



Organise

Investment overview



There are 32 million people employed in the UK. Only 23% are in a trade union.

Where do working people turn for support?

NHS staff 'have to hide in cupboard for a tea break'

ITV REPORT

11 December 2019 at 5:26pm

Amazon workers 'breaking bones' and 'being knocked unconscious' at work

Gender pay gap is getting worse in nearly half of firms, despite reporting requirements

Quarter of minimum wage workers underpaid, says study

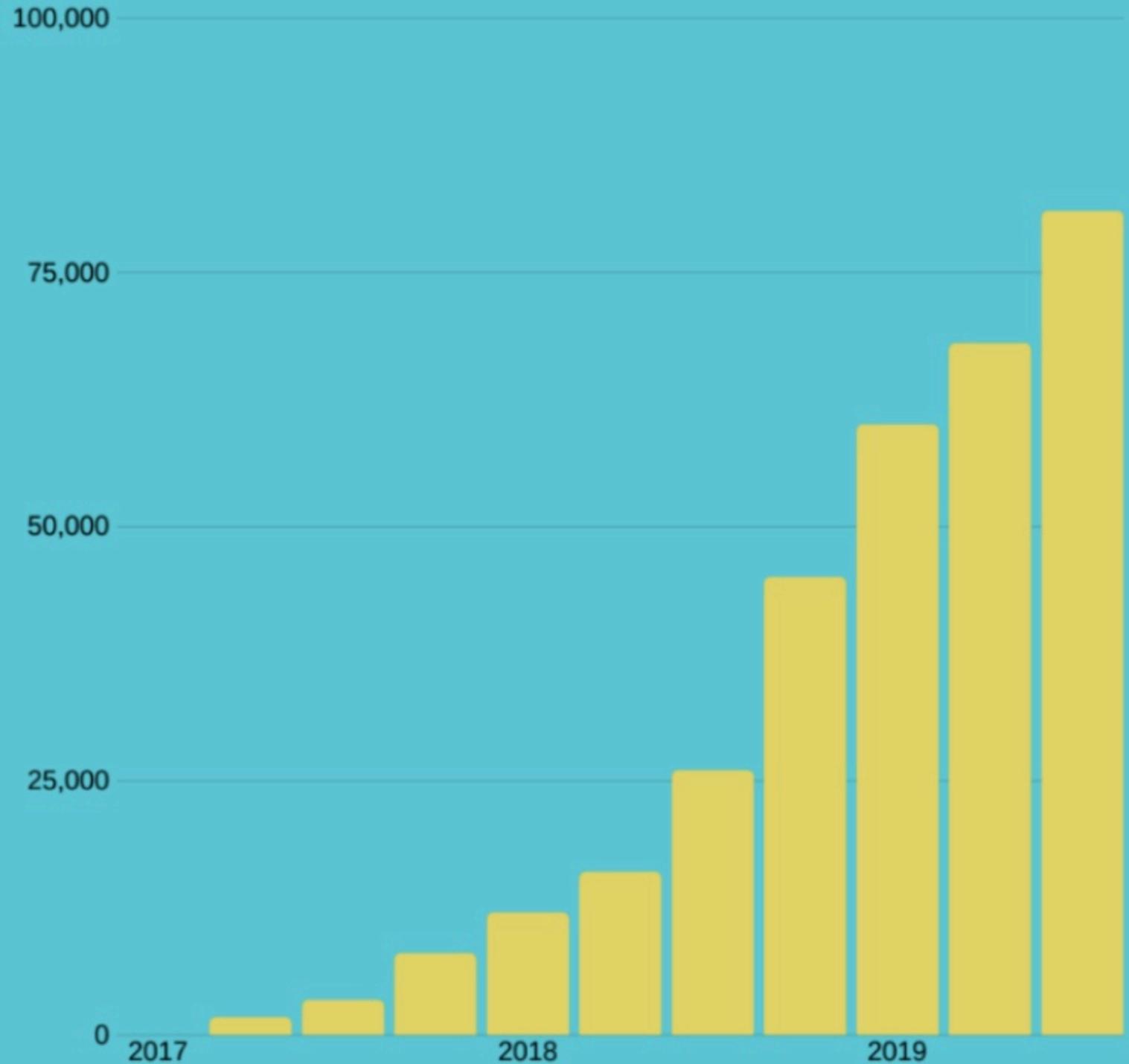


Organise gives everyone the tools, network and confidence to improve their life at work

- Team up with your colleagues to push for improvements in benefits and pay
- Get support where it matters: legal advice, raising problems, suggesting solutions
- Support and win campaigns to make working life better for everyone

More than 80,000 people are already using Organise

- This is mainly organic growth, users discover us through our viral petitions.
- Our platform spreads through workplace WhatsApp groups and Facebook groups.



