

## We help young people + the brands they love drive social change at scale



[rabble.io](https://rabble.io) New York, NY [in](#) [ig](#) [rss](#)

### Highlights

- 1 Key Investor: Helen Aboah, President, Atelier Jolie (Angelina Jolie's new sustainable fashion line)
- 2 2023 Philadelphia, 1200 social actions registered: 100 volunteers, \$40K+ donation
- 3 Number fed in 2023: 2500 (150% increase from 2022)
- 4 Top partners: Eagles, Phillies, Flyers, Steelers, Pirates, Reebok, Omaha Steaks & Insomnia Cookies
- 5 Avg sponsorship per social action: \$83 (based on 2023 actions/2024 sponsorship)
- 6 NEXT: Strategic Partners to launch 3 arenas across sports & music (est. acq/city ~100K, 100 org)
- 7 NEXT: Pilot launch to 100 organizers across 2 cities
- 8 NEXT: COP28 youth support in climate

### Featured Investors



**Helen H. Aboah**

Syndicate Lead

Follow

As a 20 year brand builder and leader in the fashion industry, I have overseen the transformation of sustainability from a lofty goal to a way of running a mission-driven, purpose-driven business. As an executive, It's important to align with what you think is important in the world. That includes social justice, paying people a living wage and treating them well. There's a big business opportunity [in sustainable fashion] because the consumer is demanding that kind of accountability from the brands they shop from.

When I was introduced to Becky and her vision for Rabble, I instantly recognized what she was doing - Rabble hands the mic over to community leaders to define what's important to their communities served; those needs are what the broader community including local businesses, brands, foundations, every day people can help with. That type of authentic support a brand can provide - content, experiences, merchandise, and especially monetary support - gives us an opportunity to show we really are there to support our consumers and our communities.

Rabble is a platform to find meaningful experiences and to have your actions count - literally. This allows us as brands to see the impact of what we provided - merch, donations, sponsorship - and the social outcomes like # of people touched, additional donations it generated, ongoing actions, volunteers.

Becky has relationships across the UN, philanthropic partners, and substantially in the brand space. Most importantly, she has both the technical capability, market savvy as well as the broad-mindedness and depth to grow this social enterprise to be hugely profitable and impactful.

The work they did with Everybody Eats on Juneteenth demonstrated that well-known community brands like the Eagles, Phillies, et al are willing to

invest in their communities by providing support to events and experiences that an entire community can participate in.

As an early investor, I know that the team will be able to build a platform that will build a strong network of organizers to collaborate across movements, causes, issues. This is invaluable not only to our next generation consumer, but to our political process. I'm proud to be an early supporter of Rabble and intend to syndicate to others in the culture space.

Invested \$50,000 this round

## Our Team



**Becky Wang** CEO

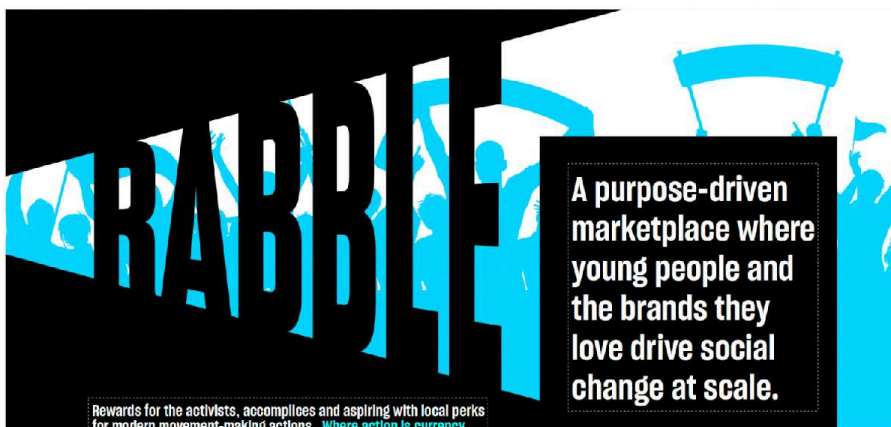
4x start-up CMO/CPO: Building sustainable growth engines, 10x revenue, 3x ROI for seed/series A Consultancy: Led client projects with exceptional business results including NI 30%+ growth, incl. LVMH, Spotify, FanDuel. Agencies: Droga5, Saatchi, Sony



**Frank Speiser** CTO

Co-founder of Metafide, a cryptocurrency ratings company Served as CEO at Talla, an AI and automation platform transforming customer support Co-founder and CTO of SocialFlow, a social media optimization platform

## A local marketplace helping young people + the brands they love drive change at scale



## Elevator Pitch:

Rabble is a local marketplace for young people and the brands they love to drive social change at scale. Think of us as a "Groupon for cause marketing" that gives local businesses a change to create authentic connections with the savvy Gen Y/Z consumer that drives loyalty.

