



A crowd funding platform to raise funds for social causes and charities in India.

About Ketto



Founded by Kunal Kapoor and Varun Sheth Ketto was launched on August 15, 2012 with the idea to bring together a community of Individuals and Corporates to fund raise and create awareness for causes they wish to support.

Till date Ketto has mobilized over Rs 10 million for multiple causes and reached 10 million people from across the world.

How it works?

Choose a cause/
NGO/Project that
you wish to support

01

Start a fundraising page or
help an existing one by
partnering as a matching
sponsor

02

Co-own existing content
and create new content
to market the page on all
networks

03

Engage with all
stakeholders and
increase brand
goodwill

04

Ketto for Cause-Marketing

- 01.** Ketto allows corporates to raise funds for causes by giving away rewards/products thereby increasing follower base, engagement, interaction and raising funds for causes they support
- 02.** Ketto provides a network to connect with strong social stories and co-owning compelling content which allows brands to build goodwill and increase reach
- 03.** Ketto helps build a strong network among current stakeholders of the brand motivating them to drive this rich content on social media platforms

Model 1 - Raised 50 lacs

Corporate starts a fundraising page on Ketto and matches the funds raised



StarSports helps NGO Yuwa raise funds on Ketto Platform

StarSports India partnered with NGO Yuwa which helps and trains a team of tribal girls from rural Jharkhand to send them to play in one of the world's largest sports tournaments -- the USA cup.

The campaign page to mobilize funding was created on Ketto.org and promoted by StarSports

Model 2 - Raised 10.5 lacs

Corporate comes onboard as a matching sponsor to existing campaign and uses content for branding and marketing



Sending Shiva Keshavan to Winter Olympics, Sochi 2014

Asia's first sports investment fund "Fidelis World" partnered with NGO Olympic Gold Quest to provide a matching sponsorship to the funds raised via crowdfunding to help reach the goal for the funds required for India's first and 5 time Olympian representative in luge at the winter Olympics in Sochi, Russia in 2014



Examples of Press Coverage



Economic Times

http://articles.economictimes.indiatimes.com/2013-11-26/news/44487101_1_sochi-olympics-luger-shiva-keshavan-ogq



Mumbai Mirror

<http://www.mumbaimirror.com/mumbai/cover-story/Indias-Sochi-dream-gets-a-Bwood-push/articleshow/27664491.cms>



Midday

<http://www.mid-day.com/articles/help-indian-luger-shiva-keshavan-bag-gold-at-the-winter-olympic-games/240663>

Model 3 – Ongoing campaign

Brand creates an awareness based campaign on a new micro-site and uses the Ketto platform for fundraising around the cause

Help to nourish, educate and sustain.



Viber partnered with YUWA to create a unique way for its users to contribute to the campaign on Ketto. Not only did they promote contributions to 3 project: Education, Building a Community Centre & Football, Viber itself donated an amount for each day that a user conversed on Viber or sent a message.



Model 4 - Raised 3.5 lacs

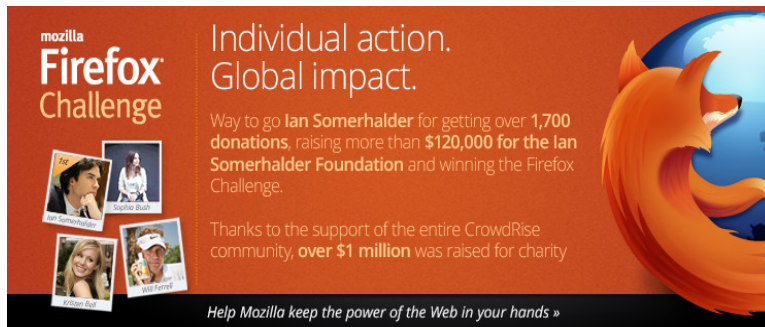
Brand uses the Ketto platform for the online aspect of fundraising for a large offline marketing campaign planned



MTV and Clean & Clear fundraise for The Dream Project campaign on Ketto

MTV and Clean & Clear promoted the campaign online and offline and involved celebrities such as Kalki Koechlin to raise funds for The Dream Project to fulfill 1000 dreams of underprivileged girls

Crowdfunding a Global Phenomena for Brands



mozilla
Firefox
Challenge

Individual action.
Global impact.

