



A transformative idea

In 2012, a team of people formed around a transformative idea: the Internet could be used to make it easy for anyone to participate in decisions that affect them.

This idea materialised into an online platform for collaborative decision-making called Loomio – an accessible, neutral space where any group can come together, build shared understanding and reach clear outcomes that work for everyone.

Right now, over 11,000 users have signed up to Loomio in hundreds of diverse user groups, in more than 30 countries, including businesses, community organisations, software projects, social movements, and local and national government organisations. Our user community has translated Loomio into 17 languages, with more in the pipeline.

Early adopters around the world are overcoming their current problems with decision-making:

- how hard it is to get together
- getting the right people in the room
- being in different timezones
- expensive and time-consuming travel
- long and complex email threads

What's great about Loomio?

We're delighted by the positive impact the tool is already having. Our customers find our software:

- intuitive to use
- simple to learn because it just does one thing
- gets more participation for less money
- makes it easy to get the right people making the right decisions at the right time

Environmental organisations are using it to organise national campaigns, social enterprise networks are using it to make business decisions, local government bodies are using it for citywide public policy consultation, family trusts and boards of trustees are using it to get input from members in different countries, and distributed social movements are using it to build shared understanding across borders.

New technologies tend to have the greatest social impact once they become integrated into daily life. Our vision for Loomio is that participating in decisions, big and small, should be a daily thing, like checking your email every morning.

Purpose & principles

Loomio is a purpose-driven organisation and we're proud to have our values out front.

Loomio exists to create a world where it's easy for anyone to participate in decisions that affect them.

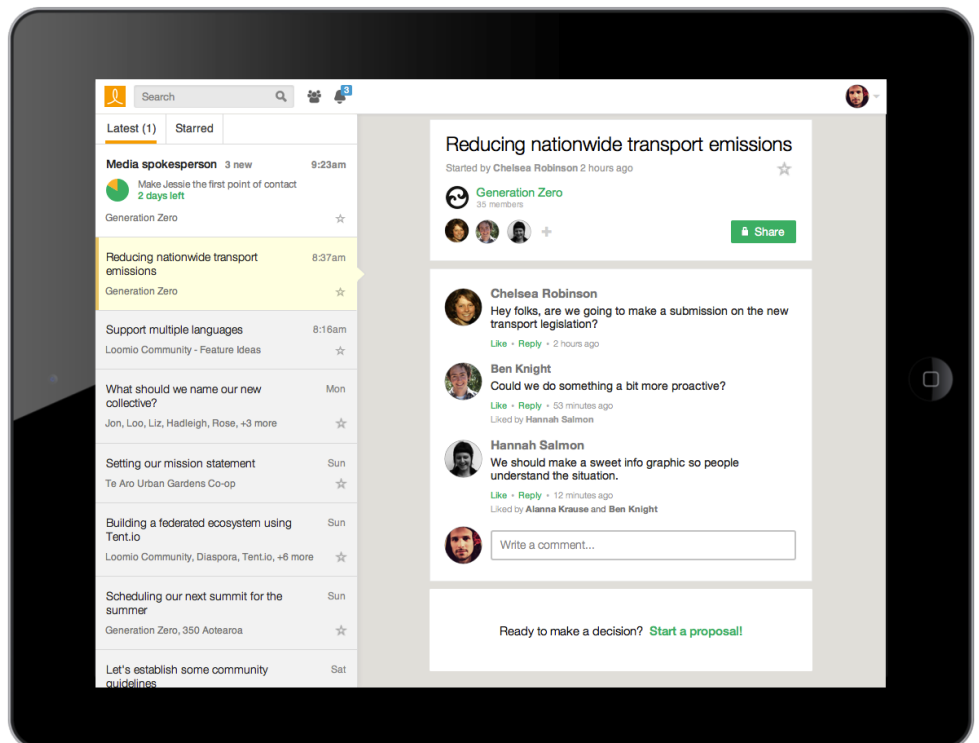
We weigh all our decisions against this purpose, both in business and software development. We measure social impact as well as financial success.

Pricing

Our business model balances two principles:

- money will never be a barrier to entry to groups doing great work in their communities
- Loomio will thrive financially to achieve positive social impact on a global scale while maintaining independence.

