

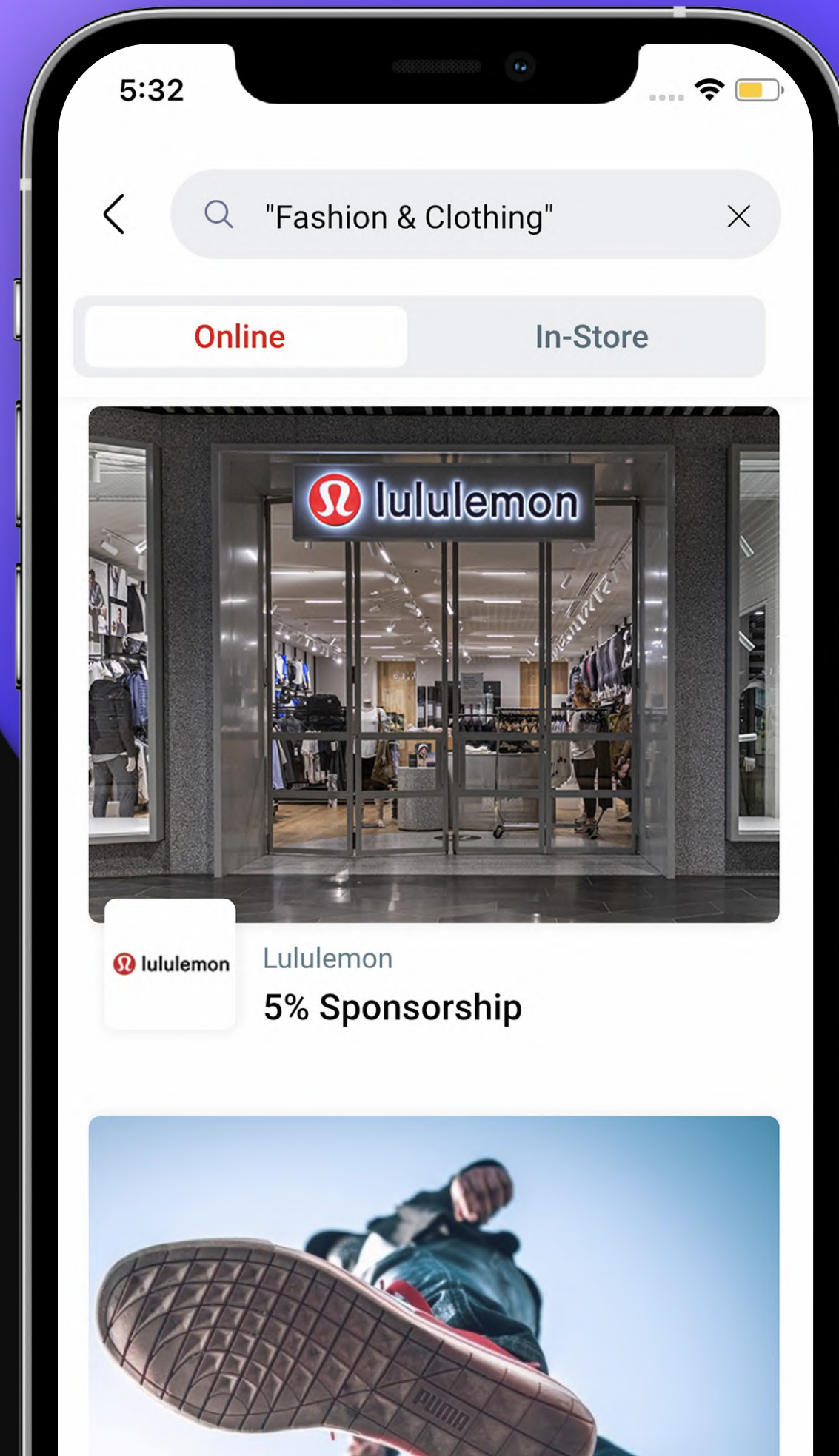
Company Name
iSponsor

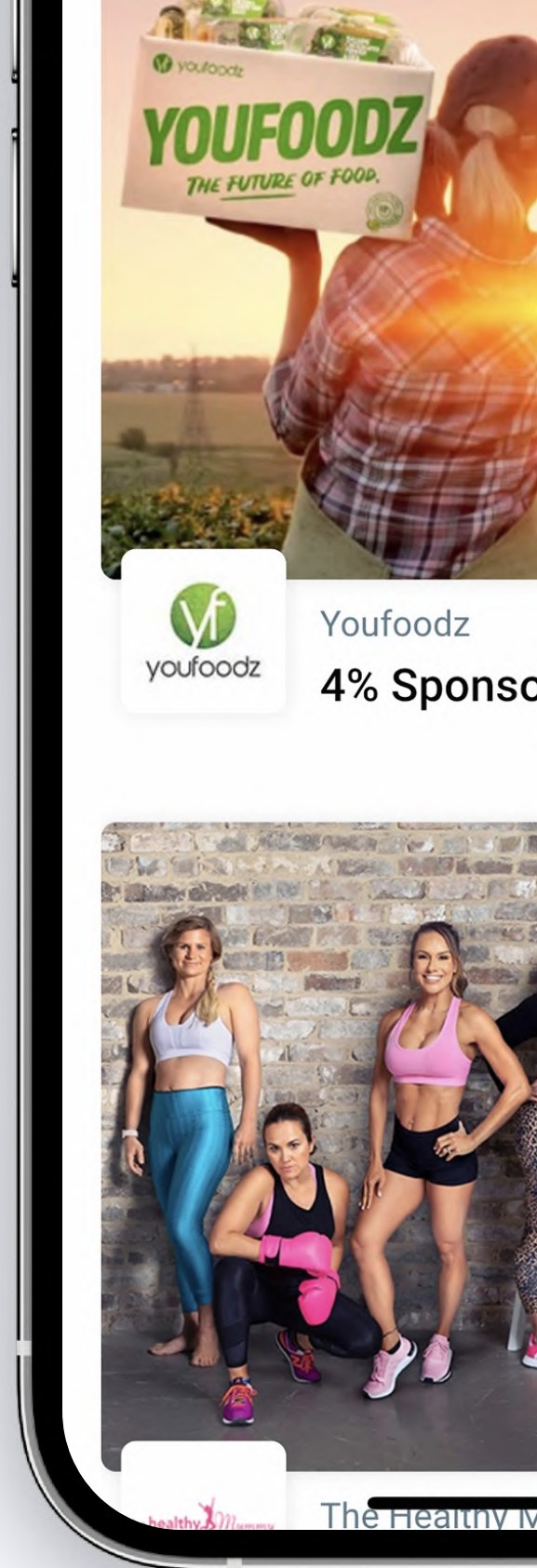
