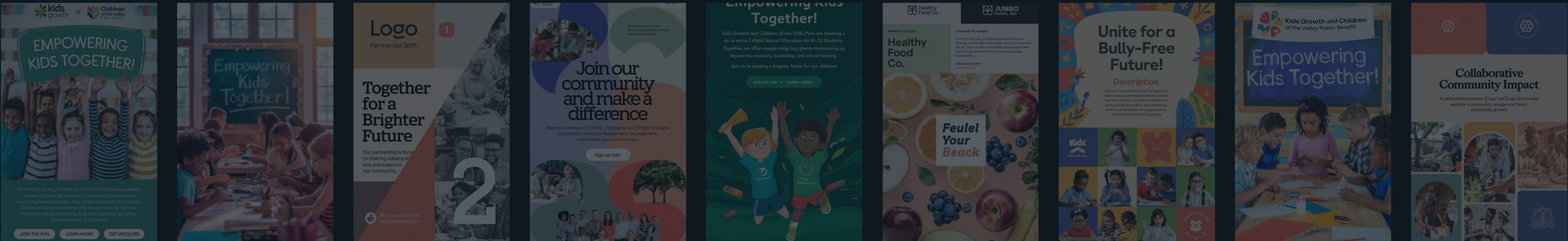




CauseConnect

Social Cause AdTech Innovation

Powering Partnerships, Amplifying Impact.



W UNIVERSITY of WASHINGTON

GLOBAL INNOVATION EXCHANGE **X**

amazon ads

Mentor:
Pawan Gupta

Shunxi Wu : MSTI, March 2025
Liu Yang : MSTI, March 2025
Yuetong Lu : MSTI, March 2025
Yuyang Qi : MSTI, March 2025

WHAT IS A CO-BRANDED CAUSE MARKETING CAMPAIGN?



Coca-Cola in partnership with the **World Wildlife Fund (WWF)**, help Arctic Home raised nearly 2 million dollars in 5 months for polar bear conservation, while with a 69% increase in favorable opinions of Coca-cola.



Miracle Balloon - Guests visiting participating Dairy Queen locations can purchase a paper Miracle Balloon to publicly pledge support and get either \$3 or \$5 in discount coupons good for food or drink on your next visit.

MARKET ANALYSIS

\$155B → **\$400B**
2021 2027

Global Programmatic Advertising Market

\$20B → **\$52B?**
2021 2027

Global Casue-
Marketing Market

Global Casue-
Marketing Market

PROBLEM STATEMENT

Nonprofits organizations, often lack the human resources and time to search for the right partnerships.

For-profit organizations, take times to find scalable, high-quality, and mission-aligned partnerships to drive impactful cause marketing initiatives.

Nonprofits

Paid social media advertising has seen a dramatic **102%** increase in investment by nonprofits.

Digital advertising investment is growing, with overall nonprofit ad spending increasing by **12%**.

For-profits

79% of consumers prefer brands committed to addressing social and environmental issues

75% of consumers remain loyal to brands that demonstrate CSR commitments.

ABOUT CAUSECONNECT

OUR MISSION

To create a collaborative platform that effectively connects nonprofits and for-profit companies with aligned goal.

6+

MONTHS IN INNOVATION

3+

ROUNDS OF ITERATIONS

100+

PROTOTYPES PAGES

30+

SME INTERVIEWS



“The project centers around cause marketing, enabling social organizations to collaborate with advertisers.”

