BackedByFounders

1. Introduction

This proposal outlines a strategic partnership opportunity with **BackedByFounders**, a crowdfunding cum 'grant' platform developed under the ConquerortheCrown Organization. The platform aims to support young and under-resourced innovators who are building socially impactful solutions, particularly those who are traditionally excluded from formal grant systems. BackedByFounders seeks to partner with philanthropic foundations, CSR teams, and mission-aligned institutions to provide non-equity microgrants to early-stage project creators.

2. The Challenge

Most grants and funding programs — whether from the government, big foundations, or startup incubators — usually support registered startups or already-established companies. This makes it very hard for young individuals to get funding, especially if they don't have a company, business connections, or past achievements, even if their ideas are strong and ready to build.

Because of this, many talented people — like students, rural innovators, or first-time builders — don't get the support they need.

Their ideas, such as low-cost health devices or useful tech for villages, are often ignored. Since they don't fit the usual system, they miss out on the early help that could turn their ideas into something real and impactful.

3. Platform Overview

BackedByFounders is a platform where underrepresented and financially constrained innovators can submit their project proposals for small, milestone-based grants. The platform serves as a bridge between innovators and philanthropic partners who are willing to provide early financial support in a structured and transparent manner.

Each project submitted on the platform undergoes internal screening for feasibility, originality, and alignment with social impact themes. The most compelling proposals are then shared with a curated group of grant partners who can fund selected projects at any level they deem appropriate.

4. Intended Beneficiaries

BackedByFounders primarily serves:

- Young individuals (typically ages 15–25) with executable solutions to real-world problems.
- First-time builders who lack access to startup accelerators or VC funding.
- Students from Tier 2/3 cities and rural areas with working models and functional ideas.
- Innovators across domains like IoT for Good, clean energy, low-cost medical devices, AI for public benefit, and education tech.

All project creators must submit a grant request, use-case plan, proof of intent or concept (if available), and a brief on projected impact.

5. Operating Model

The platform functions through a structured and transparent model. Innovators begin by submitting detailed project proposals, including a funding ask, basic proof of intent or concept, and a plan

for execution. **Every submission undergoes a preliminary screening and verification process** by the BackedByFounders team to ensure legitimacy, feasibility, and alignment with social impact goals.

After this internal curation process, the most promising proposals are shortlisted and shared with partner foundations on a periodic basis. Partners may choose to support any of these projects — either fully or partially — based on their preferences. Disbursements are made directly by the foundation or facilitated by BackedByFounders depending on the operational preference. Grantees are required to provide milestone updates and progress reports, which are collected and displayed through the platform.

6. Financial Structure

Grants typically range between ₹50,000 to ₹10,00,000 per project, depending on the complexity and scope of the proposal. All grants are non-equity and non-debt in nature, and the funds are used solely to help the grantee move from concept to prototype or early rollout.

To sustain platform operations, a **4% sustainability fee** is retained from the total grant amount raised by each project. This fee

supports platform maintenance, proposal vetting, support services for creators, and reporting infrastructure. The platform itself remains entirely free for project creators.

7. Transparency & Accountability

Once funded, project creators are responsible for submitting periodic updates detailing fund utilization and measurable progress. These updates are made visible to contributing grant partners and may also be published on the platform's project page. BackedByFounders manages the entire cycle — from submission to reporting — with a commitment to complete transparency.

To ensure proper use of funds, **every grantee is required to submit proof of progress within 90 days of receiving the grant**. This may include photos, videos, technical documentation, or any form of valid evidence that clearly demonstrates work being done toward the approved idea.

If a grantee fails to submit any proof of progress within this 90-day period, **BackedByFounders will initiate a formal inquiry**. In cases where it is found that the funds have been misused or diverted for personal benefit rather than the intended project, **the individual**

may be asked to repay the grant amount in full, and the recovered amount will be returned to the original grant partner.

This clause ensures trust, transparency, and accountability for all partners involved, and protects the spirit of early-stage philanthropic support.

8. Partnership Opportunity

This proposal invites Foundations and Leader Philanthropists to join BackedByFounders as a **Grant Partner**. As a partner, they will receive exclusive monthly updates containing 3–5 vetted proposals in focus areas of their interest. The foundation retains full control over which projects to fund, and at what level. BackedByFounders handles all communication, logistics, creator onboarding, and reporting.

They may also choose to be listed on the platform as official supporters, increasing visibility and recognition within the innovation-for-good ecosystem.

9. Closing Statement

There are many talented individuals out there who just need one chance, one small push, to build something meaningful for the world.

By partnering with us, you can help support these future builders — students, first-time innovators, and dreamers — who often go unnoticed simply because they don't have the right background or resources.

Signed 1:55PM

Authorized by:

Abhinav Sharma
Founder & Chief
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