## Problem:

Activism has long been synonymous with youth culture. Brands are hungry for authentic ways to connect to young consumers. The problem - it's so easy for businesses to get it wrong - from greenwashing to cancel culture.

## Solution:

Rabble makes it possible for businesses\* to help young people fix the world from the ground-up (and get creds for it).

1. A platform where people can discover and take action in modern movement making: create/view content, recruit, promote, attend, volunteer, share, and more
2. Offering local businesses an action wallet, where they can sponsor actions and events with perks/cash to find new consumers and show them their commitment to the community
3. A way for organizers, non-profits, and foundation to enlist the community for help, get support through events like fundraisers, gatherings, volunteer opportunities and track participation for reporting

Our secret sauce is our ability to rally the community of organizers - cultural, social impact, events - who create experiences that give the community opportunities to gather - in celebration, in times of need, in mourning, in coming together in solidarity, in communion. Rabble promotes these events to those who want to make a difference, namely "Generation Participation" who can earn points. These points are redeemable for local business perks. For a fee, businesses can associate their name with the perks/money/support they provide that gives back through organizational support and rewards those who participate.

We compete in the SMB local marketplace and customer loyalty software. We estimate that the market size globally is \$96B. We also compete in the creator space, where 20% of creators say they create to advocate for a cause, and 40% say to make a difference in the world.

Our competitive advantage is our startup experience, our relationships to grassroots organizers, our brand relationships, and our experience in web3/AI.

Currently, we're launching to 250 Philadelphia and Bronx NY community organizers in food security to support 25K users within the next 3-6 months. We also have evolving opportunities with arenas supporting sports teams and musicians to gamify impactful engagement. We're also working on a strategic partnership with a community bank and a sports league.

We're seeking angels, family offices, and foundation to complete our \$500K raise as well as strategic brands to pilot with our growing number of non-



# Meet Rabble.

- We learned, in the aftermath of the 2016 US presidential elections, what drives the behavior, beliefs, and attitudes of nearly 1000 Gen Y/Z around their passion for direct grassroots efforts and cause the U.S.
- We know brands (and that brands) want to improve their purpose driven impact [\$2T globally, \$1T in the US alone] in the face of greenwashing, need for relevance, privacy issues
- We've founded, funded, and scaled (a) marketing teams & agencies (b) B2B SAAS (c) B2B2C community-focused brands and (d) B2C network effect platforms globally.
- We've built a platform of organizer tools, a marketplace of events and actions, and brand NFT-gated experiences to make impact in local communities
- We proved the concept at our first large scale event on Juneteenth in Philadelphia
- We're experts in web3 provides technology rails in a world where volume, vitriol, and veracity continue to be a problem
- We're seeking \$500K in SAFE Notes (\$124K from WeFunder) to complete product development, develop college market channels, and fulfill two contracts for large scale events focused on acquisition

What we found was not only the underlying crisis of connection and isolation as a result of social media, but a sense of not belonging. As one of the most diverse generations, young people feel they don't fit into the boxes that current institutions try to put them in - they feel like they cannot be themselves in the current definitions.



As a result, they are opting out of traditional ways of participating with established institutions of media, education, employment, and speaking truth to power and taking direct routes to getting things done - creator economy.

to power and taking direct routes to getting things done. Creator economy, the internet, gig economy, and grassroots efforts and direct action.

What makes this youth movement different than previous generations is the way they are using technology for cause purposes.



**As the most diverse generation, they have the power to direct time, money, attention to their own communities locally.**

**\$3.9T**  
in combined buying power in the US, 3.9T vs 360B of Gen Z alone.

**BIPOC**  
the marginalized and disadvantaged  
those seeking access to justice  
-gender equity  
-climate justice  
seeking an equitable and sustainable future

1. <https://www.research.com/articles/millennials-have-3-9-trillion-buying-power/> for Gen Z buying power, see <https://www.research.com/articles/millennials-have-3-9-trillion-buying-power/>

The purchasing power of the communities that Gen Z belong to is 10x that of Gen Z alone.



