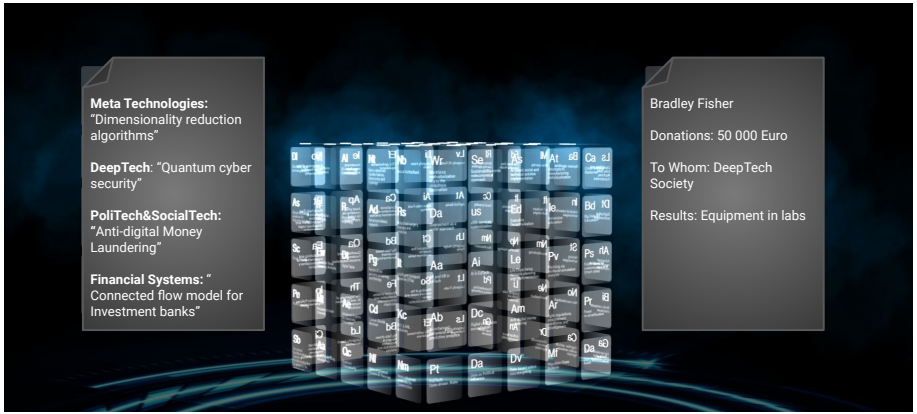


Academic Sponsorships
Big Data Analytics Dashboard

Academic Sponsorships Dashboard

Philanthropists, Sponsors, Donors, etc.





University Societies

Personal honor board for each sponsor on the dashboard, where the results achieved through donations will be described.

Supporting the activities of DeepTech sector students and new graduates is of paramount importance to helping high-impact industries achieve real-world progress in the delivery of their potential humanitarian benefit. Deep Knowledge Group and its various subsidiaries are proud sponsors of a number of official student societies at top-tier universities and academic institutions, and are deeply committed to the support of student groups whose members will soon become the next generation of industry professionals driving humanitarian DeepTech progress. In order to help other organizations more efficiently and intelligently sponsor the activities of official student organizations, Deep Knowledge Group is building a **Big Data Academic Sponsorships Dashboard** that will provide deep analytics, social-impact benchmarking and region, cause and industry/sector filters of thousands of official university-associated student societies. This dashboard will help industry leaders discover student societies that are relevant to their strategic interests to sponsor, support and partner with.

Academic Sponsorships Dashboard Components

KYC procedures will ensure the integrity of donors, and enable a “one-click” sponsorship experience by pre-validating sponsors before they can actively utilize the platform.

Interactive search and multiparametric filter capabilities to enable donors to efficiently discover societies based on causes of interest, geography, and academic institution.

Sponsor-society smart-matching, in which sponsors fill in a questionnaire about their interests and preferences, and they are suggested societies that match their interests or provide the most impact in boosting personal brand.

Visualization mechanisms and video game-style incentives to gamify academic sponsorships, where potential donors will have digital avatars with visualized statistics, rankings and graphs.

Users will be able to see the other sponsors in shared societies and causes, and compare their own sponsorship statistics and scorings with others dedicated to the same causes.

The dashboard will feature donor benchmarking and highlight the top donors per month and per year in specific cause categories, and in specific humanitarian deliverables.

2 physical walls will be purchased and placed in a high-profile metropolitan locales (London, Geneva, etc), serving as “Halls of Fame” for top-scoring sponsors and donors, showcasing their names and faces.

The Academic Sponsorships Dashboard will enable philanthropically-minded corporations and individuals to simultaneously support social causes of interest, while gaining **personal brand association with some of the most well-branded, top-tier academic institutions in the world**. This will enable a quick, efficient mechanism for mutual benefit to both sponsors and student societies, substantially broadening the potential base of financial support available for student societies, while also establishing a clear and easy-to-use mechanism for personal brand development for corporate and individual sponsors and donors.

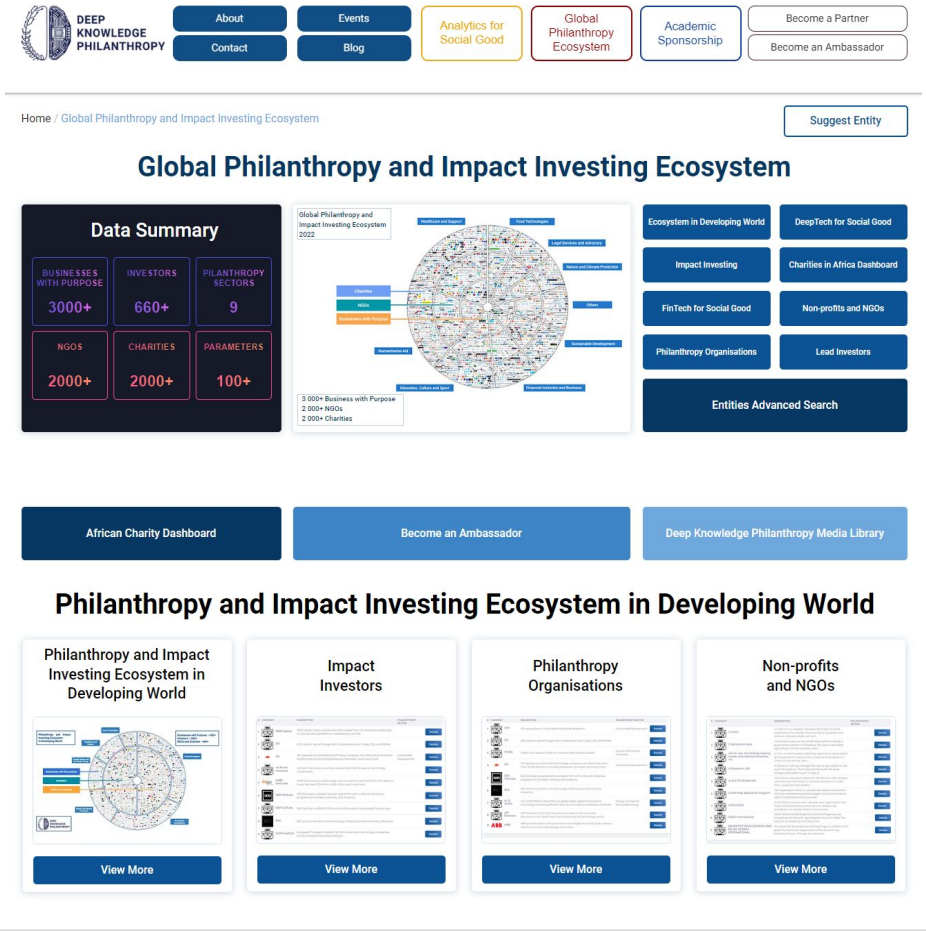
3-Month MVP: Scope and Functionality

The 3-Month MVP will duplicate the scope and function of Longevity.International's Global Longevity Ecosystem Platform, in Wix.

3 main components are:

- **Interactive Mindmaps** system, consisting of individual interactive mindmaps (created on the standard mindmaps platform used across all DKG analytics subsidiaries) united under two static circle-style and square mindmap image banners in Wix
  - This is technically done by inserting invisible clickable buttons over each segment of the static mindmap image banner, hyperlinked to an individual URL-specific interactive mindmap)
- **Interactive database** where users can apply multi-parametric filters and keyword-based searching of all entities in the platform
- Basic interactive data visualization graphs and figures

Overall design **style** will be consistent with other DKG Dashboards (see www.platform.dkv.global/dashboards/africa-charities-dashboard for example).

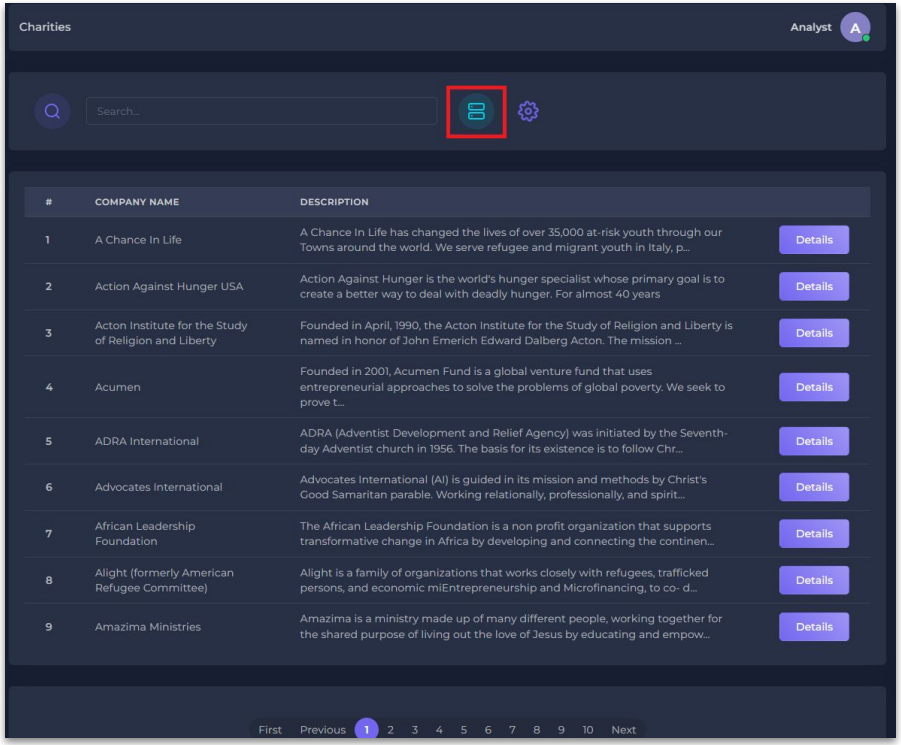


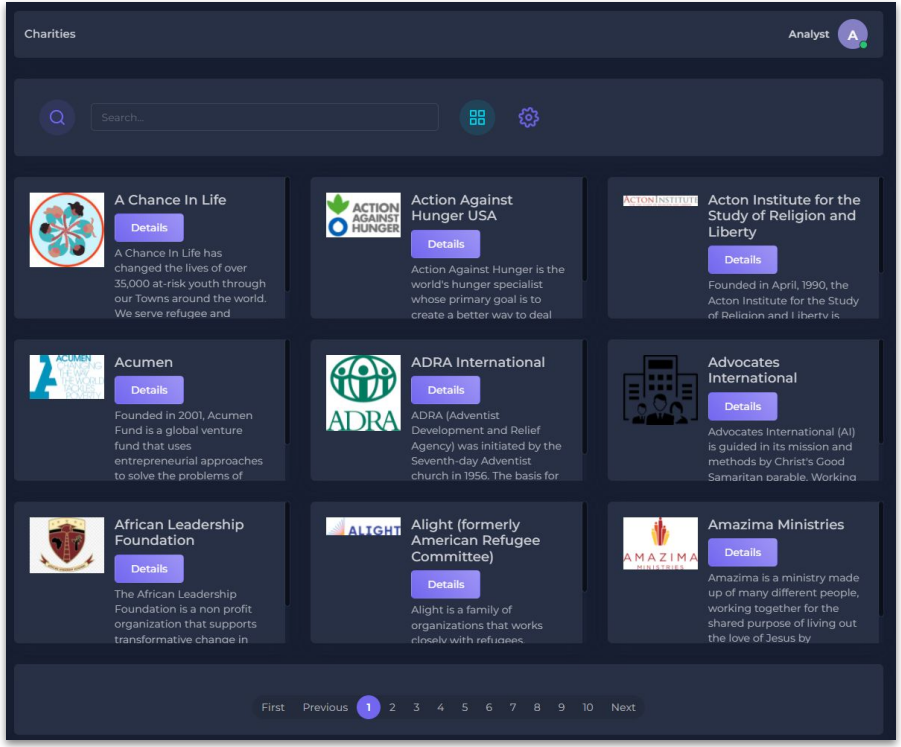
3-Month MVP: Interactive Data Visualization (Maps, Charts, Graphs)

- Style and functionality of interactive data visualization section (maps, charts and graphs) should match the existing interface at www.platform.dkv.global/dashboards/africa-charities-dashboard, but with an expanded scope of **graph styles/types**, and **graph filters**
- When a user selects (clicks on) a specific segment of the **geographic map**, OR selects different **parameter filters** from the map's drop-down menu, the data visualized by the graphs changes accordingly
- All universal changes to visualization style (colors, shapes etc) implemented across other DKG dashboards must be applied here as well.

3-Month MVP: Interactive Data Visualization (Maps, Charts, Graphs)

Users can toggle between short and long views of charities by clicking the button beside the search bar.



