

26th March 2025

Microsoft for Startups Program Support
Via email: supportmail@microsoft.com

To whom it may concern,

**Doing Good Rewards Business Case for Request to
Extend Time Period to utilise unused Azure Credits**

Refer Tracking ID#2503190040003403

Our previous Account Manager, Nur Diyana Syahirah Jefri has apologised she & her Manager have no decision making power to support this request and has requested we write up a business case / background to our request for your review.

Firstly, we were very grateful to have been accepted into the Microsoft for Startups Founders Hub program and had planned to fully utilise the benefits as we are a Social Impact Fintech who have big plans to really change the world, please find details of our model attached & via <https://doinggoodrewards.com/>

However, we really never got to fully utilise the Azure Credits / Benefits that were available through the Founders Hub, as we were blocked in operating our model (not via any issue from Microsoft, but from our Third-Party IT Partner, GEVEO).

The background is after spending years building our system, going through much development, testing & POC stages, we were ready for an MVP launch and managed to get National TV Coverage on Prime-Time News in Australia, a major coup for our kick-off.

When our story went to air (Feb 2023), we as expected had many viewers jump on to sign-up to the program, but most unfortunately the system started slowing down at only 900 concurrent users and then just completely stopped working. We really don't know how many people we lost that night or how bad the PR damage (but judging by the complaints it was a massive disaster).

The next 3-4 months was spent by GEVEO attempting to analyse the performance problems and fix the issues, which was critical as our model only works on massive volume, our plan has always been & still remains having built a global platform, to launch the model globally with the system able to manage millions of members in each country.

After agreeing to change our model slightly to assist the performance issues we had planned to engage another independent third-party IT Partner to review the code and provide advice on improvements to manage larger numbers on our platform when we re-launched.

However, we then became in conflict with GEVEO regarding charges for work while they were fixing the system. We disagreed with paying full-service fees for a system that wasn't able to operate as intended and thus we were unable to get access to the system for another IT Partner to work on the system.

Thus, the whole business / platform sat in limbo, which you'll be able to see from our low usage of the Azure Credits, which is the reason why so much credit is still outstanding.

We have finally come to an agreement with GEVEO to move forward and are ready to re-launch the platform (which we plan to do in more gradual growth phases, i.e. no mass growth on a single date).

However, as we have completely drained all our operating funds, we really don't believe our business will be able to fund the Microsoft Azure costs until we can launch the first few clients.

Thus, we would humbly like to plead for your short-term support, not to request any extra Azure Credits but just to be able to access the unused Azure Credits (which are due to expire on 4th April 2025), for an extended period of 3-6 months. We think by that time we will have launched enough clients to be able to be self-sustainable and move to the pay-as-you-go model.

So in summary, the business case is, we are in danger of not being able to fund our re-launch but if we can get through this next 3-6 month re-launch period, the upside is our plans are to spread this program globally & become a major Microsoft Customer in the years ahead (& with your support really DO MORE GOOD and change the world for so many charities in need).

We really appreciate and are hopeful for your consideration for our request. Please reach out to me via mobile or book an online meeting via email so we can discuss in person.

Yours faithfully,

Brad Langdon

Brad Langdon
CEO



a: Level 1, East Wing, 70 Trenerry Crescent, Abbotsford, VIC Australia 3067

p: +61 1300 014 323

m: +61 414 339 909

e: bradl@doinggoodrewards.com

w: www.doinggoodrewards.com