

Real stories

Froged

“Technology provides superpowers to humans, multiplying our capabilities to lead us to a more humanized world”

Emily González-Cebrián, CoFounder & CEO

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Introduction

We introduce you to the real story of Froged, a leading startup at the national level. Through an interview with its Co-Founder & CEO, Emily González-Cebrián, we delve into their origins, the obstacles they've encountered, the choices they've made... and much more.

Froged is a Customer Success and Support platform (B2B software) that assists subscription-based companies in managing and optimizing the lifecycle of their users and customers. Its services enable clients to enhance the onboarding process and user support, ultimately achieving higher user retention.

FROGED



Introduction

Founders	Ángel Romero (CTO) Juanjo Rojano (CIO) Emily González-Cebrián (CEO)
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Website	https://froged.com/
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Year founded	2019
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Location	Málaga, Spain
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Employees	10 women / 10 men
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Product/service	Omnichannel communication platform
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Sector	technological
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Technology	SaaS (software as a service)
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About Froged

Froged is an omnichannel communication platform, supporting both one-to-one and one-to-many interactions, enabling businesses to establish customer service or sales centers in a matter of minutes.

Froged stands out as the sole platform in the market offering dual omnichannel communication. Moreover, it simplifies the process for businesses to acquire the necessary infrastructure to support both existing and potential customers.

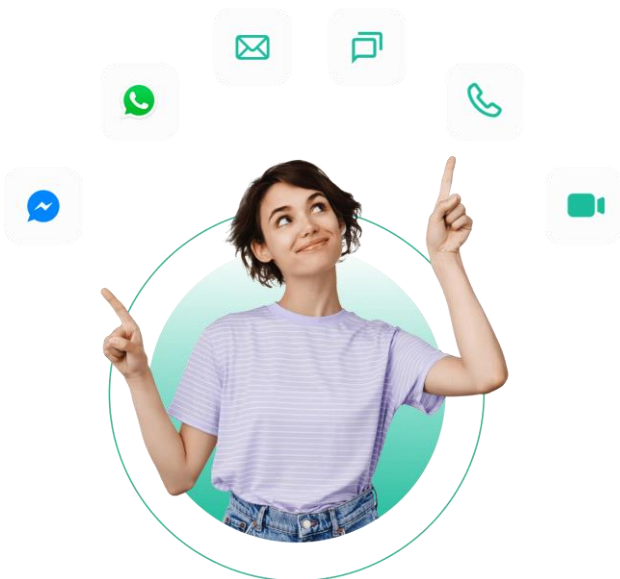
Froged caters to various business types, primarily focusing on mid-market enterprises and increasingly targeting larger corporations.

While Froged is versatile across economic sectors, its current focus lies within the Fintech, banking, travel, logistics, and education industries.

Beginnings and Early steps

Froged was established in 2019 by Ángel Romero (CTO), Juanjo Rojano (CIO), and Emily González-Cebrián (CEO) at a Demium event, a Málaga-based incubator specializing in pre-idea and pre-team startups. Despite their diverse backgrounds and skill sets, the trio seamlessly complements each other, creating a well-rounded and robust team.

According to Emily, although the initial concept originated from Ángel, drawing from his past experiences in developing other SaaS products and addressing identified pain points, **the business idea has undergone substantial evolution to become the company it is today.**



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Through technology and automation, we empower companies to provide tailored experiences to their customers, greatly enhancing user satisfaction

Competition and Value Addition

The main objective of Froged is to assist its clients in monitoring users, **positively impacting post-sale processes, retention, and customer loyalty.**

Emily points out that there are numerous competitors in the market, including some well-known ones like Zendesk or Genesis. However, Froged has gradually carved out its "small blue ocean," **providing companies with a tool for conducting personalized communications or campaigns.**

According to the CEO, Froged has undergone a remarkable evolution from its inception to becoming a recognized platform in the market.

Growth and Insights

Additionally, Emily emphasizes Froged's differentiating value through its customer-centric tools and the creation of its own customer service or sales infrastructure.

Listening attentively to the market is ingrained in Froged's DNA. Emily underscores the significance of addressing market needs, as it's common for user opinions to be overlooked in the technological realm when developing a product.

