

## GROW LIVE

“We have had a lot of help from Wireless Innovation especially in the early days with competitor reviews, market analysis and access to partners which has helped us to focus on where our key target markets are and helped us make the right connections.”

**LIAM HUGHES, GROW LIVE**



### **Describe your current business**

The Grow Live business model is SAAS. Its lead brand is Captua “Leaders In Instant Field Intelligence”. Instant field intelligence is on demand data capture across multiple platforms. We use a number of products to capture data that operate off the Captua Platform. They are Captua Mobile, Captua CRM, Captua Survey, Captua Vote, Captua Campaign and Captua Ticketing.

### **What makes you innovative/unique?**

Our business is unique as we are the only business that has multiple data capture methods all operating off the same platform and all using the same powerful back-end reporting method allowing our customers to pick and choose which applications they need for their business at a particular time.

### **Who are your key clients?**

Our key clients include NBC Universal, JHL Communications, Totes and Matador Intelligence.



[www.captua.com](http://www.captua.com)

# GROW LIVE CASE STUDY

“ The most critical help has been introductions to partners. Wireless Innovation introduced us to a number of key partners including RIM, T-Mobile and one particular strategic partner JHL communications. We would not have made that connection if it hadn't been for the Wireless Innovation team. ”

## **Where do you feel Wireless Innovation have added value to your business?**

We have had a lot of help from Wireless Innovation especially in the early days with competitor reviews, market analysis and access to partners which has helped us to focus on where our key target markets are and helped us make the right connections.

## **Which service/advice has been the most valuable to your business?**

Market research and competitor analysis have been important but the most critical help has been introductions to partners. Wireless Innovation introduced us to a number of key partners including RIM, T-Mobile and one particular strategic partner JHL communications. Growlive are now working closely with JHL and we see them as a strategic fit for our business. We would not have made that connection if it hadn't been for the Wireless Innovation team as they identified them as a key partner and instigated the introductions. Another important area that we have had assistance around is in branding our key product Captua and the development of a sector specific marketing strategy to sit alongside that.

## **What impact has it had? (did it change your business model and if so, how?)**

Yes it changed our business model as we were initially totally focused on just the mobile marketplace. Although we expect the mobile market to remain the key part of our business, we now have the flexibility to appeal to a much broader range of potential customers and to sell in a portfolio of products rather than just one, all under one brand using the Captua platform.

## **Were there limitations in the support you were offered from Wireless Innovation?**

The most critical area for any business but particularly a technology company is sales and some more help in that area would have been beneficial to perhaps getting our product to market more quickly.

## **Where do you see the future growth potential of your business?**

Our potential is enormous – we have just beaten Microsoft and Sales Force to a contract with an established private company so we know our product is quality – now our challenge is to turn ourselves more into a Sales and Marketing focused company rather than a pure IT business. Some would say the hard work starts now!!

## **Will you continue using the services of Wireless Innovation in the future?**

Yes absolutely – we see the team as a key part of our business and their links with the advisory team at Hillington really help form a key part of our business strategy.