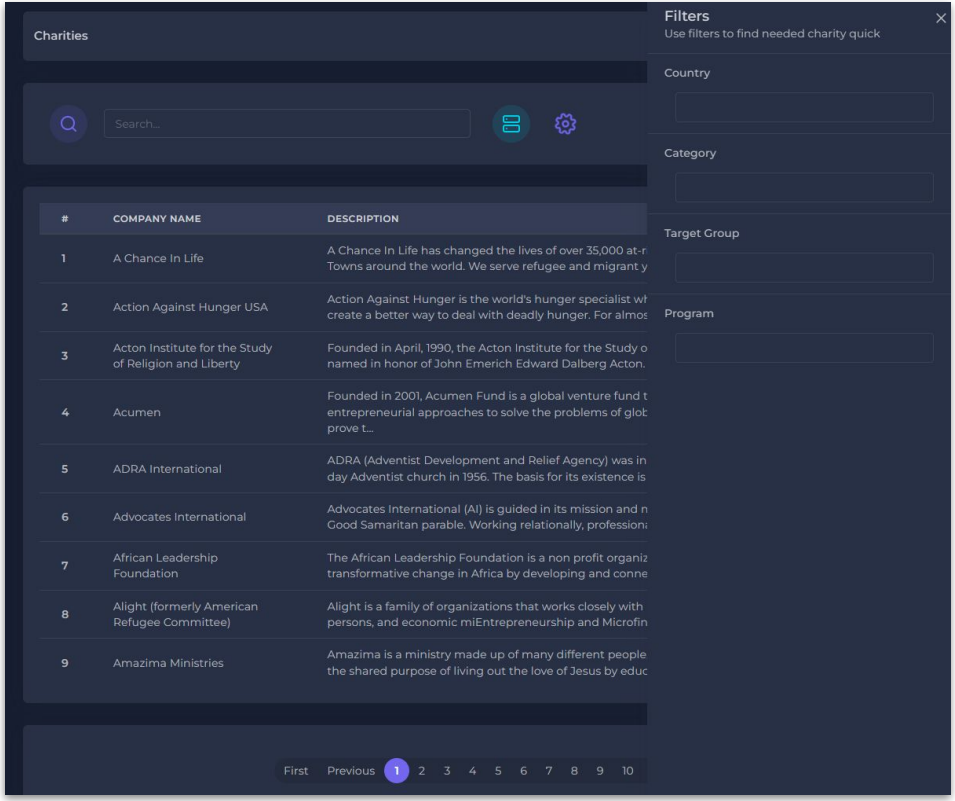


6-Month Beta: Improved Visibility of Multi-Parametric Search Bars

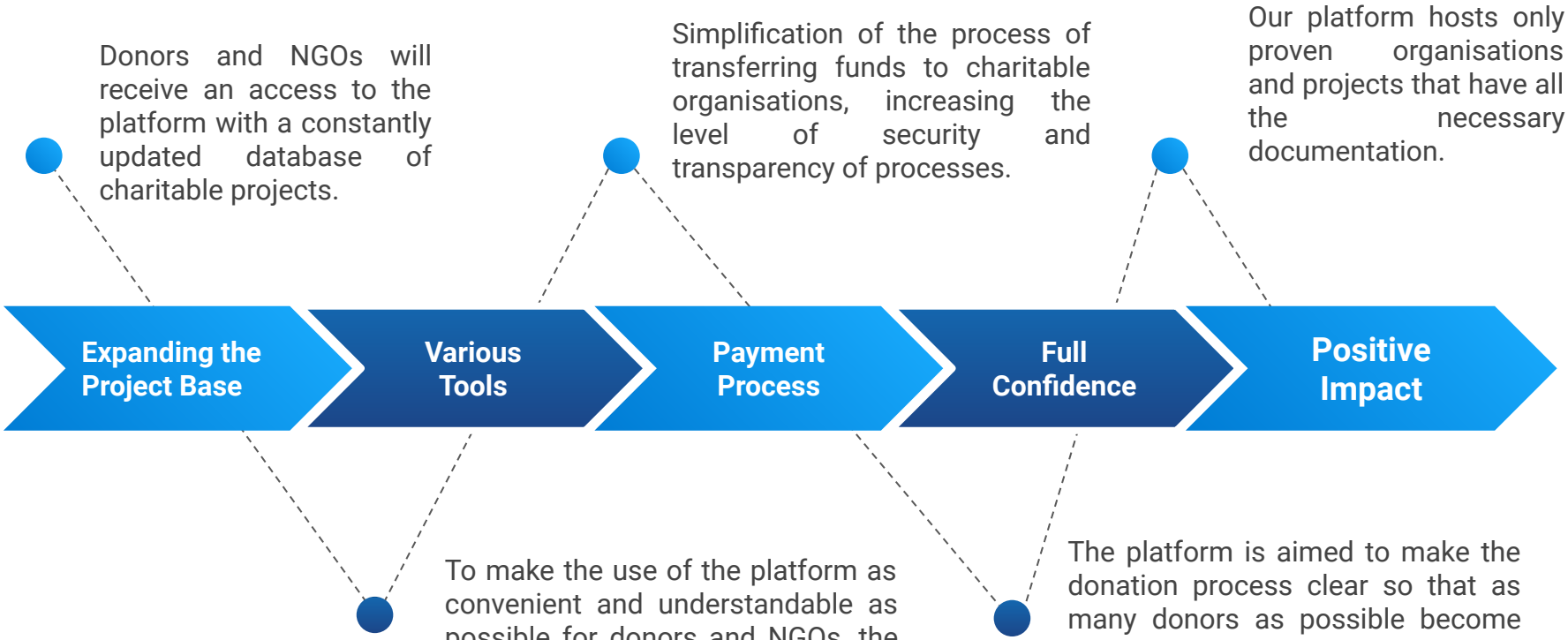
In the Beta platform, users need to click the spinning gear icon to reveal a side-panel of multi-parametric search functions.

In the Beta platform, should be seen local problems. The platform will be as a searching platform that via matching tool will connect (a) private and governmental donors with regional and local non-governmental organizations, and (b) charity-related startups and investors.

In the 6-month Beta, this multiparametric filter panel needs to become a gloating panel visible at all times, so users do not miss it, **OR** we need to integrate most important filters directly into the search bar and include a button (highlighted in a special color, or spinning via looped motion design elements) that clearly indicates that filterers can be expanded into a broader-scope side panel containing all available filters.



6-Month Beta: Improvement of Tools and Processes



6-Month Beta: Creation of DRM (Donors Relations Management)

Customer Journey:

Sign Up

Donors / NGOs enter the details about the person / company.

Fill In

Identification of categories that may be the most relevant to the donor.

Legal

Sign documents that are automatically created by the platform.

Customise

Choose projects that could be of interest to donors / NGOs.

Payment

Fill in the payment details and the amount for donations.

Donate

Allocate the capital to the project.

Track Performance

Set-up New Donations

Chapter 4
FinTech Philanthropy Products

Building MVP

Philanthropy Marketplace

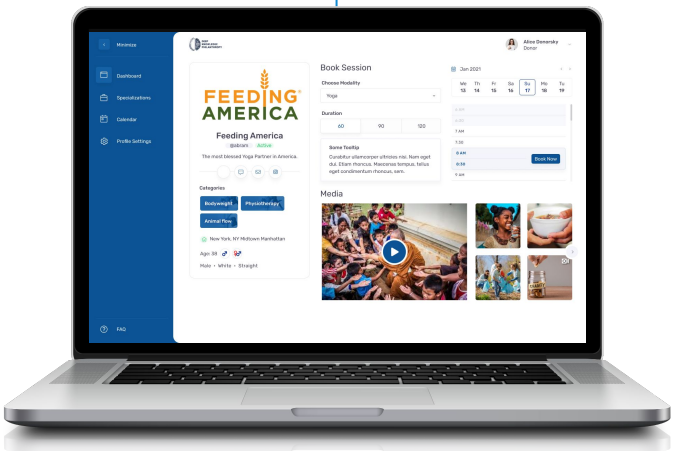
Philanthropy Marketplace

Rationale for the Creation of Philanthropy Marketplace

The Philanthropy Marketplace will serve as IT solution aiming to connect the sponsors and donors of the philanthropy industry. The primary goal of the Marketplace is to effectively resolve the issue of transparency for both types of users. The unique approach will be developed to eliminate the concerns of philanthropy industry players regarding the proper money allocations in charity sector.

Benefits for Charity Organisations

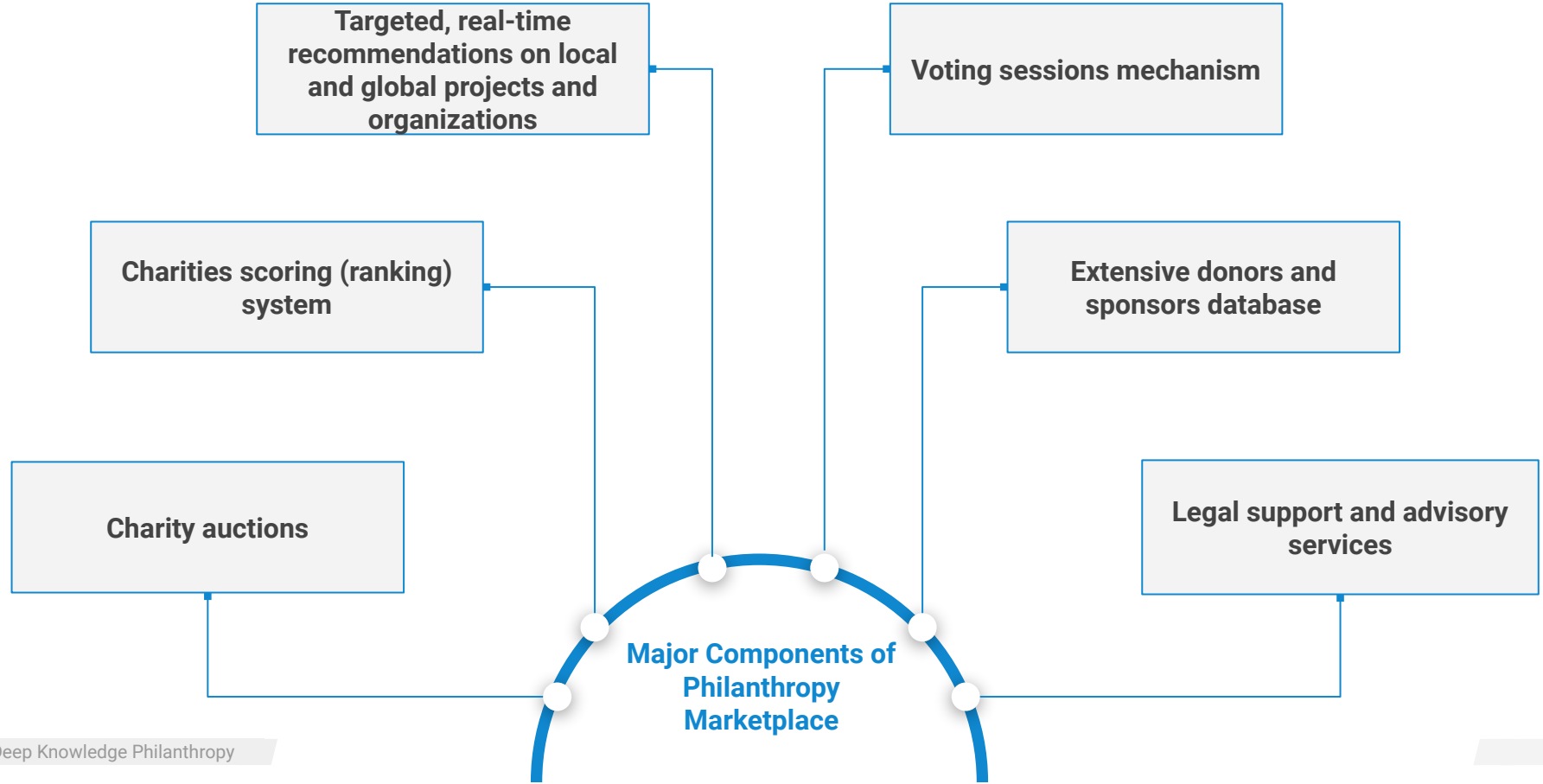
- Placing the charitable projects
- Identification of best-fit donors
- Transparent charity fundraising mechanism
- Pooling the network of donors



Benefits for Charity Donors

- Placing the proposals of charitable grants
- Extending the network of partnering charities
- Joining the promising charitable projects
- Enhanced transparency for money allocation

Major Components of Philanthropy Marketplace



Key Differentiation Features of Philanthropy Marketplace

Embedded Transparency Tools

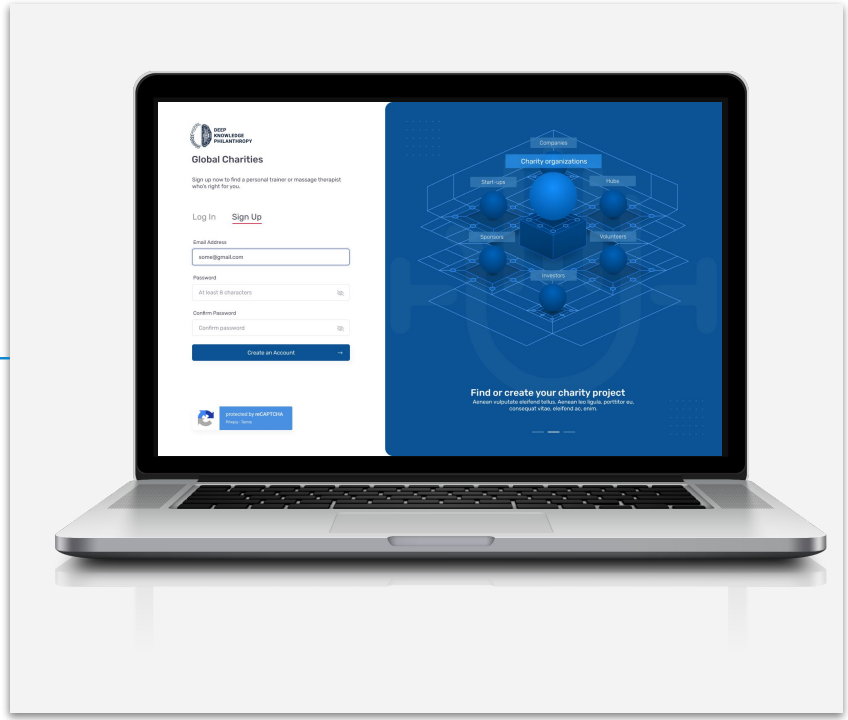
The transparency-centric approach allows any types of marketplace users to track the charity money allocations, to have access to reporting system, participate in voting sessions, periodic meetings, etc.

