

One Line Pitch.

The Quitober and QuitMay Challenges are positive awareness campaign months that encourage employers to support and sponsor their staff to quit smoking during October, May and beyond.

Business Summary.

Inspired by other online challenge events like Movember, Febfast, DryJuly and the Global Corporate Challenge, the Quitober and QuitMay Challenges are positive awareness campaigns that focus on the benefits of quitting rather than on the dangers of smoking. Quitober coincides with Safe Work Australia Week 23-30 Oct and QuitMay coincides with World No Tobacco Day May 31. According to statistics around 50% of some 3 million smokers will try to quit at least once this year. Most will fail (round 95%). This shows that smokers are ready to quit but just need more support. We want to offer a more positive and supportive approach for smokers to quit using a groundswell effect of smokers quitting with their peers during the Quitober and QuitMay Challenges. <http://quitober.com.au>
<http://quitmay.com.au>

Management.

Desmond Sherlock is an industrial designer, and entrepreneur. He has founded a number of online businesses, the last one being Oodles.com which raised over \$1.5M that he co-founded with his brother Steve Sherlock. He has considerable experience in the organising of events, and has considerable hands-on skills for starting an idea. **Cassius Cheong**, is the author of the Quitober Positively Quit Manual. Cas was a smoker for 20 years and wrote the manual after doing the research that allowed him to quit. Cassius used to do marketing and advertising research at two of the best advertising agencies in the world (as voted by Advertising Age). He now does marketing and business research independently.

The Opportunity.

Around 20% of Australian adults are smokers and most are tired of being told that they shouldn't smoke. More than 50% tried to quit last year. Most of the focus by governments and NGOs like Quit is on negative campaigns. We think that there is a position for a more positive approach as well.

Product/Service.

The Quitober Challenge is a positive awareness campaign that supports smokers to quit using social media and other rewards to encourage sponsored staff to quit smoking. i.e.

- Quitober starter pack
- Promotional posters and copy
- Daily newsletters for staff with tips on quitting
- Online forum for staff smokers to share
- Post event staff smoker survey
- Promo. prizes to encourage staff participation

It also gives smokers a call to action campaign to quit with their mates, in the same way that they started, as a group.

Company Profile:

URL: <http://quitober.com.au>
<http://QuitMay.com.au>

Industry: Wellness, HR & Occupational Health & Safety
Employees: 1
Founded: October 2009

Contact:

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Financial Information:

Funding stage: Seed for first event in 2011
Previous capital: 15k spent on 2009 & 2010 pilots
2 years sweat equity by Des
Capital seeking: \$80 - 100K

IP:

Quitober.com Quitober.org
Quitober.com.au Quitober.org.au
Quitober.co.uk Quitober.org.uk
Quitober.co.nz Quitober.org.nz
Quitober.ca Quitober.eu
Quitmay.com Quitmay.com.au
Australian Trademark 1230802

Management:

Des Sherlock, CEO & Founder
Cassius Cheong Author of Positively Quit Manual
Advisor, Investor & Referrer:
Steve Sherlock

TAGS: Corporate health, World No Tobacco, Groundswell, quit smoking program, Wellness, Positive, Transparent, B2B, Disruptive, Quit Smoking, Positive, Challenge Month

Occupational Health & Safety, Health, OHS, Peers

Target Market.

Our target is B2B, employers that want to support their staff smokers to quit as part of their OHS strategy and B2C staff smokers that are sponsored by their employer to quit. Large corporates are ideal for such a campaign spreading the buzz throughout the organisation.

Customers.

We have run two pilots in 2009 and 2010 for Quitober. So far we have had 11 Australian universities including the Uni of Sydney, the ANU and Monash Uni participate. Also the Hume City Council, sponsored their staff to quit during October. 95 staff smokers participated & 37 (39%) managed to quit for the months of Quitober. Without a marketing budget, this represented about 1% participation of smokers. We think we can get this up to 5% of smokers participating. See to [2010 report](#):

Sales & Marketing Strategy.

We have postponed the QuitMay Challenge until next year due to lack of funds. We intend to run our first fully funded Quitober campaign this year. The campaign will mainly be call sales focus using an organisation like ASSA (Advanced Safety Systems Australia) that has a call centre and a database of some 2 million companies' safety contacts. Use a car as incentive prize to promote the campaign.

Business Model.

Employers register to sponsor their staff at \$50 per smoker. Members receive a manual and starter pack, newsletter, use the online forum and have a chance to win incentive prizes if they successfully quit for the month.

Competitors.

There is no such challenge event for smokers in Australia. The Canadian Cancer Society run two similar challenge events in [Ontario](#) & [Quebec](#) and had some 46,000 smokers participate this year. Quit offer a negative approach to scare smokers into quitting.

Competitive Advantage.

The first and only event of its type in Australia. We have global domains to roll out the event worldwide should it take off in Australia. The Quit organization do not intend to go down this track as it is not part of their strategy, preferring to use negative TV ads to get their message out. Our event is mainly online & can utilize social networking and word of mouth to spread the word and create the groundswell.

Exit Model.

Take the event global to all organisations in UK & US. The Quit organisation finally gets the message that having a negative and positive approach to quitting is useful.

Members Comments:

“Feel very proud of myself for achieving something I didn't think was possible”.

Amanda from Uni SA

“I couldn't have done it let alone started it without this challenge.”

Kim from UniNSW

“Its fantastic. I found it much easier to remain smoke free than any of my previous attempts at quitting”.

Elaine from Monash Uni

“I found that manual to be the key to my success....”

Kim from Monash Uni

“I am still wearing the wrist band, as it reminds me of my determination to not start smoking again.”

Lynne from Southern Cross Uni

“Good to read other peoples comments and realise you are not alone.”

Michael from UniSA

Financial Forecasts

Year	2011	2012	
Campaigns	Quitober	QuitMay	Quitober
Location	National	National	National
Members	8,000	12,000	15,000
Revenue	\$344,000	\$516,000	\$645,000
Cost of sale	15% (\$6.45) \$50,000	15% (\$6.45) \$77,400	15% (\$6.45) \$96,750
Packcosts \$10	\$80,000	\$120,000	\$150,000
Marketing	\$40K +Car	\$60K +Car	\$80K +Car
Expenses	\$90,000	\$80,000	\$110,000
Profit	\$59,000	\$153,000	\$184,000