



TFN Impact Report

Name of your Organisation:	Ally
Name of the project TFN funded:	Ally Chatbot
Date Funded by TFN:	29 June 2017
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	Allowed us to deliver on two pilots: Origin and Southern. We hired a CTO and worked with >300 beneficiaries. Positives: average user rating of 4.48. Negatives: some people found the product confusing and wanted to speak with a human.
What portion of the project did TFN fund?	20%
How many direct beneficiaries did the TFN funded project reach?	324
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	£20,000 - Bethnal Green Ventures
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We had support from a graphic designer, but he subsequently told us he was too busy. The same with a logo designer.
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without YFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	We now have a team of 5.
Do you have any other comments or feedback on the experience of the TFN process?	Super positive - thanks so much!
Can you tell us any personal stories to highlight the value of the project?	Due to anonymity, I am unable to reveal particular details. However, we had a very positive response from a number of people in Stamford Hill. The 240 people that live on the estate have 2 support workers, and 8 people moved into employment using our product and 15 people got key advice on how to apply for Universal Credit.