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Ian Napier
Founder

TalkBe

CASE STUDY

What is Talkbe?

Talkbe help media brands to engage with a young audience by distributing their content across different forms of messaging.

What was Talkbe like before the investment?

Craig and I had been working on Talkbe part time before the investment. We had just finished working on a previous business that was getting little traction. Talkbe had a slightly different proposition. It was a product that we felt would work well for Small and Medium Enterprises (SME's) allowing bookings to be placed instantly through messaging applications.

What was the impact on Talkbe of the investment?

The investment gave us the time to test and explore different markets. This led us to move away from the SMEs market to large media organisations. The investment is also being used to support product development. This development has allowed us to increase our price to be four times higher than originally planned.