Way to go **Ian Somerhalder** for getting over **1,700 donations**, raising more than **\$120,000** for the **Ian Somerhalder Foundation** and winning the Firefox Challenge.

Thanks to the support of the entire CrowdRise community, **over \$1 million** was raised for charity.

Help Mozilla keep the power of the Web in your hands »

Small photos of Ian Somerhalder, Sophia Bush, and other participants are shown in the bottom left corner.

The Mozilla Firefox challenge ran on Crowdrise where they offered \$50k-\$20k cash prizes for the NGO that raised most funds on the website in a specified period.

MTV's started an online campaign to raise funds for "Restore the Shore"

- More than \$1m was raised online for the charity Architecture for Humanity.
- MTV organized a telethon where big entertainment stars personally thanked donors for contributing,
- MTV aired a one our special on television.



MTV

RESTORE THE SHORE

LIVE THURS 11/10c

Photo

SALT WATER TAFFY

A group of people in swimwear are posing on a beach in front of a boardwalk building.

Celebrities Supporting Campaigns on Ketto



Amitabh Bachchan ✓
@SrBachchan

Follow

T 1496 - Donate now .. for your own, your own countrymen .. I am going to !!

[youtube.com/watch?v=_Woov8...](https://www.youtube.com/watch?v=_Woov8...)
ketto.org



Harsha Bhogle ✓
@bhogleharsha

Follow

do support shiva keshavan. for an indian to be at the winter olympics is amazing. it is a dream and we must help.
ketto.org/fundraiser_hom...



Harsha Bhogle ✓
@bhogleharsha

Follow

do support shiva keshavan. for an indian to be at the winter olympics is amazing. it is a dream and we must help.
ketto.org/fundraiser_hom...



soha ali khan ✓
@sakpataudi

Follow

Happy dhanteras guys!! How about spending a little of that gold on the children? #ketto @kett0 bit.ly/Uz79BA



Abhishek Bachchan ✓
@juniorbachchan

Follow

“@kapoorkkunal: Lets make India proud!! Help Shiva Win A Medal At The Winter Olympics ketto.org/fundraiser_hom...” - do whatever you can, even RT



Prakash Padukone
@padukoneprakash

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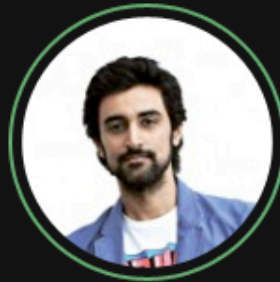
@OGQ_India athlete Shiva Keshavan needs your support for the 2014 Winter Olympics. Funds to be used to buy a new sled and foreign training.

Team



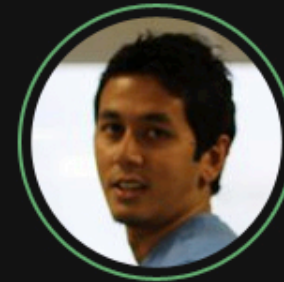
VARUN SHETH
Co-Founder and CEO

Is a graduate from N.M college and a Certified Financial Risk Manager. Previously worked at SCPL and ICAP as an interest rate swap dealer.



KUNAL KAPOOR
Co - Founder

Is a versatile actor who has featured in films such as Meenaxi: A Tale of Three Cities, Rang De Basanti, Bachna Ae Haseeno & Don 2. He has been a celebrity ambassador for NGOs such as Save The Children ,Ogaan Cancer Foundation and Akshara Centre.



ZAHEER ADENWALA
Chief Technology Officer

Has been in the Product Management space since the last 5 years. Previously worked with Affinity and then with Media.net, Zaheer aspires to use technology to better the giving space in India. Has done his engineering from Drexel University, Philadelphia.

Thank You

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