

Across industries,  
Scribed is your  
flexible, on-demand  
outsourced marketing  
solution with everyday  
impact.

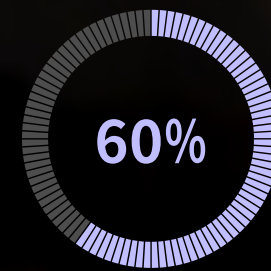
# SCRIBED



# The Problem



Domestic & Family Violence (DFV) is a \$22 billion problem



Women leaving violence will live in poverty



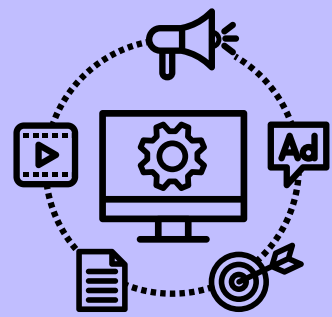
200,000 single mothers who have escaped violence face barriers to employment



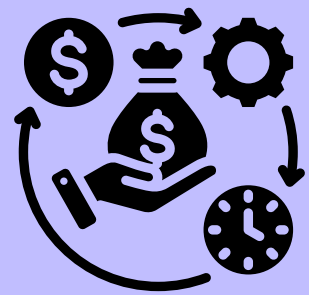
DFV is the leading cause of homelessness, and poverty is the single biggest driver of women returning to violence



Ai



**The digital marketing landscape is evolving rapidly.**



**Keeping up is costly and time intensive.**



**Current outsourcing solutions are inflexible, unreliable and unscalable.**



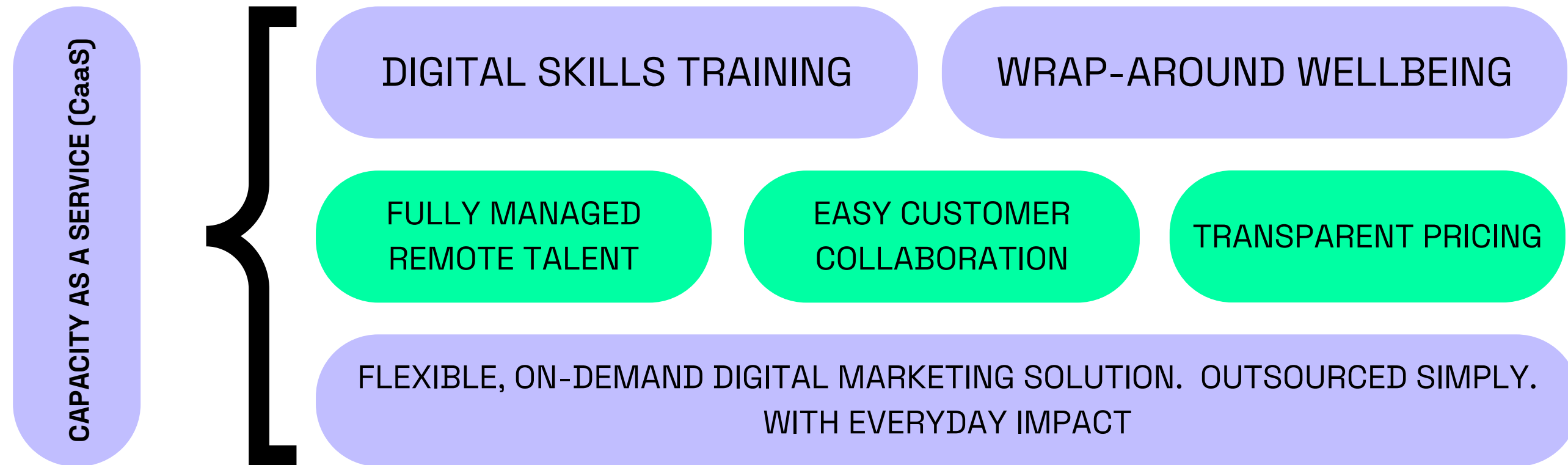
# Our Purpose

**To simplify digital outsourcing and offer vulnerable women pathways to well remunerated jobs.**

Scriibed is tackling economic exclusion head on by equipping the most vulnerable women with skills to thrive in the digital economy and a work model that enables participation.

