



# Raiwoo

**First digital micro-sponsorship platform**



**"We decided to launch Ralloo to provide an easier, better way for brands to discover and sponsor inspiring people, projects and causes"**



## The Team

The executive team have worked together since 2006, they were part of BeatThatQuote, a UK fintech company acquired by Google in 2011 for £37m.



## The Opportunity

\$60bn sponsorship market with adjacent \$15bn CSR are facing transformation due to death of traditional media.



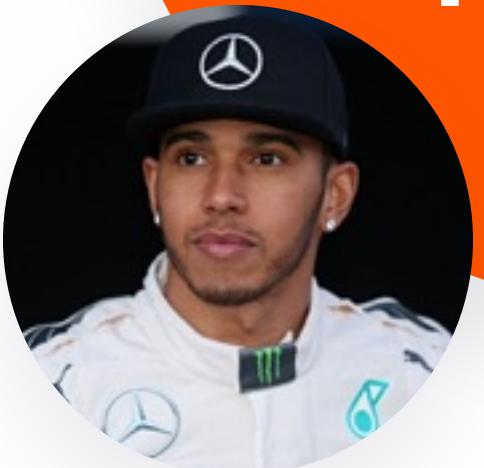
## The Idea

A platform that lets brands source and sponsor small and medium projects by leveraging the social network of fundraisers.

Brands tend to sponsor big projects through traditional media channels.



**\$60bn**  
sponsorship  
spendings



Advertising landscape is changing - slow death of TV, rise of social media



**Brands need to shift sponsorship budgets online. They  
need access to small, diverse projects at scale  
“people like us” rather than big TV celebs.**



**Facebook:** 1.59 billion monthly active users (MAU)

**Instagram:** 400 million MAU

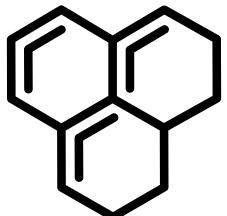
**Twitter:** 420m MAU

**Snapchat:** penetration among 18-34 is 41% (TV only 6%)

**Rapidly increasing** spend on social media - **\$23bn globally with 33% growth.**

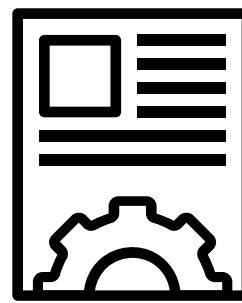
# The 3 biggest problems

with shifting sponsorship budgets online via small  
distributed projects



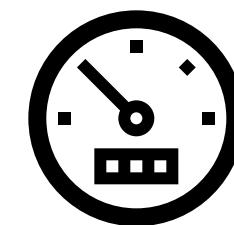
## Difficult to source

How can I source and sign up  
1000s of projects?



## Tricky to manage

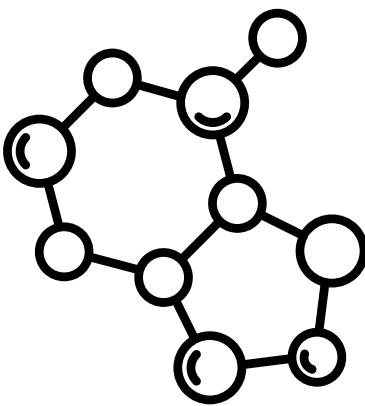
Management of a large number of  
small and distributed campaigns is  
challenging: is the brand message  
relayed accurately?



## Costly to measure, where does my money go?

Now 60% of marketers have a  
dedicated budget for  
sponsorship measurement  
(rapid increase in 2 years  
from 40%)

# What is Ralloo?



## Marketplace

Where brands can sponsor  
1000s of small projects



## Platform

Enabling brands to  
generate measurable value  
from sponsorship by  
leveraging the social  
network of fundraisers.