Pawan Gupta

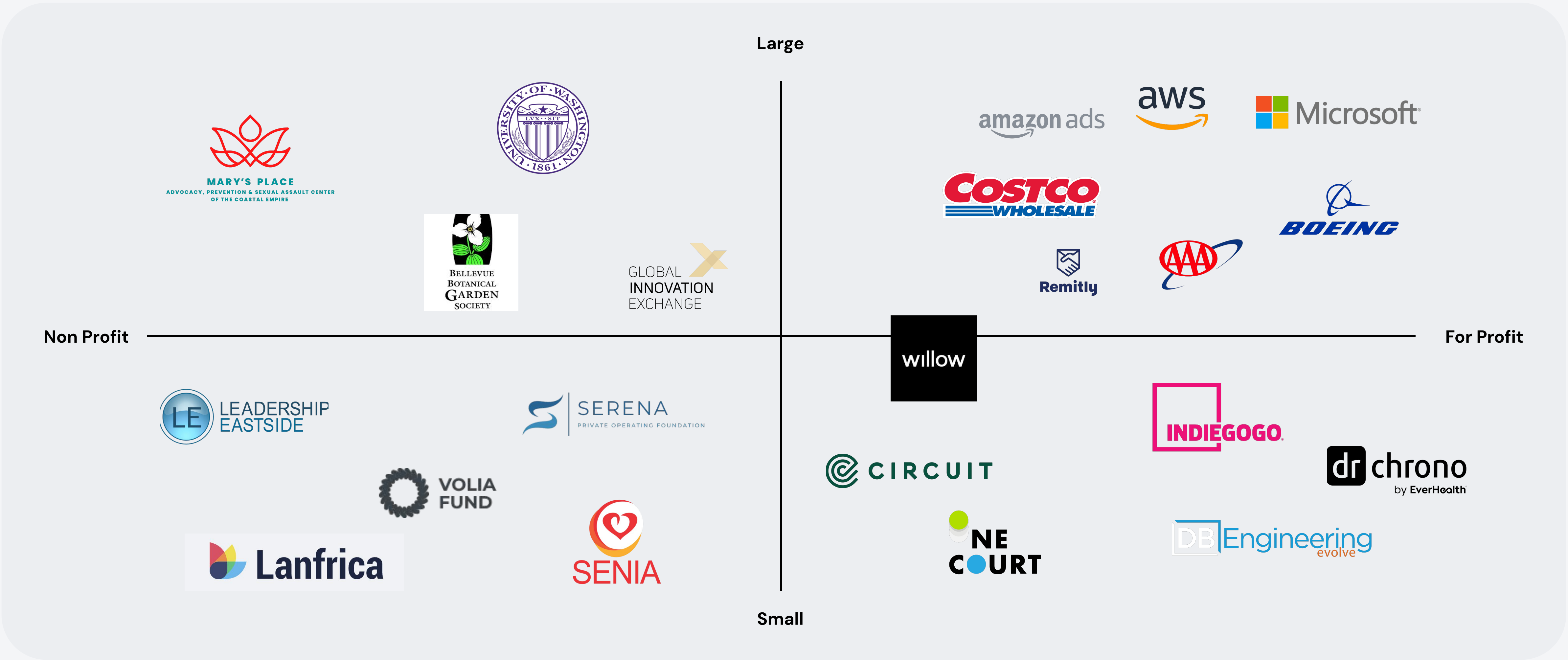
Mentor, Senior SWE Manager @ Amazon Ads



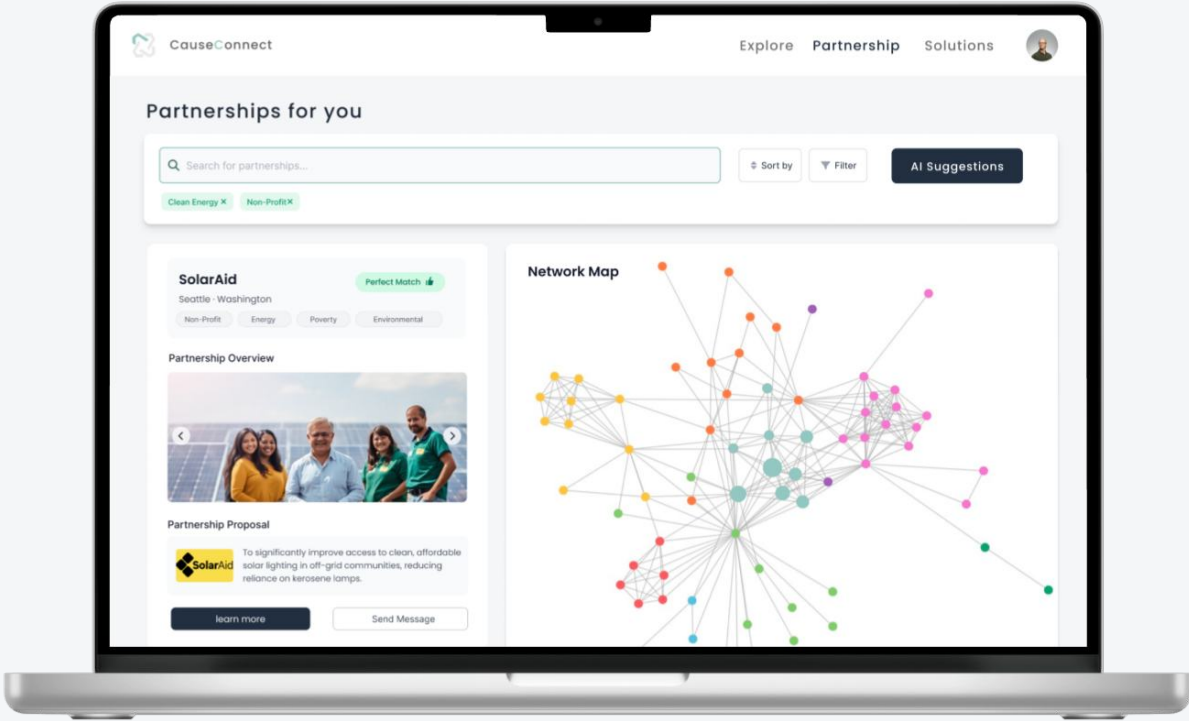
DESIGN QUESTION

How CauseConnect can offer a platform (How) that effectively connects nonprofits with for-profit companies (Who) to create