



PeopleMovers®

LET'S GO.

Company Overview



Governmental leaders, businesses and organizations face challenges that require new ways to **work together**

- Climate change
- Pollution
- Global pandemics
- Race relations
- Political divisions
- Refugees
- Terrorism
- Obesity & health
- Economic growth
- Workforce development
- War



Traditional community, workforce and international development models **don't work**

Redundant funding for organizational basics that drain time and resources

Endless stakeholder meetings with few concrete outcomes

Ineffective “Top-down or hierarchical” program models for interpersonal/community/stakeholder relationship building



Disconnected initiatives that don't leverage strengths: SILOS

Lost program and institutional knowledge after each initiative

Lack of post-event or -training follow-up interactions

Inability to efficiently collect, analyze and respond to data

The patchwork of community and global development nonprofits is highly fragmented, inefficient and ripe for consolidation under a tech-enabled model.



Online strategies like social media
aren't the answer ...
and are **part of the problem**



1. Important messages lost '**shouting in the crowd**'
2. Algorithms **amplify negative** messages
3. **Increasing divisions** instead of healing them
4. Major networks **tolerate disinformation and hate speech**
5. **Design-to-addict** hurts people
6. Individual-centered instead of **organizational mission-focus**

Enter **PeopleMovers**: The civic tech **company** for building strong communities and a better world in all areas of need



Developed with input from 1000+ organizations
in **U.S., India, Mexico & Ukraine**



MAYORS' CLUB
ГРОМАДСЬКА ОРГАНІЗАЦІЯ
ВСЕУКРАЇНСЬКОГО ЗНАЧЕННЯ



Beaumont® | HEALTH
SYSTEM



IACC
The only bi-lateral Chamber for Indo-US business
**INDO-AMERICAN
CHAMBER OF COMMERCE**

We're all business.



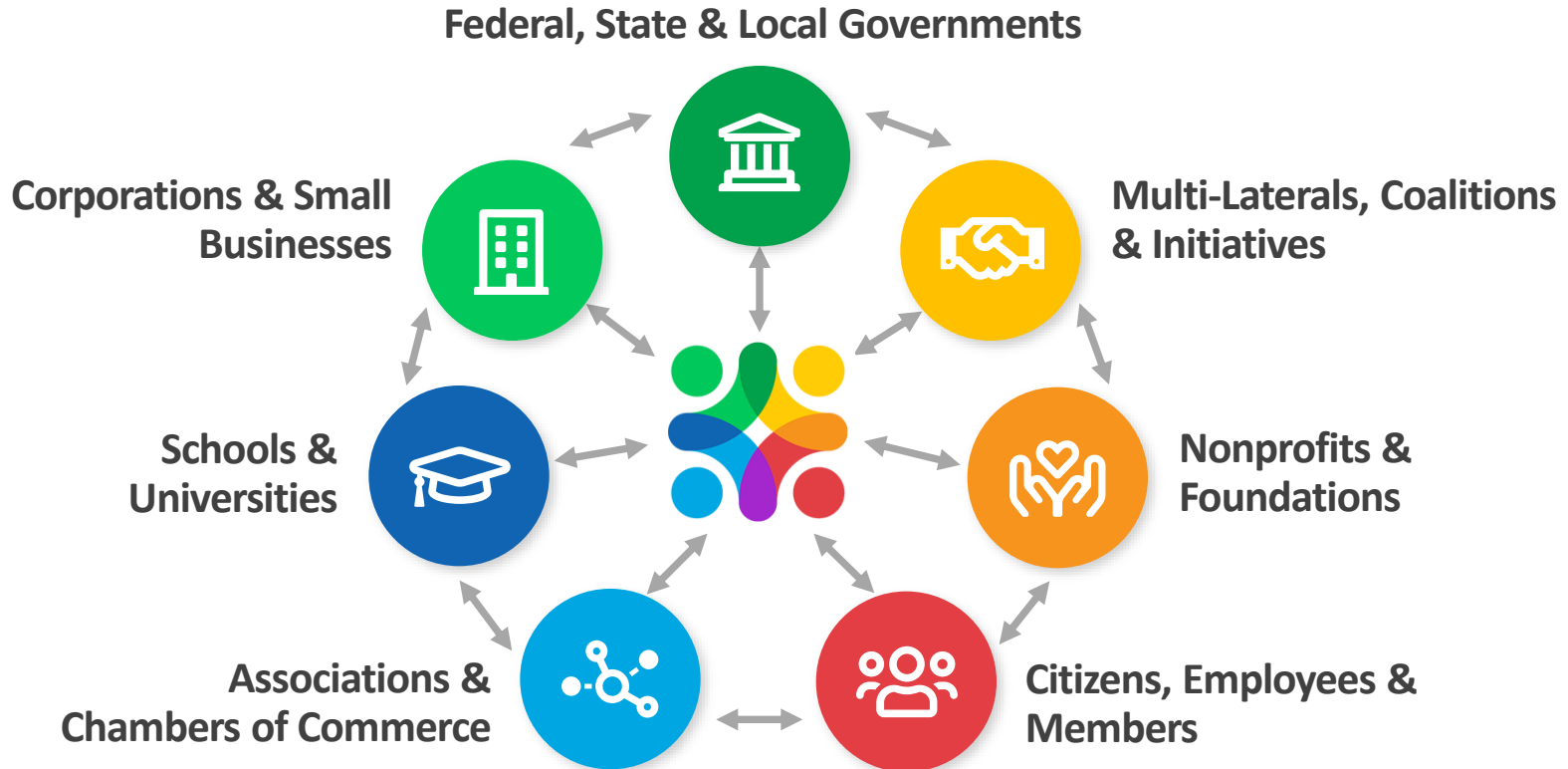
DetroitRegionalChamber
Powering the economy
for Southeast Michigan



