Prolific

We make it easy to run high quality research online

www.prolific.co

THE PROBLEM

Running research online to obtain high quality data is challenging

Low participant experience

Low participant experience leading to low quality data

Poor infrastructure and tools

Infrastructure and tools for researchers are hard to use exacerbating this problem

OUR SOLUTION

We deliver the most trusted participants to researchers

Through fair incentives, advanced ID screening, machine learning and behavioural checks, leading to high quality results.

Trusted Participant Pool

100,000+ active and verified participants

Prolific's Research Platform

Integrations with 1000's of research platforms

High Quality Data

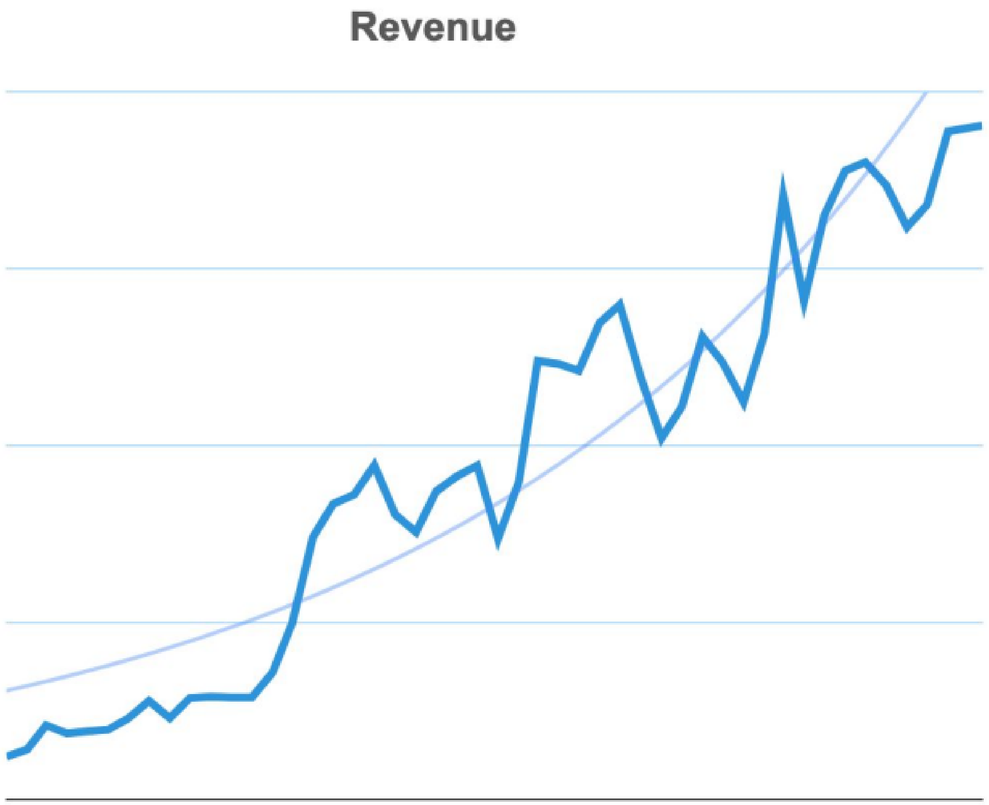
Empirically superior to other platforms

Bootstrapped to >£[redacted] monthly revenue*

£[redacted] (~£[redacted]m GMV)**
Revenue 2022

7x
Growth since YC S19

25%
Take rate (Rev/GMV)



Supported by a mission-driven team of 90+

Management

Phelim Bradley, Ph.D.
CEO & Co-Founder
University of Oxford

Jim Moodie
COO
Research

Jess Fiander
VP, Finance
pwc

Matt Tuplin
VP, Engineering
cinch

Sara Saab
VP, Product
CharlotteTilbury

Wahida Samie
VP, People & Ops
monzo

Board & Advisors

Enrico D'Angelo
Board of Directors
Parkwalk
Investing in Innovation

David Rothschild, Ph.D.
Advisor
Microsoft yahoo!