#music



#adventure



#sport



#community



#motor



#travel



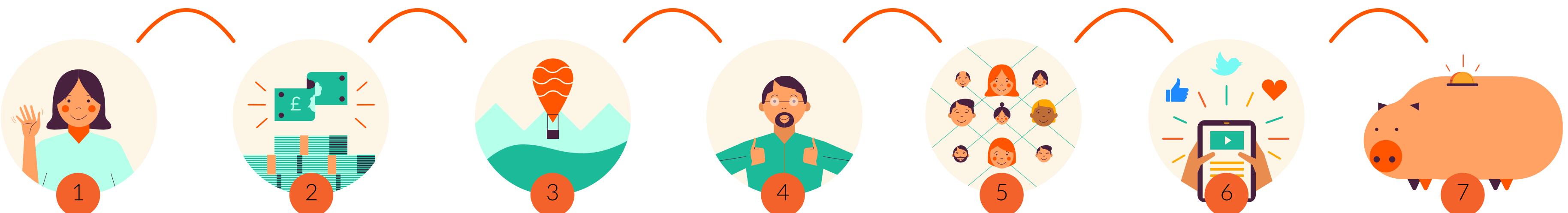
#adrenaline



#education

# How does it work?

We aggregate interesting projects, causes, stories from people and groups that are looking to raise money.



Fundraiser comes to Ralloo and tells us about her project or cause.

Fundraiser tells us how much money they need.

The platform creates a 'project page' describing the story and the goal

We match the project with a sponsor/brand in the relevant category

The fundraiser sends out the project page to their social network, and asks them to share it as widely as possible.

Supporters visit the project page and engage with the sponsor by watching video, posting a tweet, a Facebook share or publishing Instagram photo related to the project with #brand

The more people visit the project the bigger is the sponsor audience and the more money sponsor donates to fundraiser

# The Ralloo team



**Kasia Michalska**  
**Founder & CEO**

[LinkedIn](#)

Ex -Head of Product Management @ Google, Product & Marketing Director at BeatThatQuote. 15 years of commercial, online experience.



**Andrew Sadler**  
**Co-Founder, CTO**

[LinkedIn](#)

Ex- senior engineering lead at Google and Sun. VP of engineering at Yieldify. Microsystems. Key player in 2 start-up teams acquired by Google & Sun. 20 years tech and commercial experience.



**James Curran**  
**BD Lead**

[LinkedIn](#)

Ex- Head of BD for Google Compare. BD and Sales manager for MoneyExtra, uSwitch.com, [BeatThatQuote.com](#)



**Dominik Strzalkowski**  
**UX Lead**

[LinkedIn](#)

Ex-Head of Software Design at UpNext Technologies and Macoscope. Creative director, UX designer. 8 years of design experience.



**David Pickles**  
**Board Advisor**

[LinkedIn](#)



**Thomas Adalbert**  
**Board Advisor**

[LinkedIn](#)

Ex Global Principal at Google. Co-founder of 5 startups, 2 successfully acquired, by Google and Royal Mail.

# Business model

**£1000**

AVG FUNDS RAISED PER CAMPAIGN

We take 10% commission  
from sponsor deals

**6000 CAMPAIGNS**  
= £6M

**£600K**  
Revenue

**39K CAMPAIGNS**  
= £39M

**£3.9M**  
Revenue

**140K CAMPAIGNS**  
= £140M

**£14M**  
Revenue

**1M CAMPAIGNS**  
= £1BN

**£100M**  
Revenue

## YEAR 1

UK only  
2 categories  
global to local (big brands  
=> local projects)

## YEAR 2

+ EMEA  
+ 6 categories

## YEAR 3

+ US  
+ all categories  
+ local to local (local  
businesses => local projects)

## YEAR 5

+ global reach  
+ 1million campaigns

# Milestones

- Service launched and running:  
<https://www.ralloo.com>
- **3,500 users registered** with Ralloo.
- **420 registered projects**.
- **£87,000 contracted**. Brands on board including Bloom & Wild, Levis, Fuel10k, Tute, Ocado, ASICS.
- In the pipeline: Wickes, Adobe, Unilever, Barclays, Nationwide, Inspiring Learning, EDF, Amazon
- Strategic partnership signed and launched with PTA UK giving access to **14,000 UK schools**.
- Strong team in place. Experienced exec team, working together since 2006. Ex-Google engineers backed by engineering talent from Europe.

