



Julie Currid

initiafy

GOING FOR GROWTH PROFILE

NAME:

Julie Currid

BUSINESS

initiafy

POSITION

Co-founder and COO

WHAT WE DO

Induction software for contractors and temporary staff

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

In 2012, Julie set up Initiafy with her business partner, Sean Fennell. Together they had 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. Julie explains exactly how Initiafy helps their clients save time and money;

"Some industries such as construction and mining face the challenge of high volumes of contract staff who all need to be introduced to the company culture, policies and safety procedures. Initiafy is an online platform that helps companies manage the initial steps new staff take to become productive and safe members of their workforce. Our customers adapt the platform themselves to suit their needs so that new starters can self-register and self-train before starting a new job."

Initiafy's customers are typically companies which use a large number of contractors, temporary, seasonal staff or project workers. Their client base now includes Pfizer, Pernod Ricard, FMC, Sodexo and five of the top 20 construction companies in the world. The company also works with all the major energy companies in Ireland such as ESB, Bord na Mona, Energia, Nordex, RES and Calor.

In December 2014, Julie and Sean opened an office in New York and Julie has recently relocated to this office. *"More than 50% of our revenue now comes from USA and Canada so our growth plans are focused on heavy industry in North America."*

The product offering has also seen a shift to suit market demand. *"While our pain point was originally solely in inductions, product development requests from customers have been around the contractor management and pre-qualification features. So we've focused on that portion of the product for the past year – we now even take photographs of the contractors while they're completing the process to make sure that the person who arrives on site is the same person who registered and self-inducted."*

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 made a huge difference to both me as well as Sean."*

Raising finance has instigated a major leap forward for Initiafy 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, Initiafy employs 15 people in Dublin and has 4 staff in their New York office. They also employ one sales person in UK and one in Canada. They have pivoted somewhat in their sales and marketing strategy, since mid 2016, concentrating much more on inbound marketing rather than outbound sales. This has significantly reduced the sales cycle and the overheads of the company. *"Effectively we're now achieving more with less in a shorter time scale!"*

"There is huge revenue potential for the company due to growing trends whereby companies are using more contract workers and workplace safety regulations continue to get attention. Initiafy helps companies to respond positively to both of these trends."



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