cause-marketing partnerships (Why), while enhancing the efficiency of collaboration process and aligned values and needs (What)?

WE LEARN FROM...

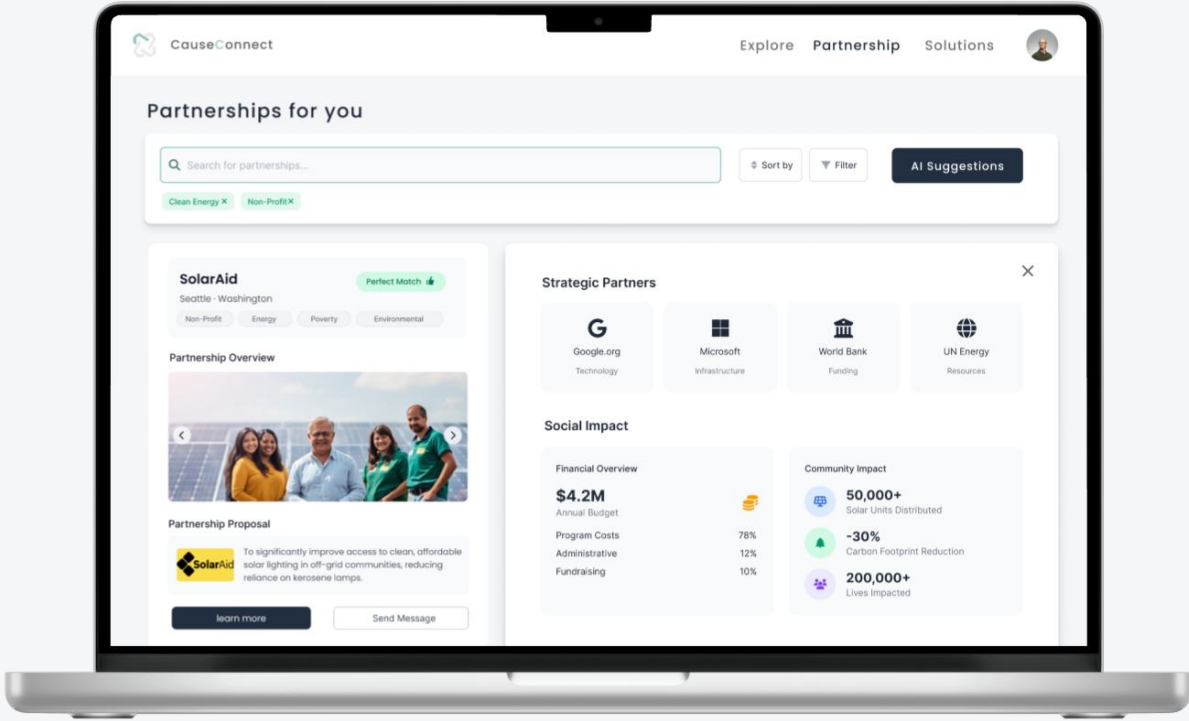


KEY FEATURE



AI-Powered Matching

Connects mission-aligned nonprofits with forprofits.