# Plan

2017-2018

## Q3/Q4 2017

- 
- Fundraiser self-service
  - Payments integrations
  - White Label (new category bootstrapping)
  - Sign up 8 brands
  - Run 200 campaigns
  - Core team in place

## Q1/Q2 2018

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- Online sponsor reporting
  - Internal reporting
  - Sign up 15 brands
  - Cover top 4 categories (education, sport, community, travel/adventure)

## Q3/Q4 2018

- 
- Launch self-service for brands local to local (small businesses paired with small / local projects)
  - Expand to other territories.
  - Cover most categories

# Competitors

## NEIGHBOURLY.COM

- Founded in 2013
- \$1.56m backed
- Tapping into brand-community exchange but using different model than Ralloo
- Operating only in charity/community space
- UK based but already expanding to other counties

## SPONSORISE.ME

- 2.5m Euro backed startup
- Focused only on sport
- Traditional crowdfunding + limited brand partnership (Coca-Cola)
- France, UK and US

## SPACEHIVE

- UK-based crowdfunding platform solely for projects aimed at improving local civic and community spaces.
- Launched March 2012
- \$2m backed
- Founded £6.1m projects
- Sources funds by allowing cash raised through crowdfunding to be combined with grant funding streams available for civic projects

# **Investment we need**

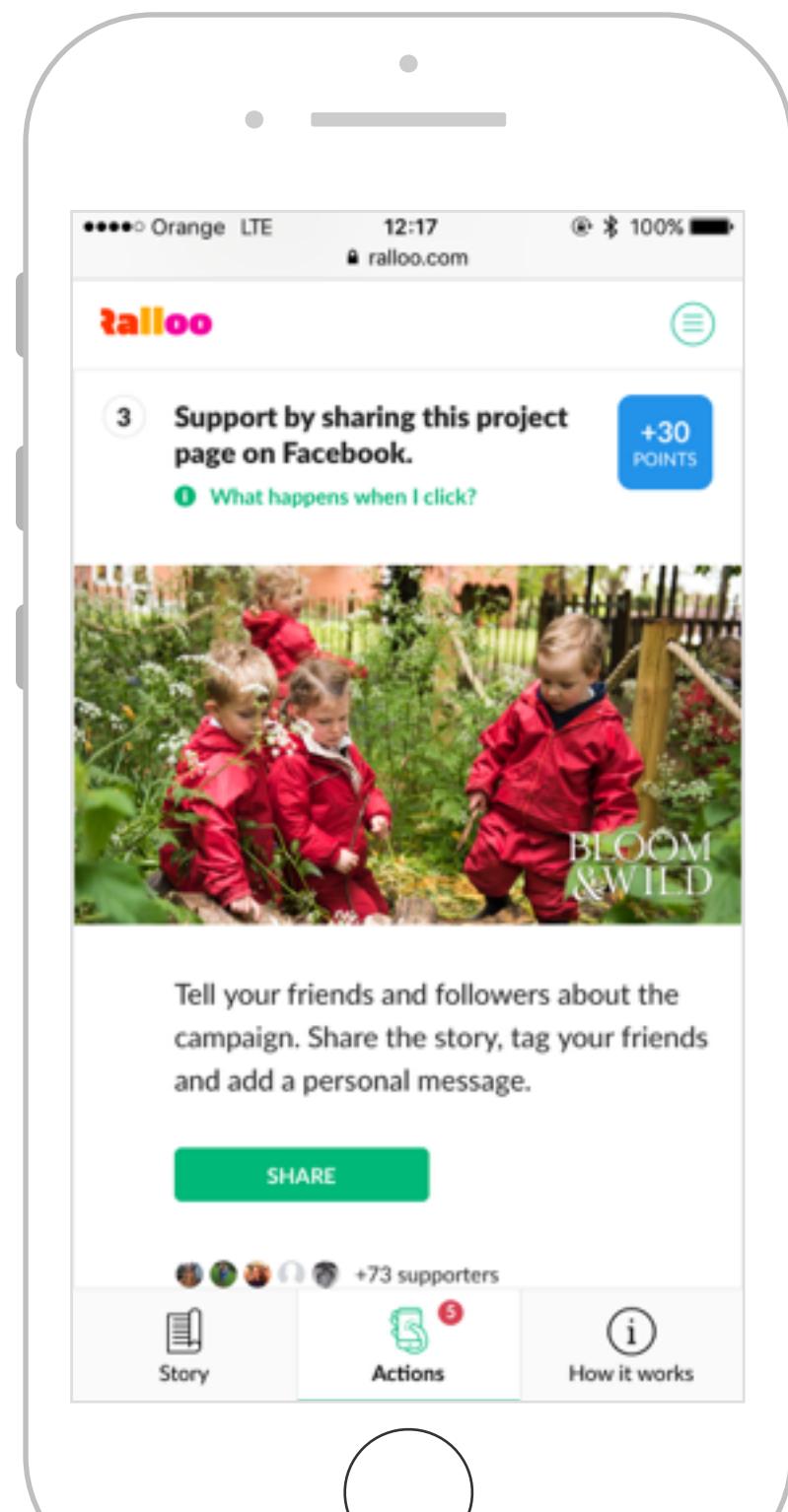
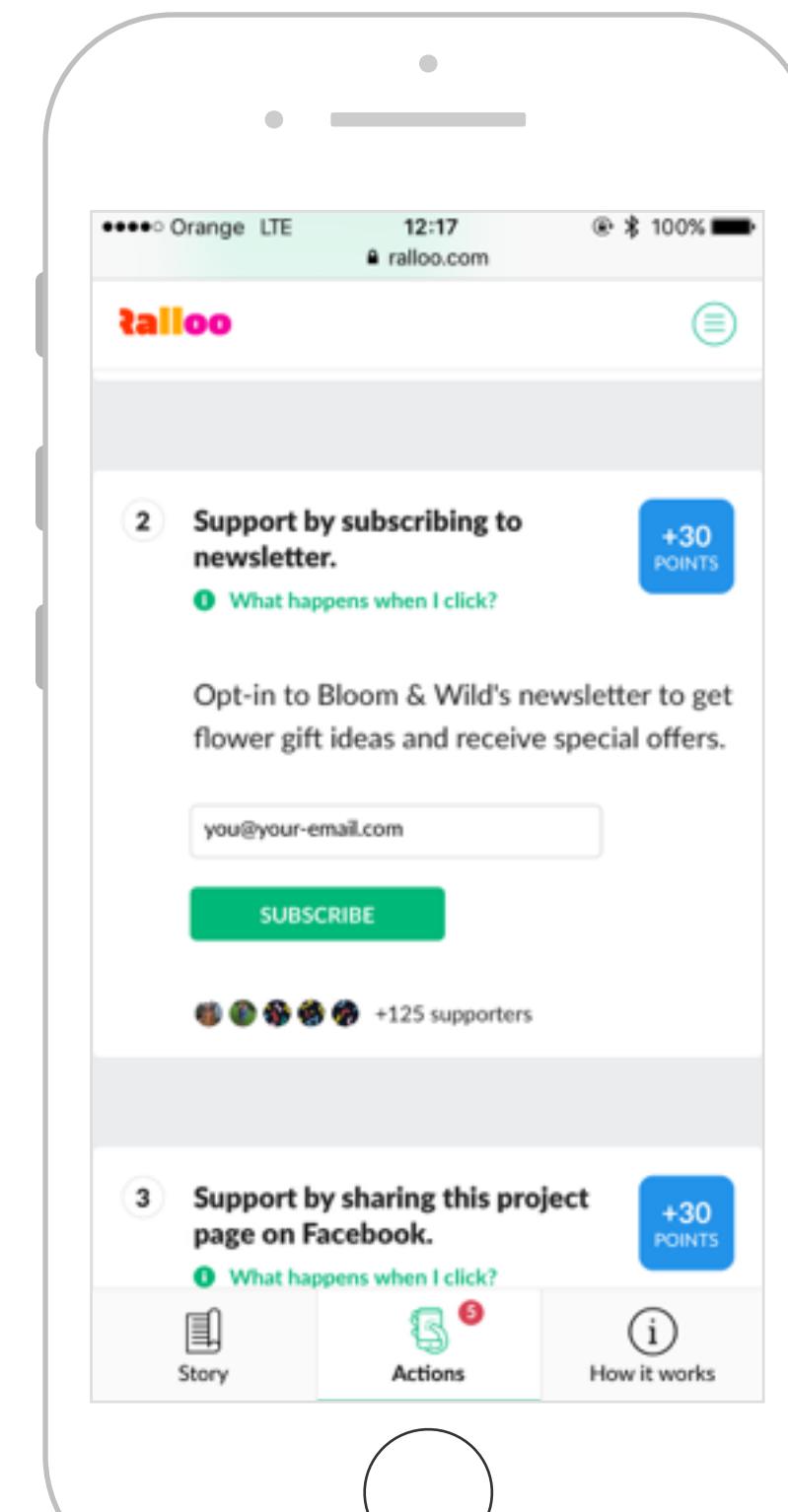