Badr Khan
Advisor
atg Auction Technology Group
MATCHES FASHION.COM

Strong product market fit

- [redacted] 3 year retention

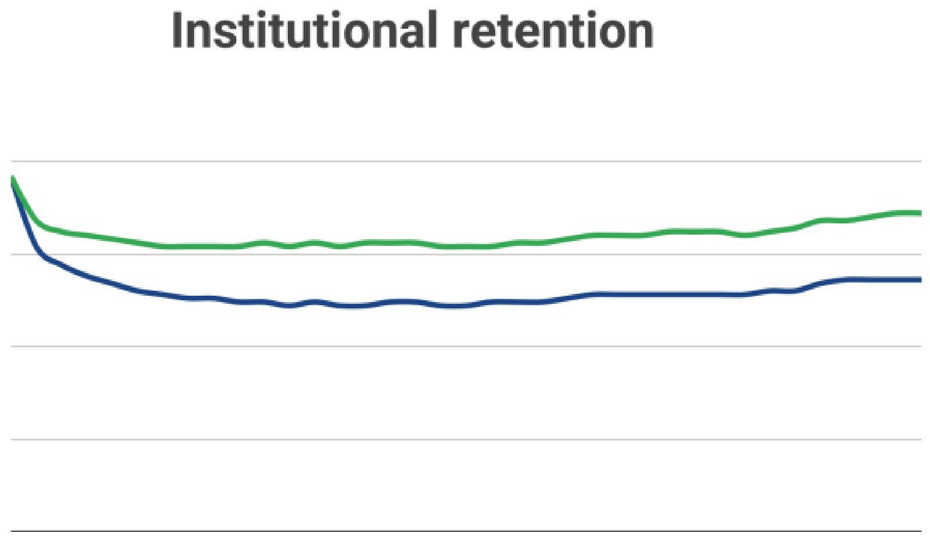
  Of academic institutions. 100% for Ivy League & Russell Group.

- [redacted] 2 year retention across individual researchers

  [redacted]

