

Tech start-up celebrates rapid growth just months after launching

An ambitious Scottish start-up has smashed its early growth targets months after launching thanks to the rapidly-growing appetite for its advanced point-of-sales system.

Edinburgh-based ePOS Hybrid has created the world's most advanced ePOS system. Its client base has surged by over 800% – as food outlets seek to reinvent their businesses and revolutionise customer experience.

The company now has a varied portfolio of clients in Scotland as well as south of the border, including London, Manchester, Cardiff, Bristol and Essex.

The growth of the business has been attributed to a series of high-quality appointments, with the sales and marketing team expanding from one person to a five-strong unit over the past three months and 20 employees in total.

The company has added talents such as Andrew Gibbon as Head of Growth, who has more than nine years' experience in developing start-ups, and former Head of Partnerships and Innovation Manager at RBS, Alastair Hutt as a Non-Executive Director.

Andrew Gibbon, Head of Growth at ePOS Hybrid, said: "We've been working hard to build brand awareness within the UK market, implement growth procedures and rapidly scale our customer acquisition. We're currently achieving impressive growth month on month and we're beginning to generate

sustainable momentum within our sales teams.

Bhas Kalangi, Founder of ePOS Hybrid, said: "We've got a really exciting and innovative product and it's clear that our unique offering is striking a chord with customers from the level of demand we're seeing.

"We're delighted to be implementing our growth strategies and building our team as we look to generate and maintain momentum over the coming months.

"We've added talented and experienced people who are all passionate about our product and our plans to roll it out across the UK and further afield."

ePOS Hybrid provides customised hardware and software ePOS solutions for small to medium businesses in the food and drink industry and has set out to revolutionise the sector by addressing the gaps in the competition's offering.

Its Android-based system fully automates a restaurant or bar's business operations to enhance efficiency, streamline processes and address a range of potential concerns, including allergen information and food waste, with in-depth analysis reports and various management apps.

The firm offers fully-branded app and online ordering platforms to help businesses build loyalty and increase online revenue by reducing their dependency on third-party apps such as Just Eat and Deliveroo.

Customers can also capitalise on emerging food and drink trends, such as the growing demand for experiential dining, thanks to the firm's cloud-based sales terminals and interconnected customer self-checkouts and smart table technology which sends the order to the kitchen with a click of a button.

Bhas added: "It's an extremely exciting time for us as there's

so many opportunities and markets for us to scale and enjoy rapid growth.

With ever-evolving features, new partner integrations and a growing team, ePOS Hybrid looks forward to scaling the business and revolutionising the hospitality industry.