Multiple Purposes Solution

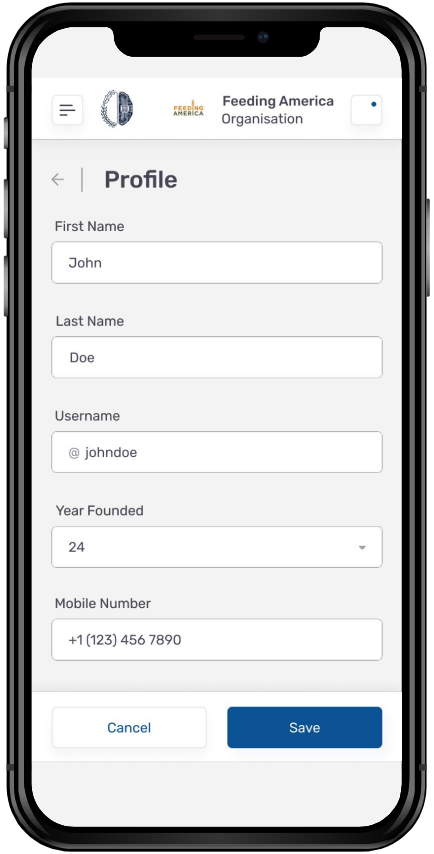
Philanthropy Marketplace will be the solution for interconnection of charitable donors and organisations which would be able to engage on the philanthropic projects on multiple geographical levels ranging from local initiatives to the national-scale projects. Also, the activities will be performed in different focus areas and different types of entities.

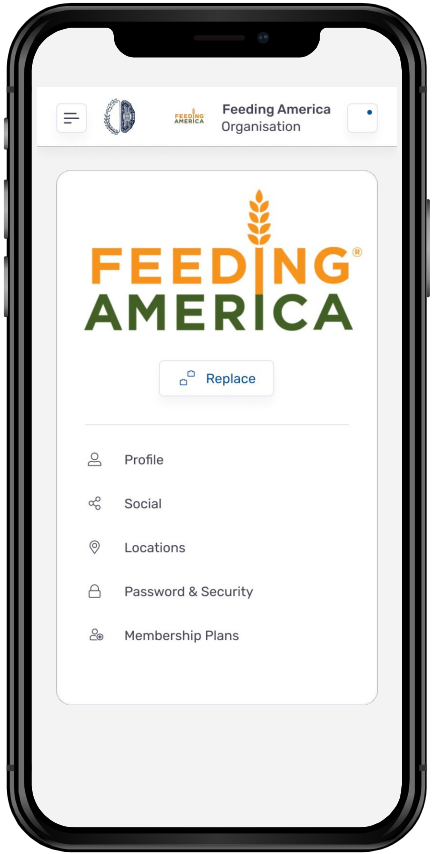
Representation of Deep Knowledge Philanthropy's Charitable Projects

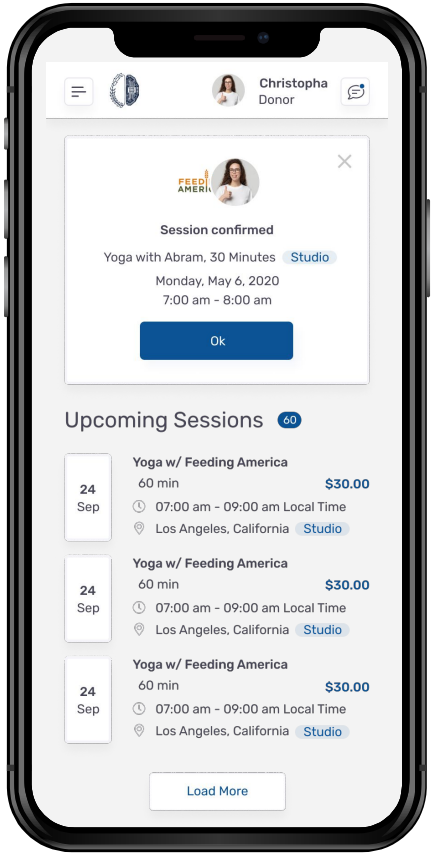
To ensure the trustworthiness of the marketplace, Deep Knowledge Philanthropy will place the charitable projects, namely Mobile Longevity Cabinet, other healthcare-related projects.

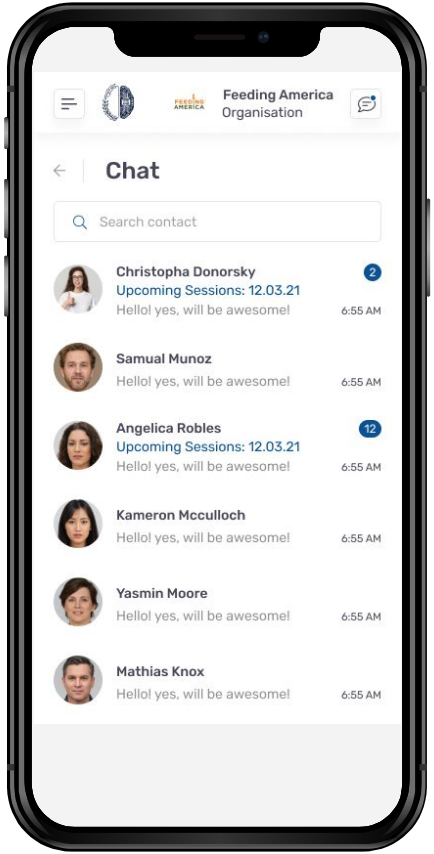


Philanthropy Projects: Marketplace Views Prototypes









Convertible Debt Note

Venture Philanthropy

Benefits of Using Convertible Debt Note

Convertible Debt Notes are a form of convertible financing. When investors invest in a Convertible Note, the Convertible Note's terms give them the right to convert their Convertible Debt Note into equity at the company's next equity financing round or liquidation event.

Benefits for Investors and Corporations

- **Quicker access to financing.** The fundamental benefit of issuing convertible notes is that it does not compel the issuer and investors to decide the worth of the firm when there may not be anything to put a price on.
- **Preferable access to investing.** Discount Rate represents the valuation discount you receive relative to investors in the subsequent financing round. This option compensates investors for the additional risk they bore by investing earlier.
- **Less uncertainty with Valuation Cap.** A valuation cap is used in a convertible note to give the noteholders a "ceiling" value at which their investment will convert and, in turn, that gives them a "floor" in regard to their ownership. With a valuation cap, they know that their money will convert from loan to equity at or below a certain dollar per share price established by the valuation cap.

Benefits for Charity Organizations and Projects

- **Quicker access to financing.** Compared to equity financings, Convertible Debt Notes rounds don't require lengthy negotiations, documentation, or the need to agree on a valuation.
- **Increased flexibility**. Because there typically aren't shareholder voting rights or other company control provisions associated with Convertible Debt Notes, founders can focus on running their company with limited investor friction.
- **Lower coupon rate.** Due to its conversion feature, convertible bonds often have a lower coupon rate than normal bonds.
- **Delaying Dilution (to its equity holders).** A company may be in a situation wherein it prefers to issue a debt security in the medium-term — partly since interest expense is tax-deductible — but is comfortable with dilution over the longer term.

Philanthropy Convertible Note for the Next Generation Impact Ventures

Deep Knowledge Philanthropy Convertible Note is an **advanced hybrid solution** that aims to fulfill the major **needs of venture financing to achieve philanthropic endeavors**, **push the social responsibility** of the funded projects and significantly **impact sustainable economic growth**

Venture Philanthropy

Venture philanthropy applies venture capital investment ideas to start-up, growth, or risky social projects. It's not concerned in profit but in producing investments that promote social good, like socially responsible investments (SRI) to fulfill ESG standards. It's an umbrella phrase for numerous types of charitable investing, but it's different from impact investing, which emphasizes profit while investing in social projects.

Impact Investing

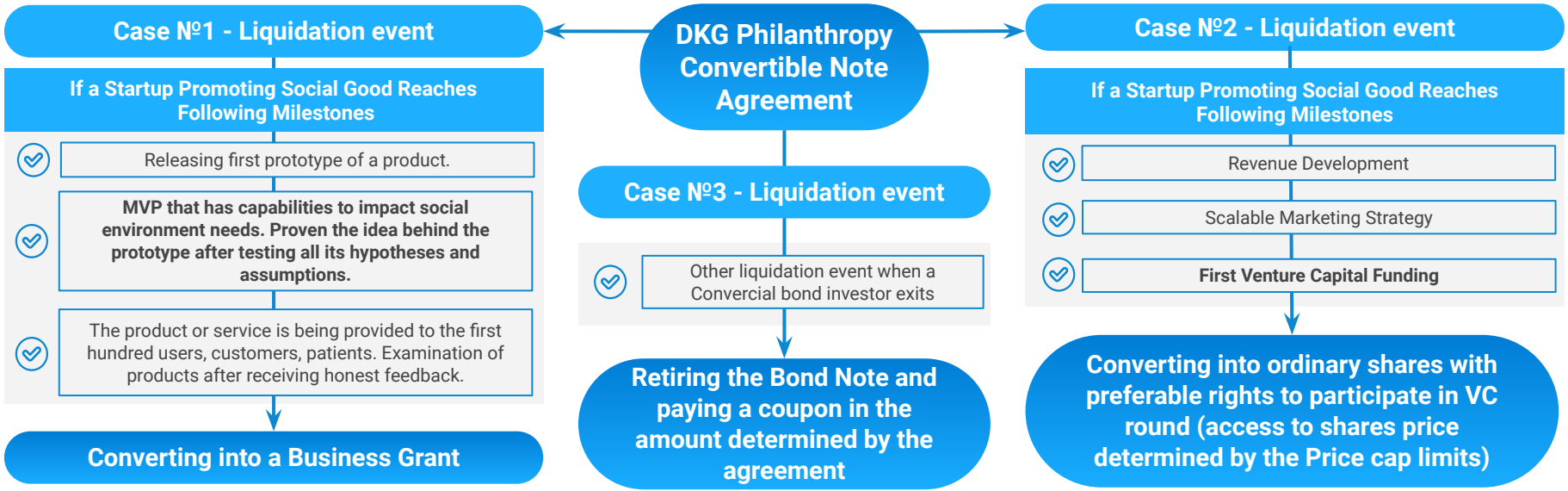
One of the main goals of impact investing is to help lessen the destructive effects of business on society. Impact investors primarily look at a company's commitment to corporate social responsibility or the sense of duty to help society before investing in that company.

Traditional Charity

Tradition donation on charity ventures and philanthropic projects don’t give full tangible transparency of funds, as well as don’t motivate them to function more effectively.

Deep Knowledge Philanthropy Convertible Note Structuring

Simple agreements in the form of **Convertible Debt Note** has been a massive success and have **helped get a lot of startups off the ground** in the global world. The main goal of the **Deep Knowledge Philanthropy Convertible Note** is to impact and accelerate the development of the **infrastructure of projects promoting social good and philanthropic endeavors**. DKG Philanthropy Convertible Notes provide exposure to the most promising ventures in this segment including but not limited to FinTechs promoting financial inclusivity, Energy-saving and renewable energy ones, AssistiveTechs. This next generation financial solution for **Impact investing** refers to investments made into companies, organizations, and funds to **generate a measurable, beneficial social or environmental impact alongside profit**.



