

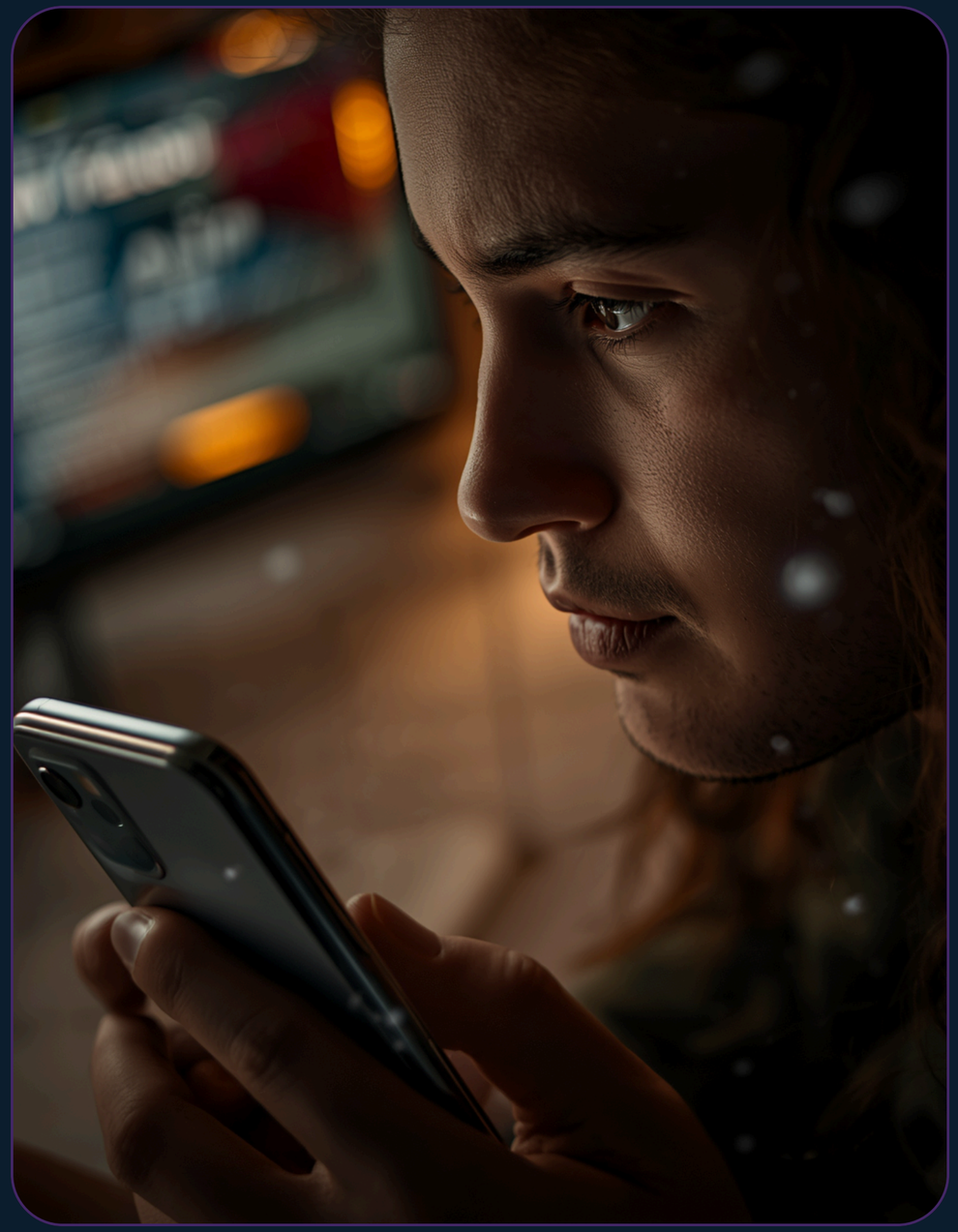
October 2026 | US$25,000 pre-seed

WhatsApp-first giving. Trust built in.

AURA: Human Generosity, Amplified

The Challenge of Asking

Navigating the complexities of fundraising creates **stress and confusion** for both fundraisers and donors, complicating genuine connections.