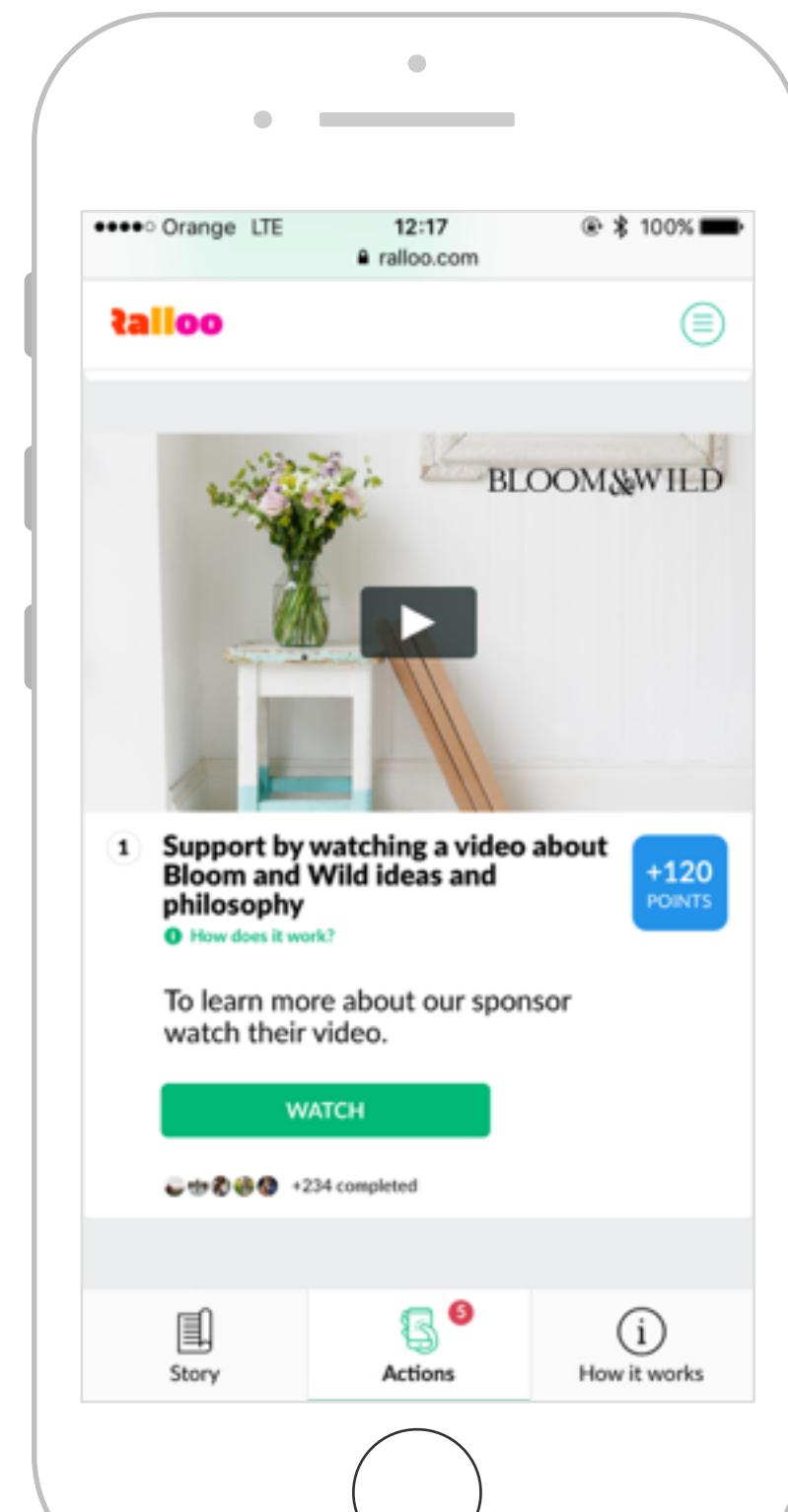
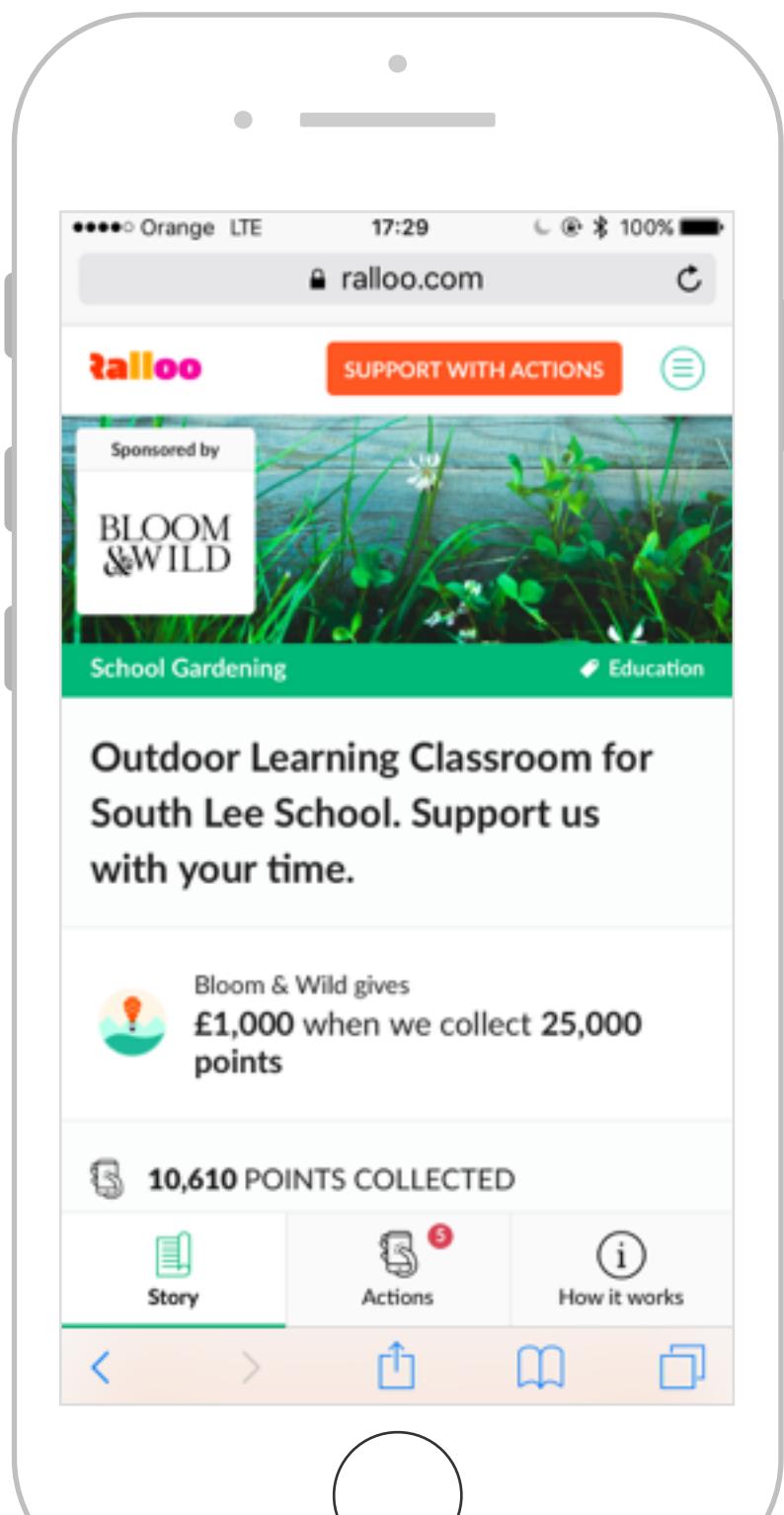
**£1M**

**to grow the team and deliver a scalable platform in the next 18 months.**

- We want to scale super-quickly to gain market dominance
- Timing is right and we want to be first
- From day 1 we want to put in place scalable technology to facilitate this growth and to support innovation at the same time
- The core team is in place + more employees ready to start, we managed to attract top talent on the market (the team has already worked together before on past projects)

# Ralloo

<http://www.ralloo.com>





**"As social becomes more important, sponsors must start looking at rights in a different way. They should be acquiring things that can serve as content for reaching fans beyond the venues."**

Ricardo Fort, Vice-President, Visa, Inc



**"Viewers see the social influencers as friends more than they would a celebrity...they can relate more...there's a level of trust that is valuable for brands if we can enter the picture authentically"**

Stephen Chriss, Marketing Director, Mondelez



**"Sports have tended to get the lion's share of sponsorship investment. However, people are also passionate about other things – from music to art to cooking. Those passions represent a real opportunity for brands who want to build emotional connections with their consumers"**

Mark Winfield, Sponsorship Manager, Barclays