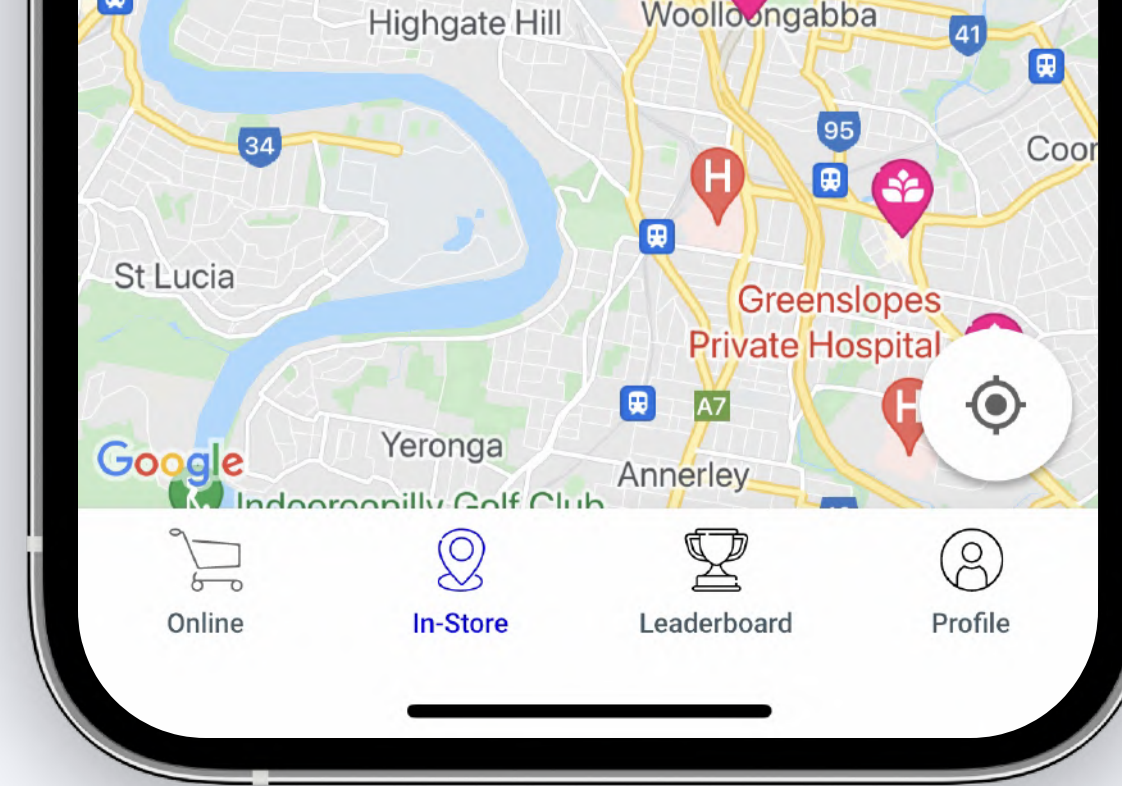
Contact
richard@isponsorapp.com