Waterstones

Win: ITV

Win: Tesco

Win: McDonald's

Win: Ted Baker

Win: Boots

2017

2018

2019

Our platform is helping thousands of people fix problems in the UK's biggest companies:

ollect
es.com

BREAKFAST
IN YOUR CUPS OR
STANDARD LOWER CUPS

NEW MENU
POURIDGE
BACON TOASTIE
CRANNA YEASTHET
AVOCADO TOAST
SAUSAGE-EGG BUN
TOAST
FRESHLY BAKED PASTRIES

Tesco: now paying temp staff properly

Christmas temps at Tesco won their campaign to change the way Tesco pays temporary workers. Tesco were forcing some staff to be paid on prepaid cards that charged them to withdraw cash or set up a direct debit for bills.

Staff used an Organise petition to call out the prepaid cards policy in the press. They won the choice to be paid directly into their bank accounts.



McDonald's: biggest pay rise in 10 years

Our campaign calling for £10 an hour went viral amongst UK staff. They won the biggest McDonald's pay rise in a decade.

Their Organise network went on to crowdsource data about the burns they'd got in McDonald's kitchens. Using Organise they spotted a pattern in the data that led them to demand better safety procedures.



Ted Baker: CEO forced to quit over staff harassment

Staff used Organise to call out decades of alleged harassment. After years of inaction by HR, more than 300 staff called time on the creepy alleged conduct of the CEO Ray Kelvin.

The campaign knocked £150m off Ted Baker's share price and triggered an external investigation into the allegations of harassment. Ultimately the CEO was forced to resign.

Ted Baker staff launch petition with claims of 'forced hugging' and 'kisses' from brand's boss

Investors out of love with Ted Baker after 'hugging' claims

ITV REPORT 2 December 2018 at 6:57pm
Ted Baker launches investigation into claims of 'forced hugging' by Ray Kelvin: Ted Baker CEO resigns following allegations of 'forced hugging' and getting employees to sit on his lap

Ted Baker revamps HR policies after sexual harassment investigation

ITV: huge bump in maternity pay

Staff at ITV realised they were only getting 12 weeks maternity pay, while colleagues at the BBC got 18 weeks and Sky gave 26 weeks full pay.

