



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

Budge Inc.

Organization URL:

<http://www.thebudge.com>

Project Name:

Budge

Please select the category in which you are submitting your entry:

Philanthropy

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

Budge is an award-winning mobile and social platform that allows users to challenge their friends to any activity, with the loser of the challenge making a micro-donation to charity. Budge aims to engage Gen Y in philanthropy through a seamless, fun and enjoyable experiential interface. Charities all over the world are struggling to raise funds from Generation Y and Budge offers a exciting and different model that encourages social awareness and social action. Budge is social by design, and integrates gamification (creating games out of every day activities) into philanthropy in a way that no other fundraising platform has done before.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

Budge launched in October 2012 and has had constant iterative development since. The most recent update was 9 January 2013 when an update went live into the Apple App Store. Budge leverages Ruby on Rails infrastructure and uses API to interact with the iOS front end. The platform also interacts with Authorize.net's PCI-compliant payment gateway to facilitate donations.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

This project is an Agile project, and will have constant ongoing iteration. We are coming out of our beta phase, with a strong version currently in production, and will continue to learn from users' habits, perceptions and feedback. We are determined to design a unique and seamless user experience, and will need to continuously improve in order to do so.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

The National MS Society is leveraging the Budge platform for their Climb to the Top [of Rockefeller Center] event in March 2013. The platform has enabled them to bring on major corporate sponsors and media partners, and offer a unique digital proposition that will help to extend their campaign beyond their current group of constituents, while raising money for the charity. This is a unique proposition and something they have articulated would not have been as possible or as easy without the Budge platform.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

This project is considered a disruptive force in philanthropy amongst Millennials. Every charity has the same problem – engaging younger generations in giving, while older generational donors are starting to become extinct and will continue to do so over the next 10-15 years. There is major concern as to where funding will come from if Gen Y are not engaged appropriately. Budge is perceived as a



platform to shift a culture, educate a generation and provide an engaging, fun and seamless process for giving to charity.

If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

We are funded by some of Australia's most successful Angel investors and continue to be approached by new organisations (non-profit, corporate, media, advertising, marketing, and more) to leverage our unique platform to help engage their audience and to deliver a new and fun proposition that will ultimately help improve society.