Fundraising through Convertible Debt Note

Convertible Debt Notes allow transparency of financing the Philanthropy project and simulating it to be efficient, thus the financing of it can turn into equity in the nearest time

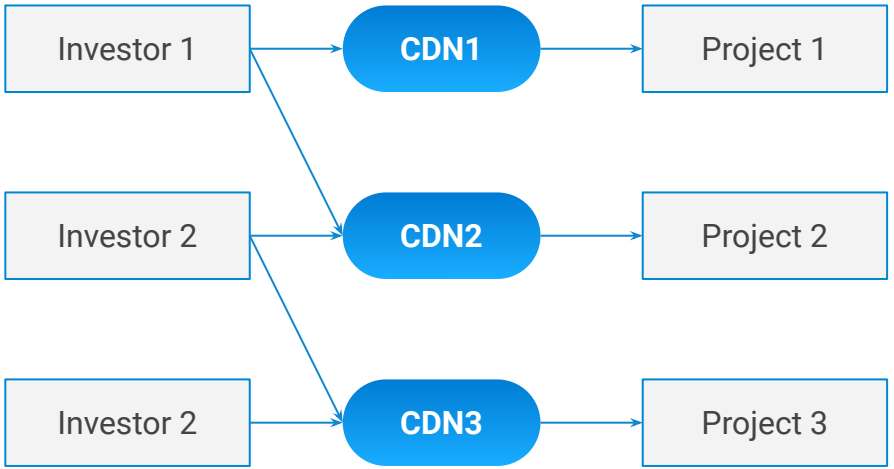
Benefits for Startups and Projects

- Startups show transparency for Borrowers and Donors, Investors

Benefits for Borrowers and Investors

- Transparency of financial mechanism
- Security of the investments
- Tailored legal solutions for the specific needs of the investor/borrower

Convertible Debt Note Structure

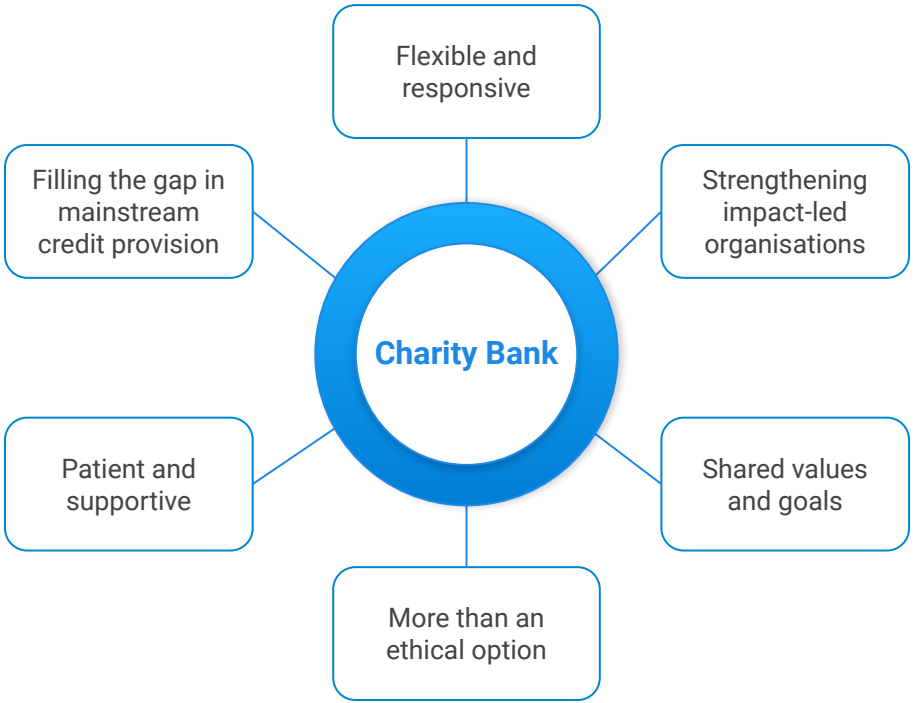


Special Purpose Vehicles are legal entities created for the purpose of investing in a single startup. Such structures allow Limited Partners to trace the investment allocations into each specific deal unlike in traditional venture funds.

Charity Bank / E-Payment

Final Destination: The Concept of Charity Bank

Charity Bank is dedicated to supporting high-social-impact charities and social enterprises. The specialized bank will maximize social impact through loan financing, involving social investors and savers, directing investment towards disadvantaged communities and under-supported causes, improving lives and communities.



Benefits

Lenders

A deposit is a positive and intentional choice to invest in mission-led businesses that are working to bring about essential social change.

Guiding applicants through the credit, legal and due diligence processes.

Borrowers

Lending for a specific purpose - to bridge a gap in finance while waiting on a grant.

Significantly lower interest rates thanks to the industry of "good" finance.

Investors

Increasing efficiency of all logistical challenges faced by charities organizations.

Social Impact Multiplier - for every 1M Euro of investment capital (equity and subordinated debt), the Charity Bank can raise around 8M Euro or even more of savings and thereby make more social loans.

Charity Tech Platform Concept

Deep Knowledge Group aims to remove existing barriers to the Global Charities organizations and Philantropy projects with the launch of its **Charity Bank / E-payment Platform**. This end-to-end solution allows Corporate donors, Impact Investors, HNWI and other investors to deploy capital quickly in an efficient, timely manner enabling philanthropy projects and startups to raise funds in a quick and efficient way. Innovative LegalTech tools and e-documentation provide a clear, step-by-step investment process which is enhanced by additional service integrations such as Analytics, IR Management and corporate payment solutions.

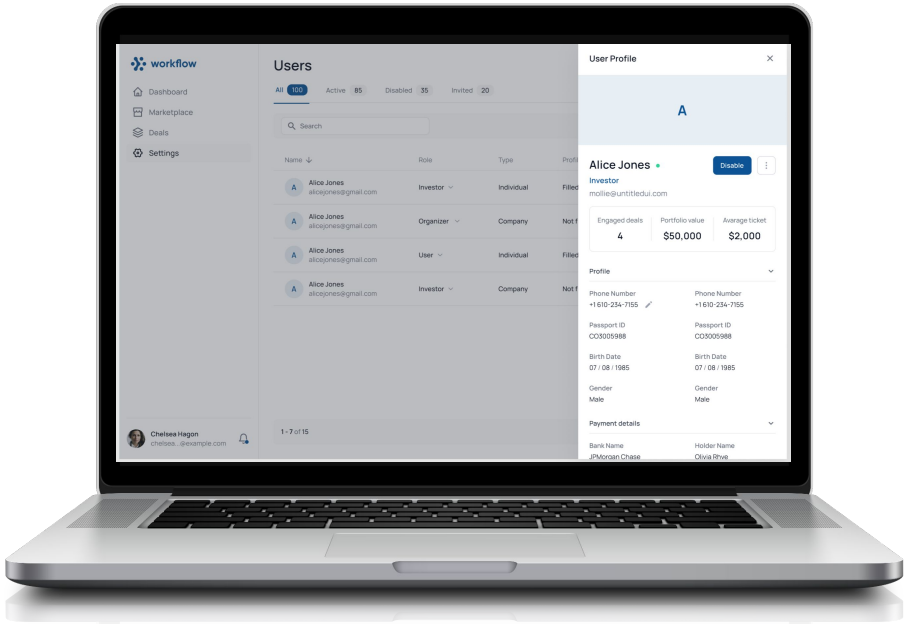
Charity Bank Platform Ecosystem

End-to-end LegalTech IT-based System

Full Scope of Investment Transactions in Private Equity and Global Charities Markets

Token Payments Integration

Extra Mile Service Integrations



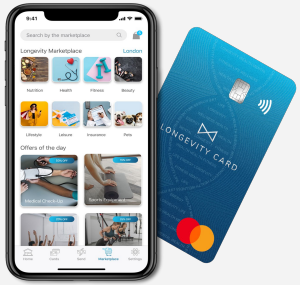
Charity Tech Platform's Services and Tools

Charity Tech Platform Integrations

Big Data Analytics System and Dashboards

The DKG universe of 20 IT solutions providing market intelligence and analytics

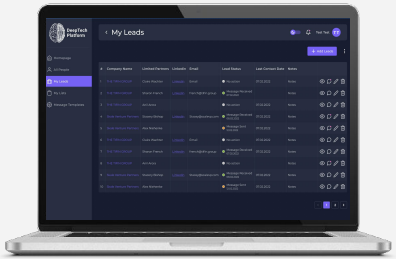
Longevity Banking Card



Corporate bank accounts integrated with a Longevity marketplace

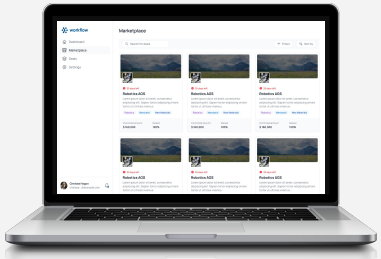
InvestTech Platform

Investor Relationship Management System



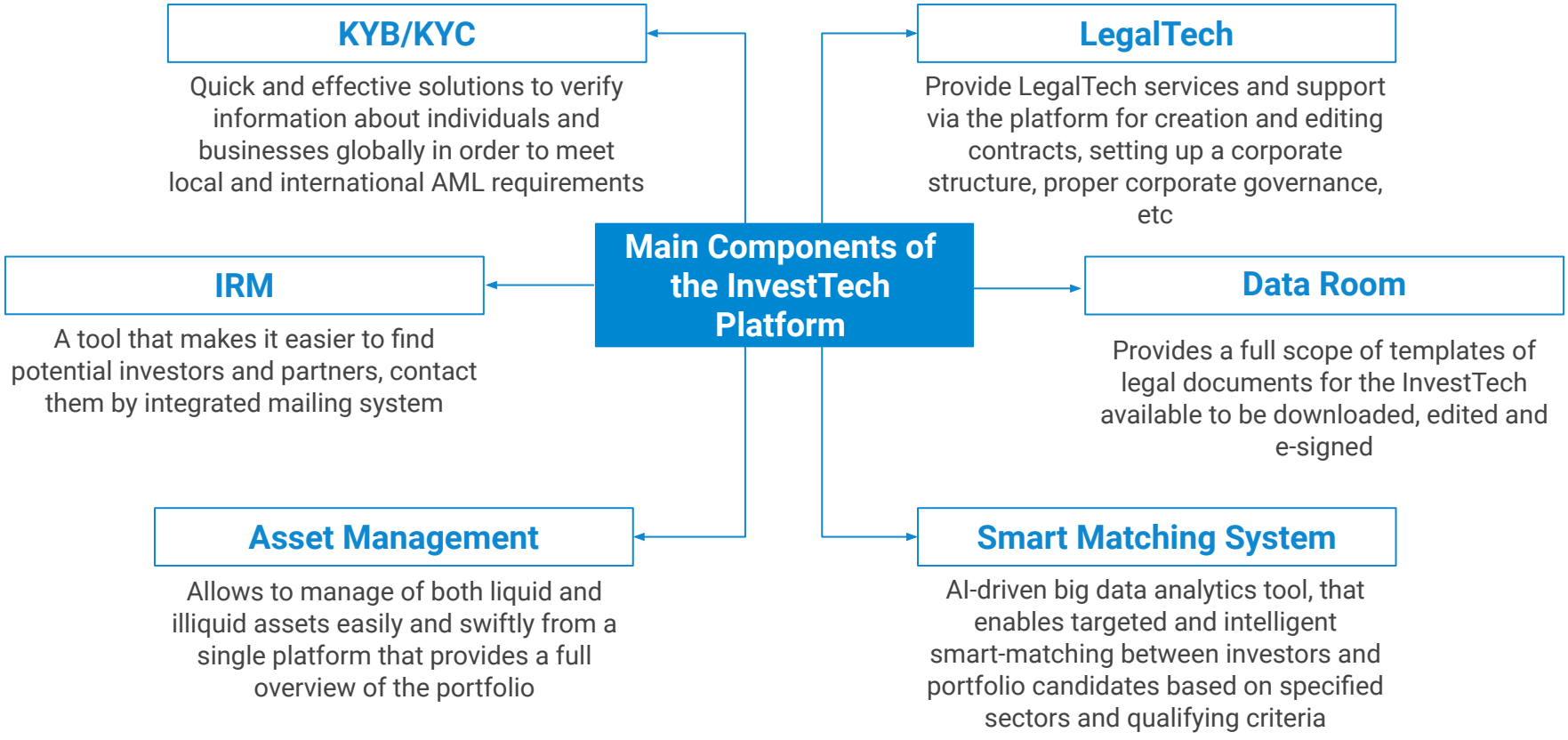
Integrated contact database, analytics, reporting tools and dashboards for investor relations

Convertible Notes Trading Platform



Specialised solutions for investors, startups and R&D organisations to commercialise Intellectual Property

Charity Tech Platform Components



Charity Tech Platform Ecosystem

Microservice Backend Architecture

A microservices architecture consists of a collection of small, autonomous services (SPV, IRM, Dashboards etc.)

