

Q4 2021

INVESTMENT PITCH DECK
ABRIDGED VERSION

PRIVATE & CONFIDENTIAL



EFFECTIVE ADVERTISING THAT'S
A FORCE FOR GOOD IN THE WORLD



Good-Loop is Creating a New Role For Advertising in Society.

HERE ARE THREE REASONS YOU SHOULD CARE

\$248 bn
SAM

1

MASSIVE MARKET RIPE FOR DISRUPTION

By 2024, Good-Loop will have a Serviceable Available Market of \$248 billion (£180bn)- with global brands desperate to buy more responsible, more transparent & more purposeful advertising.

>100%
YoY growth

2

RAPID GLOBAL COMMERCIAL TRACTION

With close ties to 45% of the world's top 100 brands, Good-Loop's YoY revenue has grown by over 100% every year since inception. Today 48% of our revenue comes from repeat deals, with a 168% increase in repeat deal size.

\$1 bn
valuations

3

EXCITING EXIT POTENTIAL

Acquisitions in martech are up 174% yoy. 7 adtech companies made transactions valued at over \$1 bn in H1 2021. None of them tap into the growing need for sustainable, responsible solutions.

Social Responsibility Has Become a Top Priority For Global Brands



SHAUN LYNCH
Head Of Digital Media, AB InBev

"Every global AB InBev brand has a role to play within our "Better World" initiative. Each brand team invests in purposeful communications at least once a year."

