

atlas GO

Certified



Corporation



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App Store



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Google Play

www.atlasgo.org hello@atlasgo.org

77 Van Ness Ave, San Francisco, CA 94102

9:41



Create Account

What cause will you GO for?

SELECT A CHALLENGE



Sponsored by
Courage & Feu

**Sweat for Kivu
International School**
Let's move together for the
ambitious students of DR Congo.

Join Challenge

Corporate Challenges

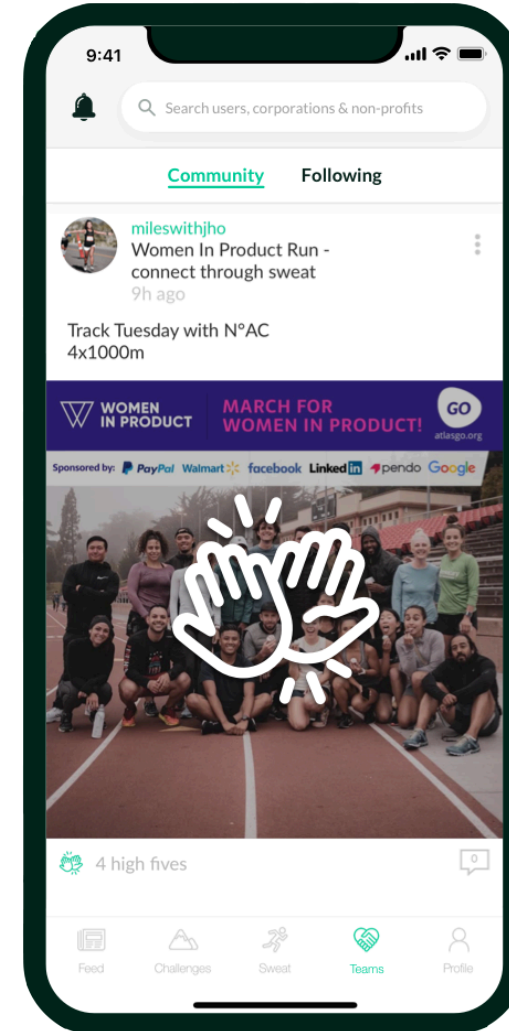
Introducing atlasGO

We are a San Francisco based **social business** and **certified B Corp**.

Our **mobile challenges** allow users to **raise funds** and **awareness** for a **good cause** for tracking their **fitness activities**.

Our clients are **corporations** and impactful **nonprofit organizations** for whom we create unique **community engagement** campaigns.

Our mission is to bring together a **community** where engaged **sweaty changemakers**, non-profits, and corporations **join forces** to create **positive awareness** around **social and environmental issues** and to accelerate impactful change.



atlasGO Focus



Community building - We build interactive communities by together sweating for an impactful cause

Health – We give our users and partners an extra motivation to do sports and promote the benefits of a healthy lifestyle

Social Responsibility – We give our partners a platform to present their projects and engage their stakeholders to volunteer and donate

Marketing & Brand Image - We create a unique story and visibility for each campaign

atlasGO Products



Sponsor your community

Community Engagement

Want to be featured as a sponsor of a public atlasGO campaign to create positive brand awareness?



Boost your event

Event Engagement

Want to bring meaning to your corporate or private event by letting attendees rally behind a cause?



Engage your employees

Employee Engagement

Looking for ways to make your employees healthier, happier and proud to work for an impactful company?