# SCRIBED

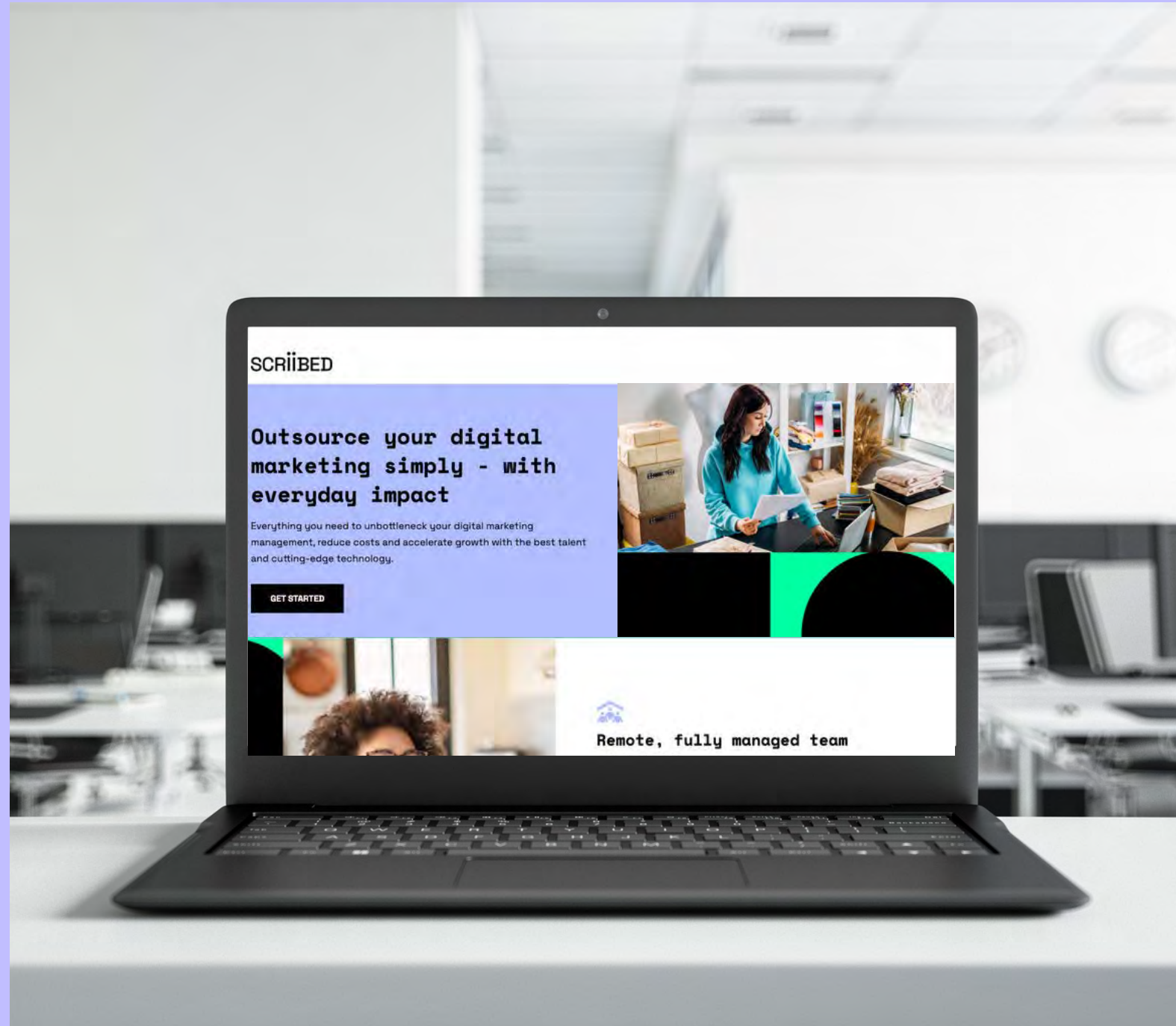
Outsourcing made simple, with everyday impact.



TRUSTED BY TEAMS AT



# Solution



- ✓ Fully managed solution including Customer Success Manager
- ✓ Transparent price packages
- ✓ Capacity to flex up or down to suit demand
- ✓ Curated GenAI tech stack
- ✓ Measurable impact transforming women's lives
- ✓ Verifiable measures for ESG, SDGs, Impact reporting

# The Market

In a \$192b market, this is a \$380m problem

965k SMEs have revenue between \$200k-\$5m. \$192b



10%

Marketing Budgets are 10% = \$19.2bn

20%

Social Media Content Management make up 20% = \$3.8bn

10%

10% lack capacity and outsourcing sits at \$380m

# Why Now?



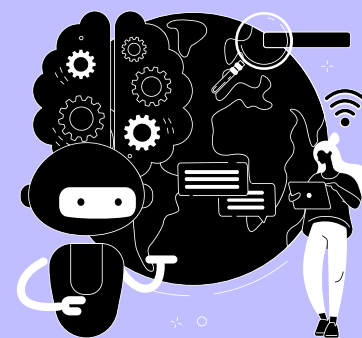
## LOCALISATION

Poor CX and unethical wages overseas are driving service providers back onshore.