Legal Protection

With our platform our clients are always protected on all fronts, be it transactions or legal (KYC/KYB, AML, legal templates etc.

User Interface / 20 Dashboards

Dashboards provide advanced quantifiable automated data-driven investment recommendations for all longevity-related industry sectors, including AI-Pharma, Finance, Investment, and Government.

Corporate Donors and Charity Investors Relations Engine

A powerful tool that helps startups and charity projects organise and manage their relationships with investors on a centralised and multifunctional platform.

Business Development System

The platform is designed to help business development managers find niche investors and growth partners.

Commoditization of Social Impact

Philanthropy Commodization of Social Impact

These days, it seems like everyone is trying to be a philanthropist. Whether it's through donating to a favorite charity or volunteering for a local non-profit, more and more people are looking for ways to give back. However, some have criticized this trend, arguing that it has led to the commodification of social impact. Rather than simply trying to help those in need, they say, many people now see philanthropy as a way to advance their own personal brand.

Social impact certificates and tokens - designed for organisations whose activities impact the longevity and longevity finance industries. Companies will have to pay a special “tax” in a form of certificate for negatively impacting longevity. Additionally, those companies that positively affect longevity and contribute to the life extension, will receive special benefits in form of tokens and certificates, which then can be traded on open public exchanges. Exchange for social impact tokens/trade marketplace - in a similar way to public securities exchanges, tokens and certificates will be issued and traded on specialised social impact exchanges.

Tokens for social good

Blockchain technologies

Exchange for social impact tokens/trade marketplace

MTF for social good project

Chapter 5
Mobile Health Cabinet

Healthcare Crisis in the World

At least half of the world's population cannot obtain essential health services. And each year, large numbers of households are being pushed into poverty because they must pay for health care out of their own pockets.

Currently, 800 million people spend at least 10 percent of their household budgets on health expenses for themselves, a sick child or other family member. For almost 100 million people these expenses are high enough to push them into extreme poverty, forcing them to survive on just $1.90 or less a day.

A global workforce crisis in healthcare is on the horizon. By 2030, the WHO estimates there will be a global shortage of approximately 18 million health workers – 20% of the workforce needed to keep healthcare systems going.

People can't do regular check-ups: the main problem of medical institutions in the acute shortage of personnel and human resources will become the main challenge for the healthcare system in the coming years.

72.6 years
low life expectancy

18M+
health workers shortage by 2030

Only 3.53 doctors
per 1,000 people

Death rate 7.7
per 1,000 people

39.5%
of men and women will be diagnosed with cancer

50%
of the world's population cannot obtain essential health services

Source: WHO; KPMG; Our Word in Data

Mobile Health Cabinet

The Mobile Health Cabinet project is focused on development of mobile clinics that can provide health status assessment independently of a person's location and residence. The mobile vehicles offer a wide range of services to ensure proper diagnosis and adequate follow-up of patients with specific medical needs, referral of critical cases to advanced care, and detection of possible outbreaks of diseases. A medical team and pharmaceutical supplies accompany each mobile clinic. The **Mobile Health Cabinet** provides full-scope, scientifically and medically validated diagnostics. It may be the best solution for people who want to make a personalized check-up of different health aspects in one place. The sets of check-ups remain the same, except for MRI diagnostics and some athlete tests that require training apparatus. Mobile Health Cabinet provides a set of quick biochemical tests with fast results. However, the cabinet doesn't have biochemical analysers for a broader range of tests. Therefore, biological samples will be transferred to a local **diagnostic centre**.

Source: Mobile Medical Complexes

Scheme of Mobile Health Cabinet Work

I. Patient comes to mobile health vehicle for **health check-up** and **diagnostics**.

II. Paramedics take basic tests and examine patients condition, then they input patient's condition and test results in **database**.

III. Doctors in medical centers **immediately receive data** and patient's results from database.

IV. Medical professionals **analyse symptoms** and **test results**, then they request specialised tests which are performed on site.

V. After getting all the required information doctors form **diagnosis** and **recommendations** with a **treatment plan**.

VI. Doctors' **recommendations come back** to paramedics that give **necessary treatment** to the patient.

VII. All **patients' medical history** is stored in the highly secured cloud infrastructure.

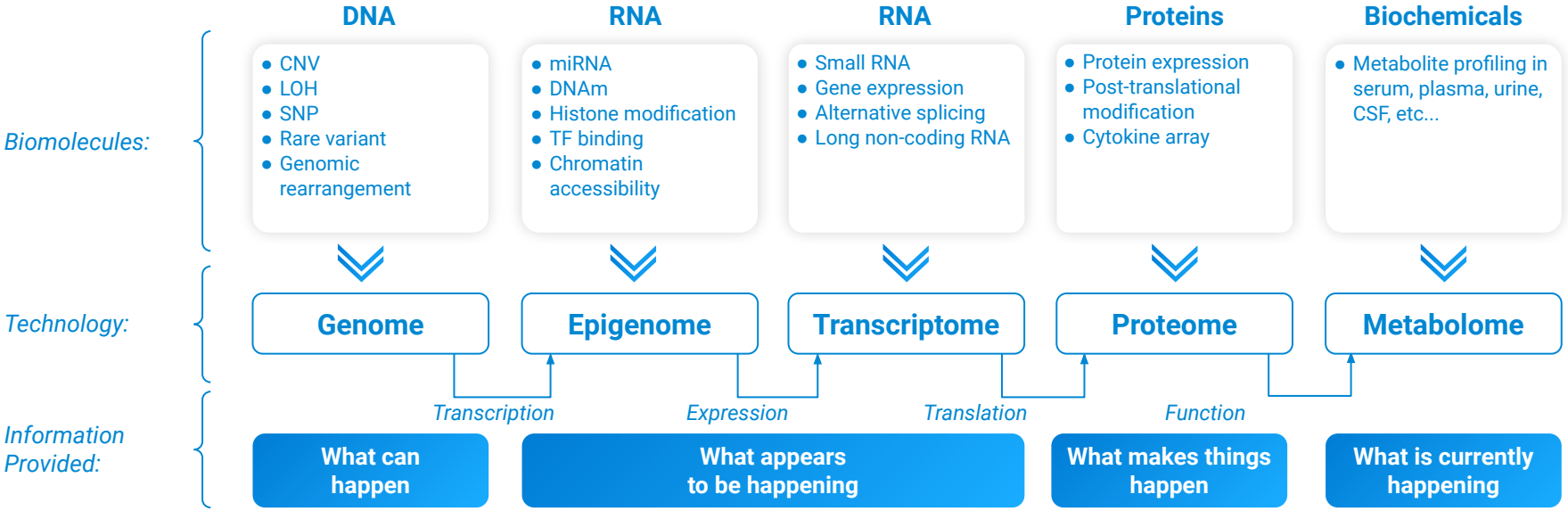
Biochemical Testing in Mobile Health Cabinet

Nowadays, there is no need to spend hours in clinics to do biomarkers testing. Just **make an appointment** with **Mobile Health Cabinet** to provide them with blood, urine, or other types of biological samples and get back to routine. The results will be available within 24-48 hours after sample collection via **email notification**. After results notification, our experts will offer a range of solutions depending on health problems or personal Longevity aims.

1 Samples collection	2 Samples storage	3 Sample transferring	4 Sample analything
Our specialists collect biological samples (blood, genetic material, urine, saliva, faecal) for biomarkers assessment in sterile conditions.	The mobile clinics have a fridge suitable for biological samples storage that will not disturb the biomarkers composition.	The transferring is done as soon as possible to local diagnostic centre. The fast transfer is vital for quality diagnostics.	Modern analyzers in diagnostic centre extract data from samples, create Digital Avatar and provide the solutions in concrete case.

Test Interpretation

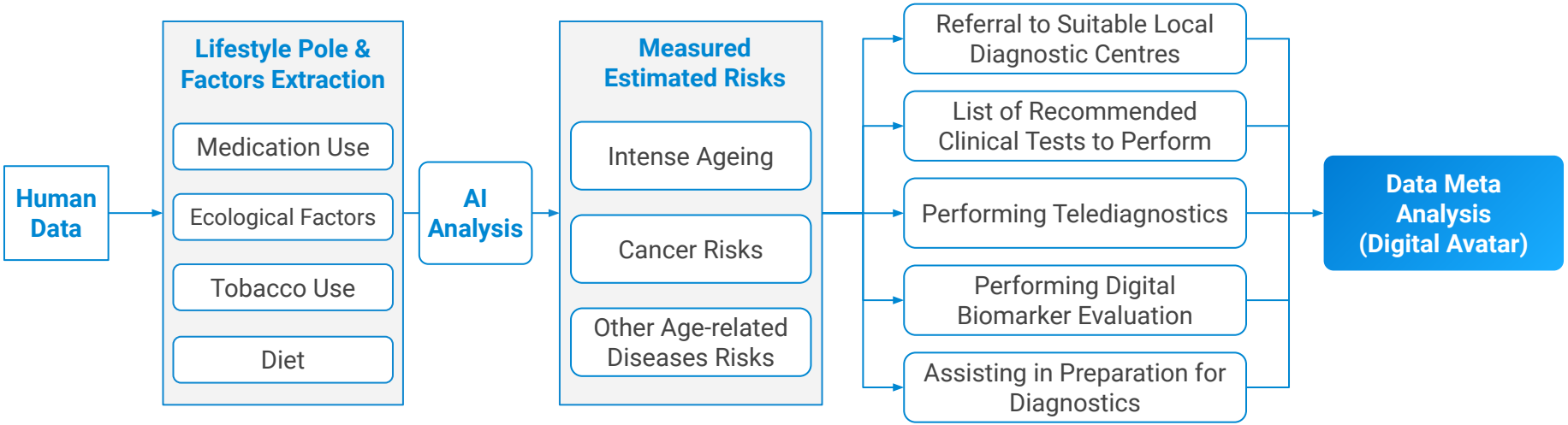
Relationship between single and multi omics data analysis



Alongside collecting basic tests like blood cell count, microbiome analysis or glucose levels measurement mobile health cabinet is capable of collecting a complex omics based tests. In combination with static diagnostic facilities and interconnected data exchange network deep insights into persons health data are possible to be extracted. Such types of offered analysis can strongly increase prevention rates of multiple diseases.

Test Interpretation

Virtual Clinic Platform is a sophisticated AI-driven online-service providing users with **deep evaluation of disease development risks** based on lifestyle factors and clinical analysis, supporting the customer on every step to develop full understanding of health status and actions which should be performed in order to improve it.



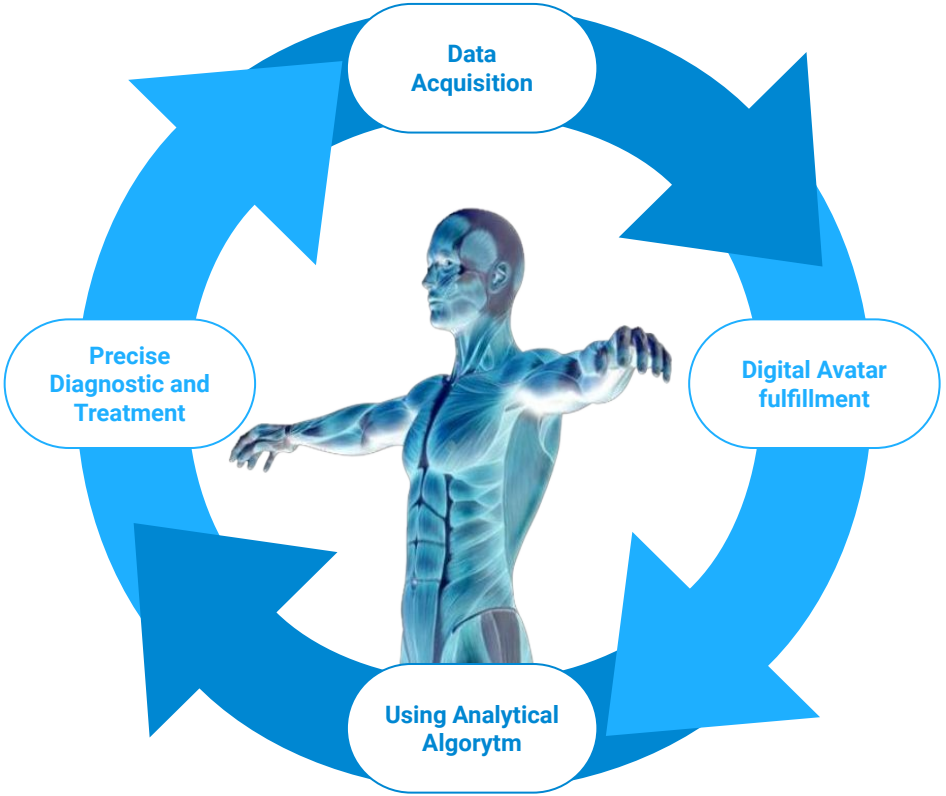
The ability to create digital avatars allows for hypothesis analysis and continuous tracking of health status changes in each individual. This opens up a wide range of possibilities for analyzing and tracking deep insights on biomarkers, ecological variables, behavioral factors, and previously undiscovered health assessment correlations. Big data generated from a large study cohort using unique analytical methodologies and objects of investigation improves prediction ability in various cases.