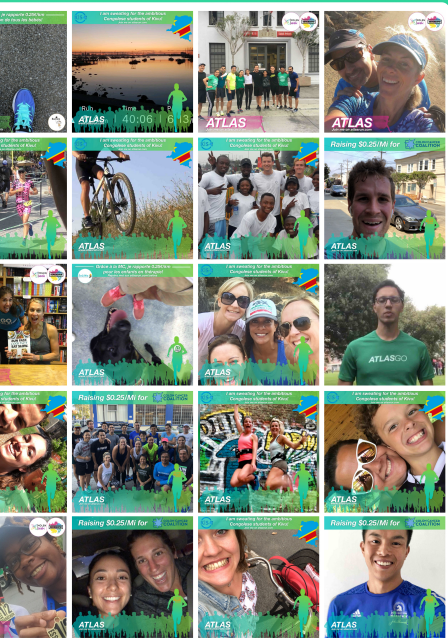
Raise funds for your cause

Virtual Races

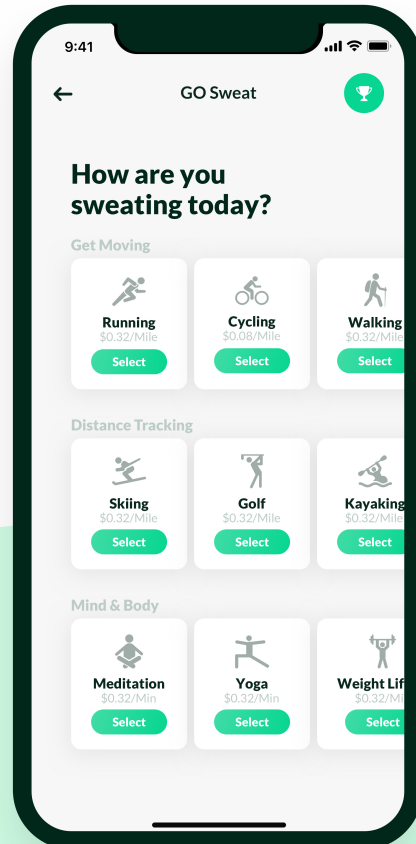
Looking for innovative ways to engage corporate donors and to build your community of sweaty change makers?

atlasGO app

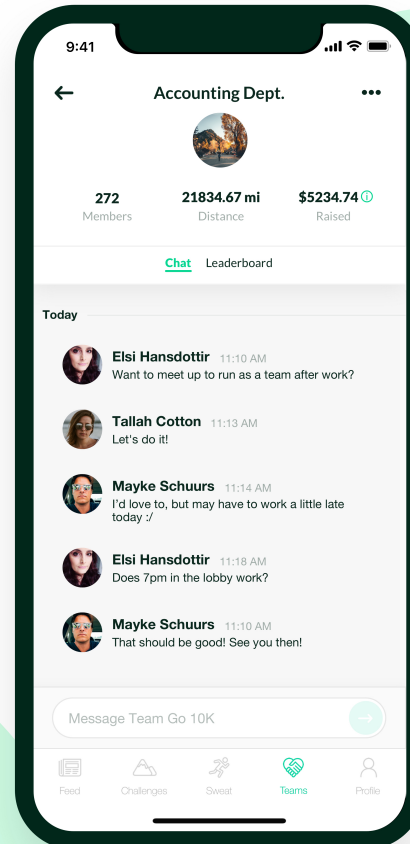
Join a global community of sweaty changemakers.



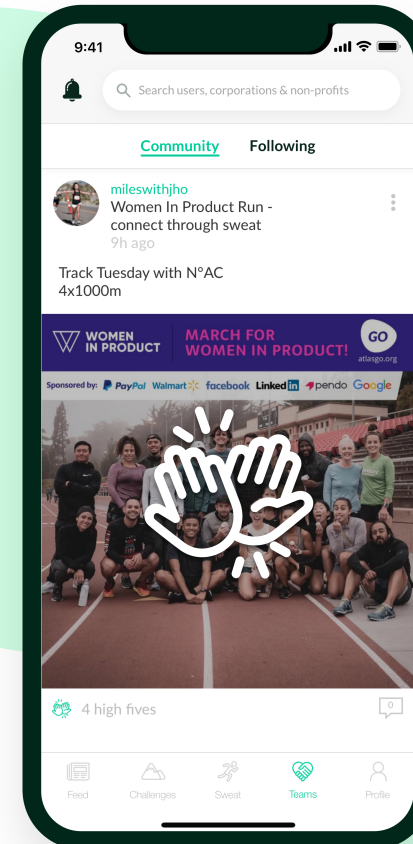
Choose the activity that's right for you.