Date
Sept 2021

 iSponsor

Intro





Straight up —

We are an application that takes the risk out of sponsorship and donations by providing transparency and ROI to business and creating a non seasonal, consistent and secure income.



Problems

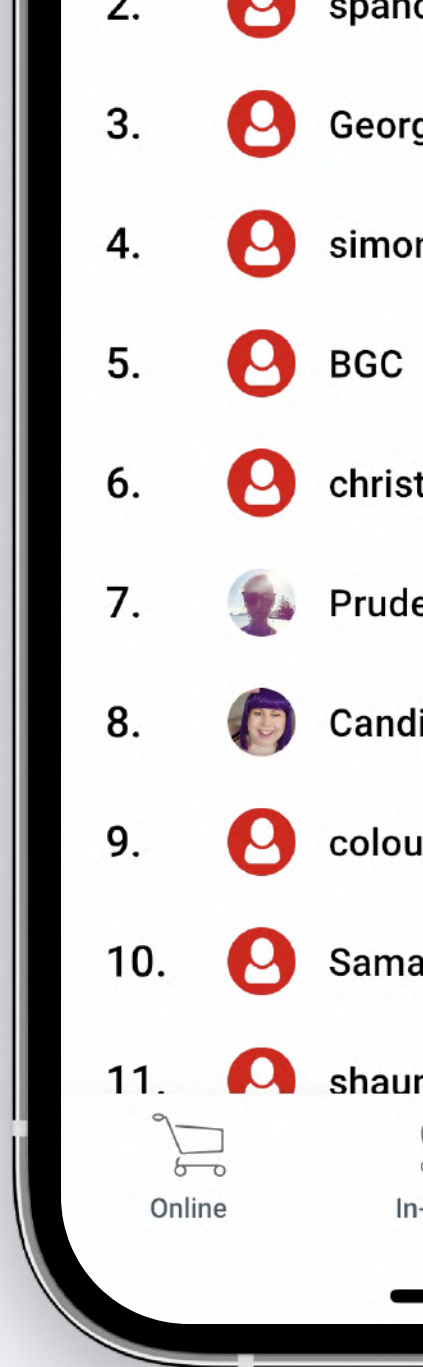
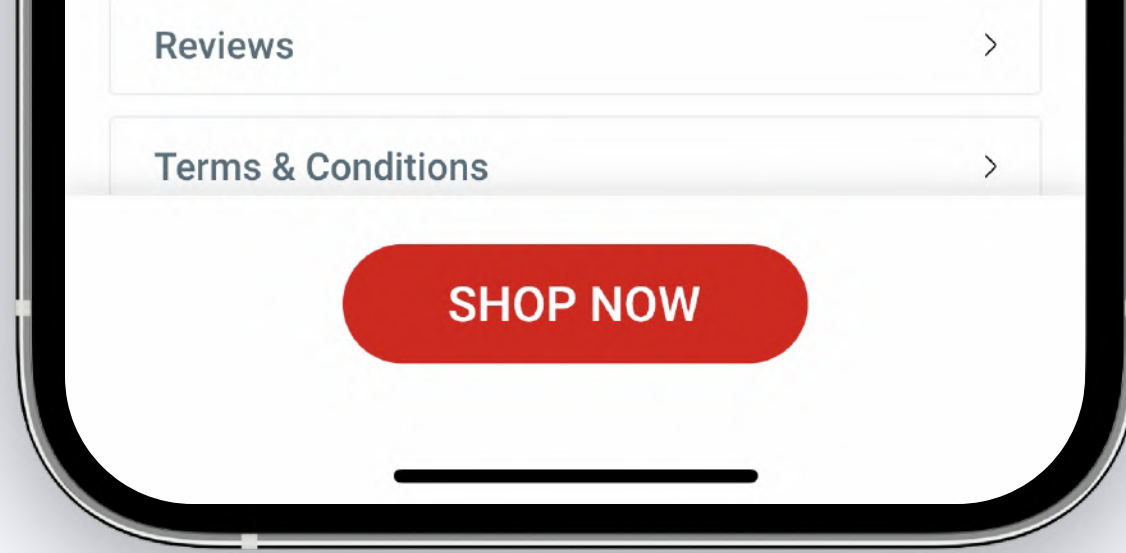
Problem 1