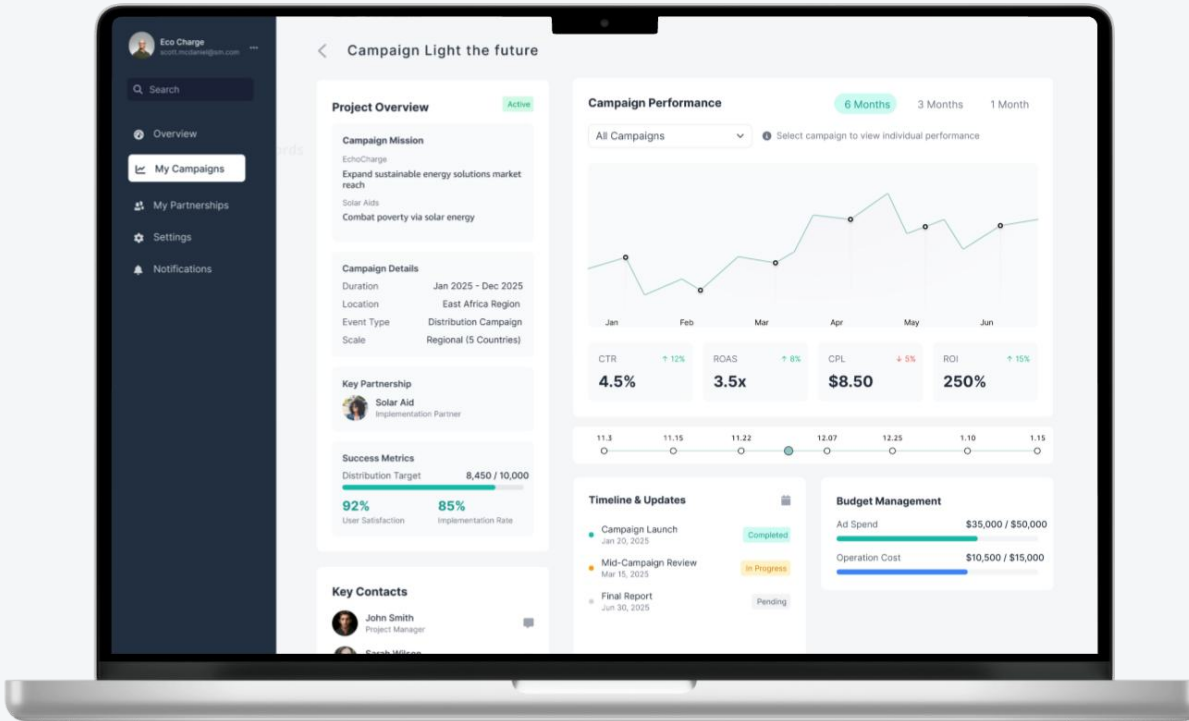
Verified Insights

Provides shared transparency on impact and credibility.