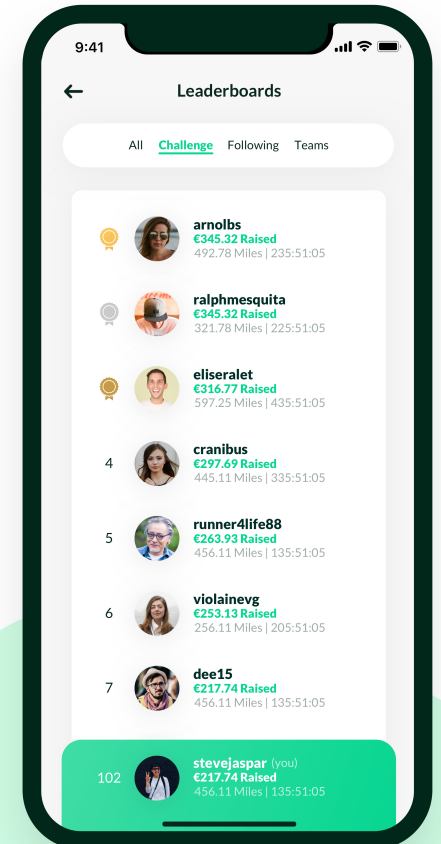
Get to know your teammates!



Support your colleagues to go the extra mile.



Check who's leading the pack!



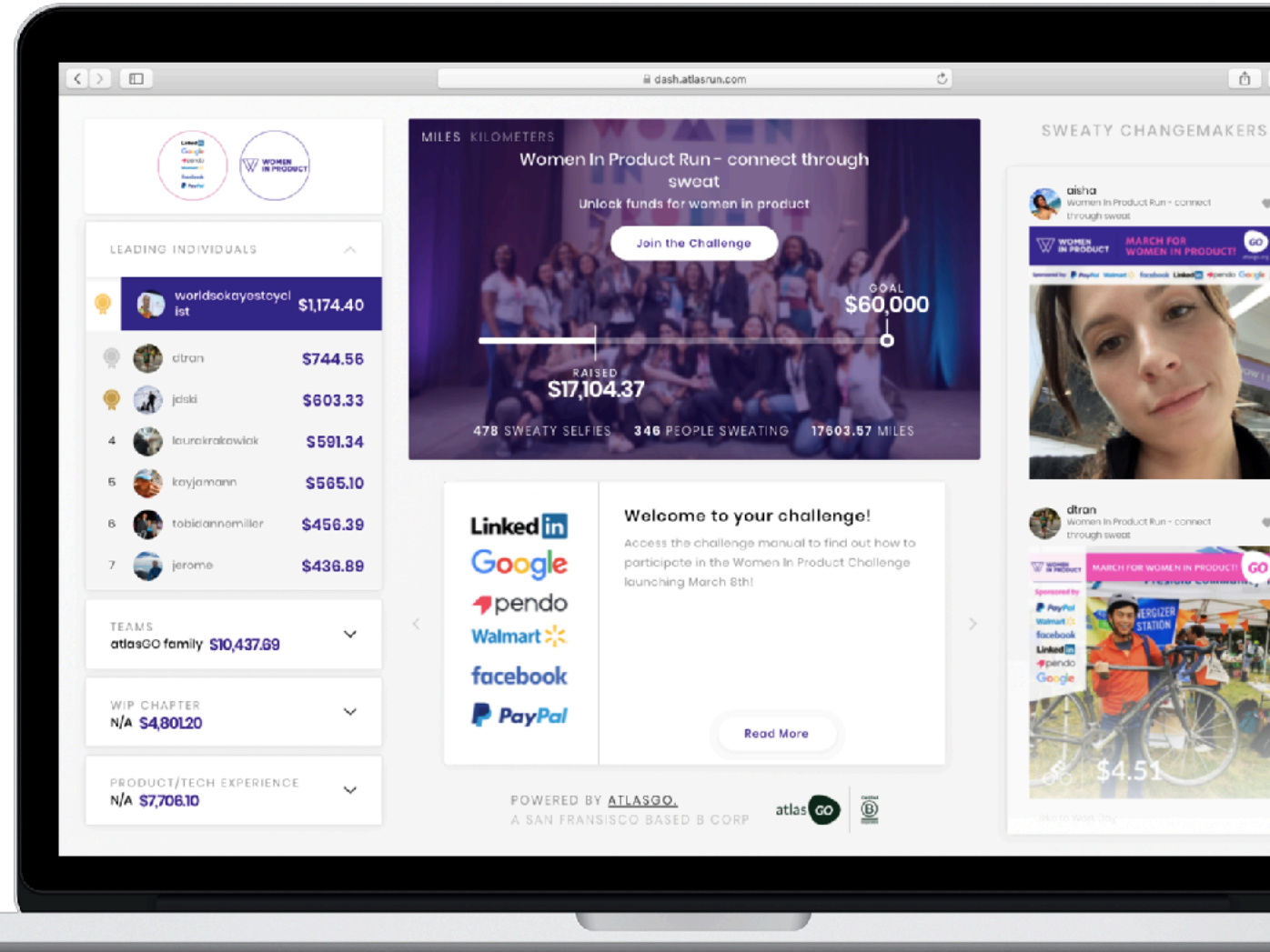
Compatible with: **STRAVA** **GARMIN** **fitbit**