Sporting clubs and NFP's
need a digital fundraising
platform to survive



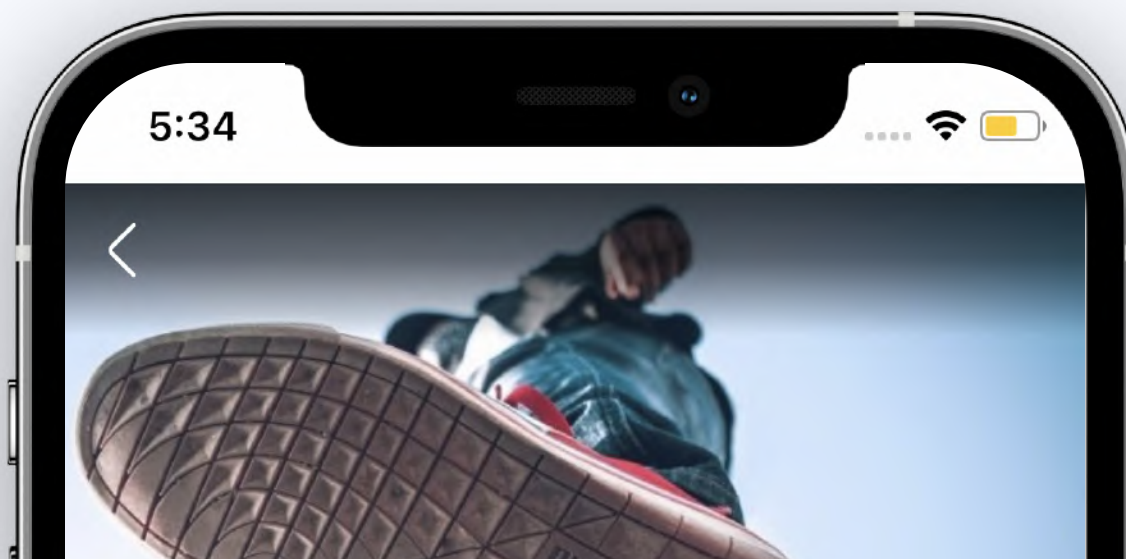
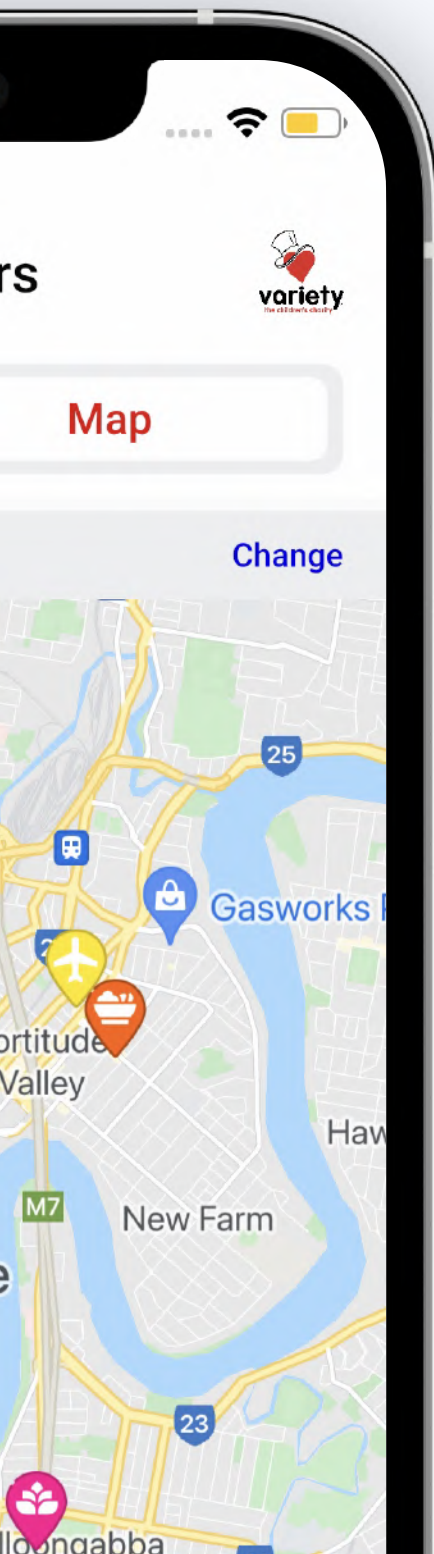
Problem 2