Loomio pricing is based on the size of your organisation/network and how many projects or groups you think



Loomio is the easiest way for people to make good decisions together

you might use. As a guide, think about **\$2-5 per person per month**. Groups over 100 people we can agree the price that suits your circumstances.

Case study: Wellington City Council

Wellington City Council contracted Loomio to handle the online side of their largest public consultation exercise last year, developing an alcohol management strategy for the city. This three-month project involved the Loomio team in the design and facilitation of a large-scale public collaborative process.

The Council project team has been 'rapt' with the outcomes of the online consultation using Loomio, reporting that it has performed better than any other online tool they've used. Their feedback has been that collaboration on Loomio provides greater depth of discussion and is more productive

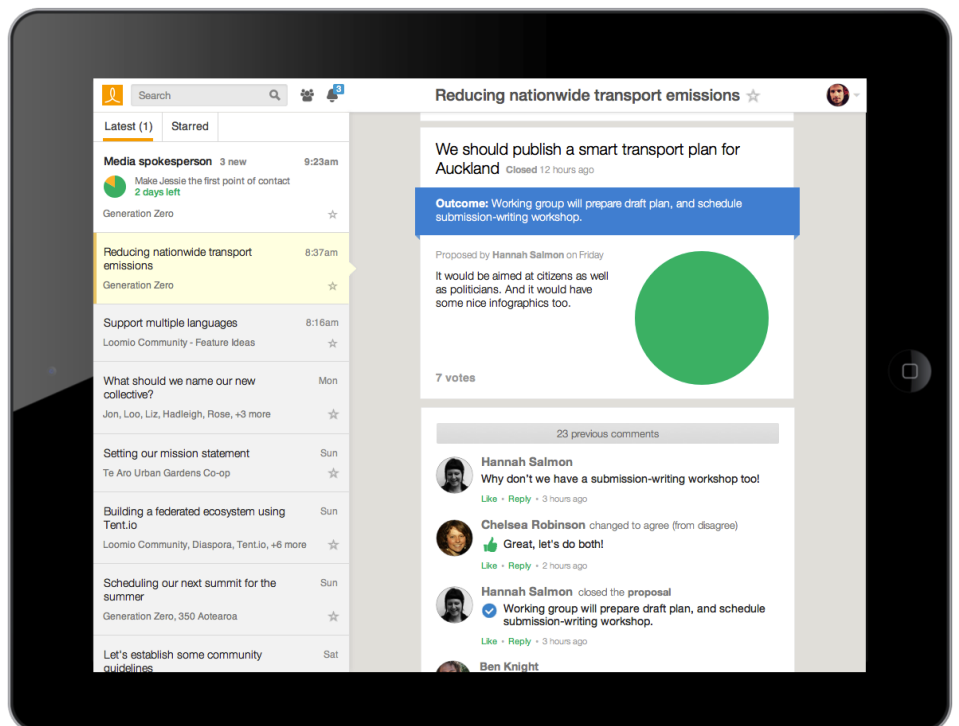
and cost-effective than public meetings.

Using Loomio, Council staff engaged directly with stakeholders in community-led discussion and worked toward solutions. We've seen multiple cases where the online discussion has turned into real-world action, with people taking initiative to follow up ideas as well as seeking direct support from Council. Council staff are clear that Loomio goes beyond automating the old consultation models and offers a real opportunity for deepening neighbourhood democracy.

Resources

Here's a cross-section of some Loomio resources:

- Loomio press pack: loomio.org/press
- Loomio blog: loomio.org/blog
- *Tech President* article 'Can social software change the world? Loomio just might': bit.ly/techpresident
- TEDxTeAro talk by Loomio team member Ben Knight: bit.ly/tedxloomio



"We've been really pleased with the depth of the conversations and the way people are providing research and information to support their views."

— *Jaime Dyhrberg,
Wellington City Council*

Join our community

Visit loomio.org to try out the software. We would love to demonstrate Loomio to you, introduce you to our team, and hear your thoughts. If you'd like to see the way we use Loomio to develop Loomio, visit the Loomio Community group at loomio.org/groups/3

If you'd like more information, or you want to get involved in any capacity, get in touch with our customer contact team.



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