**Societal leadership is now a core function of business.**

*And businesses need touchpoints that touch<sup>2,3</sup> savvy next-gen consumer.*

**The consequences of not doing so impacts**

Market: C-Suite Concerns of "greenwash" rep <sup>4</sup>	Talent: Employee turnover costs <sup>5</sup>	Investment: Need new behavioral, ESG data <sup>6,7</sup>
<b>75%</b>	<b>30.5B</b>	<b>83%</b>

1. 1,000+ consumer brands based on their values and beliefs. 2022 survey shows a majority based on shared values and support that 80% is based on shared values. 2. 1,000+ brands based on their values and beliefs. 3. 1,000+ brands based on their values and beliefs. 4. 1,000+ brands based on their values and beliefs. 5. 1,000+ brands based on their values and beliefs. 6. 1,000+ brands based on their values and beliefs. 7. 1,000+ brands based on their values and beliefs.

According to the 2022 Edelman Trust Barometer reveals that business holds onto its position as the most trusted institution, with even greater expectations due to government's failure to lead during the pandemic. "Business must now be the stabilizing force delivering tangible action and results on society's most critical issues," said Richard Edelman, CEO of Edelman.

Brands that know this are looking for ways to create relevance (defined in marketing as the ability to create their own subcategory where customers are obsessed, believe the company/product is necessary, answers their needs in an innovative way, and distinctively inspired). Brand relevance also translates to loyalty which turns into business profits and better margins.

Not engaging millennial workers is a big miss for organizations. The millennial workforce is predominantly "checked out" -- not putting energy or passion into their jobs. Corporate HR solutions like Benevity and Blackbaud rely on larger, more traditional non-profits that don't provide the type of experiences Gen Y/Z employees seek with grassroots impact.

# There's more.

There's also \$234B in DAFs (Donor-Advised Funds) that are undeployed bc of lack of information and reporting on the grassroots level.<sup>1</sup>

-Current tooling is scattered across platforms without a single place to find things to do and ways to gather that track participation, incentivize action, and get people talking to - and working with - one another on solutions.

**Young people, businesses, and philanthropists want to know about and connect with grassroots, directed efforts so they can be culturally relevant AND a part of the solution.**

1. \$234B in DAFs: <https://www.philanthropy.com/article/donor-advised-funds-holders-should-unlock-their-dollars-for-impact-on-the-ground>  
2. Using the credit economy for good: 40% went from a water scarcity (CAGR 18%) and 60% use the platform for good

4

ESG Data Reporting is a \$158B estimated market size with a 32.3% CAGR!  
Foundations also benefit from this data.

# Meet Rabble.

**(and ps, what does social impact at scale mean?)**

That means smart technology that increases the size, strength, reach, and impact of social movements that shape culture daily - online and IRL.

**Our platform makes it easier**

1. For organizers: recruit and engage people in events with each other and communities served
2. For young people: to network with others [like them], collaborate across movements, and feel like they are making progress
3. [AND SOON]  
For brands and foundations: link to grassroots movements with behavioral data to drive impact through donations, sponsorship, and people power.

5

The solution must answer a key need for consumers and the brands they love: create belonging through community and provide a solution for businesses that answers reputational and marketing and employee engagement drivers to the business.

**Imagine  
the power + presence (+ opportunity)  
unlocked  
when we bring the three together  
(by providing tools that turns online activity into real-world impact.)**

6

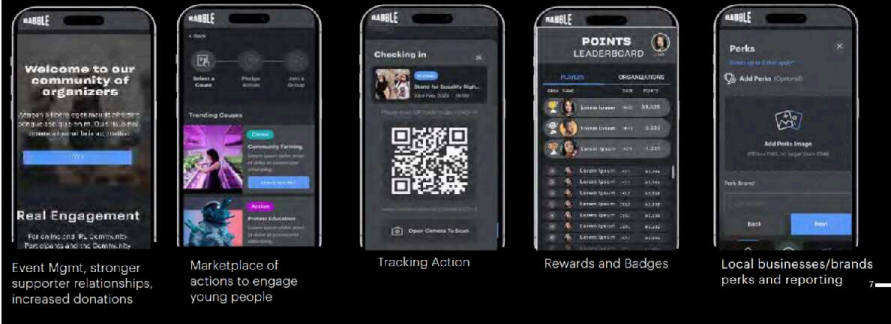
When we bring together Gen Z, their communities, and brands, we unlock a new opportunity for donations, volunteerism, and now, marketing dollars.



