Kairos Funding
Disrupting the Sustainability Funding Landscape

Executive Summary

One of the greatest challenges in expanding and accelerating the transition of a sustainability idea into a sustainability initiative is the ability for people with ideas to gain funding to develop and test them in a timely manner. The current methods of venture capital, bank loans, angel investors are insufficient, difficult to navigate, and often end in rejection. This was confirmed while attending a conference in the Spring of 2019 in Washington, D.C., which highlighted the global impact of Israeli sustainability advancements and innovations. Many of the newer initiatives were struggling to move forward due to lack of funding.

A personal passion to provide a way to bridge the funding gap for sustainability ideas and startups emerged, inspiring an idea to launch Kairos Funding, a crowdfunding platform that focuses solely on sustainability ideas, initiatives, and solutions. To qualify for the crowdfunding platform, campaigns must exist within the three pillars of sustainability – social, economic, and environmental – and can span any combination of:

- Organizational Structures: for-profit, non-profit, NGO, and higher education (including university and/or student initiatives),
- Sustainability Themes: ecosystems and biodiversity, climate/energy and air pollution, ocean health and freshwater resources, land use and food production, consumption and waste, and poverty alleviation and urbanization trends (including global technology and smart city development), and
- Entrepreneurship Type: sustainable entrepreneurship, and/or global impact entrepreneurship, and/or social entrepreneurship.

Sustainable technology, equipment, and supplies will be leveraged to support greater sustainability credibility, transparency, and integrity. A core set of values will be adhered to that positively impact the social sustainability of the organization itself: employees, campaign users and contributors, and strategic and collaborative business partners and vendors. The organization will create a philanthropic division, Kairos Giving, to disburse all net profits to viable non-profit and higher education sustainability ideas and initiatives such as university programs targeted at eliminating food insecurity for students, eliminating single use plastic in national parks and museums, or creating micro jobs in underdeveloped communities and countries.