

Monica Da Ponte

Strive

Intro:

Strive uses peer to peer workshops to build financial capacity, agency, and resiliency for individuals and families at financial transition points, and those struggling but not in crisis. We will additionally use the learning from users to identify and advocate for other systemic solutions over time.

Model:

We are piloting two models: small scale open workshops of up to 20 individuals paid for by either individual through drop ins or hosting organizations, and large scale closed workshops of up to 60 individuals paid for through workshop fees.

Work to Date and Traction:

Interviewed and prototyped with 50 individuals, receiving positive feedback on the value of peer to peer engagement in building capacity, expanding knowledge, encouraging action and in reducing stress associated with finances. Four large and small group pilots scheduled or in discussion between now and March 2017.

Next milestones:

- In 6 months, launch web presence and secure partnerships for at least 6 further pilots.
- In 12 months, run 10 pilots with a minimum of 250 individuals, testing both types of model and assumptions about price points for both individuals and potential organizational hosts.
- In 24 months, grow model to improve financial resiliency, agency and capacity in 5000 individuals.

The Ask:

We are seeking funding and partnerships to continue testing our business and impact model through 10 pilots by fall 2017, followed by a larger launch. We also need to build our website and brand presence.

- Each workshop costs \$6,000, so we are looking for \$60,000 through a mix of grants and/or paying workshop hosts
- \$5,000 in cash or in kind support to create our web presence.
- Please get in touch if financial resiliency fits your philanthropic, organizational or community service objectives, or if you can connect us to potential partners.

More information?

See [linked slide deck](#) and [contact Monica Da Ponte](#)