ABInBev

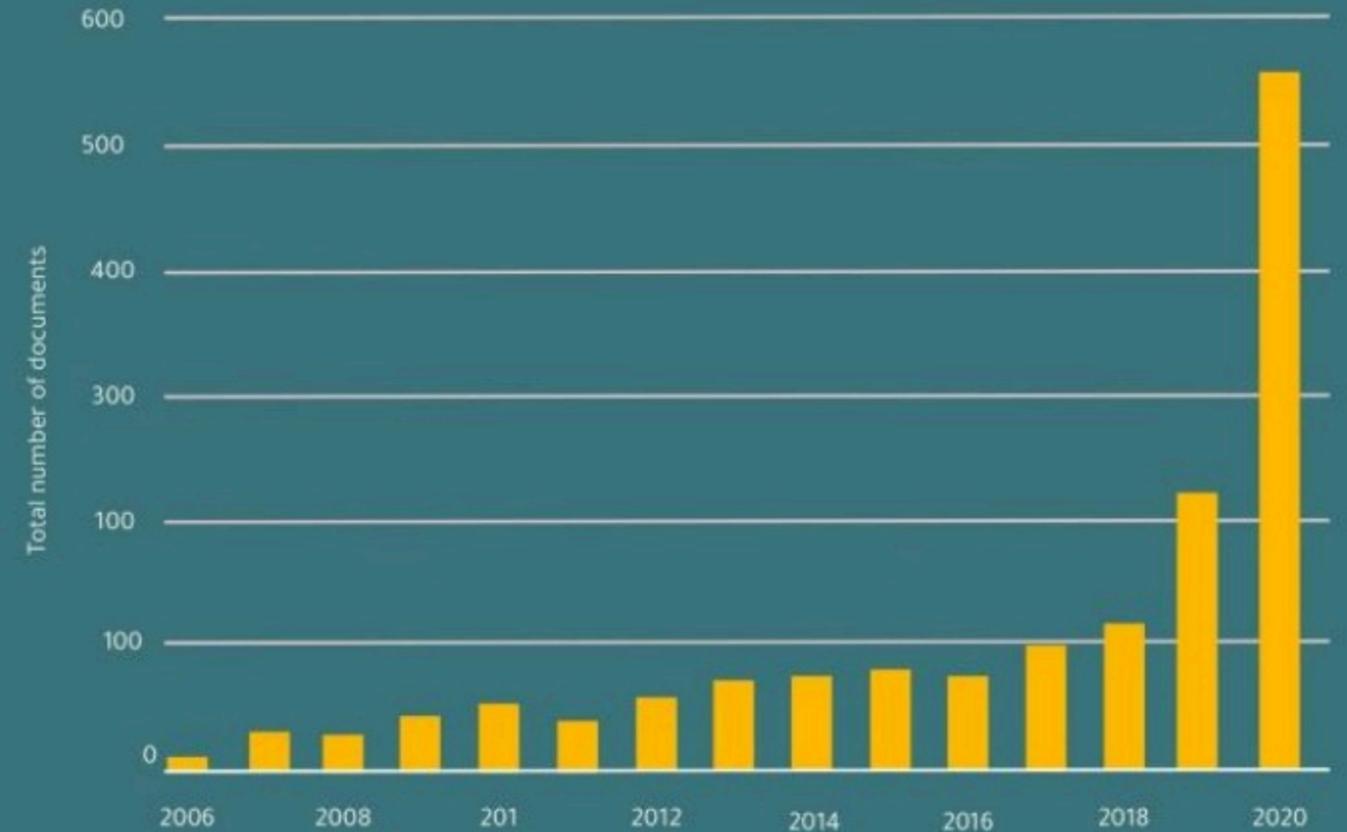


ALAN JOPE
CEO, Unilever

"We are investing more of our marketing spend on communications that are explicitly purposeful."

Unilever

The Total Number of Companies That Mentioned ESG in Their SEC Filings



Source

MEANWHILE

42.6%

of Americans distrust
Facebook

[\(Source\)](#)

47%

of internet users
worldwide report using
an ad blocker

[\(Source\)](#)



**Public Trust In
Advertising Is At An
All-Time-Low**



Good-Loop Delivers Purpose-Powered Advertising Formats Across The Media Landscape



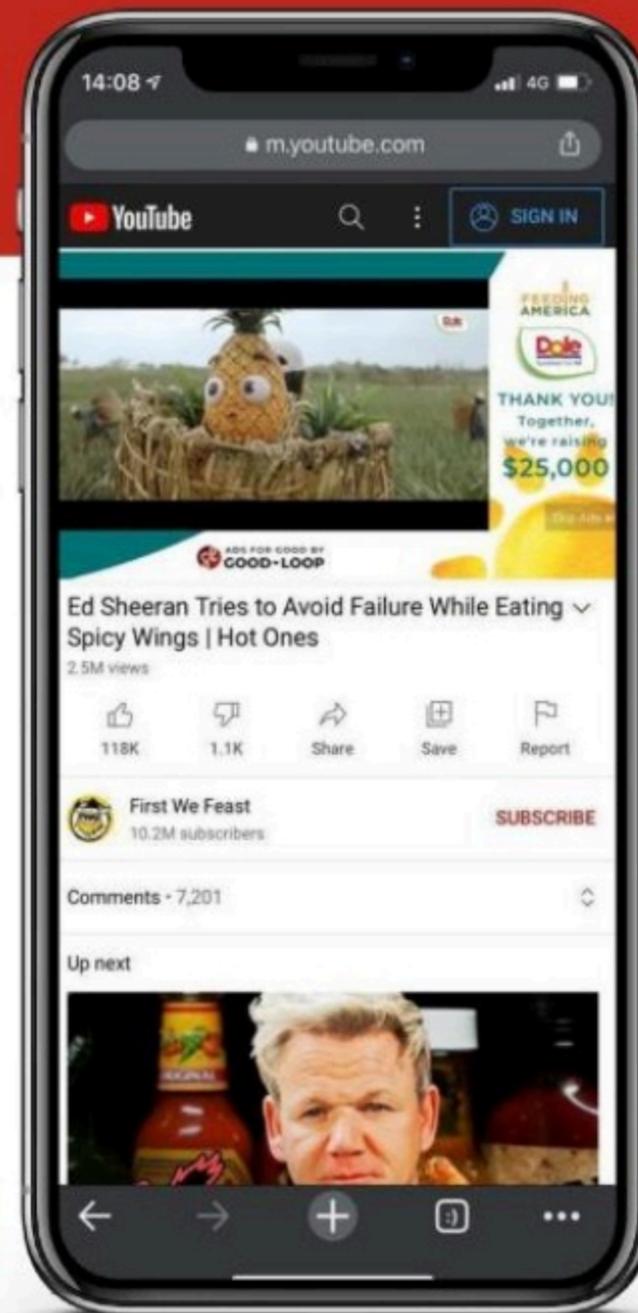
PREMIUM PUBLISHERS

WATCH TO DONATE. LIVE DEMO [HERE](#)
Simply don't skip the ad, to unlock a free donation.

