



Mobilise above expectations.



Campaigners, non-profits, advocacies...

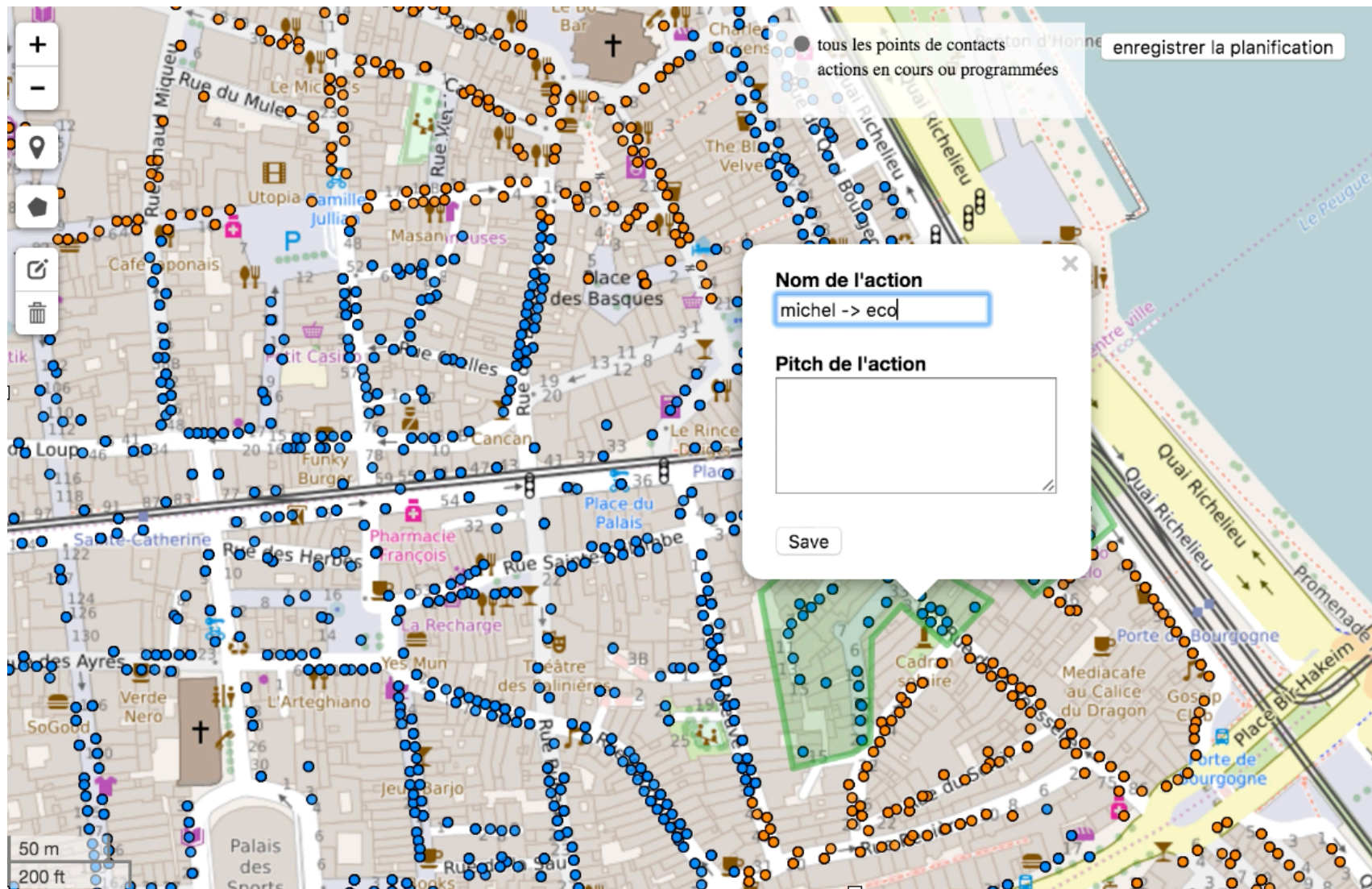
- 1. hard to drive efficient field actions,**
- 2. join a campaign / organisation is not easy for volunteers
(emails, go to the headquarter)**
- 3. the volunteers > unexploited force for organisations.**