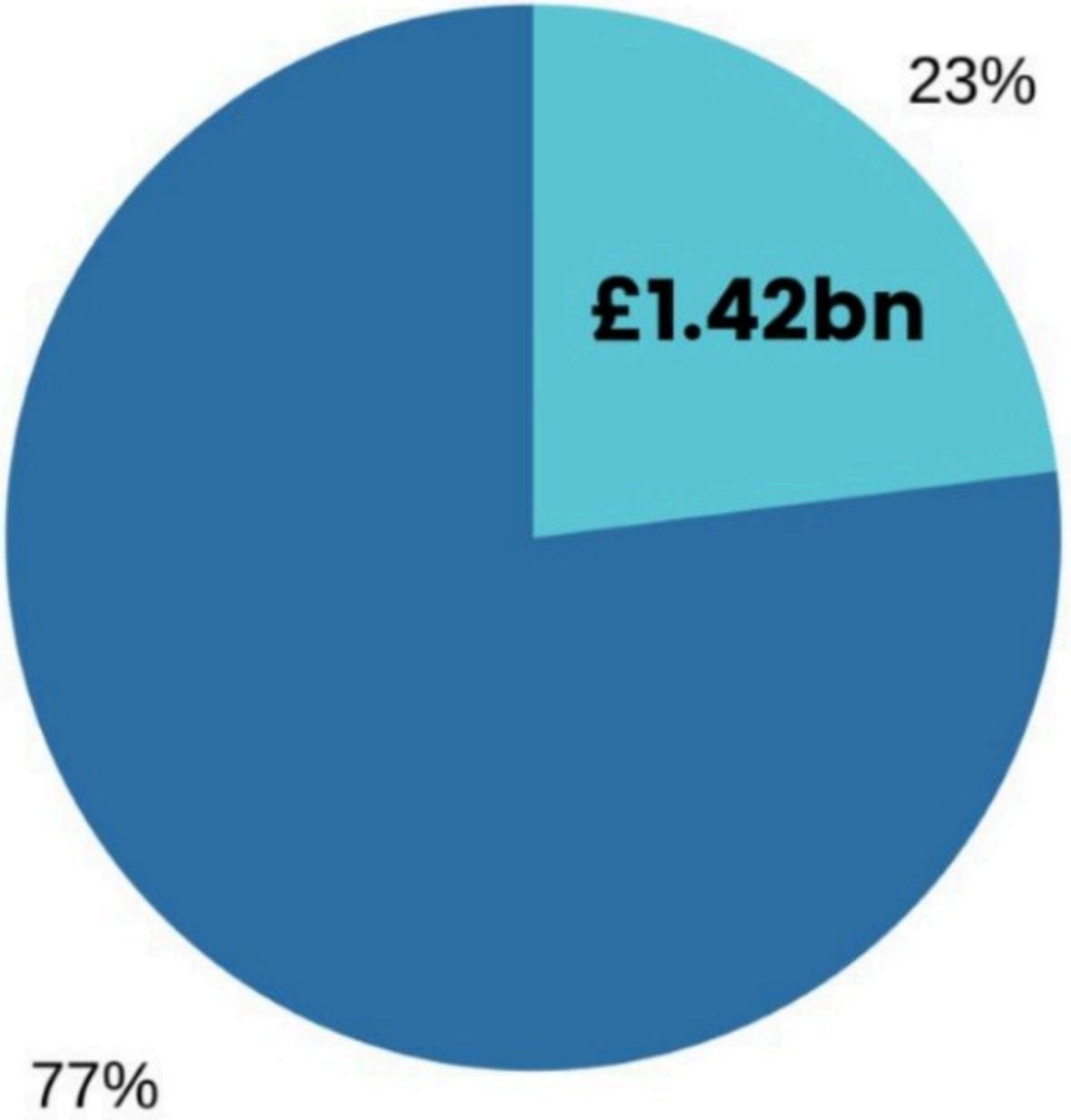
They ran a confidential survey to show the appetite for a change in policy, particularly in comparison to ITV's competitors. Within 6 weeks they'd won an increase to 18 weeks full pay maternity.

Boots: staff allowed to book holiday fairly

Boots were forcing shop staff to request all their annual leave a year(!) in advance. A huge 5,000 staff joined the campaign to challenge this. Forcing head office to retrain all their store managers, and update the policy to make it clear staff could book annual leave when they needed it.



UK Market Opportunity:



- Current UK Trade Union membership fees total £1.42bn a year - excluding additional services.
- Organise membership spans both the 23% of unionised workers and the 77% non-unionised working people.

Our leadership team has the right blend of product, tech and workplace organising skills.