- A pattern of revenue expansion

  [redacted] yoy revenue growth within institutions



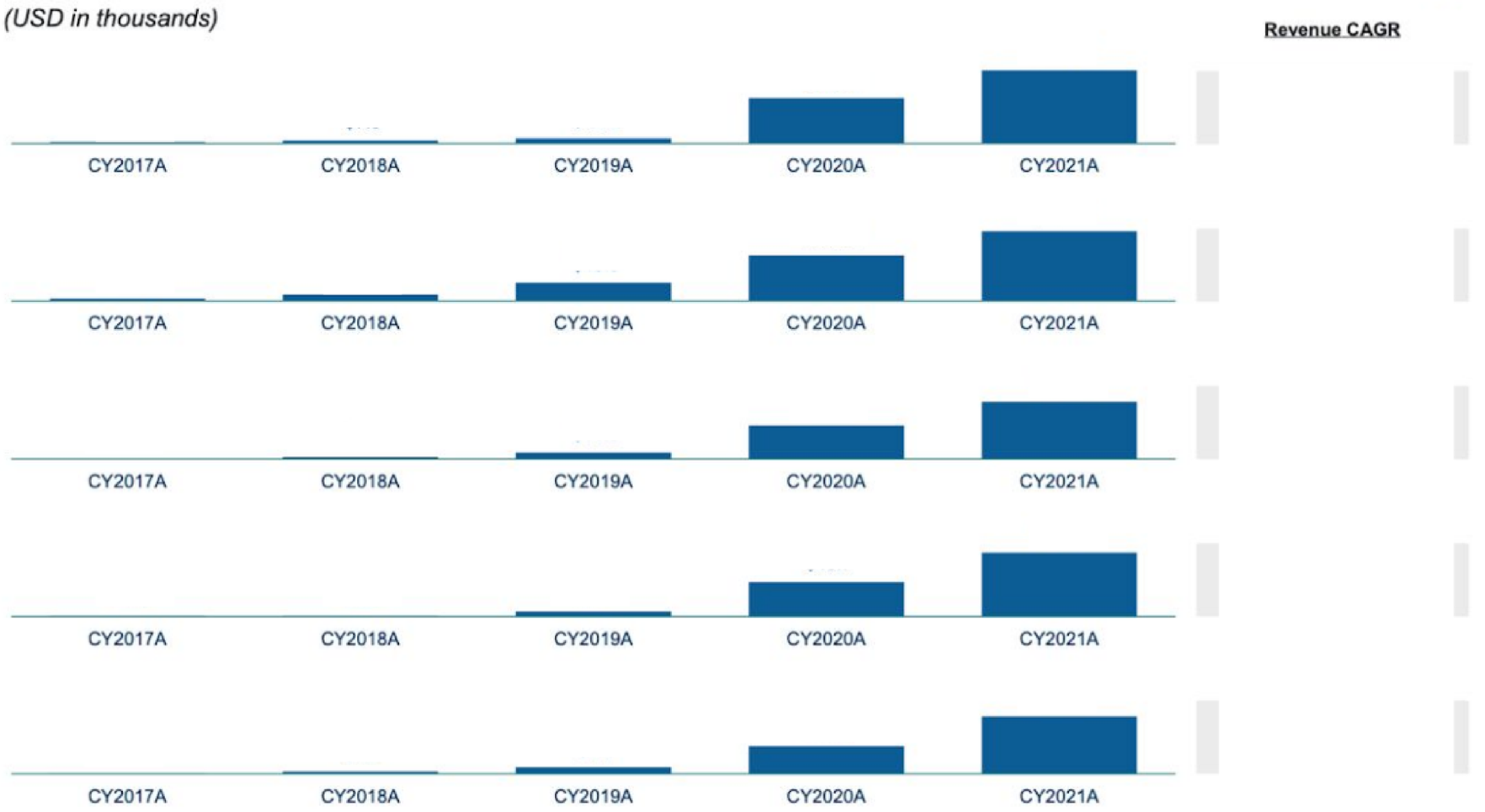
Competition/Differentiation

	Prolific	amazon mechanical turk		
High Data Quality	✅	❌	❌	✅
Excellent Participant Experience	✅	❌	❌	❌
Control / customisation	✅	✅	❌	❌
Audience segmentation	✅	❌	✅	❌
Multipart /tracker studies	✅	✅	❌	❌

Trusted by 30,000+ researchers from world class institutions

Land and expand customer pattern

Top Institutions	Total Revenue



Rapid growth in non-academic verticals

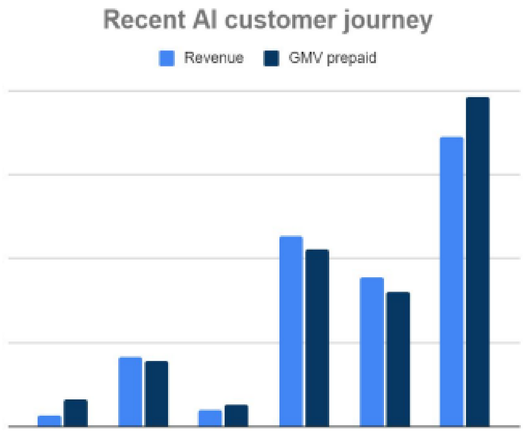
- [redacted] Growth Dec 22

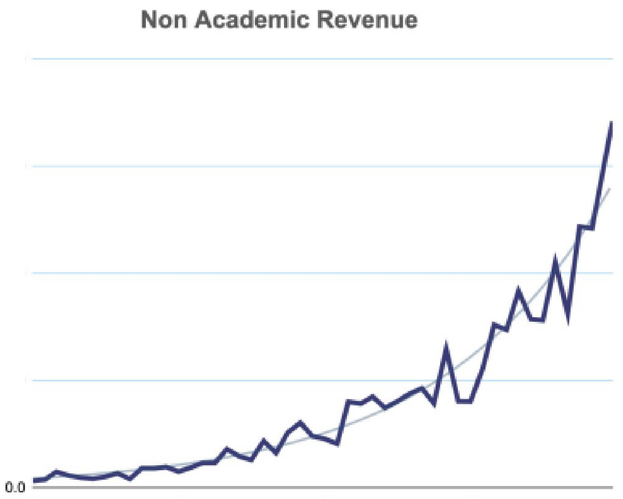
  £[redacted] corporate revenue Dec 22 driven by growth in AI Training

- Use cases in multiple billion $ markets

  AI Training, Industry Research, User/Product testing

- Second growth curve





Raising to accelerate growth

Sales & Marketing activity

AI Research R&D

Specialised Participants

Exclusive participants

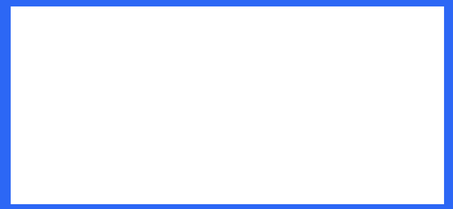
Annotation integrations

Enterprise expansion

Infra requirements
Privacy & security

Scaling Sales & CS

Building a US presence



Deepening of our product moats / network effects

Expansion of team accounts and API integrations

Expanding our participant diversity

Particular to specialised, higher value segments

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