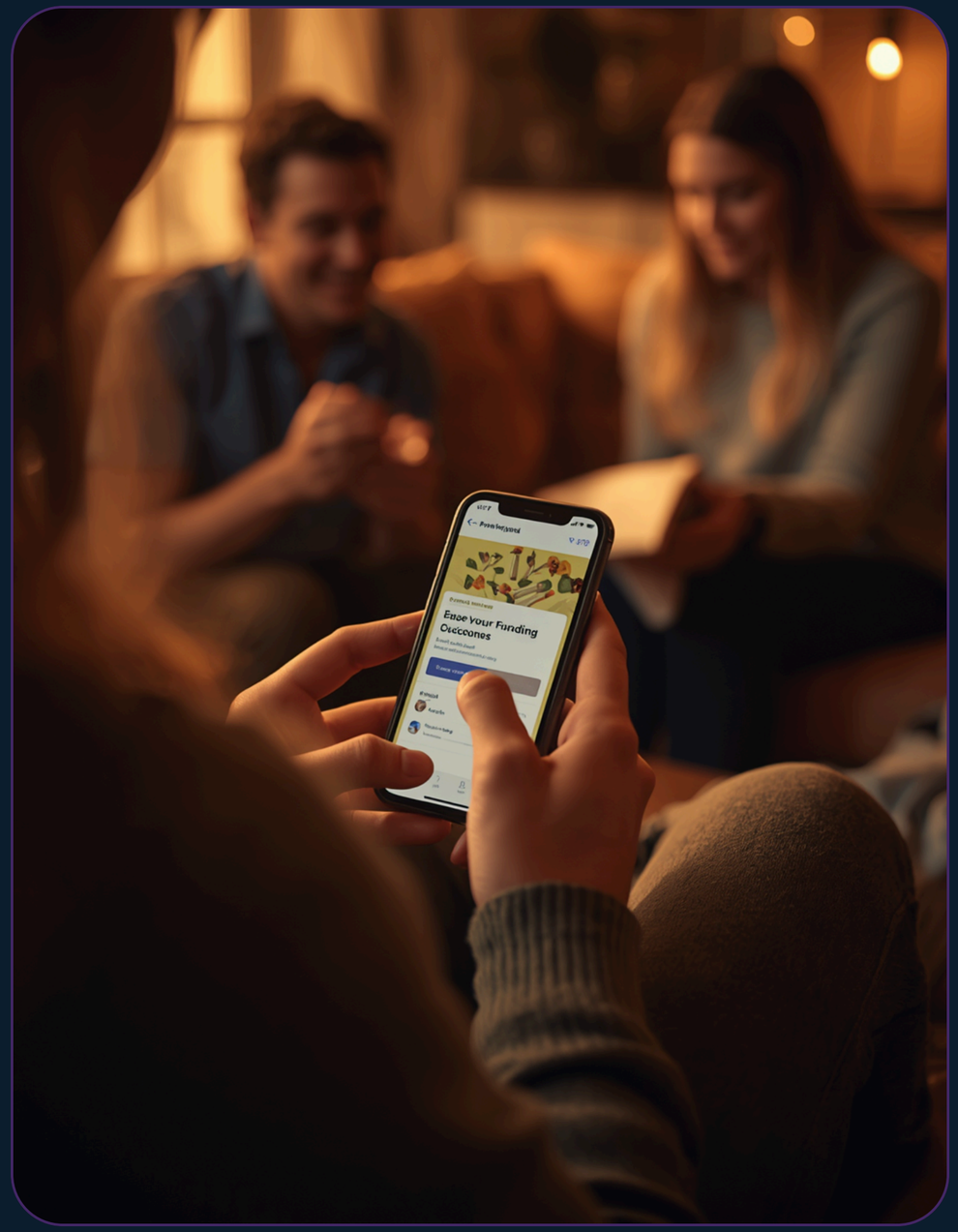
The Generosity Economy

Millions rely on informal fundraising; AURA digitizes this behavior, transforming everyday generosity into a scalable solution for Africa.



The AURA Experience

AURA aims to turn a WhatsApp conversation into a structured campaign, with evidence review and approved donor checkout before launch.



How AURA Works

Understanding the journey from need to donation

Identify Needs

AURA starts by **understanding the user's** need for assistance, ensuring that the urgency and details are clearly communicated through natural conversation.

Structure Campaigns

The platform then helps to **structure the fundraising campaign** by organizing the narrative, ensuring clarity, and leveraging media inputs like voice notes and images.

Build Trust

Proposed trust layers combine identity checks, evidence signals and human review. No campaign is automatically guaranteed genuine.

Trust as a Moat

Building confidence through evidence and verification

Person

Identity checks establish who is raising funds, subject to an approved provider. Identity alone cannot establish the truth of a claim.