Small business needs
better ways to engage
with local community and
big business to manage
their CSR



Solution: We automate sponsorship through advertising and redirection of funds from participating transactions.

i.e. spend \$10 at the butcher and \$1 goes to your club.



Our Solution Benefits



Transparent

Reciprocation of funds from consumer to business to club/NFP/charity/college

Marketing

Marketing tool for business to dedicated “fans”

Consistent business reminders through mobile app and EDM for community and business

Cashflow

Consistent income club/charity/NFP/college

Monitored

Every transaction detailed for reconciliation & to show ROI

Secure

Safely managed environment, cash free collections

Traction Australia



800+ registered groups in Aus



1,000 affiliate businesses



Multiple international businesses



Ready to launch US/UK/India by 01/01/22



Contract with P&Cs Qld



App Launched 30.10.2020



NSW Rugby 100%



+3,000 Clubs Now SIP



In Talks With



WWF (Charity)



Other US Colleges



Many other international Charities



Harlequins Rugby UK



JMF Foundation



Links to other NFPs in States

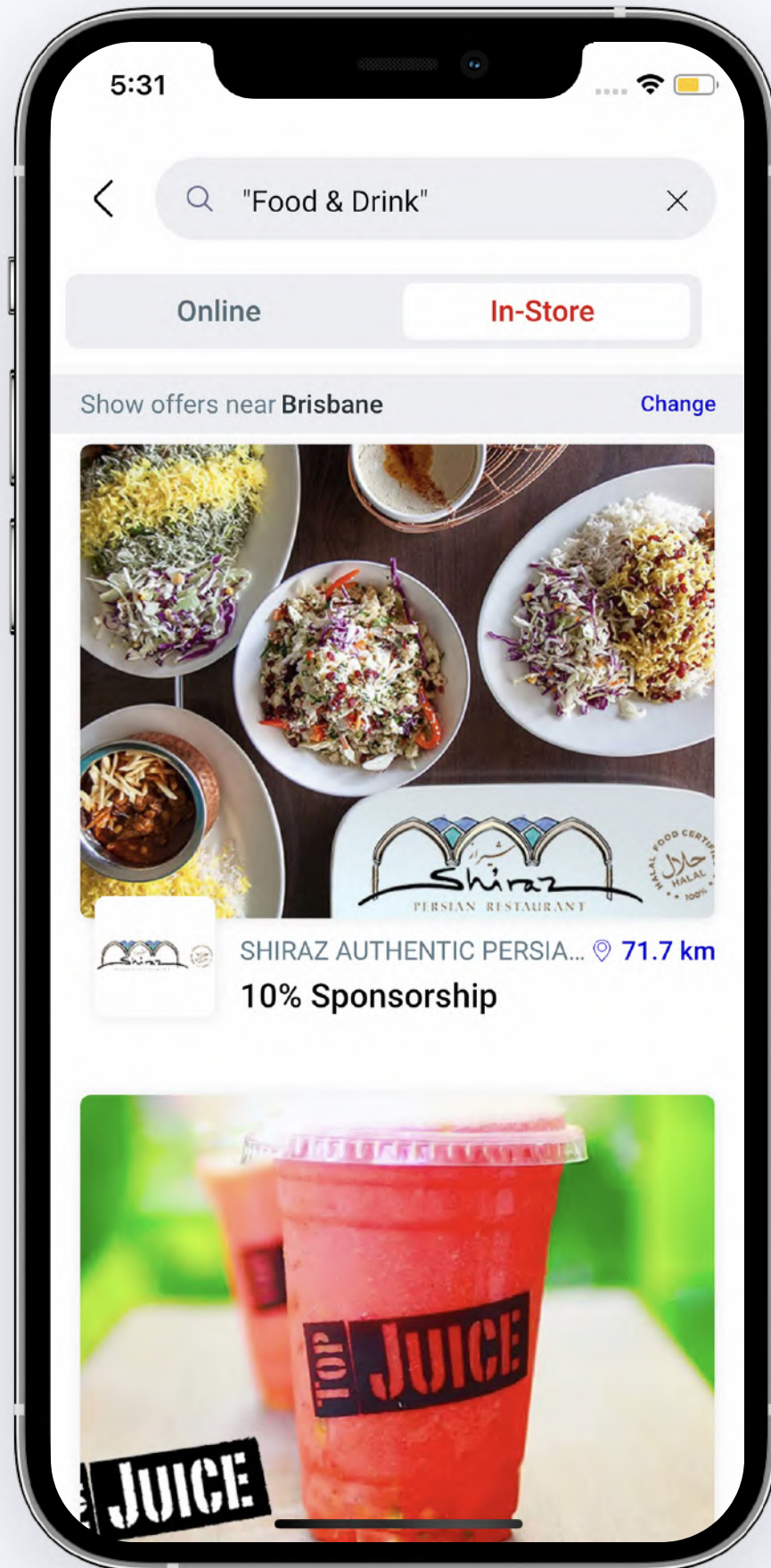


USA AFL



Link to UK Chamber of Commerce





Why we're here

iSponsor wants to create a world where the populations interest lays within their community and the people that need support the most.

We are here to change the world for the better.

We will support those who need it.

Market Size Sport



72,000

Australian
Sporting Clubs

8 Million

People playing sport in
Australia

X 50+

UK, US and Indian Growth
Markets with factor of 50+

Sports Validation

4,940,000,000

POTENTIAL USERS

65%

WORLD POPULATION

With roughly 65% of the worlds population playing sport. iSponsors global potential is huge.

1% is a big business.

Market Size Charity



56,000

Australian
Charities

\$57 Billion

Given annually through
donations and philanthropy

UK **\$120B**
US **\$820B**
IND **\$97.2B***

UK, US and India Growth
Markets

Charity Validation

2,700,000,000

TOTAL USERS

+\$500 B

GIVEN ANNUALLY

Donations from individuals account for over two-thirds of all donations. If you add in gifts from bequests, then the category accounts for nearly 80% of all giving. In other words, the donating public, not big foundations or corporations, is responsible for the vast majority of annual donations.

Market Size Schools



9,542

Australian
Schools

4,006,974

Students. @ 2.53 per family
that's 1,500,000+ families.

