

popertee.



## Lucinda Kelly

### Popertee

Lucinda Kelly has always wanted to set up her own business and established Popertee in 2016. For any brand or company looking to find the perfect location to reach their customers, Popertee provides the solution. The company is building a platform that will use data to find brands their perfect locations for short term marketing or retail campaigns.

The face of retail is changing and Popertee aims to be at the forefront of this change through the disruptive technology it is building. Initially, the business focussed on working directly with the property market, offering brands and marketing agencies great locations for their pop-up campaigns. Popertee quickly developed a strong reputation for connecting brands directly with vacant spaces, allowing them to have a retail presence quickly and cost effectively. They are already working with global brands in Ireland.

As their customer base grew, so too has their understanding of gaps in the market, and their clients' need for quality market information, including footfall at locations, audience profile, etc. Subsequently, Popertee is now building the first global data platform that will use artificial intelligence to match the perfect audience with the perfect location, enabling brands to intelligently find the optimum short term retail or marketing space for campaigns.

In addition to recently being crowned winners of the 'best creative retail start-up' at the Bank of Ireland Start-up Awards, Popertee also secured Competitive Start Funding from Enterprise Ireland.

**[www.popertee.com](http://www.popertee.com)**