AI-Generated Ads Creatives

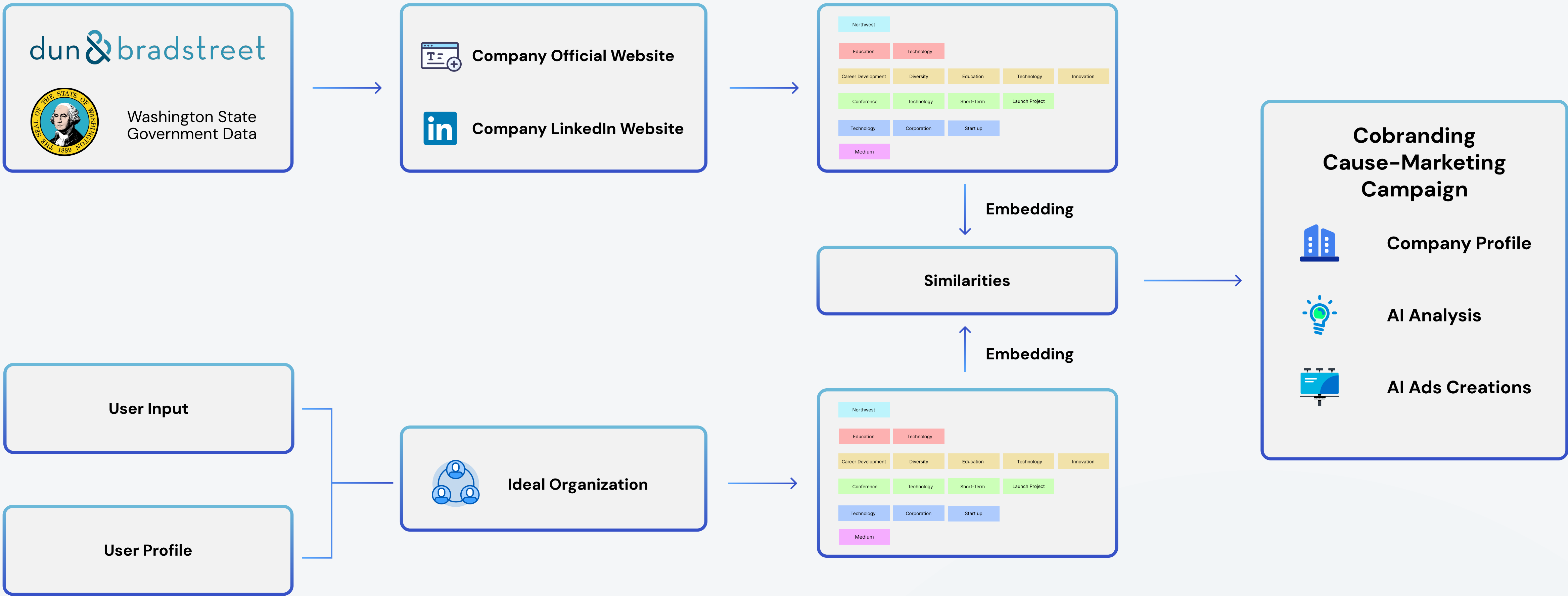
Streamline the creative process, saving time while producing campaigns.



Scalable Impact

Help build meaningful, high-ROI cause marketing campaigns.

