



Executive Summary

Vision Statement: Eradicating Preventable Diseases.

Mission Statement: We partner with businesses to help consumers contribute to the vaccination of the world.

Every year, approximately 2 million children die from a disease that could be prevented with a vaccination. Gavi, the Vaccine Alliance, is financially supported by more than 39 governments to run vaccination programs that have already immunized almost 1 billion children in the last 20 years. However, securing funding for these operations and decreasing the infant mortality rate in low-income countries remain constant challenges. LinkVax aims to leverage discretionary spending to boost Gavi's capacity to provide vaccinations.

LinkVax intends to develop a recognizable and socially responsible network of local businesses. Our network members would have access to our array of promotional materials including our Logo, door decals, and infographics in addition to gaining exposure through our SEO website, YouTube channel, and social media accounts. Research has shown that Millennials and Generation Z, when given the opportunity, will preferentially spend money at businesses attached to a social cause. By accessing our network, businesses will be able to market themselves as socially responsible and gain access to a wider customer-base. In exchange, our network partners would contribute a small percentage of their revenues to LinkVax. Based on the success of 1% For the Planet, which operates on a similar business model, we believe that 1% revenue contributions are reasonable. We are targeting local businesses in foodservice, grocery, cleaning, and rideshare industries.

To accomplish these objectives, LinkVax would require an initial capital investment to pay our operating expenses until our network has grown such that we could cover our overhead while still maintaining a 90% pass through rate to Gavi. We project that LinkVax would be fully self-sustainable after five years of operating on a lean business model consisting of two employees. Based on network growth projections and the costs of common vaccines, by the end of year five, LinkVax would be funding the vaccination of 440 children every day.

As a fundraising organization, transparency is incredibly important to LinkVax. We plan to develop a trustworthy organizational identity by earning a 501(c)(3) Non-Profit status with the IRS, maintaining public records of all organizational transactions, providing receipts for all revenue contributions, and monitoring Gavi's 5-year economic report as well as the number of vaccines administered.

LinkVax aims to become a nimble fundraising organization that acts as a booster shot for Gavi's capacity by tapping into the discretionary spending of consumers. By helping local businesses present themselves as socially responsible and garner additional profits, we provide a benefit not only to local communities in the US, but also around the globe. LinkVax strives to create a world in which no child dies from an infectious disease that could be prevented with an existing vaccine.