## How we work.

## GroupOn x Sweatcoin for Impact™

[Product Demo>>](#)

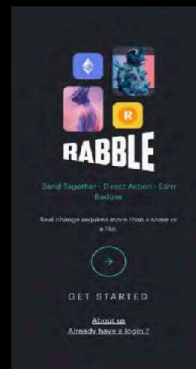


## From the rubble, we Rabble:

**Rabble makes it possible for businesses\* to help young people fix the world from the ground-up (and get creds for it).**

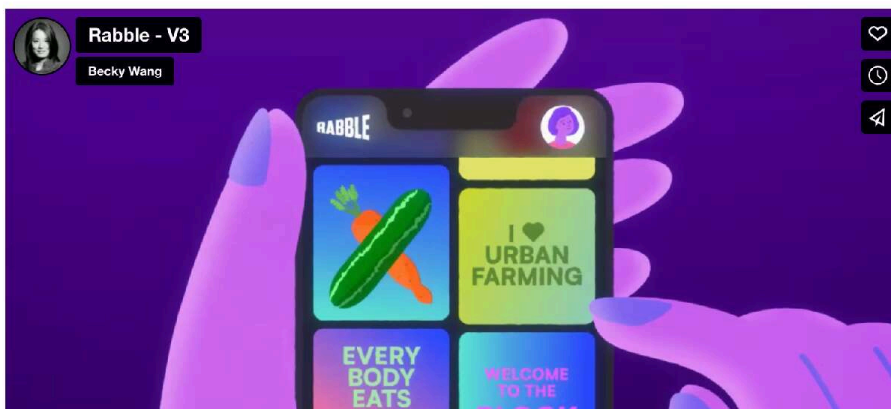
1. A platform where people can discover and take action in modern movement making: create/view content, recruit, promote, attend, volunteer, share, and more
2. Offering local businesses an action wallet, where they can sponsor actions and events with perks/cash to find new consumers and show them their commitment to the community
3. A way for **organizers, non-profits, and foundation** to enlist the community for help, get support through events like fundraisers, gatherings, volunteer opportunities and track participation for reporting

[View Video>>](#)



5

Powered by marketplace and community tools, organizers list events and actions that increase the size, strength, reach of social movements that shape culture on daily basis - both online and IRL. Brands hungry for authentic ways to connect to young employees, consumers, and culture can know what matters, put their time, money, and attention to sponsor actions, and see the impact of what they do. Our platform leverages AI for insights, recommendations, and validation of actions for users, and web3 to give brands proof of their real world-impact in communities.

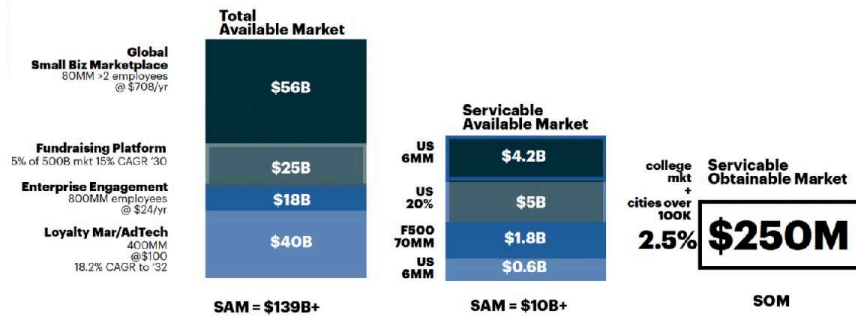






The total available market comes from local business subscriptions and marketing spend, corporate subscriptions per user as well as for data, and a transaction fee for donations.