SYSTEM ARCHITECTURE



SOFTWARE

FRONT-END

- React.js
- JavaScript
- Tailwind CSS
- Vercel

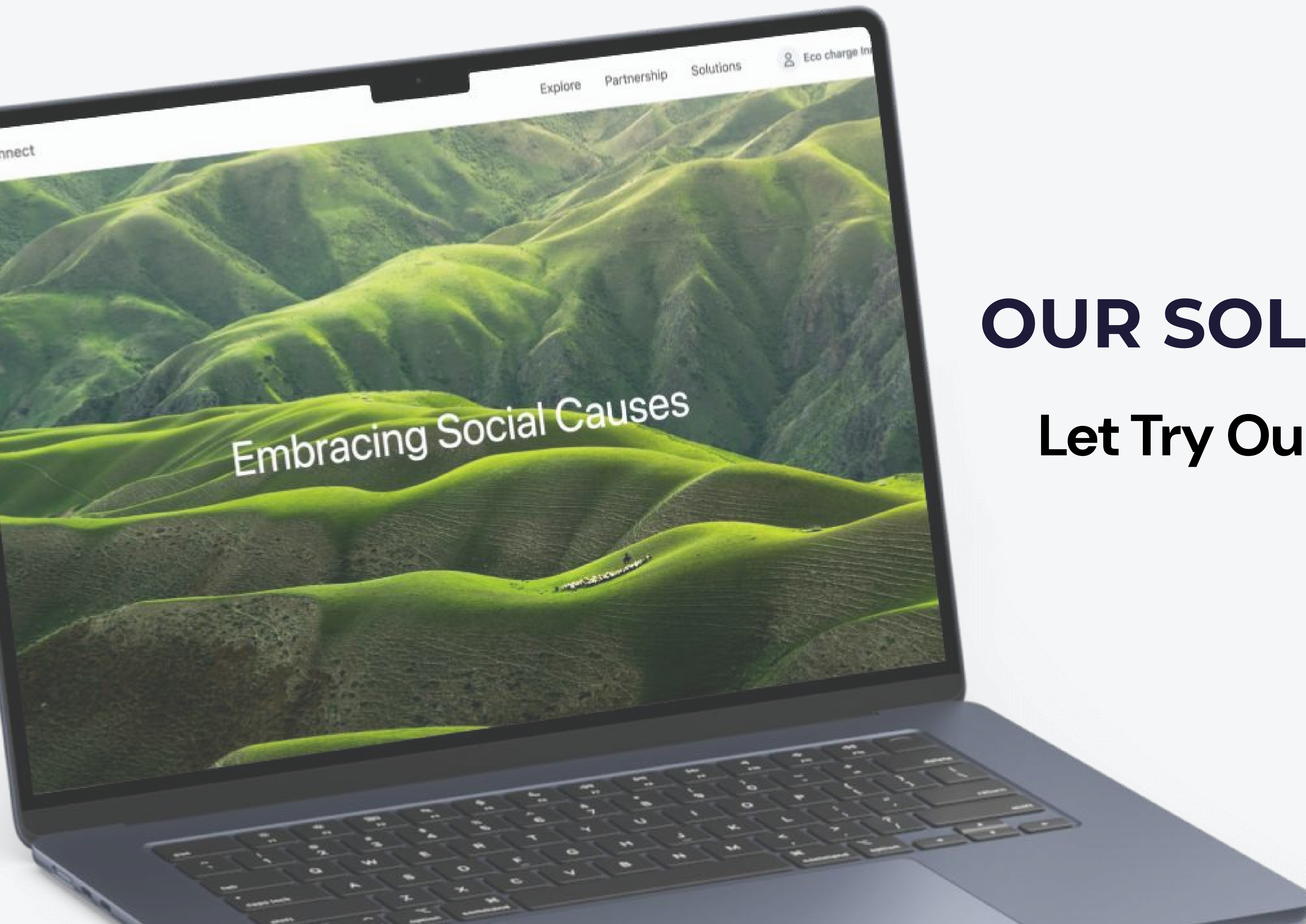
BACK-END

- Python
- MongoDB
- Node.Js
- OpenAI API
- Rapid API
- Render

Our team has worked with over
20000+ Dataset of Organizations
10+ APIs

ARCHITECTURE





OUR SOLUTION

Let Try Our Demo~

WHAT OUR USERS SAY

“This is a integrated Platform that can provide me a **fast and effective** insights about finding **mission-aligned partnerships** and clear outcomes about our work.”



Participants 1

Strategic Partnership Manager
@ A Big Tech CSR

“I actually find a potential partner I will reach out to later during this testing session.”



Participant 2

Marketing Specialist @ Non
profit

“I think the **Ads Suggestions Feature** is the most **useful** for us, We spends tons of time on Canvas.”

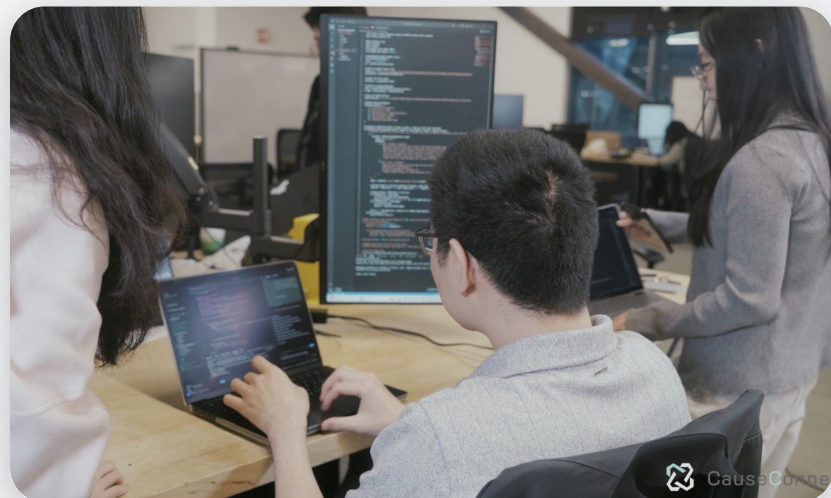


Participant 3

CEO @ Non profit

DESIGN AND PROTOTYPING

Organization name	Target Audience	Revenue Income	Organization type	Cause/Mission Catalog
Lanfrica	EB2 EB3	Funding And Sponsorship	Non Profit Product/Service Driven	Arts and Culture Science and Technology Services
Serena			Non Profit	Neighbourhood and Community building Arts and Culture
Believe Botanical Garden	EB2	Funding And Sponsorship	Non Profit Product/Service Driven	Animals/Environmental Protection
Sensia International	EB2	Product/Service Sales	Non Profit Product/Service Driven	Education
OneCourt		Funding And Sponsorship	For Profit Cause Driven	Minority Welfare Health Science and Technology Services
Circuit	EB2 EB3	Funding And Sponsorship	For Profit Product/Service Driven Cause Driven	Neighbourhood and Community building Government Management Problem
Remity ("R" in other document)	EB2	Product/Service Sales	For Profit Product/Service Driven	Arts and Culture Neighbourhood and Community building
AWS	EB2 EB3	Product/Service Sales	For Profit Product/Service Driven	Science and Technology Services
Boeing	EB2	Product/Service Sales	For Profit	Science and Technology Services



