

MEDIA RELEASE**Monday 18th July 2022****HEADLINE: Queensland Web 3.0 scale-up Little Phil expands into North and South America**

Queensland tech firm Little Phil is expanding into both North and South America off the back of ground-breaking partnerships as the non-profit micro philanthropy platform continues to build its global presence.

In the United States and Canada, it is embarking on a number of collaborative projects with leading Non Fungible Tokens (NFT's) trading platform Xillion. This partnership will see it working with multiple visual artists, music stars, sporting codes, and other celebrities to launch specific NFT's aligned with charitable causes.

In South America, it will be embarking on launching initiatives with a number of Not-for-Profits in Paraguay which will see its Blockchain technologies made accessible to charities in the country.

"Essentially, what we are doing via the Little Phil platform is providing charities the ability to access Blockchain technologies as a source of funding reduced compliance costs and better transparency," Little Phil co-founder and CEO Josh Murchie said.

"We have been at the forefront of applying Blockchain technology to charitable causes and our partnership with Xillion came about via our ability to show the artists that they represent transparency with where their money was going and direct connectivity with the charities they support. The partnership in Paraguay came about during a visit to the country last year where I was invited to demonstrate the platform in front of key stakeholders – this then led to the opportunity to develop projects to support a number of charitable initiatives being implemented using our technology."

Little Phil, which stands for Little Philanthropist, is a nonprofit micro philanthropy platform founded in 2017 to bring transparency to the charitable sector by enabling donors to track their donations from start to finish and prevent third-party fundraisers from taking a large share of the funds raised.

Its goal is to provide charities, small and large, the ability to work in this space to empower them to increase their impact, while also allowing creators a greater ability to select causes that mean something to them.



This technology has seen it also develop a Company Giving initiative that sees businesses able to utilise Little Phil to develop tailored, fully tax-deductible (within Australia) corporate social responsibility programs driven by employees based on the causes they are passionate about.

About Little Phil:

Little Phil (short for little Philanthropist) was founded in October 2017 and believes that with the latest scalable technology and passionate people, we can make the world a better place.

It all started with a mission to develop a smartphone optimised giving platform designed for the next generation of givers. Little Phil has now evolved into creating a total giving ecosystem that connects donors, businesses, and brands more directly with charities and beneficiaries. This provides donors full transparency around where their donations go and charities the ability to showcase the difference every dollar makes in real-time.

Little Phil has won industry awards for innovation, represented Australian Fintech and Social Enterprise Startups at the largest technology conferences in the world, and is proudly supported by the Queensland governments Ignite Ideas Fund.

Learn more at: littlephil.org

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