Claim

Claims are reviewed against supporting documents and context. Uncertain or sensitive cases are escalated to people, not decided by AI alone.

Evidence

Planned OCR, duplicate checks and media signals support review. Altered metadata and synthetic files are risks; no automated check proves authenticity.

Competitive Advantages of AURA

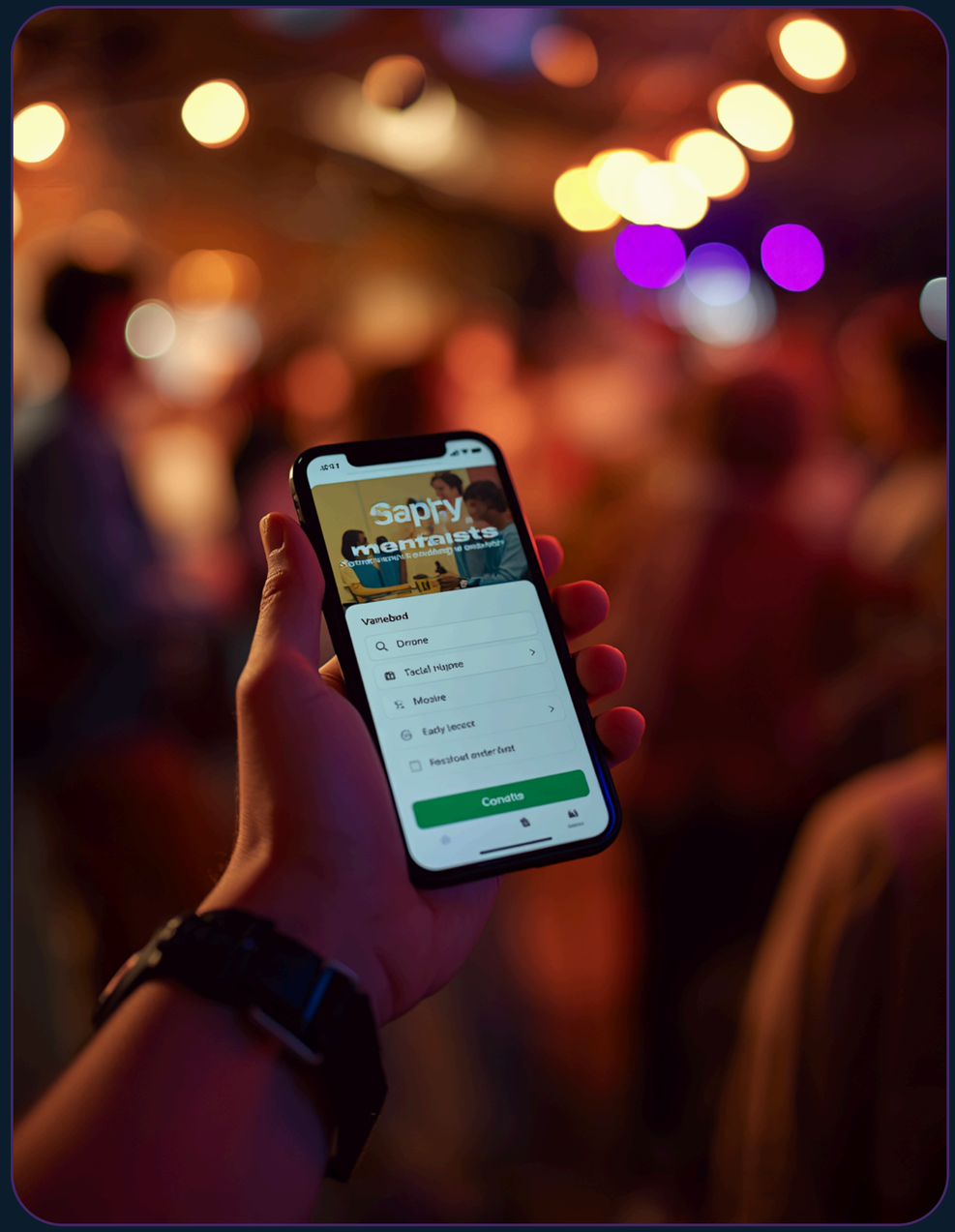
- WhatsApp-first campaign intake
- AI-assisted drafting with guardrails
- Identity, claim, evidence and payment controls
- Human review for higher-risk cases
- Africa-first donation journeys

Challenges in Current Landscape

- Fragmented fundraising platforms
- Lack of trust mechanisms
- Difficulty in campaign visibility
- High donor churn rates
- Inadequate support for local causes

Business Model

Proposed model: modest fees on successful donations, with optional partner services later. Pricing, margins and payment flows remain subject to legal and provider approval.



