

Guild named as winner in Red Herring Top 100

Submitted by: Guild Digital Limited

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Guild (<https://guild.co>), the messaging app for professional networks, has been named as a winner of the Red Herring Top 100 most promising tech start ups for Europe.

Since 1996 Red Herring has run the prestigious awards for companies in the tech and life sciences sectors. Previous winners include LinkedIn, Groupon, and Waze.

Guild is a messaging app built for professional groups and networks to communicate, share knowledge, learn and support each other. It has been designed as a digital space to compliment the value of face-to-face networking, optimised for a mobile age.

CEO and Founder Ashley Friedlein presented at the finalists' event in Amsterdam on Tuesday, with the winners being announced last night. Ashley spoke about Guild's project to replace WhatsApp at work and to provide an app that's custom built for professional communication.

Ashley said:

"We're really pleased to have received a spot in the Red Herring 100. The process was rewarding including the chance to present in Amsterdam alongside some exciting emerging companies. It's great to be recognised by such a prestigious body with some amazing previous winners."

Having received \$1.2 million in seed funding last year, Guild is being used by Deloitte, Cambridge Judge Business School and MSI Global Alliance amongst others.

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