## SDG 5

Achieve gender equality and empower all women and girls. The world is not on track to achieve gender equality by 2030. We must act now.



## AI REVOLUTION

Digitisation and automation are advancing at unprecedented rates. Ride the wave, or be left behind.



# Traction

## SOLUTION

10+ customer interviews

5 x customers

\$2,400 Monthly Recurring Revenue

## IMPACT

540 hours of digital skills training completed

27 x women digital work-ready

3 x sustaining employment

“

“Working with Mel and the team at Scribbed has been an absolute joy. We had never done any social media advertising before, and the team was able to support and guide us with experimentation over several different campaigns to identify where our target market was and the messaging that would result in engagement.”



CEO, FOREWIND

Joel Anderson

Sarah\* (32 yrs), solo parenting  
3 children under 8 yrs

Sarah left violent relationship 3 years ago. Locked out of employment has subsisted on Government benefits in Sydney where the cost of living crisis increases month on month.

Commenced working at Scriibed in October 2023. Has just increased her hours, can now afford private rental accommodation, is feeling more confident every day and is thriving in her Digital Assistant role.



# Our Business Model

**BASIC**  
from \$1000/mo

Basic social media management & support  
Facebook, Instagram & LinkedIn

- 2-5 posts per week
- Monthly content calendar plan
- Monthly content creation (images, captions, hashtags)
- Monthly scheduling & publishing
- Monthly report on audience & engagement
- \*Community management add-on (replying on comments, DMs, reviews)
- \*Post boosting - \$100 per boost excl. ad spend

**Most popular**

**ADVANCED**  
from \$1500/mo

Advanced social media management & support  
Facebook, Instagram & LinkedIn

- Everything in BASIC +
- Image carousel creation
- Instagram reels creation
- Instagram stories creation
- Short form video creation
- \*Paid ads add-on with customized pricing

**PROFESSIONAL**  
Custom

Digital marketing assistance with a broader scope of tasks  
Get in touch for a custom quote

- Everything in ADVANCED +
- Website updates
- Email content creation
- Email campaigns execution
- Monthly email campaign reporting
- Basic CRM support
- eCommerce shop management & support