VOICE OF THE COMMUNITY SINCE 1936
MICHIGAN CHRONICLE



A multi-sided approach for growing **collaboration** and **relationships** with local and global stakeholders



Featuring an **AI-powered platform** for leaders & organizations to connect, share & collaborate with stakeholders without the social media 'noise'



Create Private Networks to share vital news, events, and info between key stakeholders



Share Best Practices on various civic, environmental and emergency operations



Manage Actions, Issues and Projects for public/private initiatives



Find/Connect Resources from local and global organizations

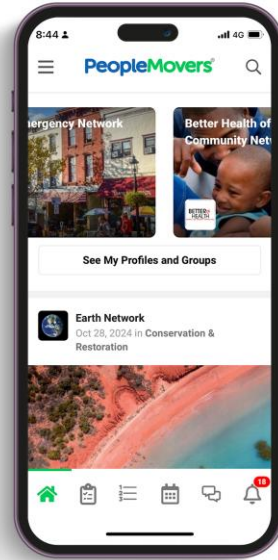
The screenshot displays the MAYORS' CLUB website interface. At the top, the navigation bar includes the logo, a search bar, and links to Directory, Newsroom, Events, Marketplace, and Training. A '+ Create' button and a user profile icon are also present. The main section is titled 'Directory' and features a search bar and several filters: 'All Topics', 'Kyiv, Kyiv city, Ukraine', 'Any Distance', and 'View by: Distance'. It shows '2546 results'. The first result is for 'Mayors' Club - Ukraine', which includes a photo of a building, a description stating it was registered in 2005 as a non-governmental organization of national importance, its address at 60 Redutna Street, Kyiv, and a '2.2 miles away' status. There are 'Connect' and 'Message' buttons. The second result is for 'Kotsyubynska', which includes a photo of a town and a description stating it is a rural settlement and municipality in Bucha District, Kyiv region of Ukraine. A map on the right side shows the location of 'Mayors' Club - Ukraine' in Kyiv.

Engagement fueled with PeoplePoints® Rewards

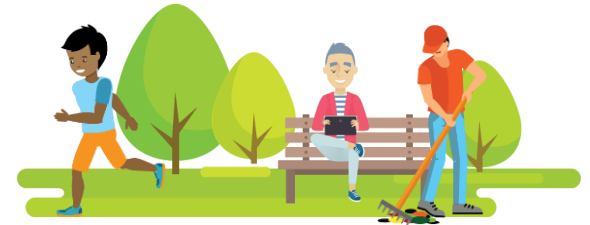
Businesses **reuse** points for incentives or **donate** to cities & organizations



Users **redeem** points for rewards from businesses



Your city or organization **buys** or **receives** points for rewards programs



Citizens and members **earn** points through community activities

PeopleMovers® knows how to reach and build **relationships** with influential leaders for **maximum impact**



Elected & Career
Governmental Officials



Public Relations &
Communications Professionals



Hospitals & Health Care
Companies



Health Care Professionals



Corporate Governmental
Relations & Executives



Small Business Owners &
Entrepreneurs



HR & Office Managers



School Districts & Universities



Building Owners & Property
Management Companies



Houses of Worship & Clergy



Foundation, Nonprofit
& Grassroots Leaders



Young Professionals

PeopleMovers works for governments, companies, and organizations to facilitate **transparency**, grow **capacity** and build strong **relationships** with stakeholders

Initial Assessment

We begin by assessing an organization's unique needs, objectives, and community landscape and connecting to new/existing network resources.