Nat Whalley **CEO and co-founder**

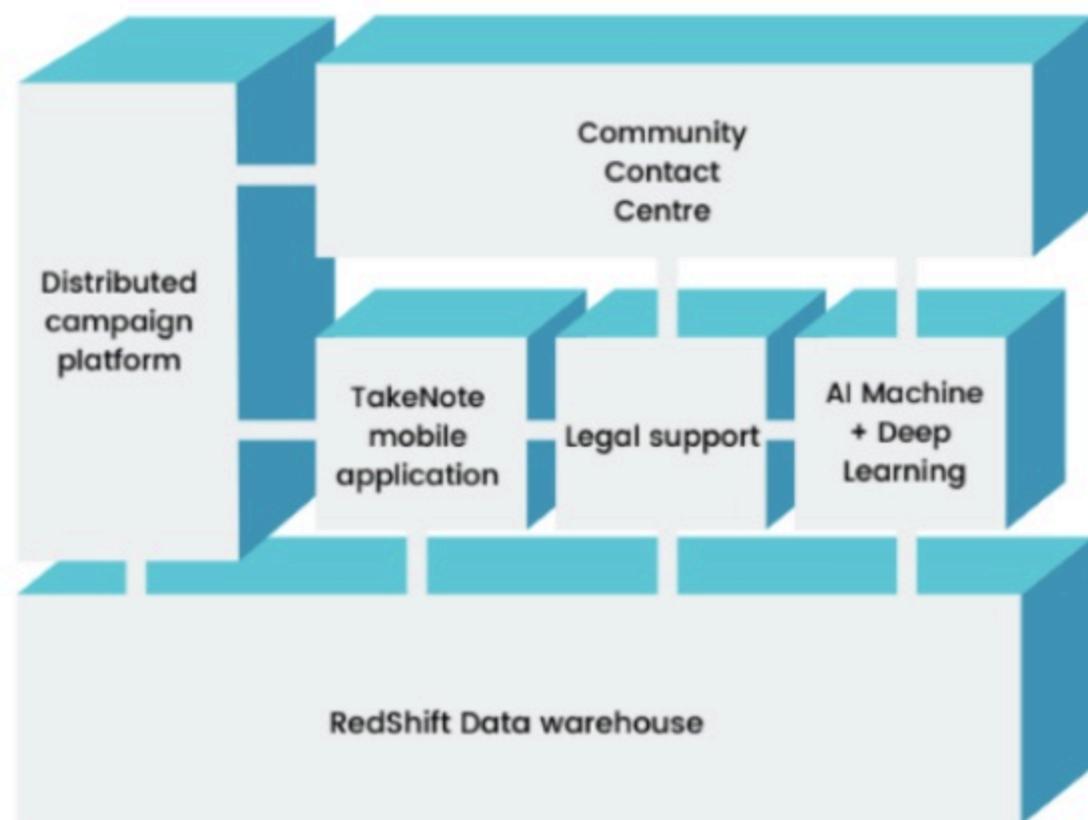
- Nat founded Organise in her spare time, and has already shaken some of the UK's biggest companies.
- At 38 Degrees, Nat led the fundraising strategy, taking the organisation to a revenue of £5 million a year - built through user subscriptions.
- She was also the 2nd UK staffer at Avaaz, setting up the London office and building a UK list of 3 million.



Bex Hay **CTO and co-founder**

- Bex was CTO at 38 Degrees, leading the development of the UK's biggest tech platform for campaigning with 2 million regular users - and over 10 million users globally.
- In January 2020 Bex was a named winner in the #TechWomen100 Awards
- Dubbed the 'thorn in the side of Jeff Bezos' (Independent, 2015), Bex co-founded Amazon Anonymous.
- She built a mass movement of more than 200,000 people to boycott Amazon, winning a living wage for all UK workers.

We are a leader in WorkerTech globally. We have ambitions to go global, the US market is over 150 million working people.



- Real time distributed organising platform, allowing users to grow their supporter base
- Legal and campaign support chat application, using hybrid AI mode
- Anti-harassment mobile application
- The backend systems are primarily composed of cloud-based web apps, built on a foundation of scalable micro services.

Google



2018 Winner

FT & Google Top 100 Digital Champion



2019 Winner

MIT: Inclusive Innovation Challenge



**We've bootstrapped Organise in our spare time.
From 2020 we are full-time and scaling fast.**

**We'll hit a million users in the UK by the end of
2020, changing working lives for good. And we
won't stop there.**



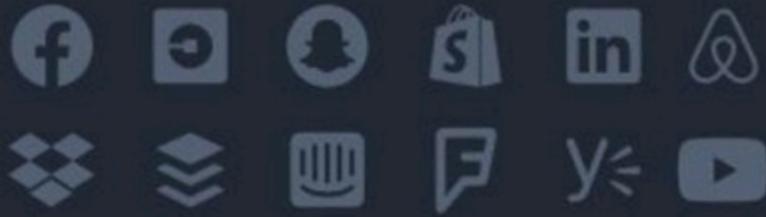
Our deep understanding of technology, impact and strategy enables us to build the UK's fastest growing community for workplace change.

**Get in touch:
action@organise.org.uk**



TEAM UP





Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

Read more →

Follow us [@pitchdecks](https://twitter.com/pitchdecks)    

