



SHAKE UP START UPS

Brand 24

Brand24 is a company dedicated to monitoring the Internet in real time and displays the collected comments immediately after their publication on the Internet. Thanks to instant information, can immediately take action regarding the campaign advertising, marketing, and also act to protect the reputation of your brand, service, or product on the Internet. Monitoring the Internet through Brand24 allows to audit opinion on brand on the web.

BRAND24



SOCIAL MEDIA MONITORING & ANALYTICS

Brand24 is the winner of the contest Ekomersy 2012 in the category "Best Debut". It is also one of the winners for the best startup - Aulery 2012. Among the awards that the company has received, are also a reward for the best web application in the competition The Next Web 2013 and the best mobile application for companies in the Mobile Trends Awards 2013.

The initiator of brand24 is Michał Sadowski. His company in just three years from 2011. gained a dominant position in the market for Internet monitoring in Poland, but Sadowski's ambitions are global - in the coming years Brand24 has become a global leader in its industry.

The worst period was before the commercial launch. For almost a year brand24 did not generate any revenue. That time was difficult also for this reason that it was easy to imagine that brand24 not work out. Because this was not the first such tool on the market. All investors said that none of this will be in Poland and even more so abroad. At one point Michał was so desperate that he wanted to give brand24 one of the companies for free, as long as it took him a salary. And also did not want.

From the beginning brand24 it was conceived as a global product, but by problems, the creators decided to concentrate on the Polish market, where money appeared faster.

Nowadays brand24 monitors the tens of thousands of brands for clients from USA, UK, Poland, Indonesia, Italy, Bulgaria, Canada, Singapore, the United Arab Emirates and Australia. Among Brand24 clients include brands such as Intel, Carlsberg, IKEA, Raiffeisen Polbank, H & M, Vichy or Crédit Agricole.

More:

www.brand24.com



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LiveChat Software S.A.

The company offers the tools to carry out real-time conversation with customers visiting the company's website on the internet. Its customers are manufacturers of both real goods and services. Thanks to livechat company may be active on the network, such as the seller in a real store. They see what customers are interested in staying on their side, and instead of waiting place an order, they can engage and begin conversation with them.



The company was founded in 2002. Mariusz Cieply Jakub Sitarz and Maciej Jarzębowski . They started from scratch, financing themselves. Although it is difficult to speak of business financing in a situation where they had little funds, notebook and time. They saw the light in the tunnel after 10 years.

During the first six years of its existence LiveChat trying to succeed in a very traditional way: by force more than 10 salesmen trying to reach customers from Warsaw, who for 70 000 PLN received a license adapted to their needs company chat. The negotiations dragged on for months, and sometimes just to prepare the agreement took 5-6 weeks. It's all generated huge costs.

In 2008, a majority stake in the company for 3.6 million PLN took over e-mail, the creator of the most popular chat in Poland. The company belonged to the largest group of technology in Poland, created by Naspers, the owner of, among others, Allegro. Theoretically combination of a strong brand e-mail and livechat technological capacity should quickly translate into more sales. But business began to go even worse.

Key was in 2010, when the company opted for the SaaS model, one year later, the founders and key employees bought the company from the Group GG Network "Software as a Service" (SaaS), which is one of the most fashionable slogans of Silicon Valley, it is a way to distribute software that is not sold, but made available in exchange for a small monthly fee.

In Poland, LiveChat has just established, and more than 99 percent of the software to "chat with a customer" sells abroad, mainly in the United States.

With LiveChat product offered by the company as a model of software as a service, used by over 10,000 customers and nearly 80% of sales is realized in the US for clients such as, among others, Bosch, LG, Philips, Samsung, Stanford University and UCLA AirAsia and the US State Department.

In 2015 LiveChat was worth \$ 1 billion.

More:

www.livechatinc.com



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