- ➡ Surveys, stakeholder interviews, and data gathering to understand challenges and goals.
- ➡ Mapping existing and potential stakeholder networks to identify opportunities for collaboration.

Collaborative Plan Development

Together, we design a tailored engagement plan that aligns with an organization's mission leveraging relationship-building small-group models.

- ➡ Public relations and outreach programs.
- ➡ Social media strategy and community projects.
- ➡ Stakeholder coordination, communication, and relationship-building.

PeopleMovers manages the day-to-day operations of building your **relationships** via cutting-edge **technology** and old-fashioned **boots on the ground**

We oversee the daily management and execution of actions, allowing leaders to focus on larger organizational goals.



STAKEHOLDER ENGAGEMENT

Along with traditional community training, education & outreach services, we've pioneered powerful "small-group" models for building stakeholder capacity/relationships.



SCHEDULING AND TRACKING

We coordinate community events, monitor social media, and manage collaborations with local governments, agencies, and key partners.



ACCOUNTABILITY

Every action is tracked in real time on the platform, with clearly assigned responsibilities and deadlines.



COLLABORATION TOOLS

Stakeholders can share updates, documents, and progress reports through the network, reducing communication gaps.



COMMUNITY SENTIMENT

Community engagement levels via integrated analytics, allowing us to adjust customer engagement strategies as needed.

PeopleMovers uses a pricing model that facilitates **transparency** and gives maximum **flexibility** for maximizing program **value**

Cost-Plus/Open-Book Pricing Model

We use an innovative cost-plus pricing model, allowing maximum resource flexibility while ensuring full transparency. This model provides clear insight into every aspect of program costs, giving customers confidence in both resource allocation and program effectiveness.

Why Cost-Plus/Open-Book?

➡ **Transparency**
With an open-book approach, customers (and their stakeholders, if needed) can see exactly how funds are allocated, ensuring trust and accountability.

➡ **Flexibility**
The cost-plus model allows us to adapt the program to meet evolving needs without compromising on quality or burdensome contract renegotiation.

➡ **Value Maximization**
Our fixed markup (usually 65%) covers the management and operational expertise we bring to customer programs, ensuring that every dollar spent contributes directly to their success.

PeopleMovers keeps working for customers and growing their impact for years after our initial engagement concludes

Post-Program Continuity

The PeopleMovers platform and network ensure that customers and their stakeholders stay connected and engaged beyond the lifecycle of our managed services program. After we conclude our direct involvement, customer organizations retain:

1

Unified Digital Space

A branded PeopleMovers network tailored to customer organization, where stakeholders can continue collaborating on initiatives.

2

Access to Resources

Training materials, historical data, and shared best practices remain available on the platform for future use.

3

Stakeholder Engagement

Tools to communicate, track progress, and organize new initiatives, ensuring sustained momentum.

Team



Keith Zendler
[CEO
and Founder]



Okey Uche
[VP – International
Development]



Bruce Talley
[VP - Business
Development]



Avtar Gour
[Chief Technology Officer]



Neil Cawley
[Corporate
Counsel]



Sindhu George
[Lead Designer]



Aloysius John
[Community Engagement
Manager - India]



Kateryna Siretska
[Community Engagement
Manager - Ukraine]



Erin White
[Communications
Manager]

Outcomes



**Resources, initiative
participation
& global impact
will INCREASE**



**Leaders globally
will thank YOU for
helping them
succeed**



**Valuable information
will ENGAGE
leaders, organizations
& citizens**



**Collaboration
with leaders
& organizations
will IMPROVE**



**Global social
capital, resiliency
and IMPACT will
SKYROCKET**



PeopleMovers®

LET'S GO.

The more leaders and organizations
share and **work together**,
the **stronger** they become.

www.peplemovers.com

Contact us to discuss your
needs

Keith Zendler

CEO & Founder

+1 (248) 379-7979

kzendler@peplemovers.com