atlasGO Dashboard

LEADING INDIVIDUALS		
1	worldsokayestcyclist	\$1,174.40
2	dtran	\$744.56
3	jdski	\$603.33
4	laurakrakowiak	\$591.34
5	kayjamann	\$565.10
6	tobidannemiller	\$456.39
7	jerome	\$436.89

TEAMS		
1	atlasGO family	\$10,437.69
2	Walmart	\$1,174.40
3	Pendo	\$820.99
4	PayPal	\$542.69
5	WIP Vancouver	\$370.22
6	Garmin	\$222.74

- Your campaign at a glance
- Customizable color & design schemes
- Storytelling with multimedia options
- Optimized version for TV screens
- Live team leaderboards
- Live scroll through photos
- See [an example here](#)



Campaign Storytelling

We help you to build a unique story along the journey to reach your specific goal.



Announcement Video



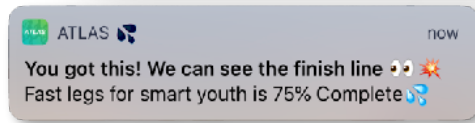
Raise awareness around your health and wellness initiatives



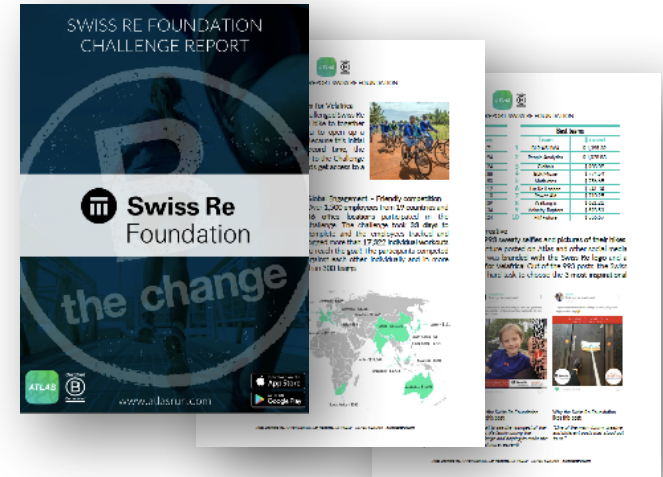
Promote your CSR program and products



Help to tell the story of the non-profit you support



Reward the winners and participants with discounts, product samples or other attractive prizes



Challenge End Report

Challenge Announcement

Challenge Launch

Milestone newsletters and push notifications

Celebrate success

Reporting & Stats

atlasGO Results



Corporate goodness: 75% of millennials would take a pay cut to work for a responsible company

"Went for a bike ride today. My joy was doubled knowing every mile earned money to repair and distribute Swiss bikes in Africa. Thanks Swiss Re Foundation." – atlasGO user Alicia

