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Wil Benton,
Chew co-founder

Chew.tv

CASE STUDY

What is Chew.tv?

Chew is a live streaming platform that connects a community of over 20,000 DJs, producers and personalities from over 130 countries around the world. Our community of content creators is joined by an audience of fellow creators and fans in over 190 countries.

What was Chew.tv like before investment?

We started Chew in early 2014 and had some successes in our first year of business. But it wasn't until we joined the Ignite accelerator at the end of 2014, and started working with Jon and the rest of the programme's investors, that things really started taking shape.

What was the impact on Chew.tv after the investment?

Since finishing Ignite, we've rebuilt and relaunched Chew, gone on to raise two further rounds of investment (Jon invested in both), hired our first employee and acquired thousands of new users. Jon Thornes and Cool Entrepreneurs have been an invaluable investor and mentor and we enjoy working with them!

