

2818 Smallman Street
Pittsburgh PA, 15222

T: 646.737.7960
E: hello@steelbridgelabs.com

PRESS RELEASE



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SteelBridge Labs Expands FinTech Portfolio with Latest Company to Join The Lab, Givsum

PITTSBURGH, PA, October 6, 2020 - SteelBridge Laboratories, LLC, (“The Lab”) announced today that Givsum, a comprehensive online management platform for charitable organizations, is the newest FinTech company to join The Lab. Givsum marks The Lab’s first investment into an Orange County-based startup, with plans to continue expansion into the California region through future investment.

On the Givsum platform, service clubs and non-profit organizations can manage all of their operations, activities, and campaigns in one place. By providing a simple online platform for creating fundraising pages, selling event tickets, accepting donations, managing volunteers, and tracking donor behavior, Givsum helps charitable organizations free up valuable time and resources to pursue their worthwhile missions. With the added value of having access to Givsum’s engaged community, these organizations can immediately hit the ground running on their fundraising and volunteer recruitment efforts.

“The Lab Partner team has extensive expertise in the FinTech marketplace with a proven track record of scaling services and operations,” said Shawn Wehan, Founder & CEO of Givsum. “We are excited to partner with SteelBridge Labs and appreciate their commitment to product innovation and emphasis on business growth.”

Through Givsum, individual donors can track their donations, volunteer hours, charity event ticket purchases, and more. As a result, this proprietary dataset allows rotary clubs and other charitable organizations to gain insight into their volunteers’ philanthropic behaviors and to learn best practices for attracting new donors.

“We have been impressed by Givsum’s exciting success in building a comprehensive management solution and engaged community for Rotary and Service Clubs,” said James Haluszczak, SteelBridge Labs Co-Founder and Managing Partner. “Givsum is well positioned for continued growth, and The Lab looks forward to supporting Shawn and his team execute on their market expansion strategies.”

The Lab provides pre- or early-revenue FinTech startups with capital, guidance, leadership, and, in some cases, a hands-on role inside the company with the support of technical and operational staff members. With seed capital between \$25,000 and \$250,000 and the potential for follow-on funding, entrepreneurs are equipped to solve industry challenges through digital solutions. With offices located in Pittsburgh and Miami, The Lab is focused on seeking investment opportunities in US-based FinTech hubs like Orange County, California.

About Givsum

Givsum (www.givsum.com) is a comprehensive management and engagement platform that allows charitable organizations to integrate their operations, fundraising campaigns, and an active community of supporters, all in one place. By providing a simple online platform for creating fundraising pages, selling event tickets, accepting donations, managing volunteers, and tracking donor behavior, Givsum helps charitable organizations free up valuable time and resources to pursue their worthwhile missions. Since launching in 2017, hundreds of the world's leading clubs and nonprofits have trusted Givsum's platform to manage their organization's operations and fundraising efforts.

About SteelBridge Labs ("The Lab")

SteelBridge Labs is an early-stage Fintech incubator. Organically grown from their experience as world-class management consultants at SteelBridge Consulting, the founders of SteelBridge Labs work with both investors and management teams to ensure exceptional software companies are well positioned to return strong investor value. The Lab offers seed capital, financial technology expertise, and a proven methodology for taking Fintech innovation from its infancy into established financial services firms. SteelBridge Labs has offices in Pittsburgh and Miami.

Media Contact

Caitlin Kelly
caitlin@steelbridgelabs.com
646.737.7960