Biomarkers and Data Science For Digital Avatar

In order to create the most **precise Algorithm** we decided to combine top notch approaches available on the market. Fast development of **digital and Molecular Biomarkers as well as AI and Data Science in clinical ecosystem** are the main pillars toward creating the **ultimate system of health evaluation**.

The design and training of an Algorithm necessitates a **large amount of clinical and nonclinical data**, which results in the production of a completed database of individualized profiles. **Such profiles** containing the data required for health evaluation will be complete enough to be employed in **various diagnostic, therapeutic, and economical situations**.

These individualized profiles - **Digital Avatars** - represent the **future of P4 Medicine**. The **major facilities that will be involved in the construction of such a product will reopen a massive market** with many vectors of data application.

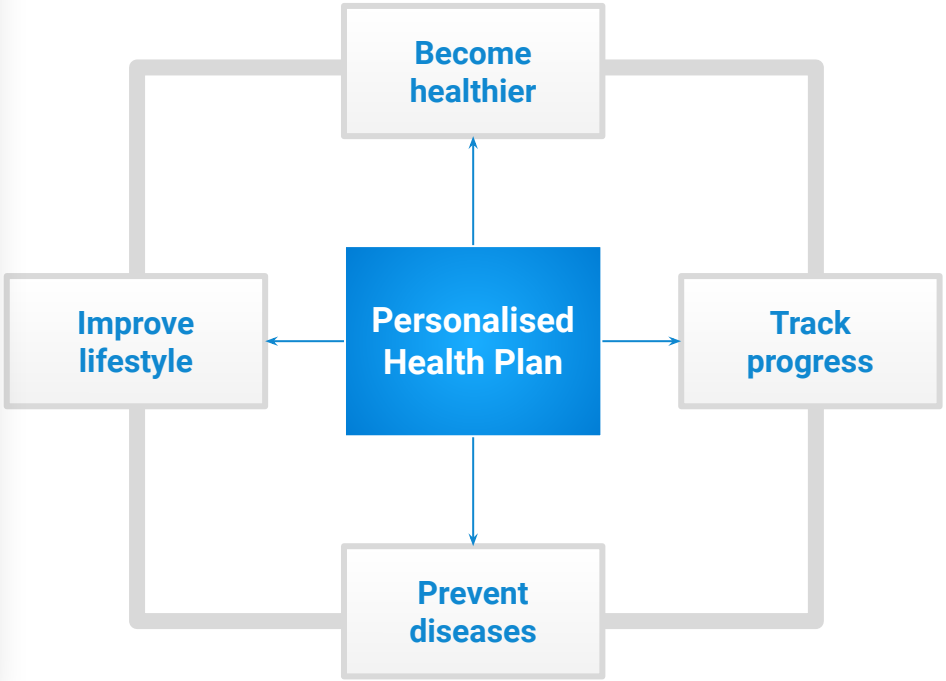


Personalised Health Plan

Personalised Health Plan includes recommendations regarding treatment, lifestyle, nutrition, sleep, exercise, stress resilience, etc. based on comprehensive assessment.

Good nutrition, exercise and other healthy behaviors may help your body heal. A good plan for healthy living may improve your quality of life. It might also lower your risk for future illnesses such as other cancers and heart disease. A healthy lifestyle may be helpful in addressing concerns such as: weakness, loss of balance, fatigue, stiff muscles and joints, weight loss or weight gain, problems sleeping, restlessness.

Longevity Guide helps do actionable steps to achieve your goals based on your unique health insights. These can be anything from losing weight to minimizing anxiety to improving the quality of your sleep.



Laboratory Qualification Policy

Many countries have different regulations regarding Mobile Laboratory Qualification Policy. In UK and Switzerland, Mobile Clinics need to be qualified in the same way as regular clinics, while others have additional requirements.

In general, the list of requirements includes:

- Certificate of registration with a phone number that is accessible 24 hours a day, 7 days a week
- A protocol for emergency follow-up treatment.
- To keep written or electronic records of provided services.
- Toilet facilities.
- Maintain a general liability insurance policy of $1,000,000.
- Provide the patient with a postoperative information packet.
- Allow handicapped access through a ramp or a lift.
- Keep a sterilizing system in place.
- A sufficient amount of drinkable water, especially hot water, is readily available.
- Staff should consist of technician, administrator, quality manager, and respectively a medical specialist with M.Sc., Ph.D. qualification and 6 years of clinical practice.
- Commitment to Good Manufacturing Practice and Good Clinical Practice to deliver a good quality of diagnostics for the patients.

Mobile Health Cabinet as a Part of Philanthropy and Impact Investing Scheme

Autonomous mobile clinics and telemedicine could enable health coverage for Moldova. In many parts of Moldova, access to quality healthcare is still unequal. This is particularly true when it comes to diagnostics. Diagnostics play a vital role in identifying and treating illness, but they are often expensive and out of reach for many people.

Philanthropy can help to close this gap by providing funding for free check-ups and diagnostic services in Mobile Health Cabinet. By making diagnostics more accessible, philanthropy can help to ensure that people in Moldova have access to quality healthcare.

By combining technology and mobility, Mobile Health Cabinet will provides support to an exposed section of the population through sustainable and flexible solutions.

Key goal is to improve access to quality healthcare for people in poverty-stricken communities, by providing them with the necessary support, resources and infrastructure vital to their livelihood.

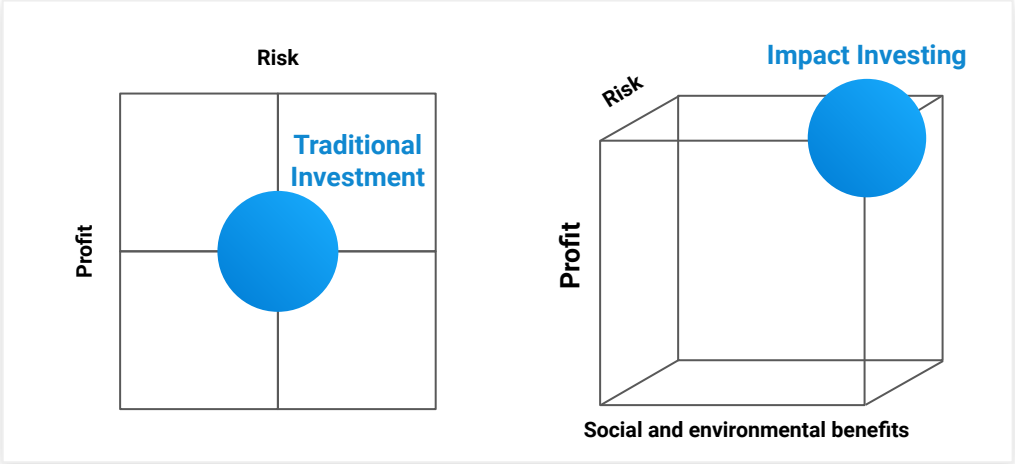
Social Impact

- People will get access to quality healthcare and diagnostics.
- Mobile Health Cabinet will help to solve this problem by bringing quality healthcare directly to people's doorstep.
- Philanthropy and free check-ups for people who cannot afford expensive medicine.
- Mobile Health Cabinet will be equipped with state-of-the-art diagnostic equipment, so that people can get the tests and treatment

Mobile Health Cabinet as a Part of Philanthropy and Impact Investing Scheme

For many years, there has been a conviction that the ideal of delivering a financial return while doing good is hard to reach, and, therefore, philanthropy cannot be integrated with investing. The growing danger of the inevitability of global problems at the same time as the growing awareness of corporations of responsibility for both financial and nonfinancial indicators has formed the direction of investment of social impact.

Investors are now increasingly moving towards an investment criteria model that adds social and environmental impacts to traditional risk and return parameters.



Market Forces ⟵ ⟶ **Deliberate Impact**

	Traditional Investment	Impact Investing	Traditional Philanthropy
Approach:	Investing into well-known and most promising assets	Sustainable influence Focus on social benefit	Selfless devotion to improving recipients' well-being
Intention:	Striving to generate financial returns	Investigating solutions with the highest social impact	The fastest and most targeted social impact that does not imply a return of the costs incurred

Sources: Global Impact Investing Network (GIIN), Rockefeller Philanthropy Advisors

Philanthropy and Impact Investing Landscape

$550B

Direct donations generated by global philanthropy in 2021

$1.75T

The value of volunteering in 2021

58%

The share of North America in the Philanthropy and Impact Investing Ecosystem

>10%

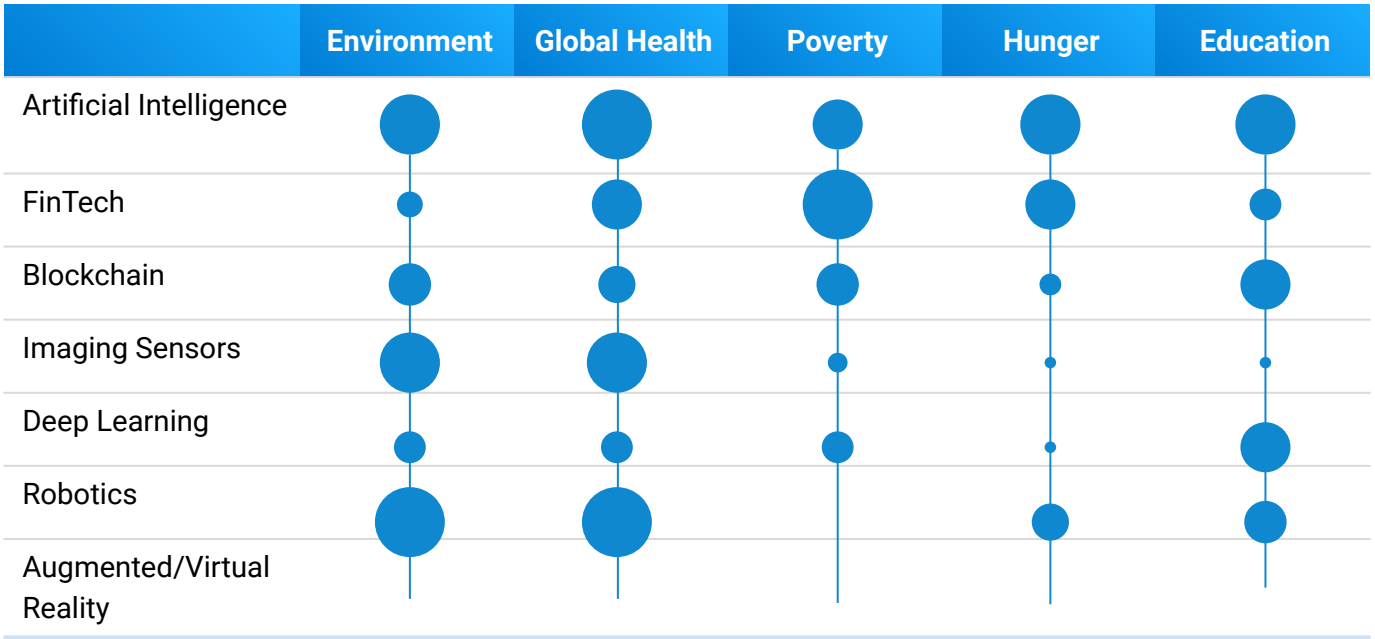
Of GDP is the value of philanthropic activity in some advanced economies

Philanthropy and Impact Investing Ecosystem Q2 2022: Main Parameters

DeepTech as an Innovative Driver in the Social Sector

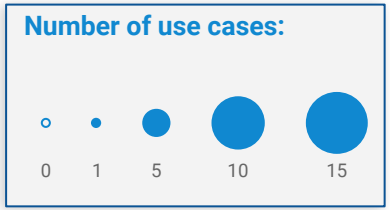
DeepTech's 'profound enabling power' has the potential to bring about real change. It harnesses cutting-edge technologies to create tangible societal shifts, and never has it been more relevant. The COVID-19 pandemic, the urgency of the climate crisis, and the rapid expansion of global populations have added strain on fragile systems, and it is these fundamentals that DeepTech is designed to address.

