London based Real-time consumer research app OnePulse has closed a $1.07m seed investment round

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FOR IMMEDIATE RELEASE

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SUMMARY

- London Startup OnePulse secures $1.07m funding
- The round was led by Angel Lab, D5 Capital & London Co-Investment Fund
- Their current clients include Aviva, CGA Strategy, Coca-Cola, Bartle Bogle Hegarty & LBi Digitas
- Industry leading response times & pricing
- Investment will be used to aggressively grow UK business, a 2.0 version of the web & mobile app, whilst supporting international expansion

RELEASE

London based Real-time consumer engagement app OnePulse has closed a $1.07m seed investment round, led by AngelLab, D5 Capital and the London Co-Investment Fund along with a number of senior brand and technology executives.

With over 300 clients (including businesses like Aviva, CGA Strategy, Coca-Cola, Bartle Bogle Hegarty & LBi Digitas), and a large panel of mobile users in the UK, OnePulse is looking to disrupt the traditional market research sector.

OnePulse is a mobile and web-based platform that provides on-demand insights to brands and businesses at any size or stage. Via OnePulse, companies ask people around the UK questions and get responses back instantly, with consumer feedback displayed online for easy analysis and export.

To its users, OnePulse is a mobile app that allows them to answer “pulses" from their favourite brands and get rewarded with micro-payments. With OnePulse's gamified features and lifestyle questions, the user base is highly engaged. This results in some of the fastest response rates in the industry.

Many real people with valuable opinions do not take part in market research; in fact, more than one third of OnePulse's users do not contribute to any other forms of market research. By redefining how a business collects consumer research from the ground up, tailoring the experience to real people's habitual smartphone usage, and rewarding people transparently, OnePulse empowers consumers and businesses to give and receive honest opinions without wasting time.

CEO Atul Choudrie says: “We have developed a product that means businesses no longer have to rely on assumptions to make in-the-moment business decisions with confidence. For consumers, we continue to redefine the concept of market research with a fun, rewarding mobile application that can be used day-to-day". AngelLab managing partner Kevin Chong, who has joined OnePulse's board, echoed this disruptive approach to a previously unglamorous industry: “Our guiding principle is to invest in businesses that truly aim to redefine or create a new category, and we are thrilled to work with OnePulse."

With an influx in funding, OnePulse is looking to aggressively grow their user base, further enhance their client offering with a 2.0 version of the tool and begin international expansion.

About London Co-Investment Fund (LCIF): LCIF is backed by the Mayor of London and managed by Funding London with support from Capital Enterprise.

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