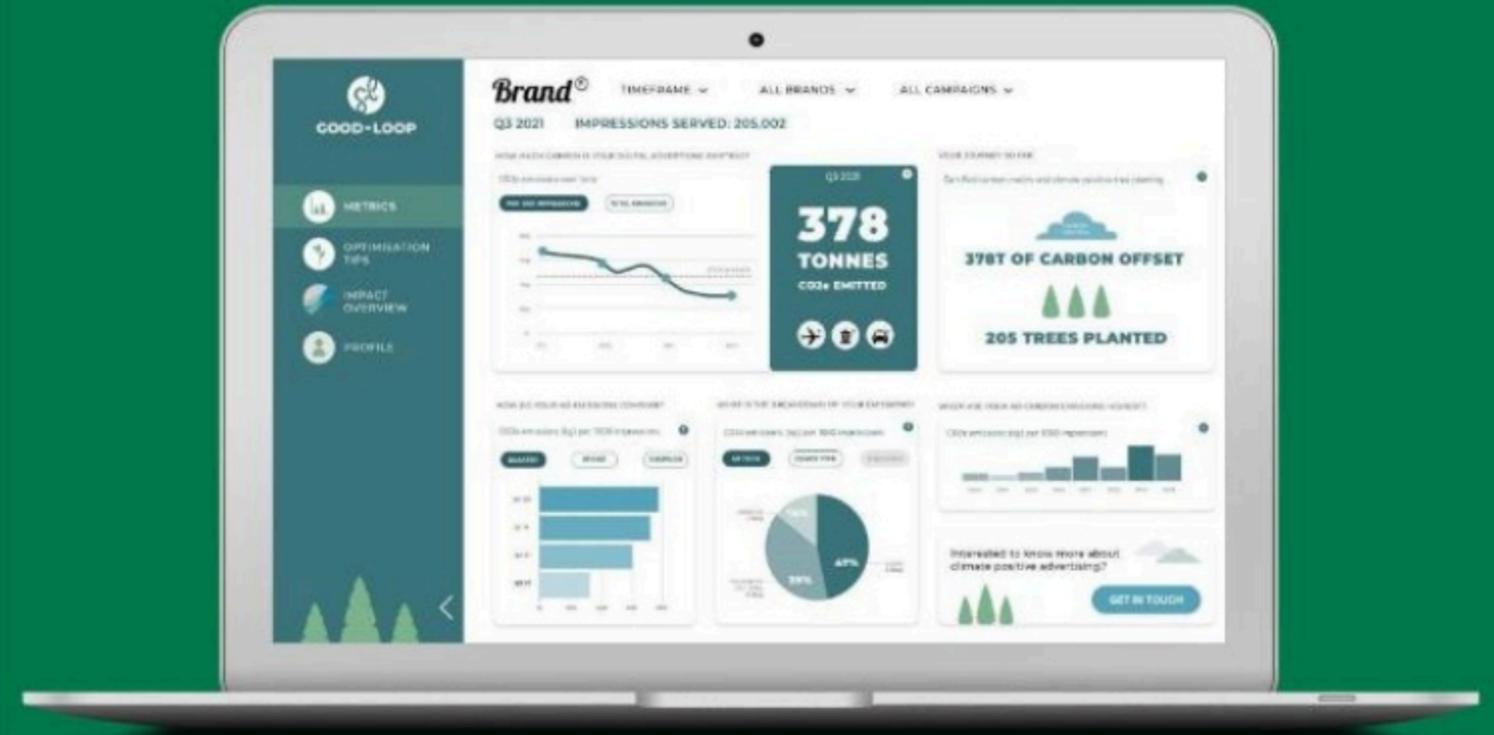


SOCIAL CHANNELS

ENGAGE TO DONATE. LIVE DEMO [HERE](#)
CTV, audio and more to come...



Underpinned By End-To-End Ethical AdTech



REAL-TIME IMPACT HUBS

With our powerful [impact reporting tools](#), our charity network and trustworthy publisher partners, we offer a one-stop-shop for brands looking to buy media that aligns with their purpose.



GREEN AD TAG

Our clients can easily track and offset the CO2 emissions of their entire digital activity in real time, using [a simple 1X1 pixel](#) - with powerful reporting so they can minimise their impact on the planet.

Good-Loop is Already Working With The World's Biggest Brands



34%

uplift in consideration to switch banks

Cheerios

48%

uplift in charitable perception

PANTENE

66%

more brand love

Coca-Cola

45%

uplift in ad recall

Dove

71%

of competitor customers now 'very likely' to switch.

FOR OUR CUSTOMERS
GOOD-LOOP IS:

- Easy to use
- Highly scalable
- And delivers impressive results



QUAKER

MARISSA PINES

Senior Director of Marketing, Quaker Oats,

"Good-Loop has been a fantastic way for us to make our brand story memorable & impactful, while also supporting our long-time charity partner, Feeding America."



