

# Huddle.net may be 'the next Google', says BusinessWeek

Submitted by: Huddle.net

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London, 22 June, 2009 – Huddle.net (<http://www.huddle.net>) has been named one of 50 technology promising start-ups by BusinessWeek. The global list represents BusinessWeek's pick of early stage companies that have the potential to become 'the next Google.'

Less than three year-old Huddle.net has been listed amongst strong IPO or acquisition candidates such as Ning, RockYou and Slide. The company has been previously named as one of the most promising tech start-ups in the UK by the Financial Times.

For its 'The Next Google' (<http://images.businessweek.com/ss/09>) article, BusinessWeek teamed up with market researcher YouNoodle to identify 50 tech start-ups 'flying under the radar.' With most of the featured companies hailing from the Silicon Valley, Huddle.net is one of only 12 headquartered outside the US.

BusinessWeek has written: "Our list includes fledgling tech companies - most started in 2005 and later - from the US, China, India, Israel and Russia that are attracting some early buzz and are poised to grow beyond their regional or niche-market origins."

The last two years have been a roller-coaster ride for London-based Huddle.net. Founded in 2006 by Alastair Mitchell and Andy McLoughlin, the company grew from five to 31 staff within a year and a half. It now counts Nokia, P&G, Samsung and UNICEF amongst its enterprise customers and is used globally by hundreds of thousands of small businesses and government organisations.

Described by BusinessWeek as 'a new way to move your shared work online', Huddle is a network of secure online workspaces where users can share files, collaborate on ideas, manage projects and organise virtual meetings. Its aim is to replace disparate collaboration, communication and project management tools by providing a single platform to work better together.

Huddle.net milestones include:

- November 2007: Received \$4 million Series A funding from Eden Ventures
- April 2008: Participated in the WebMission 2008 and 2009, organised by the UK government and introducing the best UK start-ups to the US
- April 2008: Launched DrinkTank, a meet-up for tech entrepreneurs with 800 registered members
- October 2008: Became the only non-US company to have launched on LinkedIn's application platform alongside Google and Amazon
- November 2008: Named in Gartner's Magic Quadrant for Social Software 2008
- January 2009: Named a top 10 UK start-up by the Financial Times

- February 2009: Signed a deal with InterCall, the world's largest conferencing provider giving it access to 1 million customers
- March 2009: Named as Gartner's Cool Vendor in Social Collaboration 2008
- March 2009: Named a Government Innovations Partner
- April 2009: Named one of 100 European companies in the Red Herring 100 2009 Awards
- June 2009: Named as one of 50 global tech start-ups to watch by BusinessWeek

#### About Huddle.net

Established in November 2006, Huddle.net (<http://www.huddle.net>) delivers a network of secure online workspaces where users can share files, collaborate on ideas, manage projects and organise virtual meetings. Its customers include P&G, Pearson, Nokia and UNICEF, hundreds of thousands of small businesses and a number of UK and US government departments.

In October 2008, Huddle.net launched on the LinkedIn application platform as the only non-US company, along the likes of Amazon and Google. In February 2009, the company partnered with InterCall, the world's largest conferencing provider. Huddle's API enables developers to integrate their applications and build new services on top of the Huddle platform.

Huddle.net is a part of Microsoft's UK Startup Accelerator Program. The company is also dedicated to the success of technology start-up companies and leads several initiatives to support the entrepreneurial community. Find out more at [www.drinktank.co.uk](http://www.drinktank.co.uk).

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