## The market(s) and their sizes.



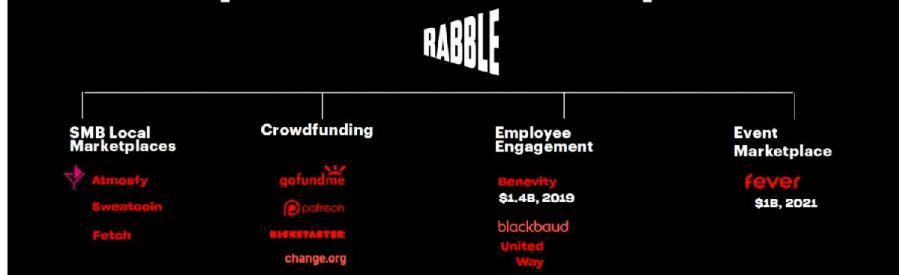
1. Fundraising: Source: 2019 Global Fundraising Report, 2019-2020. 2. Enterprise Engagement: 2019 Global Fundraising Report, 2019-2020. 3. Loyalty Mar/AdTech: 2019 Global Fundraising Report, 2019-2020. 4. Global Small Biz Marketplace: 2019 Global Fundraising Report, 2019-2020. 5. US 6MM: 2019 Global Fundraising Report, 2019-2020. 6. US 20%: 2019 Global Fundraising Report, 2019-2020. 7. F500 70MM: 2019 Global Fundraising Report, 2019-2020. 8. US 6MM: 2019 Global Fundraising Report, 2019-2020. 9. College mkt + cities over 100K: 2019 Global Fundraising Report, 2019-2020. 10. 2.5%: 2019 Global Fundraising Report, 2019-2020.

## How we make money.



We're focused on onboarding organizers and non-profits to offer opportunities to donate and participate in community events. Initially, we will focus on a freemium SAAS platform model for organizers then tackle the donation model from employees through their companies, as well as supporting employee engagement.

## Our competition and white space.



(1) 91% of local businesses give back.	(2) GoFundMe and Eventbrite are V1 tools without the social experience.	(3) Mkt Leaders only capture 25% of market bc of lack of localization	(4) Next-gen local experiences marketplace.
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What sets us apart from GroupOn is that our revenue comes from businesses, not consumers. Market surveys with local businesses reflect that current social ad spend delivers limited ROI compared to SMS, email, and other focused SMB marketplaces. Our focus is not on the transaction, but the brand association as part of the solution to community causes.

What's unique about our model compared to others like FeverUp, we can charge a marketing optimization fee to brands looking to provide greater sponsorship through marketing budgets.

Benevity has a unicorn status in 2019, generating \$100M in revenue off of \$10B in employee and corporate donations. Our model also allows us to tap into the marketing budgets, like other social platforms.

## What scaling impact look like.

Based on case study estimated sponsorship dollars for next year:

**\$83/33**  
the avg sponsorship (\$100K) per action (1200 recorded)/  
Rabble Revenue Per Action (40% of CSR/Mktg budget)

**-\$23**  
Our cost to activate (Creative, Media, BD Sales Outreach)

**\$10**  
Income Per Action

### RABBLE Where Action is Currency.

**Food Security in Philadelphia** [View Case Study Video](#)

Driving awareness of and engagement with Everybody Eats, a grassroots non-profit helmed by 4 black chefs serving West Philly. Through Rabble, we recruited the college community to join a free BBQ on Juneteenth and found sponsorship with the Eagles, Reebok and 43 other brands. Results: \$100K in sponsorship for next year's BBQ to help feed 10K next year (1K -> 2.5K this year). 1000 users, 1200 actions.

**Two Strategic Partnerships**

**Zero Food Waste in Portland + NYC with Sports Leagues**

Driving awareness and engagement of sustainable farming by BIPOC farmers starting with the tribal nations through a Zero Food Waste campaign. In partnership with the Wave Foundation, the Trailblazers, Compass, and other community-based brands, we offer loyalty rewards for positive action. Our audacious goal: 100K users, 10+ brands, 10+ orgs.

**Artist-driven Live Events promoting Carbon Credits in Denver**

Driving awareness of BIPOC farmers and engagement through carbon credits purchase. In partnership with The Carbon Underground and local colleges, we offer students an opportunity to purchase carbon credits. Our audacious goal: 100K users, 10+ brands, 10+ orgs on Rabble to educate on cleantech and reward badges for carbon credit purposes.



Social & Email lists

**35K**

20% MoM growth

**Food Security in Philadelphia** [View Case Study Video](#)

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**Two Strategic Partnerships**

Zero Food Waste in Portland/NYC with Cultural Inst.

