



Julie Currid

GoContractor



GOING FOR GROWTH PROFILE

NAME:

Julie Currid

BUSINESS

GoContractor

POSITION

Co-founder and COO

WHAT WE DO

Induction software for contractors and temporary staff

CONTACT US

2nd Floor,
29/31 William St S,
Dublin, D02 EY96

T: +353 1 486 9379

E: info@gocontractor.com

W: www.gocontractor.com

Julie Currid had always wanted to start her own business. For her, it was a case of finding the right opportunity. Having studied Management and Marketing in DIT, Julie began her career in marketing and sales, gaining experience in both Irish companies as well as multinationals.

In 2012, Julie co-founded Initiafy, now GoContractor. Having recognised the need in the market for a product which would focus on the challenge of delivering inductions to large numbers of short-term workers in the construction industry. Julie explains exactly how GoContractor helps their clients save time and money; "construction faces the challenge of high volumes of contract staff who all need to be introduced to the site rules, company policies and safety procedures. GoContractor moves this process from the classroom to the cloud offering customers 90% cost savings as well as safer, more compliant sites. Workers complete the training on any device from the comfort of their own homes and arrive on day one ready to hit the ground running".

GoContractor's customers are Tier 1 and Tier 2 general contractors who are involved in all kinds of construction work from home building to infrastructure. Their client base now includes Sisk, AECOM, Roadbridge, ESB, DAA and Dublin Port as well as most of the top construction companies in the US.

In December 2014, GoContractor opened an office in New York and this region is now seeing major success. "More than 60% of our revenue now comes from the US and Canada so our growth plans are focused on this market." The product offering has also seen a major revamp in 2019 with user experience for construction workers being placed as the most important element. There are unique characteristics of construction workers, particularly in the US such as their transience from site to site and their need for multi-lingual options. "A seamless user experience for construction workers and project managers will continue to drive the virality of the product for us" says Julie.

In 2014, Julie took part in the 6th cycle of Going for Growth and found being able to discuss her business issues confidentially has increased her confidence. "I discovered I was not alone. Going for Growth introduces you to like-minded women who are facing similar challenges. We all want to succeed, and we take risks with our businesses so it's a huge support to discuss the highs and lows with other members of the network. Our Lead Entrepreneur, Susan Spence has a huge amount of experience and can spot opportunities and threats in a second. Having her as a sounding board was very positive for our company."

Raising finance has instigated a major leap forward for GoContractor to date. Julie stresses the importance of securing sales traction before approaching investors. "When setting up a business, you should focus on perfecting a sales pitch. Everything from acquiring customers, raising capital, PR, marketing and recruitment are all influenced by your ability to sell your company, your product and yourself!" Today, GoContractor employs 30 people in Dublin and has 15 staff in their New York office. "There is strong expansion potential for the company due to the construction industry embracing digital transformation and safety regulations becoming increasingly stringent on both sides of the Atlantic."