UK 32k
US 130k
IN 40K

Schools throughout.
500m+ Indian students

Schools Validation

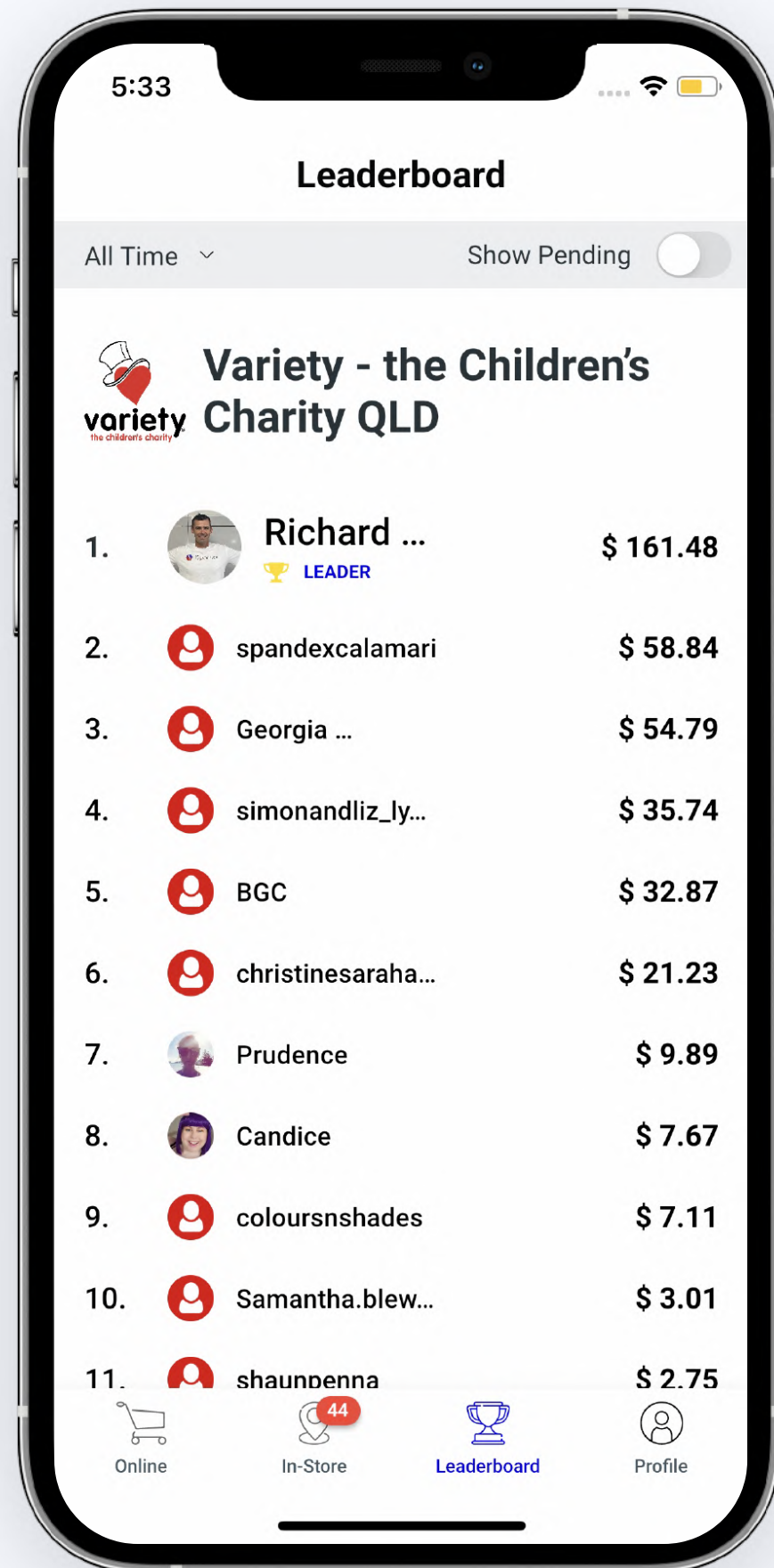
4,006,974

TOTAL AUSTRALIAN USERS

9,542

SCHOOLS IN AUSTRALIA

Schools and P&Cs are run better than amateur sporting clubs and the School market globally has huge support. By supporting schools, we have the opportunity to cement future users.



Nearly anyone in the world can help someone else through iSponsor.

We're focussed on:

- Every family that is affiliated with a grass roots sporting team
- Any small business/organisation wanting to sponsor a NFP and receive marketing assistance
- Schools and their communities
- Charity supporters

Competitive Advantage



Novel

A genuine first of its kind

Market Fit

Every club/NFP/School P&C and charity in the world needs funds

Viability

Every small business in the world needs support

Community

Based programs are well received and supported

Proven

Studies show people support anything for a good cause if they don't have to do anything

Current Marketing



Gamification & Incentives



Encouraging Push
Notifications



Key messaging for business



Educational Webinars



Business & club mentoring



Marketing Strategy for
Stakeholders



Detailed EDM and Social
Media Campaigns



Dedicated Marketing Team



Our Brand

1

Personal

We love communicating on a personal level. This is the core of who we are and what we do.

2

Friendly

We are your friends. We exist to help you manage through the difficulties of club sponsorship & the motivation of our sponsors.

3

Simple

We hate jargon. Our communication is clear, effortless and blissful.



Our Team



Richard Siganto

CEO & Founder

[View LinkedIn](#)



Liam Roach

GM Australia

[View LinkedIn](#)



Matt Gilbert

GM Philanthropy

[View LinkedIn](#)



Gemma Adelman

Marketing Manager

[View LinkedIn](#)



Marty Brown

Designer

[View LinkedIn](#)



Kyron Cole

Client Success Manager

[View LinkedIn](#)



Tess Herrick-Egerton

Office Manager

[iSponsor LinkedIn](#)



Damien Casey

Client Success Manager

[View LinkedIn](#)

Our Advisory Board



Richard Siganto

CEO & Founder

[View LinkedIn](#)