**\$1,500 average monthly customer subscription.**

**2 year average customer lifecycle.  
Average CLV \$36,000**

**10% discount on locked in 6 monthly contracts**

# Go-To-Market (AUST)

## PHASE 1

MVP

Tech Dev

Key HIRES

PARTNERSHPS/PR

22 customers

\$396 ARR

## PHASE 2

Front End

Tech

KEY HIRES

PR/ADVERTISING

97 customers

\$1.74 ARR

## PHASE 3

Back End

Tech

FTE

PR/ADS

284 customers

\$5.112 ARR

## PHASE 4

Scale

Tech

FTE

PR/ADS

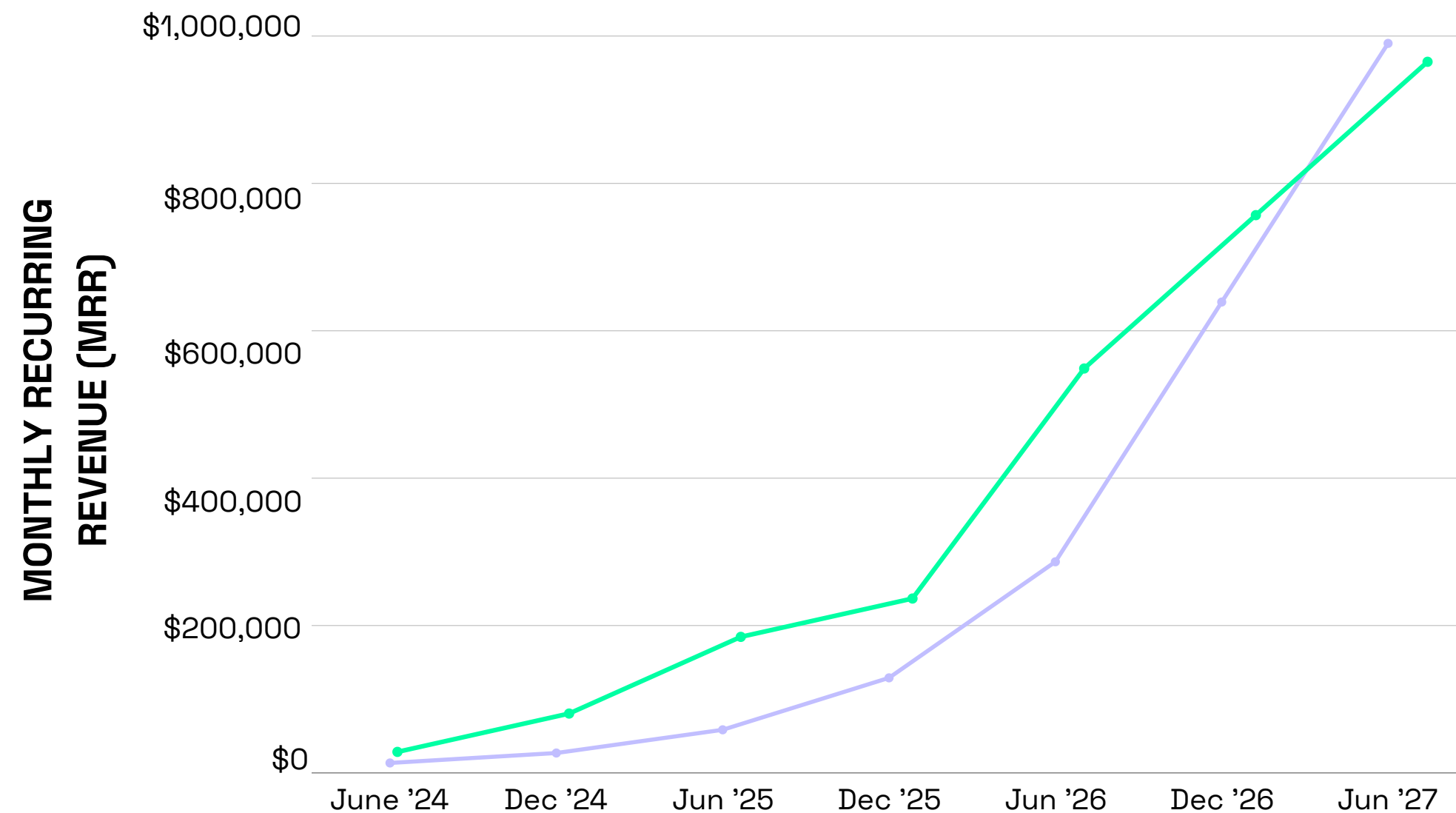
556+ customers

\$10M ARR

# Growth

Every new customer generates \$18k in annual revenue and 180 employment hours for survivors.

## FINANCIAL/IMPACT



## 10x to JUNE 2027



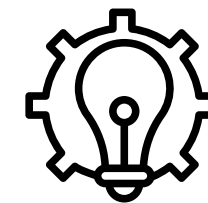
556 Customers

**\$10m**

Annual Recurring Revenue (ARR)



100 women employed at 30% higher than minimum wage



500 women upskilled for the digital economy



10,000 women survivors supported towards financial independence

# Our Team



**Melanie Greblo**  
**(CEO)**

- ✓ Lived experience
- ✓ Storytelling, brand and marketing
- ✓ 25+ years in impact
- ✓ Community builder  
20+ years Strategy



**Katarina Slemenik**  
**(Growth)**

- ✓ 7+ years GTM
- ✓ B2B SaaS marketing
- ✓ Digital strategy & performance
- ✓ Inbound marketing
- ✓ Partnership marketing



**Michael Fishpool**  
**(Technology)**

- ✓ 20+ years solution dev.
- ✓ Innovation
- ✓ Journey-based digital transformation

# Advisors



**Chris Regan**  
People and Culture  
Ex Xero



**Terence Kwan**  
Risk and Finance  
Ex Macquarie Bank



**Bettina Manevski**  
Sales - Ex Atlassian and  
Apple



**Mark Osborn**  
Tech investing and chief  
connector



**Join us as we transform the lives of vulnerable women and their children whilst supercharging SME growth.**

**TALK WITH US AT THE SNOW FOUNDATION TABLE IN THE FOYER ON DAY 1 OF THE IMPACT INVESTMENT SUMMIT**

**Melanie Greblo**  
**Founder & CEO**

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