Musical Artist/Festivals in Denver for Carbon Credits

19

**Go To Market**

Phase 1: Q1 2024 + Q2 2024

**Organizers, College Mkt, Local, Brands**

Philadelphia, Bronx

- 25,000 users expansion into college
- Grassroots Focus
- Referral Growth Hack and Badging
- Community-focused companies including sports teams, banks
- One strategic foundation partner interested in youth engagement in their cause

Phase 2: Q3 + Q4 2024

**2-3 scaled events**

Denver, Portland, NYC

- 250,000 users + re-engagement
- Establish Strategic Key Partnership with Foundation + Sports Franchise
- Scale across two other events
- Brand ESG/Reporting Product Development

Phase 3: Q1 2025

**Market Development**

Scale + Foundation Focus

- 500,000 users + re-engagement
- Hi-touch web3 agency svcs + tooling
- Industry cause: Beauty, Fitness women's reproductive rights
- Retail conservation + climate
- Sneakerheads, beauty protest edu, social justice, food

12

Note: the above contains future projections which cannot be guaranteed.

By end of Q2 of 2024, we'll have onboarded 400 activists / non-profits. We'll know our "k-score" (ie, for each organizer, how many users do we add and of those, who returns) - these traction metrics dimensionalize the business. This will solidify the B2C model. We consider this a marketing investment; what we charge is not meant to be a business driver, but to offset marketing costs.

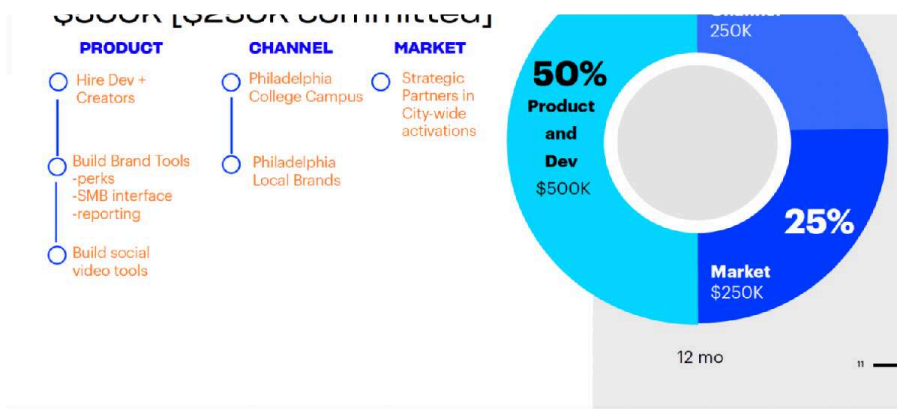
Currently, in our B2B2C model - we're working with foundations to onboard ~100K users/200 organizations at a time by leveraging existing foundation-brand relationships around days like "Zero Food Waste Day" or "Ecofairs" through the network of cultural institutions that are already participating in these days. We expect these to launch starting Q3 of 2024.

These days include National Observance, National Health Observance, and Impact Days, like Zero Food Waste or Earth Day across 3 regions: a mountain region city of 1MM pop - carbon credits for farmers to move toward regen farming, West Coast city over 10MM pop - food security, East Coast area population over 8MM - food security.

**Use of Funds**

\$500K [\$250K committed]

Channel



Note: we are only raising \$124K through Wefunder. \$200k of our commitments have not been closed on.

## Exit Potential

We will amass data on the efficacy of cause marketing as well as behavioral data in the new world order of privacy concerns.