12-Month Milestones

0–3: legal/provider diligence + MVP. 4–6: trust operations + pilot setup. 7–9: controlled testing if approved. 10–12: evaluate safety, usage and costs.



Go-to-Market Strategy

Pre-pilot today: no live donors, donations, revenue, licences or payment partnerships claimed. Nigeria-first invite-only pilot follows legal and provider clearance.



Pre-seed funding requested

US$25,000

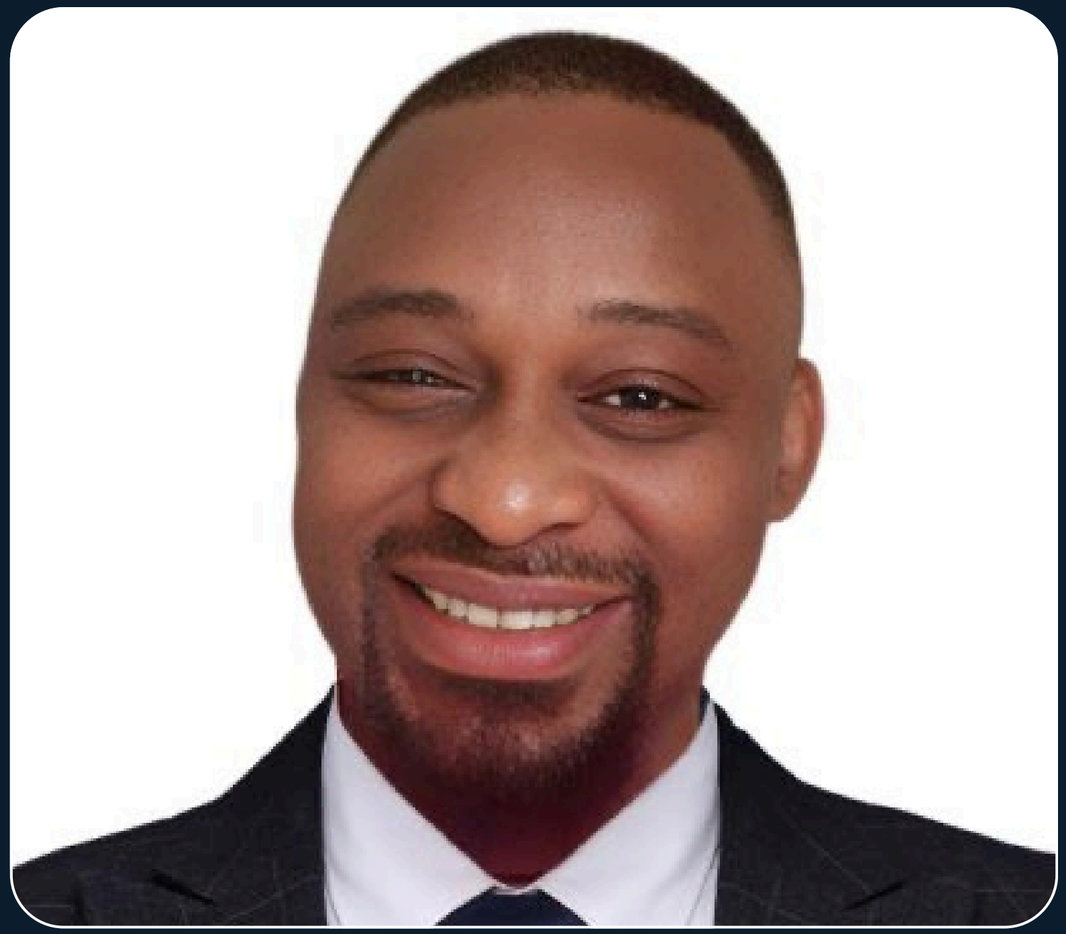
Proposed: legal/provider $5k · trust ops $4k · AI/cloud $3.5k · payment testing $3k.

Pilot and execution plan

12 months

Proposed: pilot/support $4.5k · research $2.5k · QA/contingency $2.5k. Founder contributes engineering.

Founder: Osagie Bernard Ebhuomhan



Experienced Tech Entrepreneur and Innovator

Founder & Lead Engineer | Cactus Digital Media

The AURA Investment Case

Pre-pilot | US$25,000 to test trustworthy giving

