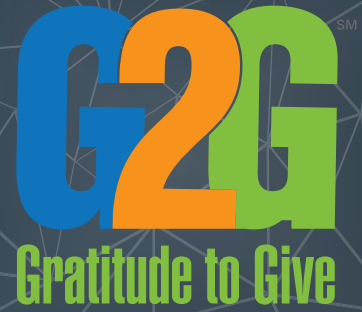


# WE'VE CRACKED THE CODE ON GRATITUDE with Artificial Intelligence



## The Science of Gratitude.

Futurus Group is revolutionizing fundraising by leveraging AI capabilities to increase philanthropic support.

With decades of experience, Futurus Group built the first patent-pending algorithm to use big data and artificial intelligence to identify prospects based on gratitude.

“Using *machine learning* technologies, Gratitude to Give (G2G) is the only artificially intelligent algorithm built specifically to predict gratitude for nonprofit organizations.”

### How It Works



#### Collation

Data is collated from various sources, cleaned and prepared for predictive modeling.



#### Scoring

Custom model is built and produces a daily gratitude score for each constituent.



#### Learning

Machine-learning algorithm learns from new data and improves results in real-time.



#### Results

Gratitude scores are updated daily and delivered in customized reports.