Marketing Automation Company with brand alignment

blackbaud

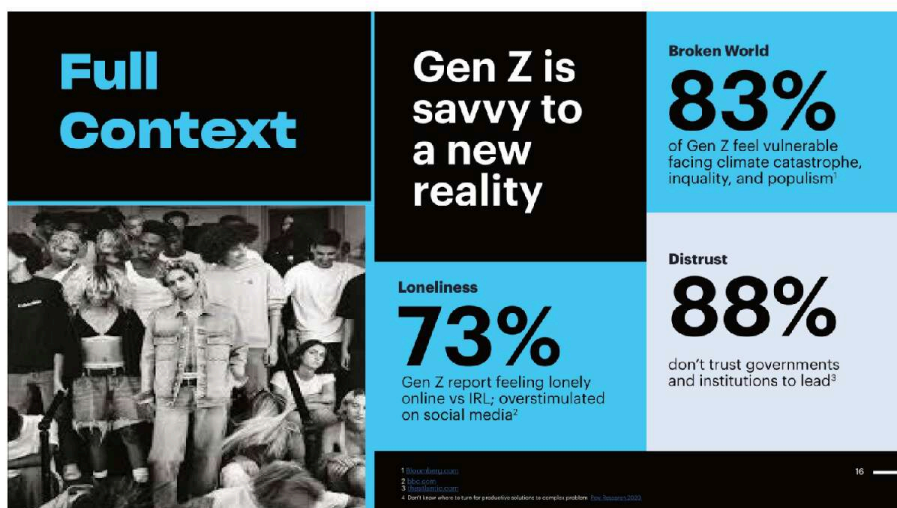
Technology SAAS For Purpose

PLUGANDPLAY

Marketing Investment for Brand



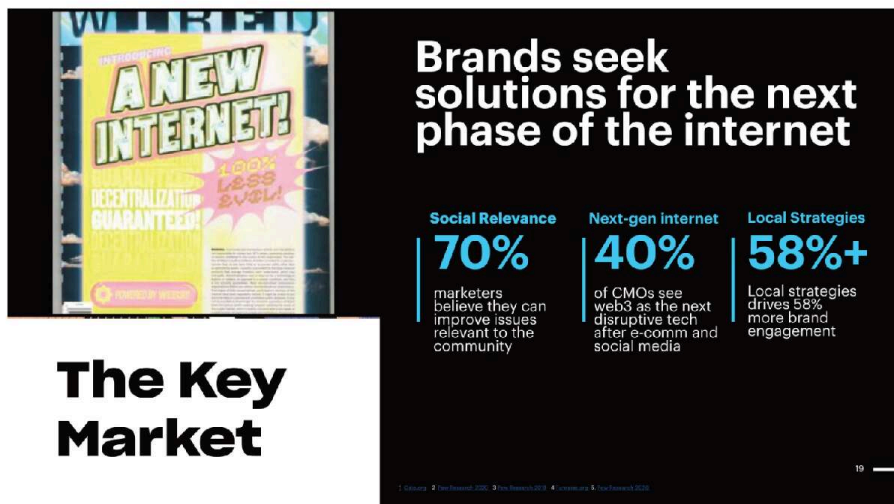
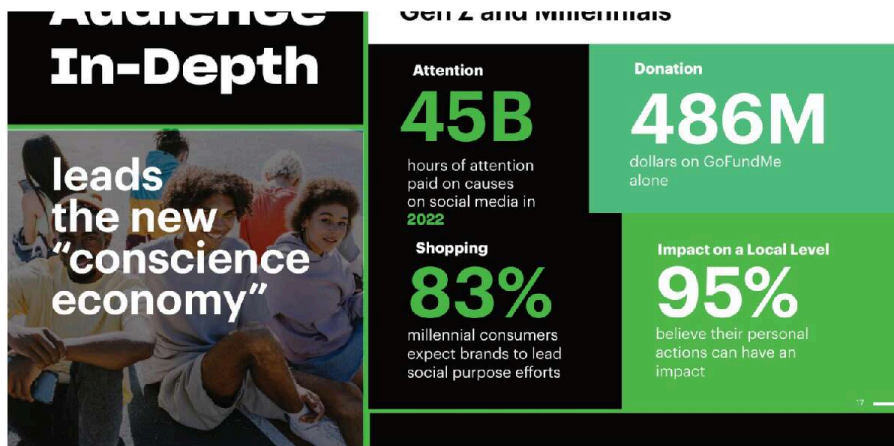
Private Equity Rollup to tap into DAFs



