

## One Line Pitch.

The Quitober Challenge is a positive awareness campaign month to encourage smokers to quit smoking during October and for good.

## Business Summary.

Inspired by other online challenge events like Movember, Febfast, DryJuly and the Global Corporate Challenge, the Quitober Challenge is an awareness campaign that has a focus on the on the benefits of quitting rather than on the dangers of smoking. Quitober coincides with Safe Work Australia Week 24-30 Oct and is one of our partners for the event. According to statistics some 50% of smokers are trying to quit at least once a year and are already well aware of the negative side effects of smoking, thanks to the Quit TV advertisements. We want to pool these quit attempts into one groundswell event during the Quitober Challenge. <http://quitober.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. **Lindsay Stainton**, our Practice Manager. Lindsay worked for the University of Southern Queensland as their practice manager in the Health Service for 10 years. During this time she implemented a wellness program and provided a number of health related workshops including smoking cessation programs.

## 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. As much as smoking is a communal practice, quitting can also be done as a group with the support of peers & employers.

## 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 info pack
- Promotional posters and copy
- Listing on our Safe Work Australia Week webpage
- 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>  
Industry: Occupational Health & Safety  
Employees: 1  
Founded: October 2009

### Contact:

Des Sherlock  
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### Financial Information:

Funding stage: Seed for first event  
Previous capital: 10k spent on 2009 pilot  
Capital seeking: \$25-35K

### 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  
Lindsay Stainton, Practice Manager

### Advisor, Investor & Referrer:

Steve Sherlock

Additional Information: Social Network,  
Groundswell, quit smoking, Carrot  
Transparent, B2B, Disruptive, Good Cop  
Accountable, Collaborative, Challenge  
Championing, Health, OHS, Peer group

## 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 nominate their employer to sponsor them. We are working with the AUSA, the Australasian University Safety Association, who will champion the Quitober Challenge with us to the universities this year.

## Customers.

Four Australian universities including the Uni of Sydney, sponsored their staff for our pilot last year. 26 staff smokers participated & 10 (38%) managed to quit for the month of Quitober. Without a marketing budget, this represented about 1% participation of smokers. Link to report:

<http://quitober.com/pdf/evaluation1.pdf>

[http://quitober.com/pdf/evaluation1\\_appendix.pdf](http://quitober.com/pdf/evaluation1_appendix.pdf)

## Sales & Marketing Strategy.

We intend to sign up some 25 universities through the AUSA and any other businesses or organizations that come on board will be a bonus. For our first event we aim to have between 250 and 500 members. Movember started with 250 members and 6 years later had over 100,000. Our event will also be marketed through Safe Work Australia Week's network of organization participants.

## Business Model.

**1. Un-sponsored Smokers** can register for free but do not receive the Quitober Pack or have a chance to win incentive prizes. They can however nominate their employer to sponsor them & we contact their employer on their behalf.

**2. Sponsored Smokers:** Employers can register to sponsor their staff smokers. Staff smokers register for \$31 (\$1 per day) and receive a Quitober Pack. Their membership is refunded by their employer if they successfully quit for Quitober. Successful Quitters go into the draw to win incentive prizes.

## 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.

## 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 TV ads to get their message out. Our event is mainly online based & can utilize social networking and word of mouth to spread the word and create the groundswell.

## Exit Model.

Take the event global to all universities in UK & US initially.

## University Safety Officer Quotes:

**Michael Flannery:** Safety Officer USQ and President of the Australasian University Safety Association (AUSA)

*"USQ participated in the pilot evaluation with the aim of identifying a program to assist our smokers to quit. With this aim in mind the program was a success and given appropriate advertising next year I expect it will achieve excellent results".*

**Warwick Bennett:** Safety Officer University of Canberra

*"The Quitober Challenge was a great initiative and a low cost way of providing University of Canberra staff and students the opportunity to quit smoking. Keep up the good work".*

**Louise Dunn:** Safety Officer University of Adelaide

*"The University of Adelaide, as part of our Healthy University Wellbeing Program, provided full sponsorship to staff participants in the Quitober 09 Challenge. 50% of our participants quit for the month, with a view to quitting for good! Feedback from staff throughout the initiative was excellent and the University looks forward to more information about the program in 2010."*

**Jon D'Astoli:** Safety Officer

University of Sydney (Past President AUSA)

*"Just a few weeks before "Quitober" we decided to sponsor Sydney Uni employees. The arrangements were made very easy by Quitober and with limited promotion (due to limited time) we had ten smokers register for the challenge. We were very happy with 4 out of 10 quitting for the month. With the support of Quitober we anticipate that this will become an annual event for Sydney University"*

## Members Comments:

**Tracey from Uni of Adelaide:**

*".....thank you for helping me quit (so far), I probably would not have done it without this campaign."*

**Nicholas from Uni of Adelaide:**

*"There is no way I'm going back to smoking.. the challenge has opened my eyes and I now know I don't need to smoke. its great and saving some Dosh to boot thanks Quitober!!"*

**Sue from University of Adelaide:**

*"I am feeling very positive. I love the newsletters. I am reading Allen Carr's book. Instead of focusing on the misery I was sure I would suffer, I am consciously focusing on positive things. I am feeling VERY good about quitting. Thank you Des and the team."*