Plus We've Raised Over \$5m For Good Causes



Exciting Commercial Traction To Date

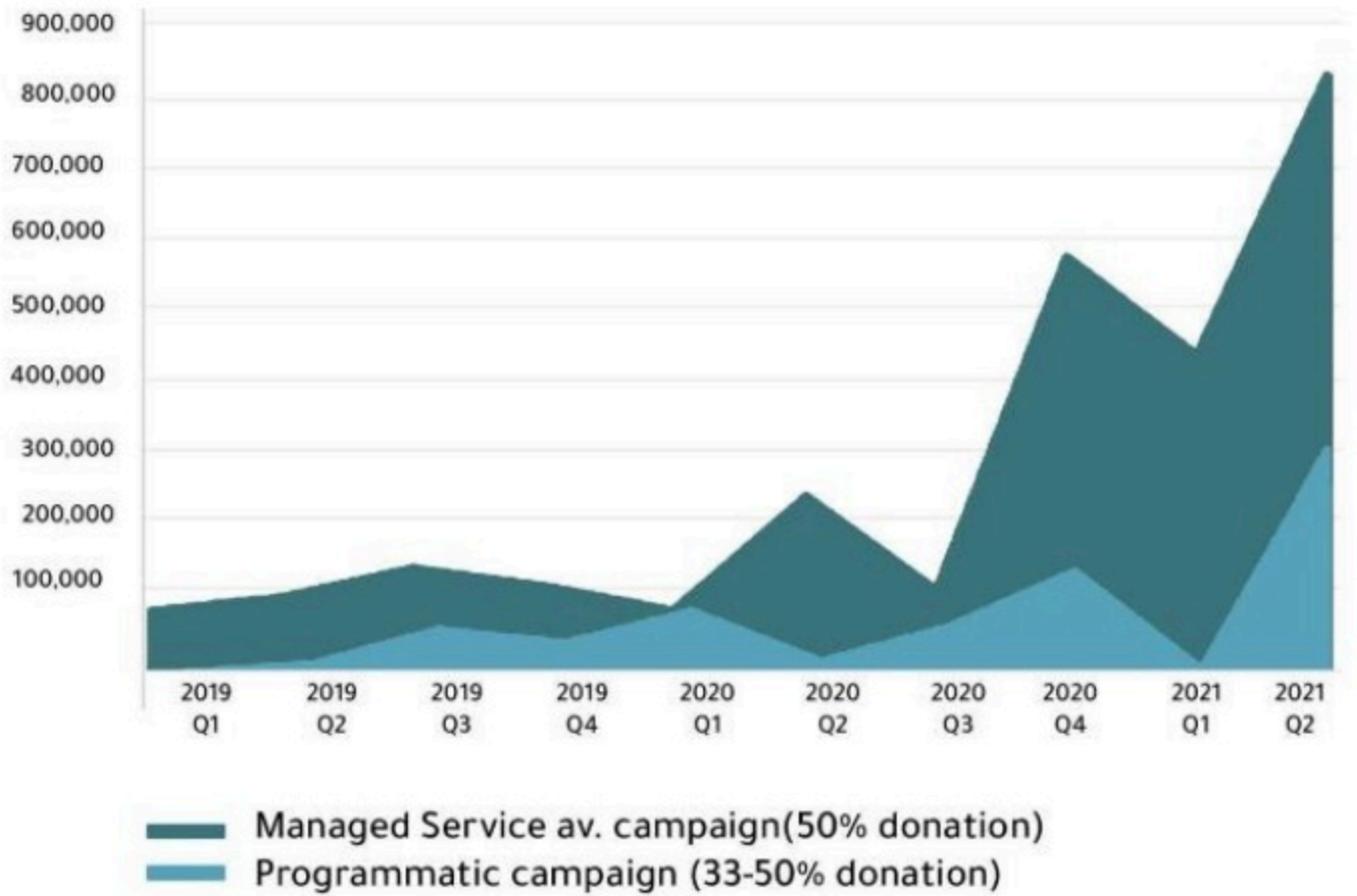
Actual Gross Marketing Spend (GMS)



	2017	2018	2019	2020	2021*
GMS	£12k	£400k	£956k	£1.9m	£4m*
Headcount	3	7	11	17	22

*Forecast

Quarterly GMS Divided by Business Model, 2019-2021



■ Managed Service av. campaign(50% donation)
■ Programmatic campaign (33-50% donation)