Frequency of Use of Deep Technologies to Solve Global Problems



This chart is constructed from a database of 220 use cases of advanced technologies aimed at solving global societal and environmental issues.

Frequency of use is an estimate of the number of applications of a given technology to one of the major global challenges.



Chapter 6
Strategy & Marketing

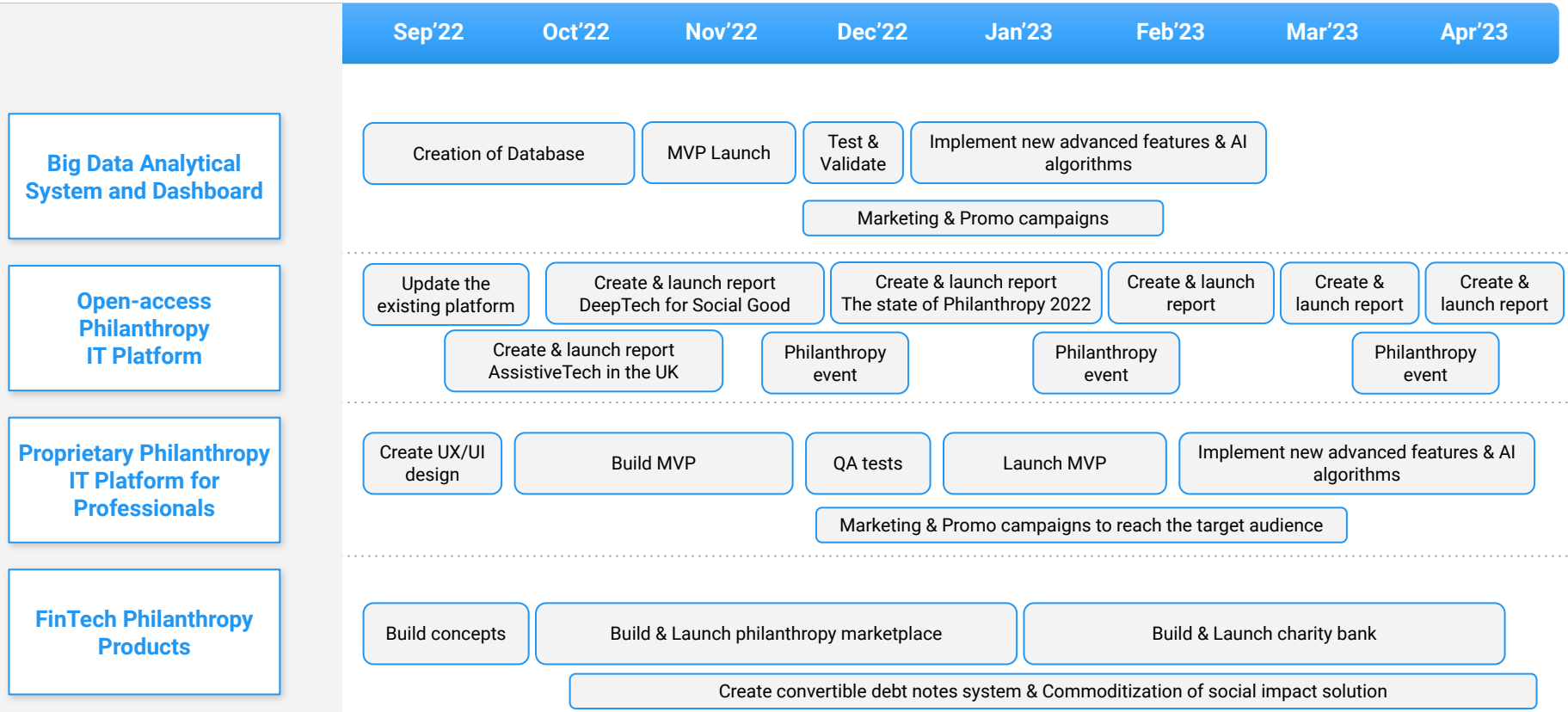
Key Milestones and Long-Term Vision

Roadmap for 2022-2023

Deep Knowledge Group Philanthropic Priorities (2021-2023)

2018-2020	2021	2022	2023
DKG is the **sponsor of the Cambridge University Longevity Society and the Oxford University Aeronautical Society,** and is actively working on dramatically increasing its budget for support of DeepTech-related university societies.	DKG is creating a **Charity Dashboard, dedicated to Africa**, which will identify African countries' problems and facilitate the support of charity organizations as a response to critical issues.	Deep Knowledge Group will **help governments of developing countries to establish digital ecosystem.** This initiative will improve health transparency of donation in these countries and determine fraud at an early stage.	Deep Knowledge Group will create **Philanthropy Big Data Analytics Platform.** A comprehensive regional analytics prepared in recent years that may be transferred into interactive and advanced visualisations on our IT platform.
Deep Knowledge Group is **investing in Longevity Banking Card** to provide individuals with integrated AgeTech-WealthTech solutions for maximizing health and wealth, and access to its Longevity product and service marketplace.			
Deep Knowledge Group is **investing in Longevity and Biomarkers companies** to facilitate accelerated Longevity Industry growth and stabilization, and the shift to a more relevant, dependable human-centered focus.	Deep Knowledge Group is open to **helping national governments create robust National Longevity Industry Strategies** to grow their Longevity Industries, economies, and transform the problem of aging population into the socioeconomic opportunity of Longevity.	**Cross-sector engagement with government, industry, academic, private-sector and public-sector stakeholders** to maximize the reach and inclusivity of the Swiss Foundation's projects and activities.	To maximize the value of each donation by ensuring that it is used transparently and for its intended purpose, **Deep Knowledge Group will create a donations tracking platform based on blockchain technology**.
Deep Knowledge Group is **supporting the activities of more than 10 analytical agencies** aim to provide the deep analytics needed to optimize DeepTech sector strategic decision making.			

Philanthropy Project Execution Roadmap



Next Steps

Activities:

- Finalize the deck
- Create a Teaser that will be presented at events (Assistive Tech House of Lords, GovTech UK Event, UAE's webinars)
- Update and regularly improve open-access IT platform www.deep-knowledge.org/
- Agree on the next report topic and webinar name and date
- Create Big Data Analytics System
- Build a sophisticated proprietary IT platform for professionals
- Build Philanthropy FinTech products

KPIs:

Milestone: 1 October - 30 November 2022

- Charity, Philanthropy and Social Impact Platform 2.0 deck
- Charity, Philanthropy and Social Impact Platform 2.0 teaser
- Quarterly reports and webinars
- Big Data Analytics Dashboard
- Proprietary IT Platform for professionals
- Create Philanthropy Marketplace
- Charity bank
- Convertible debt notes system
- Commoditization of social impact solution

Key Activities

1. Funding research to develop interventions which remediate the molecular damage underlying the diseases of ageing
2. Public outreach and advocacy for ageing research
3. Evaluating the impact of biomedical discoveries on the the economy
4. Hosting seminars and conferences
5. Encouraging young scientist to specialize in the area of biogerontology
6. Establishing strategic partnerships to galvanize progress in biomedical gerontology
7. Acting as a think tank for ageing research policy
8. Gathering analytical databases on socially meaningful subjects

Launch of MVP in the House of Lords

The House of Lords

Philanthropy project official launch event (Christmas reception)

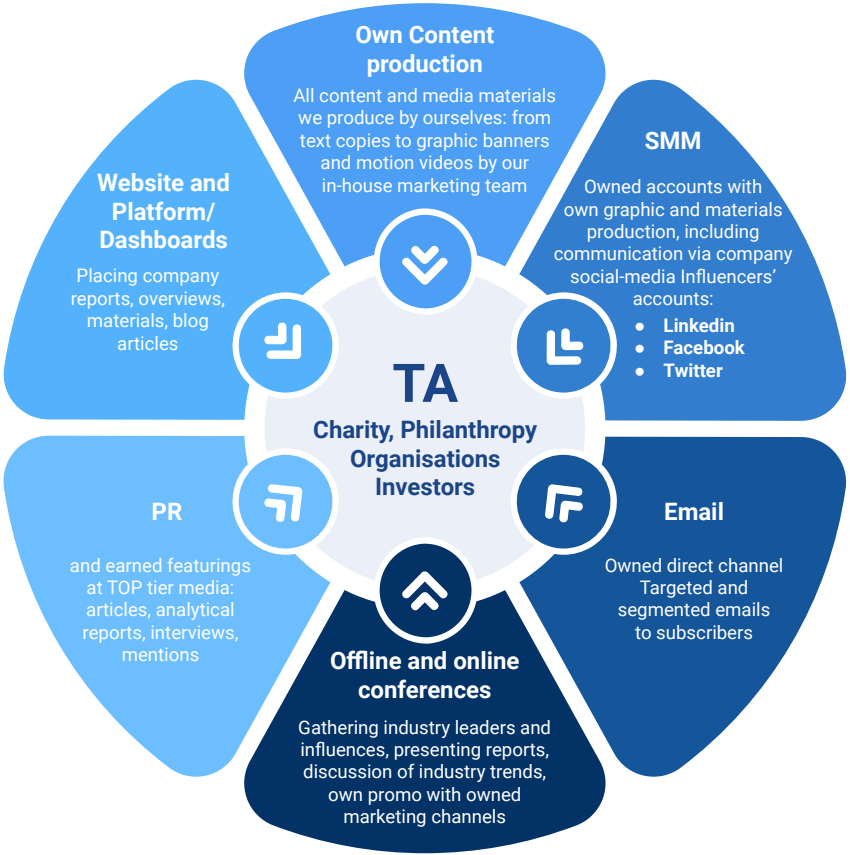
- Event dedicated to make a mass introduction of the Philanthropy FinTech Platform
- Pre-promo of InvestTech Platform and Longevity Card official launch
- Prepare the event agenda by end of October or early November
- Make attendees list (Charity and big corporations involved in Charity and Philanthropy activities, Government Bodies, Investors and other stakeholders)
- The agenda of the event should focus on:
  - The tutorial use case of the Philanthropy FinTech Platform
  - Convertible Debt Note in the Framework of Venture Philanthropy
  - The key features and benefits for Charities and Big Corporations
  - Charity Organisations Index
  - The efficiency of the Charity and Philanthropy organisations
  - Support from partner organisations
  - Prepare a profile of speakers and connect with relevant candidates

Approximate date:
16th of December

Venue:
House of Commons

Media and Marketing Standard Methods

Marketing Strategy Approach



Agile and creative

Marketing strategy is based on wide number of owned communication channels with company own content production. This lets us be more fast, creative and effective to bring product and company values, key messages, engage with audiences and keep them up-to-date with latest releases.

We constantly research markets and industries we work in, so we always try to stand out with key messages, designs, and the whole communication to be more clear and visible.

Marketing Activities

Deep Knowledge Philanthropy proposes the range of initiatives related to marketing and business development aimed at improving the competitive positions of InsurTech companies.

Proposed Business Development Services

Identification of New Business Vectors

Comprehensive overview of client's marketing activities in InsurTech Industry, finding needs that are not sufficiently met, identification of emerging niches in which the client can achieve significant competitive advantage.

Holding Joint Events

Holding online conferences, webinars and panel discussions on the most innovative topics with targeting the partners network of Deep Knowledge Philanthropy.

Screening Competitors' Marketing Initiatives

Investigation of competing companies engaged in the defined industry domains. The goal of such analysis is to identify the strong and weak points of competitors marketing strategies, approaches and applied technologies. Ultimately, it will bring insights on the adjustment to client's marketing initiatives in InsurTech Industry.

Establishment of New Partnerships

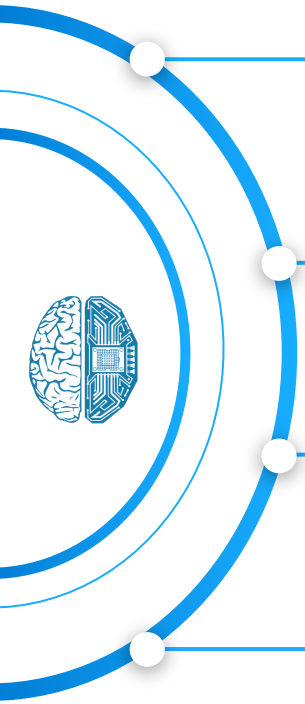
Deep Knowledge Philanthropy has been building the lasting relationships with partners and are globally recognized organizations working in the innovative market niches. This network of partners potentially can be targeted through client's business development activities.

Deep Knowledge Group

Overview

About Deep Knowledge Group

Deep Knowledge Group is a consortium of commercial and non-profit organizations active on many fronts in the realm of DeepTech and Frontier Technologies (AI, Longevity, FinTech, GovTech, InvestTech), ranging from scientific research to investment, entrepreneurship, analytics, media, philanthropy and more. Deep Knowledge Group values **knowledge above profit** - a fact that is embedded in its very brand.



