

Notion Capital Invests in Business Social Collaboration Platform BCSocial

Submitted by: Shelley Driscoll Communications

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BCSocial's unique service brings social collaboration benefits to all generations of workers

London, April 16, 2013 – BCSocial (<https://www.bcsocial.com/web>), an innovative business social collaboration platform, today announced that it has secured £750K in funding from leading cloud investor, Notion Capital (<http://www.notioncapital.com/>). The funds will be used to drive the company's UK expansion and invest in marketing and sales.

BCSocial is a business social collaboration platform that connects users to the knowledge, ideas and resources they need to transform how they work together. It allows teams to collaborate instantly, in context, and get more done. The service provides a secure cloud-based workspace that connects users to everything they need for their business from any location and any device.

Unlike other social collaboration tools, BCSocial was designed to engage even the most 'anti-social' users by allowing them to choose work style options that suit more traditional paper, email and document file work styles, whilst still ensuring everyone works together as one team. This means that nobody gets left behind and everyone enjoys the productivity gains and empowerment of this new way of working.

"Social collaboration and document sharing in the workplace is a huge growing market that we had been looking at for some time," said Jos White, Partner at Notion Capital. "What attracted us to BCSocial was the strength of the technology, a simple, intuitive user interface and their adaptive work views to help drive adoption. Social collaboration is easy for people who already use Facebook and other social networks but for those used to more traditional ways of working, BCSocial will gently ease them into this new collaborative world. Creating a solution this inclusive and engaging is a real breakthrough in the market."

Leading industry analyst IDC estimates customers spent US\$767.4 million on enterprise social collaboration products globally in 2011, and will spend almost \$4.5 billion in 2016, representing a compound annual growth rate in spending of 42.4 percent (IDC's Worldwide Enterprise Social Software 2012-2016 Forecast).

"We are delighted to be working with Notion who have a wealth of expertise in the cloud space and as entrepreneurs understand the opportunity we have to build a large global business. Many businesses want to move to a more open, collaborative work style but are wary that some of their team may find it challenging. We designed BCSocial to be easy for all types of workers to adopt and we've centered everything around the content - unleashing the knowledge that gets lost in so many businesses," said Bostjan Bregar, CEO and co-founder at BCSocial.

BCSocial is available to try for free (<https://www.bcsocial.com/web/how-to-buy>) today and as a cloud service is scalable to work with all business sizes and models. For more information about the product please go to www.bcsocial.com (<https://www.bcsocial.com/web/>).

About BCSocial

BCSocial is a business social collaboration platform that connects users to the knowledge, ideas and resources they need to transform how they work together. It allows teams to collaborate instantly, in context, and get more done. All in a secure cloud-based workspace that connects users to everything they need for their business from any location and any device. Founded in 2005, BCSocial is a privately-held company with headquarters in London. For more information, go to www.bcsocial.com.

About Notion Capital

Notion is a venture capital firm focused on high potential businesses in the Cloud Computing and Software-as-a-Service (SaaS) markets. The Notion team has unique expertise and experience in the Cloud Computing market having founded, built and exited Star and MessageLabs, two highly successful businesses in the space. Companies within Notion's portfolio include Brightpearl, eSellerPro, NewVoiceMedia, Shutl, The Currency Cloud and Tradeshift. For more information go to www.notioncapital.com.

For further information please contact:

Shelley Driscoll +44 (0)791 894 2320 sdriscoll@bcsocial.com