## Audience

Social action is a love language for Gen Z and Millennials





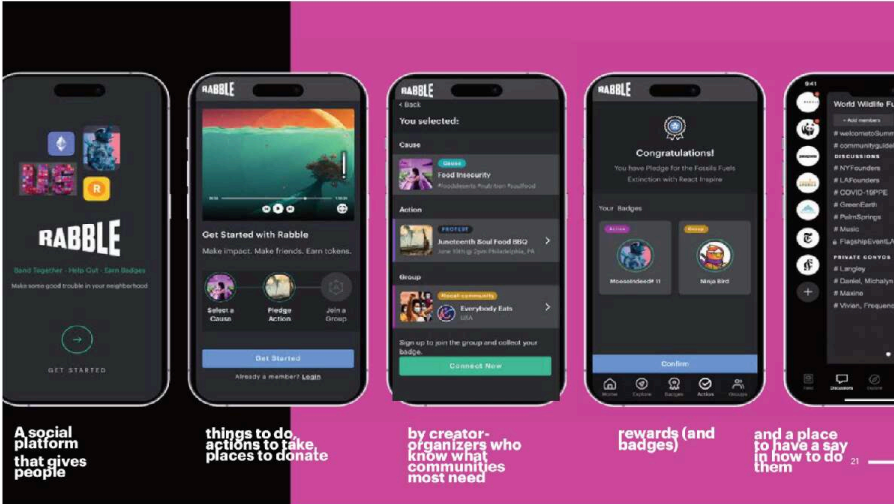


## relevance beyond the endless scroll.

**1040%** EBIT growth over 10 years relevant brands vs avg.

**Sports Team on East Coast:** galvanizing the sport, college, and black community to tackle food insecurity in city food deserts. **Food Brand in Canada:** made a public commitment to create sustainability in food sources but has no way to activate it beyond their products and into the community. **Alcohol Distributor in WC, ZA/Fashion brand in France:** community support and human rights along the supply chain. **Global Gas/Oil Company:** for a commodity product that's only competitive advantage is proximity and price, how does a brand create relevance?

20



**A social platform that gives people**

**things to do, actions to take, places to donate**

**by creator-organizers who know what communities most need**

**rewards (and badges)**

**and a place to have a say in how to do them**

21

## How we Generate Social Capital

View Video>>

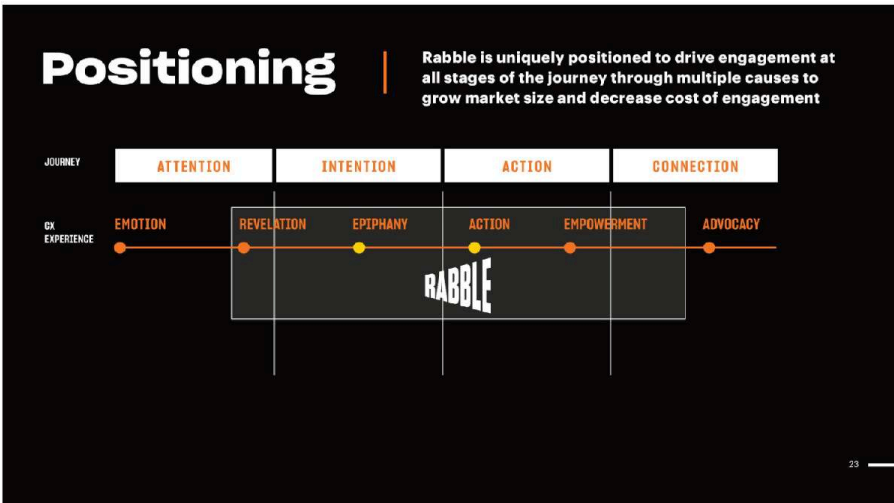




22

## Positioning

Rabble is uniquely positioned to drive engagement at all stages of the journey through multiple causes to grow market size and decrease cost of engagement



23

# EATS.

POWERED BY

# RABBLE

Philadelphia hosts the largest Juneteenth in the US (30K). Everybody Eats Philly feeds people for free to demonstrate food security is basic human right.

As their ticketing, marketing, sales partner, Rabble amplified their presence by recruiting college students, community members, and Philly brands to participate.

# Traction

June 2023

**EATS.**  
POWERED BY  
**RABBLE**

**PRODUCT**

- Marketplace of events
- Registration
- Donations

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[View Videos >](#)

## Our Community Get Together

### Metrics

- 2500 fed (150K in-cash)
- 1200 users (125 signed up for second event)
- 900 registered (600 college (CPA: \$2.19))
- 600+ badges awarded (335 registered; 168 college)

### Donations

- 5% in-kind donation, \$40K value
- 20% response rate
- 2.5% "next year budget"
- Fiscal donations for 2024 ~250K
- Avg sponsorship for actions: Notable: 6 sports franchises, 3 \$B cos

### Partners: Brands + Foundations

# Why web3?

Our closed-loop, virtuous cycle transforms social capital into an investable asset class.

- A trusted platform for changemakers (privacy)
- Measuring REAL-WORLD impact through proof of attendance
- Helping grassroots organizers be accountable through proof of funding
- Customer Data in a cookieless world
- DAO capabilities that allow for communities to work together democratically

Why Web3? Web3 allows us to provide the transparency of dollars spent and provides the privacy layer that supports community organizers who are causing good trouble.

# Web3 Competitive

Specialized platforms are eating old platform market share as we move toward the future of the internet (web3)

web3

