

\$3.5M Seed · Foundation-first GTM

A speaker-ready outline for a 14-slide seed deck. Each slide has a headline, key content, and the proof it must land.

01 · Title

SWARMGOOD — the AI operating system for the impact economy.

Founder, contact, round size (\$3.5M Seed), one-line thesis.

02 · Problem

\$600B in annual giving still runs on PDFs and email.

Nonprofit workflow time cost. Foundation portfolio blindness. Discovery gap for overlooked but credible orgs.

03 · Insight

Funding workflows are software workflows.

Reframe: the bottleneck isn't capital, it's coordination. Agents can orchestrate discovery→draft→evidence→report.

04 · Product

A coordinated team of AI agents with a human approval gate.

Eight named agents. Two signature scores (Impact Confidence, Relationship Gap). Evidence-first, audited outputs.

05 · How it works

Foundation onboards a cohort → grantees strengthen in weeks, not years.

Cohort walkthrough: discovery → draft → evidence → submit → report. Screenshot of MVP dashboard.

06 · Traction

12 foundations in pilot pipeline. 240 grantees reachable now.

Letters of interest. Pilot hours saved. Impact Confidence averages. Testimonials.

07 · Market

TAM \$5B+ · SAM \$1.35B · Beachhead \$600M.

US giving \$557B. 1.8M nonprofits. 12k mid/large foundations × \$50k ACV = \$600M SAM.

08 · GTM

Foundation-first distribution. One contract = 50–200 grantees.

Warm-intro sales via program officer networks. 60–90 day cycle. Capacity-building budget line.

09 · Flywheel

Distribution compounds through cohorts.

Foundation sponsors → grantees onboard → workflow data → funders see ROI → foundations renew and refer.

10 · Business model

3 revenue streams. 70%+ gross margin at scale.

Cohort licenses (\$25k–\$150k). Portfolio intelligence. Impact data infrastructure. 7x LTV/CAC target.

11 · Competition

Databases, intake portals, and blank-page LLMs.

Instrumentl (search only). Submittable (funder-side). ChatGPT (no context). Consultants (don't scale).

12 · Moat

Workflow data + evidence graph + foundation distribution.

Signature scores, vertical templates, agent orchestration, founder credibility, ethical trust layer.

13 · Team

Founder-market fit. 15+ years living the grantee workflow.

Shaun Tai + BRIDGEGOOD track record. Advisor bench: foundations, AI safety, B2B GTM.

14 · The Ask

\$3.5M Seed to win the foundation beachhead.

Use of funds. 18-month milestones. Series A readiness criteria. Call to action.

What we watch, and how we de-risk it.

Foundation sales cycles

Risk. Long, relational, budget-cycle bound.

Mitigation. Sell capacity-building — an existing budget line. Warm-intro pipeline via program officer network. Cohort model amortizes CAC across 50–200 grantees.

Grantee trust in AI

Risk. Community skepticism of extractive tech; risk of over-claim.

Mitigation. Human approval gate on every output. Evidence-first design. No data training/selling. Founder credibility. Ethical trust layer surfaces model behavior.

LLM commoditization

Risk. Foundational models converge on price and quality.

Mitigation. Moat lives in workflow data, evidence graph, foundation distribution, signature scores, and vertical templates — not the base model.

Regulatory & compliance

Risk. PII exposure, funder data norms, cross-border considerations.

Mitigation. SOC 2 Type II roadmap. Data isolation per foundation tenant. DPA + BAA-ready. No model training on customer data. Role-based permissions and audit logs.

Reputational risk from a bad grant

Risk. One fabricated claim in a proposal could damage a grantee.

Mitigation. Evidence Auditor blocks unsupported claims. Human sign-off before submission. Signed attestation from grantee lead. Insurance carrier under evaluation.

Concentration risk (large foundations)

Risk. Early ARR could depend on a few anchor funders.

Mitigation. Multi-foundation cohort strategy. Direct-nonprofit tier as second channel. CSR expansion adds independent buyer pool by year 2.