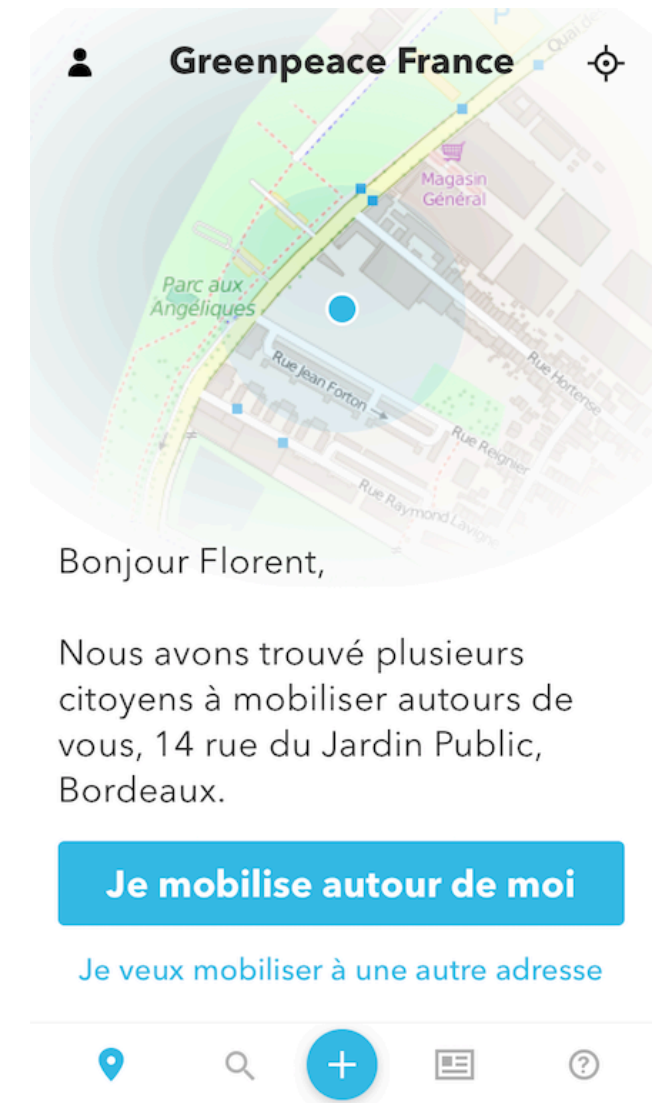
**Quorum,
The app making real life interactions efficient for
organisations & volunteers.**

find supporters, donors, voters

Using data & machine learning



web app



mobile app for volunteers

target

mobilise

analyse



V1 :

- Organisations > target swing & meaningful zones
- An **app as a platform** : volunteers register & find organisations and causes through the app > drive action
- Organise teams of volunteers
- Add data and info directly from the field
- Communicate with volunteers through the mobile app
- Leaderboard / gamification: motivate the team
- Analyse data collected from field
- Export data for targeted communication
- Nationbuilder (online data for nonprofits software) API first French integration

V2 :

- Find new volunteers who are sensible to the topics of your organisations
- Send automatic targeted messages from the field
- Follow instant progression of the campaign
- Take donation on the field and through mobile
- Gamification and immersive patterns

V3 :

- Donation feedback - users can join or just donate through the app - see how money is used and give again.
- Smart tv app for organisations hq

BUSINESS MODEL

- SaaS subscriptions
- Premium Service
- Percentage of donations taken and made through mobile

> Quorum owns : users data & aggregated data collected on the field

- Organisations promotion on the app : find new supporters, donors (recommandation algorithm)
- data sets (for better targeting)

COMPETITIVE LANDSCAPE

ONLINE ANALYTICS



DATA ANALYSIS & PREDDICTION MAPPING



CIVICTECHS APP



FIELD ORGANIZATION & DATA COLLECTION



FIELD DONATION & GET SUPPORT APP



THE TEAM

Innovation does not exist. Innovators does.

Founders team

- Florent BARRE, CEO : *former UN agent, finance industry (Mariana), Sciences Po, Brown University, Asian market specialist*
- Jean Baptiste DANIEL, CTO : *10 years of experiences as tech lead (CGI logica) in India & France*
- Maxime BEYLOT, CCO : *Eurofeel founder & former lead, SciencesPo, European College*

Our Team

- Loic Rakotozafy, Data Scientist - *previous experiences in Israel & Banking industry*
- Lucien Varacca, Data Engineer - *Machine Learning expert*

Key Investment Highlights (1)

- Market

- spending on civic tech grows 14 times faster than traditional tech sector
- marketing trend : in any sectors field marketing is back > more efficient
- big data growing market
- 334 billions \$ / year : spending on communication by nonprofits
- Small donation increases by 12% every year

- Reward & happy beta users

- Youngest Company in the top100 Startup to invest by Challenges (2016)
- Saint Pasteur Campaign, Reporters of hope, Fred Meunier, blood donors association and more !

- The team

- multicultural background
- insights on African and Asian markets
- non-politicised and neutral team
- balanced team : tech, data, market insights

Key Investment Highlights (2)

- Momentum & Strategy

- No need for a big “sales force”: communication agencies partnerships strategy > spread the app, several countries
- Communication agencies partnerships : 270 strategies, Voix Publique, Tell & Charrier, K2COM.
- Market ready and sector ill-equipped > sector to hack.

- The product

- Scalable civic tech company
- Invest in a tech & data product
- Making volunteering more accessible & efficient

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Websummit : Tuesday 8/11 - Pavillon 1 - Stand A594

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