



PROINFLUENCE

ProInfluence Startup Spotlight™: Episode #10

Startup Spotlight™ features new, consumer-based startup companies and their passionate founders.

Startup: The Relish

Ashley Wellington-Fahey, Founder & CEO



How do you describe The Relish to people you meet?

I usually describe it as a sports media company for female fans with a focus on creating original video content across social media. We're bringing together female fans who don't feel like they have a place that speaks with them as a fan.

Who are some of the key Relish team members and their backgrounds?

I've been working on the concept for The Relish for the past two years as our CEO and Founder. My background is in sports sponsorships and online media. Right around the time we launched, our Chief Creative Officer, Lisa Rapahel joined to help me launch our video programming efforts. She has a background in Television and online media with brands like Brit+Co and the Katie Couric Show. We also have a team of women who came to us from brands like Bleacher Report and Pac-12 Networks. We've been lucky to have C and VP level advisors alongside us since the early days from brands like Pandora, Twitter, NFL and SF Giants.



How do you differentiate The Relish from other sports media outlets?

One of our biggest differentiators is the market we target: women with a high concentration on millennials. We're also unique in our focus on original video programming made for social. We don't focus on driving traffic to a website like a lot of traditional media companies you see out there today.



Who is your target market?

Female fans of sports (men's or women's) who are disengaged with current sports media landscape and feel left behind.

Where can consumers find The Relish content today?

Currently, the majority of our content lives on Facebook. You can find us @therelishsports. We've also begun curating on Instagram. Next year we'll be announcing some other fun places where you can find The Relish as well.



PROINFLUENCE

What is the business model and how is it trending?

Our current model is primarily focused on branded programming and licensing. We just started opening up to brands in Q3 and will be announcing our first partner by end of year/beginning of 2018.

What has been the most difficult obstacle The Relish has had to overcome so far?

At a startup there's no shortage of obstacles in front of you. It's hard to pick just one. One of the biggest obstacles we had in very beginning was a disbelief in the market that female fans care about sports. We've been able to disprove this question in a relatively short period of time by showcasing fast growth and high engagement. I never tire of hearing from women who write us thanking us for existing. It reminds me that you just have to ignore the naysayers and stick to what you know needs to be done.



Are you currently raising capital?

Yes! We closed a pre-seed round in the spring of 2017 to show proof of concept. We proved our concept out relatively quickly and are now raising our seed round to expand our footprint and connect more deeply to our community of female fans.



When people want to learn more about The Relish, where do you send them?

- Check us out on Facebook: www.facebook.com/therelishsports
- You can also discover more at www.therelish.com

Where else on social media can we find The Relish?

- @TheRelishMediaGroup
- @TheRelishSports
- @TheRelishSports

To hear Ashley's insights on The Relish, listen to the 15-minute podcast:

SoundCloud - <http://bit.ly/StartupSpotlight-TheRelish-Podcast-SoundCloud>

iTunes - <http://bit.ly/ProInfluence-StartupSpotlight-TheRelish-podcast-iTunes>

Stitcher - <http://bit.ly/ProInfluence-StartupSpotlight-TheRelish-podcast-stitcher>



Steve Schwartz, Founder

sschwartz@proinfluencellc.com ▪ 206 992-3554

- @ProInfluenceLLC
- @ProInfluence

