

## YADA RETURNS TO COLLISION IN BETA

Thursday 27 April, 2017

This year YADA, the flagship self-service events management and social engagement platform by Expede IT Solutions Limited, is returning to Collision, the New Orleans-based tech conference, at the next tier. The start-up, founded from a front room in the founder's family home, launched in February 2016 and after successfully raising over £600k in seed funding is seeking an additional £2m funding to fully develop its roadmap and to scale globally.

Last year YADA was selected to attend Collision, 'The best technology conference on the planet' according to Forbes, in the Alpha category of start-up to raise brand awareness with, and attract feedback for, their minimal viable product (MVP).

Collision and their sister conferences in 2016 communicated with 86,428 start-ups and accepted 3,055 to exhibit. The Beta phase means that YADA has grown from its MVP into an established product. 'It was massive achievement for Team YADA to have been invited to Collision last year, but to be invited back, and at the next tier, twelve months later, is phenomenal. It's astonishing to think this all started from our living room in Buckinghamshire and has taken us to America, twice!' - Product Director & Co-Founder Mehram Sumray-Roots.

As well as returning to New Orleans, YADA's coming back with a bright new look and contemporary user interface. Collision will see the unveiling of this and the exciting direction of development as they move further down the roadmap to the third version of the platform.

### About YADA

YADA is an innovative self-service events management and social engagement platform that allows you to engage with your attendees from beginning to end. It offers a complete event management solution from ticketing to the curation of content posted by guests and attendees. With YADA organisers can create bespoke event pages, capture every moment through photos, video, comments, social media hashtags and polls, and share them via social media or display them throughout their venue via LiveView.

### About Expede IT Solutions Limited

Founded in 2013, Expede delivers IT-supported business change to its clients through the provision of business consultancy, technical expertise and the development and deployment of revolutionary collaborative platforms such as YADA.

### About Collision

Collision is "America's fastest growing tech conference" created by the team behind Web Summit. In two years, Collision has grown to over 20,000 attendees from more than 100 countries. Attendees include CEOs of both the world's fastest growing start-ups and the world's largest companies, alongside leading investors and media.

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