01 Research

20+ Stakeholder Interviews

2 Rounds of Market Research

**02
Design**

4 Key Features

100+ prototype pages

**03
Iteration**

15+ participates of Usability Testing

3+ Prototype Iterations on Matching Algorithm

**04
Develop**

2 Rounds of Functional Testing

Seamless workflow integration

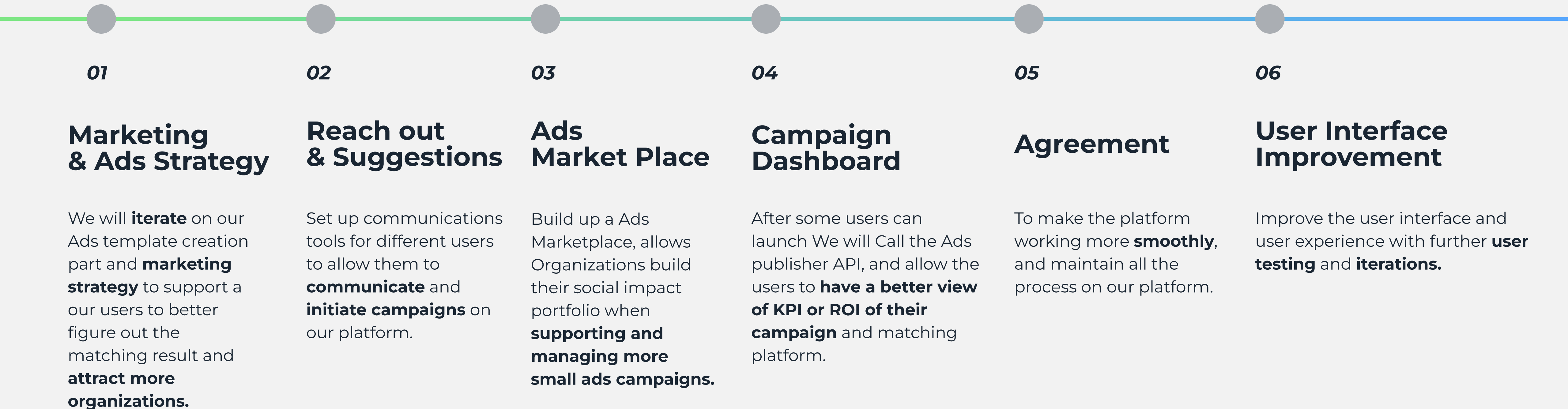
**05
Final**

Functional Website

Mission-aligned Matching

High Level User Satisfaction

NEXT STEPS → 6 MONTH FUTURE PLAN





Thank You!

OUR REFLECTION

Business

This project helped us understand how to identify unmet user needs in a real-world market. We discovered that both nonprofits and companies face challenges when trying to form partnerships. By focusing on this gap, we designed a solution that creates value for both sides—nonprofits gain visibility, and companies strengthen their brand reputation and loyalty customers. We also gained experience in thinking about a sustainable business model and monetization strategy. The working prototype gave us confidence that this idea can turn into a real product with revenue potential.

Users and stakeholders

We learned how important it is to actively engage users and stakeholders throughout the design process. By conducting interviews with nonprofit marketers and CSR managers, we uncovered specific pain points—like limited resources and inefficient partnership forming process. These insights helped us create a more targeted, user-centered platform. We also practiced stakeholder mapping, identified different roles and goals, and iterated our prototype based on user feedback. This taught us how to translate user insights into design decisions and deliver a product that responds to real needs.

Technology

From a technical standpoint, this project pushed us to build new capabilities we hadn't demonstrated before. We implemented a full-stack system. Except that, We gained hands-on experience integrating AI-driven similarity matching and cloud-based architectures to build a scalable and intelligent matchmaking platform. This experience gave us new technical skills and confidence to work on future digital projects.