Deep Knowledge Group's **analytical subsidiaries** are world leaders in analytics for DeepTech industries

- DEEP KNOWLEDGE ANALYTICS
- AGING ANALYTICS AGENCY
- DEEP PHARMA INTELLIGENCE
- SpaceTech Analytics
- FemTech Analytics
- INNOVATION EYE
- NeuroTech Analytics
- DEEP KNOWLEDGE ANALYTICS *GOVTECH DIVISION*
- InvestTech Advanced Solutions
- COVID-19 ANALYTICS

Deep Knowledge Group runs several data-driven **investments vehicles**

- DEEP KNOWLEDGE VENTURES
- LONGEVITY CAPITAL
- Longevity Financial Advisors
- LONGEVITY CARD

Deep Knowledge Philanthropy is the proud sponsor of several **top-tier university societies**

- Oxford Society of Ageing and Longevity
- USAIS — University of Southampton AI Society
- AER OX
- OSBE — Oxford Sustainable Business And Entrepreneurship Society
- Oxford University Pharmacology Society — EST. 2018

Deep Knowledge Group Venture Philanthropy pioneers several infrastructural **social impact projects**

- DEEP KNOWLEDGE PHILANTHROPY
- LONGEVITY INTERNATIONAL
- Swiss Longevity Valley
- Biogerontology Research Foundation — Prevent. Restore. Preserve.
- LONGEVITY CHARITY

Deep Knowledge Group: Analytical Subsidiaries

Deep Knowledge Group has a wide range of analytical subsidiaries with different focuses that produce special analytical case-studies and IT-platforms on a variety of subjects. The international consortium provides industry analytics on the topics of Longevity, Precision Preventive Medicine and Economics of Aging, and the convergence of technologies such as AI, Blockchain, Digital Health and their impact on the healthcare industry, AI in Drug Discovery, Pharma and Advanced Healthcare, GovTech analytics for different countries, NeuroTech industry analytics, etc.

About Deep Knowledge Group

Deep Knowledge Group's **Analytical** and **Non-Profit Activities** are powerful tools for extremely efficient and productive engagement with Governments, Progressive Top-Tier Corporations, Industry Influencers, Journalists and a wide range of other strategically relevant personalities and organizations.

Using sophisticated multi-dimensional, data-driven analytical frameworks and algorithmic methods that combine hundreds of specially-designed and specifically-weighted metrics and parameters to deliver deep industry analysis, pragmatic forecasting and tangible industry benchmarking, Deep Knowledge Group specializes in producing and utilizing advanced analytics on frontier technologies and the convergence of deep science and technological megatrends of equal complexity as the industries and domains they are applied to.

Major areas of interest include	Major short-term interests include
AI, Precision Medicine, Longevity, Blockchain and InvestTech.	AI and DeepTech, with a long term strategic focus on Longevity and Precision Health.

Deep Knowledge Group's long term ambition is as follows:

- Provide evidence and recommendations on the development and socially-inclusive distribution of the 'Longevity Dividend' for global society;
- Act as the coordinating hub for international development and distribution of the 'Longevity Dividend', encompassing Asia, Africa, North & South America, Middle East and Europe (including Israel);
- Become the leading global hub for entrepreneurship, scientific and knowledge exchange and policy development to democratise access to the 'Longevity Dividend' worldwide - addressing scientific research, health technology, social impact of aging (including workforce), the emergence of Healthy Longevity as new national asset class, and professional education & lifelong learning arising from the 100+ year life.

Deep Knowledge Group's Media Presence

FT FINANCIAL TIMES

"The One Billion Retired People Globally are a Multi-Trillion Dollar Opportunity for Business" said Dmitry Kaminskiy. He called on the government to prioritise the development of artificial intelligence in the field of ageing research and preventive medicine, and bring the financial and longevity industries together." Financial Times

INSIDER

"The notion that health, rather than wealth, is the most valuable asset class, will see the ascendance of regions that promote both individual and institutional migration and relocation on the basis of prioritizing well-being, rather than capital," Dmitry Kaminskiy, cofounder of Deep Knowledge Group, said. Business Insider

THE NEWECONOMY MEDIA COVERAGE

Assistive technology, or 'agetech', is one way that older people can gain greater independence. Agetech can also include financial products and services optimised for older users. 'Today, most fintech banks are aimed at younger people using smartphones,' Dmitry Kaminskiy told The New Economy. 'A lot of venture investors, angel investors and big financial institutions will recognise the opportunity of the market, and they will start to invest in it.'" New Economy

Forbes

Venture capitalist Dmitry Kaminskiy thinks he has what it takes to lengthen people's life spans: a million-dollar prize, which he will award to the first person to beat the current longevity record and reach his or her 123rd birthday....Dmitry Kaminskiy wants to motivate people to live longer. Image via Dmitry Kaminskiy.
The goal of the prize is twofold: to get the public interested in longevity research and to motivate people to live longer lives. Forbes

Forbes

"Dmitry Kaminskiy, Managing Partner of Deep Knowledge Group, said: 'Artificial Intelligence is helping researchers analyze gigantic datasets to forecast the spread of the virus, to provide an early warning system for future pandemics and to identify vulnerable populations needing help. It has also accelerated the pace with which we are identifying many promising vaccines and treatments.'" Forbes

H&P

"Dmitry Kaminskiy agrees and points out that as the 'health as the new wealth' paradigm gains prominence among the global investment community, along with the notion that health, rather than wealth, is the most valuable asset class, we will see the ascendance of regions that promote both individual and institutional migration and relocation on the basis of prioritizing well-being, rather than capital." Henley & Partners

Deep Knowledge Group's Contributors and Partners

Henley & Partners www.henleyglobal.com	IT-GRAD www.it-grad.ru	RIBER www.proyectomilenio.org/es/web/guest/riber	London Longevity Society www.m.facebook.com/London-Longevity-Society	DEPARTMENT OF HEALTH www.doh.gov.ae	MIDAS www.investinmanchester.com	GREENGAGE www.greengage.co
Oxford Society Of Ageing and Longevity www.ageingandlongevity.com	CAMBRIDGE UNIVERSITY LONGEVITY SOCIETY www.facebook.com/CamULSoc	hype 50+ www.hype50mais.com.br	The Millennium Project www.millennium-project.org	World Future Society Capítulo Mexicano, A.C. www.wfsmexico.org	Global AI Hub www.globalaihub.com	INTERNATIONAL LONGEVITY ALLIANCE www.longevityalliance.org
Kitalys Institute www.kitalys.org	MOIP MOSCOW SOCIETY OF NATURALISTS www.moip.msu.ru	Canadian Longevity Association www.canadianlongevity.ca	Aging Intervention Foundation www.aginginterventionfoundation.org	Gerontology Research Group www.grg.org	Sociedad Mundial del Futuro Venezuela www.futurovenezuela.org	BIG INNOVATION CENTRE www.biginnovationcentre.com
GovMind www.govmind.tech	#ADD Agence de Développement du Digital www.add.gov.ma	Win Solutions, France www.winsolutions.fr	SDAIA Saudi Data & AI Authority www.sdaia.gov.sa	Vetek (Seniority) - the Movement for Longevity and Quality of Life www.longevityisrael.org	01GOV FUTURE NOW www.01gov.com	egovernment schweiz·suisse·svizzera www.egovernment.ch

Deep Knowledge Group: Conferences and Webinars

Deep Knowledge Group regularly organises open-access, free-of-charge conferences and webinars on DeepTech topics of interest including AI, Longevity, Space Medicine, Biotech, Drug Discovery, etc. Deep Knowledge Group was also a strategic and supporting partner of the inaugural **International Longevity Policy and Governance Summit**, held by the UK All-Party Parliamentary Group for Longevity Secretariat at King's College, London, as well as the **2nd Annual International Longevity Policy and Governance Summit**.

The conference gathered professionals from FemTech Analytics, invited Founders & CEOs of FemTech companies, healthcare innovators, investors and hubs to share insights of cutting-edge technologies of the FemTech market.

Practical Applications of Mitochondria Research for Human Longevity and Space Medicine was a virtual conference on the topic of the role of mitochondria in practical human longevity and scientific approaches to women for extending longevity.

The AI-driven Evolution of Pharma/Biotech Industry to Meet Global Challenges: Tackling COVID-19 focused on trends and applications of AI in the pharmaceutical research, biotech, and healthcare tech, and specifically on tackling the coronavirus pandemic.

Conferences
Webinars
Summits
Forums

DEEP KNOWLEDGE GROUP

Artificial Intelligence
Blockchain
Longevity
Governance

Deep Knowledge Group: Longevity Policy and Governance Initiatives

Metabesity and Longevity: USA Special Case Study. Joint Project with Targeting Metabesity 2019 Conference in Washington. Policy Proposal to the US Congress.

Link to the Case Study here

appg | longevity

PROPOSAL

Proposal to the UK All Party Parliamentary Group on Longevity: “National Strategy for Five More Years of Healthy Life Expectancy in the UK.

Link to the Proposal here

WORLD HEALTH ORGANIZATION

PROPOSAL

Response to the World Health Organization's "Decade of Healthy Aging: 2020 – 2030 Draft Zero Action Plan".

Link to the Response here

Proposal to the UK House of Lords Science and Technology Committee's “Ageing: Science, Technology and Healthy Living” Evidence Inquiry.

Link to the Proposal here

Donations and Investments of Deep Knowledge Group

Deep Knowledge Group continually supports companies, startups, and projects aligned with one of our key strategic goals: leveraging the transformative and democratizing power of knowledge and technology to transform the problem of aging into the opportunity for Longevity, and the addition of extra Health-Adjusted Life Expectancy (HALE) and Quality-Adjusted Life Years (QALY) for global humanity. In addition, we believe that the social impact from our donations and investments are even more critical than financial return. Pursuing these values in 2021, we are:

Helping Governmental Organisations create National Longevity Industry Strategies to transform the problem of aging population into the socioeconomic opportunity of Longevity.

Supporting Oxford and Cambridge University Longevity Societies to educate new generations on professional prospects in Longevity

Supporting the activities of 10+ analytical agencies to develop relevant research and sophisticated Longevity industry analytics

Investing in Longevity Biomarkers companies to facilitate accelerated Longevity Industry development, growth and stability

Proposition Summary to Philanthropy End-to-End Platform Solution 2.0

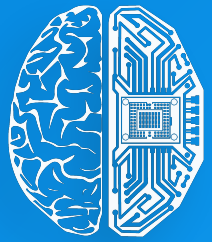
The implementation of Philanthropy End-to-End Platform Solution 2.0 is set to be finalised by the end of 2022.
To this end, **the auction is planned be made in Q1 2023 among the potential partners, namely leading charity organisations, which would be** interested in leveraging the End-to-End Platform outlined in the current document.

The project is subject to the sale to the partnering organization with the opportunity to purchase a 51% stake. Additionally, 50% of all obtained by DKG capital will be allocated to the further development, refinement, and adjustment to the defined business goals and other relevant specifics of the partner and overall maintenance of the project for the next 5 years.

The ultimate goal of post-purchase platform development is to strengthen the competitive positions of the partners we form collaborative relationships with within the philanthropy sector, further refining the practical outcomes of the Philanthropy Platform Solution.

The purchase of a 51% stake in the Philanthropy Industry End-to-End Platform Solution will secure the market dominance of the purchaser within the Philanthropy Industry and their capacity to achieve unparalleled competitive advantages, while also leveraging substantial brand development benefits by highlighting their commitment to the design, development, and implementation of most innovative technologies and approaches in the philanthropy

Strictly Confidential



Deep Knowledge Philanthropy

www.deep-knowledge.org
info@deep-knowledge.org

Disclaimer

The information and opinions in this report were prepared by Deep Knowledge Philanthropy of Deep Knowledge Group (DKG). The information herein is believed by Deep Knowledge Philanthropy to be reliable but Deep Knowledge Philanthropy makes no representation as to the accuracy or completeness of such information. There is no guarantee that the views and opinions expressed in this communication will come to pass. Deep Knowledge Philanthropy may provide, may have provided or may seek to provide advisory services to one or more companies mentioned herein. In addition, employees of Deep Knowledge Philanthropy may have purchased or may purchase securities in one or more companies mentioned in this report. Opinions, estimates and analyses in this report constitute the current judgment of the author as of the date of this report. They do not necessarily reflect the opinions of Deep Knowledge Philanthropy and are subject to change without notice. Deep Knowledge Philanthropy has no obligation to update, modify or amend this report or to otherwise notify a reader thereof in the event that any matter stated herein, or any opinion, estimate, forecast or analysis set forth herein, changes or subsequently becomes inaccurate. This report is provided for informational purposes only. It is not to be construed as an offer to buy or sell or a solicitation of an offer to buy or sell any financial instruments or to participate in any particular trading strategy in any jurisdiction.