

Skyscanner Founder Invests in Private Visual Messenger

Kindaba secures investment from Skyscanner founder to target 'FamTech' market.

Kindaba, a private visual messenger for families, has secured investment from Gareth Williams ahead of their CrowdFunding Campaign. Kindaba helps customers stay connected with the promise of no adverts and a commitment to respect privacy and protect their data.

The company aims to globally launch their new visual intelligent messenger for families and establish themselves as thought leaders in the FamTech (family technology) space over the next 12 months.

Skyscanner Co-founder, Gareth Williams said: "The team is fantastic. I can see in Rob, Lizzie and Will an intense desire to make something happen. Whatever the problem space, founders need to have that laser focus in order to stand a chance of getting to their destination. In my experience, the founders and the team they build are so important to the future success of their company."

Lizzie Brough, Co-founder & CXO of Kindaba said: "This investment will allow us to scale our customer outreach and bolster our development team so that we can continue to work smart and at speed developing the features our families are searching for."

Based in Edinburgh, Kindaba currently employs eight staff and has plans to recruit seven to grow their user base to 100,000 active users. With a market worth £45 billion the funding will be used to accelerate their growth through product and business development, marketing and data analysis.

The fast growing company was launched in 2017 in response to rising consumer doubt in the ability of advertising-based incumbents like Facebook to respect privacy and protect user data. This, coupled with the consumer trend towards socially conscious brands, developing loyalty to companies that put social impact at the forefront of their operations has helped the company's growth.

Already working with privacy conscious parents with young children, grandparents who want to stay in touch with grandchildren around the world and diaspora communities with strong cultural family ties, Kindaba helps customers to stay connected with no adverts and no data-selling.

The company offers a private, intelligent and visual messenger for families and Kindaba works by allowing family members to safely share with those who matter most.