RAPID GROWTH

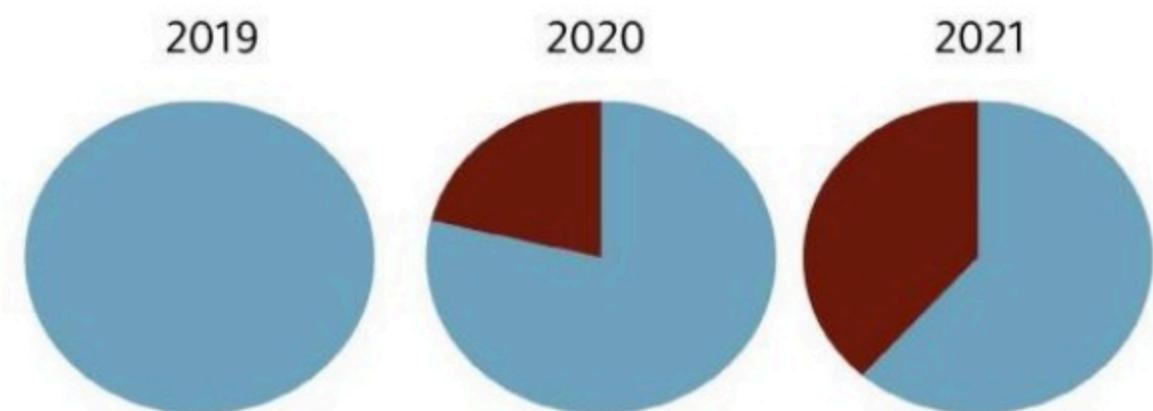
- >200% y.o.y. growth in Q1, Q2 & Q3 2021.
- £160k (\$220k) revenue-per-head in H1 2021 = 309% ROI
- £5.4m (\$7.3m) turnover in 2021 - 173% of target (£4m)

ESTABLISHED ROUTE TO SCALE

- 48% of deals are repeats & av deal size increase 168%
- Multiple brands are now 'always on'
- Resellers established in the US & Japan

Significant US Momentum

- US accounts for >1/3 of total 2021 turnover to date
- >\$2m in closed US business in 2021
- 246% of 2021 target achieved
- Av. deal size in the US is >2.5X larger than global average
- US headcount at present = 2 (both based in the UK)



● UK-based Sales
● US-based Sales



Bluesky Potential

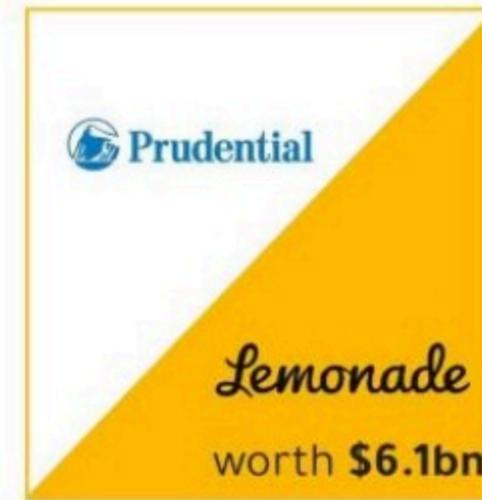
The top 5 biggest spenders in the world are:

1. **amazon** \$11bn annual ad spend
2. **P&G** \$10.7bn annual ad spend
3. **L'ORÉAL** \$10.3bn annual ad spend
4. **SAMSUNG** \$9.7bn annual ad spend
5. **Unilever** \$8.1bn annual ad spend

Good-Loop already works with 4 out of 5.

Our bluesky goal is to secure a '2% of spend' commitment worth \$1bn annually.

Across the board huge, established industries are being disrupted
by more transparent, sustainable and inclusive business models.



Digital advertising is a \$500bn industry ripe for disruption.

Our Vision:

From Brand Safety Today

- Don't fund fraud
- Avoid terrorism & hate speech

To Brand Ethics Tomorrow

A platform for buying media that is good for:

- PEOPLE - Positive, respectful ad experiences
- PLANET - Sustainable, climate positive media
- PUBLISHERS - Funding quality journalism

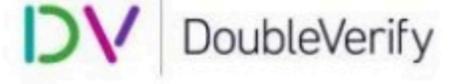
Winners in this space are trusted experts. They are brand and agency agnostic, with an integrated suite of solutions.



IPO June 2021
Valued at \$3.3billion



Acquired by Oracle in
2017 for \$850M



IPO April 2021.
Valued at \$4.2 billion.

Entrants in this space are transparent, high quality and privacy-first.



Acquired by IAS 3 years after
launch. Undisclosed amount.