Anil Patel

Co-Founder Virtual Manager

[View LinkedIn](#)



Greg Ritchie

Former Aus Cricketer / Speaker

[View Wikipedia](#)



Robert Hale

Open Banking Expert

[View LinkedIn](#)



Brad Sands

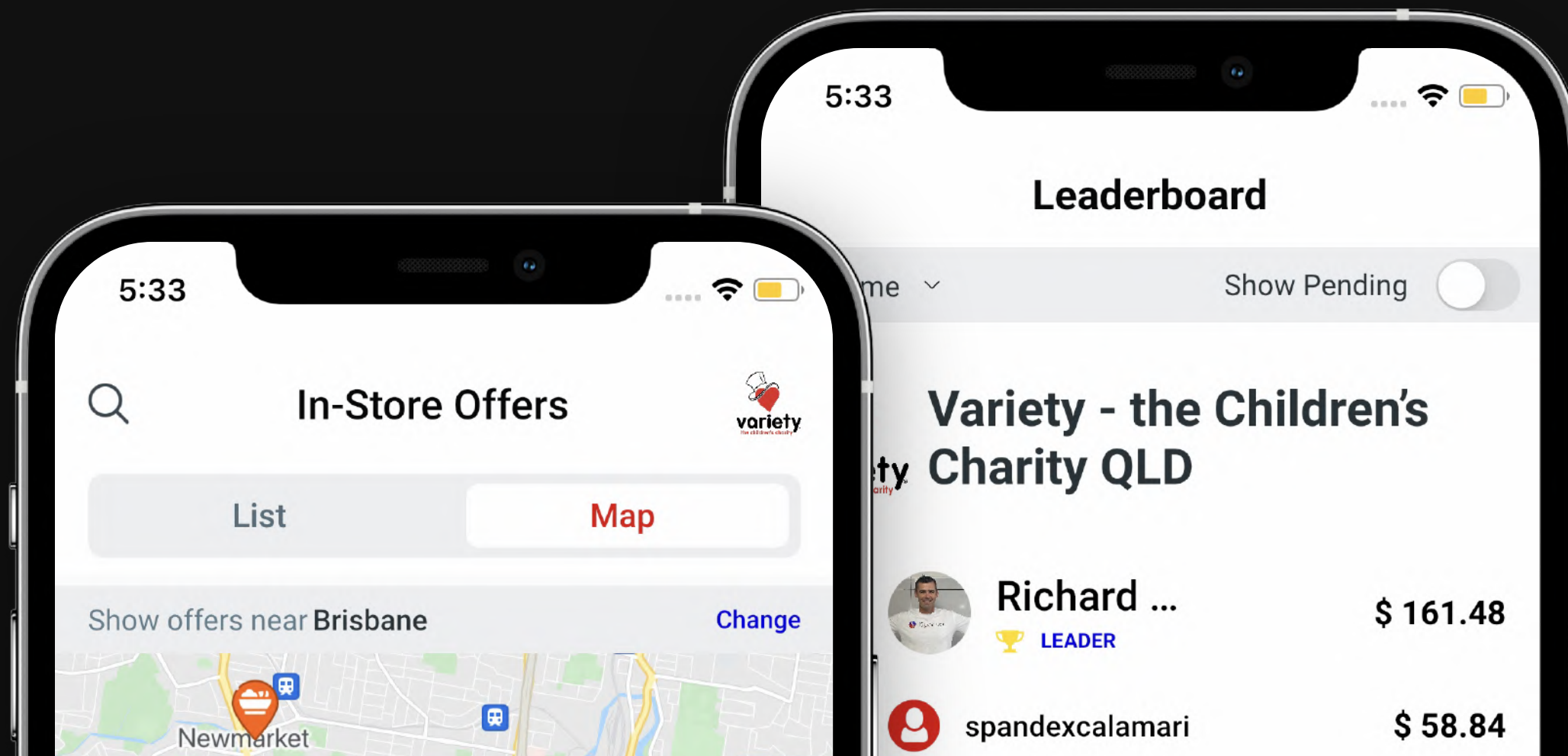
Strategic Advisor, Exec Coach

[View LinkedIn](#)



We will change the world one NFP at a time.

We want to focus on increasing sport participation, making education easier and creating a happier, healthier world as well as supporting those in need.



Richard Siganto
ISPONSOR

Contact
richard@isponsorapp.com

Date
July 2021

Thank You