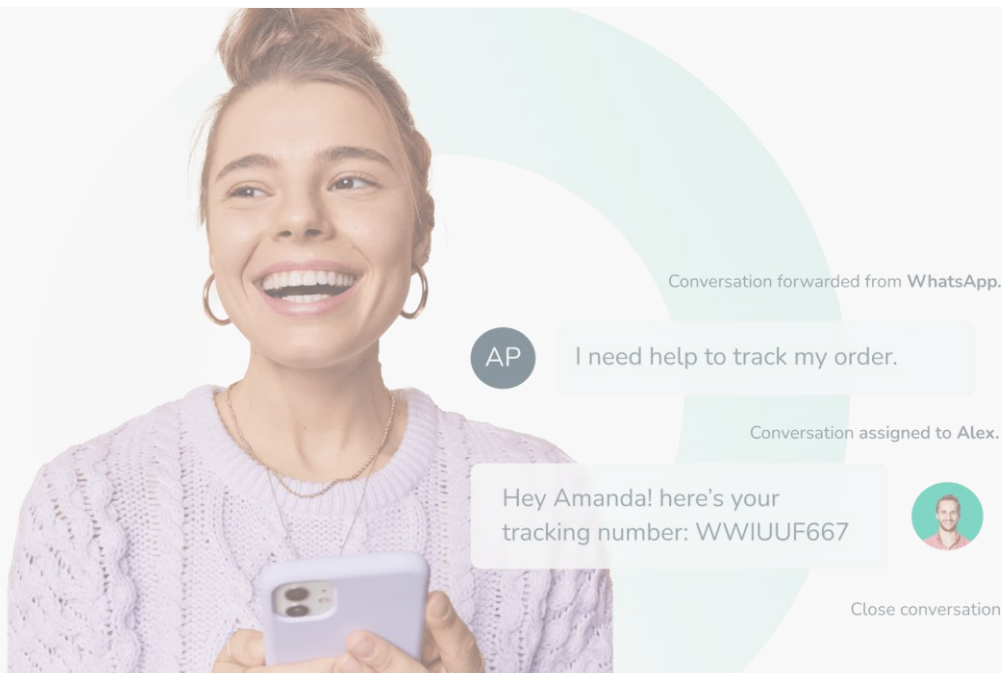
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Overlooking the market is a critical error, as it forms the foundation for creating a successful product

Market Evolution and Growth Avenues for the Coming Years

Froged emerged with a clear **international focus**, and the nature of its product (software), **which doesn't necessitate adaptations to the regulatory frameworks** of diverse markets, has facilitated this expansion.

In this regard, their CEO states that from the company's establishment to the present, **they have deployed various "go-to-market" strategies that have evolved over time**, such as prioritizing the partner channel to a greater extent.



Talent Acquisition and Retention

At Froged, remote work is a common practice, with the company placing high value on **trust and commitment** among its entire team.

As explained by their CEO, the adoption of remote work was a direct response to the **pandemic**. This period served as an ideal testing ground, as they needed to onboard multiple team members and collaborate remotely. Over time, they confirmed the efficiency of this work style, consistently achieving significant results.

However, Froged encountered some **challenges with remote work**. The primary hurdle was effectively transmitting the company's values and culture to all employees, along with fostering a strong sense of belonging among them.

This new working model has enabled the hiring of individuals from different countries, resulting in an international team composed of professionals from diverse cultures, all capable of bringing unique perspectives to **the challenges facing the company**.

Their CEO, Emily, notes that they are aware that this work format only functions effectively when they have profiles with a high level of commitment.

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We operate with a results-driven mindset and objectives, coupled with flexible working hours. We see ourselves as the pioneers of future technological enterprises

ENISA Certification and Other Public Grants

Regarding the certification process with ENISA as an innovative company, the CEO considers it relatively straightforward since they already **benefited from a line of loans granted by the entity**. Therefore, they already had the corresponding documentation and an eligible applicant profile.

Emily celebrates the recent certification and is confident that it will enable them to take advantage of the associated tax benefits.

Additionally, Froged has been the recipient of other public grants from various government sectors, which have been immensely beneficial to them.



In this regard, Emily highlights that as a company, they have been in constant motion, seeking resources to grow and face new challenges.

For instance, the company **has participated in various growth and expansion support activities led by Red.es and ICEX**, being awarded several grants. Specifically, they have benefited from the **Desafía San Francisco and Desafía Tel Aviv programs, both sponsored by Red.es/ICEX**.

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Based on our experience, I encourage other companies to seek support through public grants, as there are many interesting alternatives available

Artificial Intelligence (AI)

Froged boasts an intuitive and **user-friendly platform**. In 2024, they plan to leverage generative **artificial intelligence to enhance user engagement and ROI**.

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Today, AI is not a differentiating factor; the key lies in knowing where to apply this technology to provide added value

Investment Goals for 2024

In 2024, Froged aims to **maximize its profitability**.

To achieve this, as explained by its CEO, they aim to reach **break-even** in the company's accounts by mid-year as planned. Subsequently, they plan to pursue a Series A investment round to accelerate their growth and enhance their positioning in the market.

Thus, Froged's strategy for this new year is primarily based on two pillars: **increasing their market share domestically and accessing new markets**.

FROGED



Digital Environment

Experience has shown Froged that the digital landscape is an ever-changing scenario. Technology evolves at an increasingly rapid pace, and Froged firmly **believes in embracing this evolution while also emphasizing its humanization.**

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Technology bestows superpowers upon humans, amplifying their capabilities and ushering us into a more humanized world

Startup Law

Froged sees the Startup Law as **highly necessary, shaping Spain's path** towards becoming an internationally recognized entrepreneurship hub.

According to Froged's CEO, it serves as a crucial foundation for **attracting international talent**, yet she stresses the importance of ongoing efforts to drive future initiatives.

Froged



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