Valued at \$700m in 2021
- 3X 2019 valuation



Data-privacy startup
worth >\$365 million

The Investment Opportunity

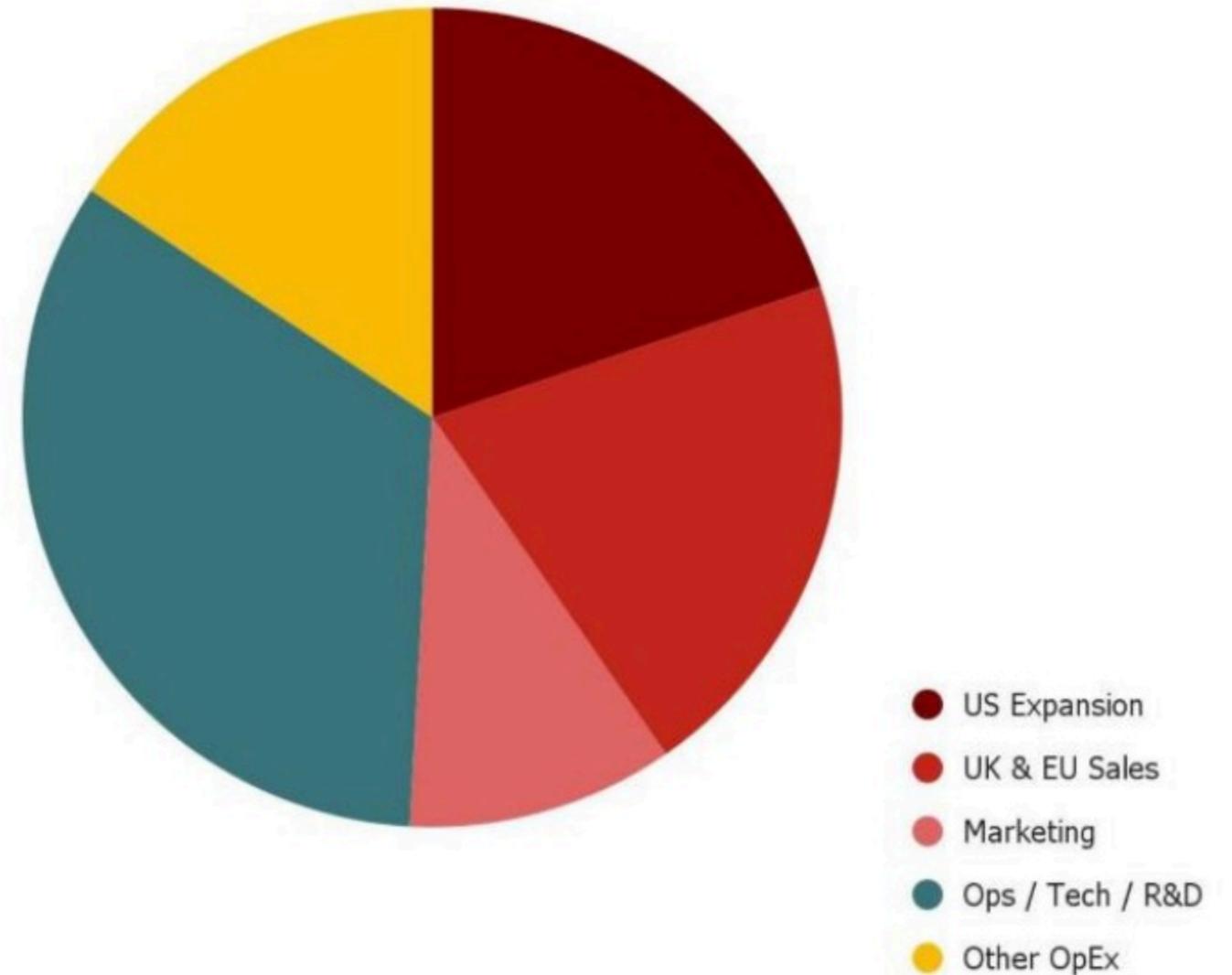
After an exciting year of growth, accelerated by an urgent sense of corporate purpose and responsibility, Good-Loop is now raising a Series A investment round, raising £4m.

Use Of Funds

Funds will be deployed in line with two key priorities:

1. Developing our proprietary programmatic technology to diversify revenue streams and deepen existing client relationships.
2. Capitalising on the exciting potential of the US market. Good-Loop will establish an in-market sales team and build brand awareness through key events & PR strategies.

Full post-raise investment strategy available on request.





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