

safello

Startup Stories

Following a successful crowdfunding campaign, bitcoin platform Safello leverages Visible to keep dozens of investors engaged in their growth.

Overview

Safello is a Sweden-based bitcoin spending platform that started with the simple idea that the market needs a company it can trust. Just two years since being founded, the company now supports 32 countries and thousands of customers with a safe and simple way into bitcoin.

“Philosophically, we like the idea of the bank of the future being owned by its customers.”

- Frank Schuil, Founder and CEO



In addition to graduating from the Barclays Techstars Accelerator, the company successfully closed its latest funding round led by the Digital Currency Group as part of a successful crowdfunding campaign that was oversubscribed within a week.

Challenge

After concluding its highly successful crowdfunding campaign through FundedByMe in which over 150 investors backed the company to the tune of almost \$700,000, Safello needed a way to minimize asynchronous communication and keep all of their key stakeholders engaged in the business on an ongoing basis.

Solution

With Visible, Safello keeps everyone that matters to the business - fund investors, individual angels and team members - involved and informed on where they have been and where they are heading. Since the company's investors are actively involved in the crypto currency market, the more informed they are, the better. Having up to date information on Safello's growth helps investors more effectively provide introductions to potential employees, partners or other investors.

In addition to using Visible, the company keeps investors involved in the business through a yearly "general assembly" where the executive team discusses - in person or via Google Hangouts - how things are progressing.

Key Metrics

Transaction Volume

User Growth

The Stats

- 25 custom metrics tracked and charted
- 116 stakeholders using Visible to stay engaged
- 10 long-form, qualitative updates provided

The Rundown

- Safello.com
- @SafelloAB
- Founded in July 2013
- 7 team members located in Stockholm
- Investors include Techstars and Bitcoin Opportunity Fund

Most Valuable Metrics

Along with narrative updates on the growth of the business each month, Safello also tracks a number of key metrics, most importantly, User Growth and Volume. Volume in particular is interesting as the company can correlate that to the overall Bitcoin market performance and see if it is performing better.



Hear from the company founder and CEO!

For a long time I had been looking for a good way to keep shareholders informed. I found Visible on Product Hunt and was instantly sold. The team's responsiveness and willingness to adopt feature requests - in our case, support for the Swedish Krona - is what keeps me on board each month.

- Frank Schuil, Founder and CEO

About Visible

Visible gives you the power to tell the story around your key performance and ownership data with beautiful dashboards, customizable metrics and robust cap table management.