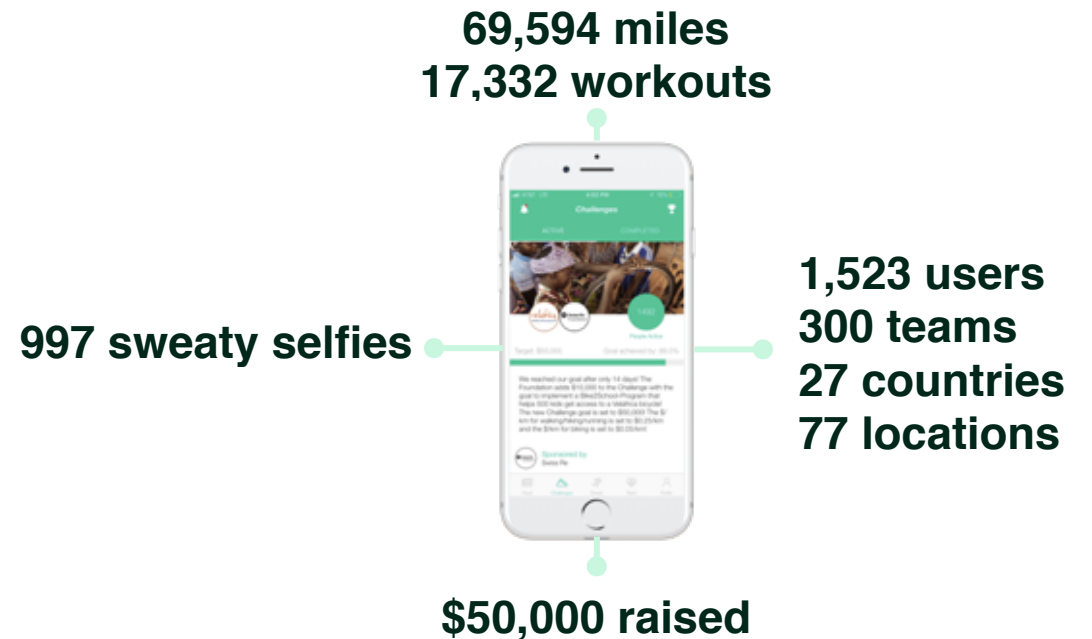
Health/Wellness: 60% of employers said workplace wellness programs reduced their organizations' healthcare costs

"I was motivated to run because I felt an emotional and physical connection between running and the cause every time I did, and it inspired me to want to get outside again." - atlasGO user Tracy

Brand image: 89% customers would switch to a brand that is associated with a good cause

"it was so much fun to see all the pictures people were posting. I definitely made a couple of new friends along the way!"
atlasGO user Mary

Case Study: Swiss Re challenged their 15,000 employees worldwide to run, walk, hike and bike with the goal to raise \$50,000 for their non-profit partner Velafrica in 40 days.



Engagement Rates



1,500 employees
25% engagement



250 employees
85% engagement



15,150 employees
10% engagement



2,250 employees
39% engagement

atlasGO Partners



Example snapshot of atlasGO corporate and nonprofit clients globally

atlasGO Partners

Emotions

“atlasGO helps us to connect emotionally with our employees and customers.”

Jennifer Sandoval
Sales Execution Lead at
AT&T Mobility



Authenticity

“atlasGO is the perfect platform to authentically share our CSR initiatives with our community”

Nicolas Verschelden
Head of Digital Innovation at
AB inBev



Engagement

“I’ve rarely seen so much engagement and this many employees rally behind one cause together and devote time to fitness. #lovemyjob”

Thibaut Debelle
Projects Innovation Manager at
Audi Import



Visibility

“atlasGO helps us to promote our brand and share our values of health and fitness.”

Sebastien Servais
Business Development Lead at
Mutualité Chrétienne



Experience

“Our staff loved the running challenge! It encouraged them to get active and to work as a team toward a shared purpose.”

Tracy Tiernan
Vice President of Marketing at
Amalgamated Bank





GO

*Our partners don't walk,
but run the talk.*

hello@atlasgo.org