



SCALE INVESTS IN COMMUNITY MARKETPLACE CLOUDPEEPS

Embargoed until midnight 9th December (8am New York EST)

[CloudPeeps](#), an invite-only marketplace connecting businesses with freelance social media and community professionals, co-founded by Melburnian and serial entrepreneur [Kate Kendall](#), has secured seed funding from US and Australian based angels led by Scale Investors, the female focused network that launched in July 2013.

CloudPeeps launched in beta in January 2014. It's a first-of-its-kind marketplace that curates the best remote talent in the community vertical. Startups, agencies and larger brands are able to engage pre-qualified "peeps" to quickly and cost effectively build a community and social media presence. All peeps are extensively vetted and hail from working at companies like Lyft, Zappos and L'Oréal. There are currently 200, mostly US-based, freelancers with a small cohort of Australians on the site. Over 50 customers have used the service to date to power their communities, Scale Investors being one of them.

Kendall identified the need for CloudPeeps when she was running respected community and professional event discovery guide, [The Fetch](#). Without having the resources to hire full-time employees or afford agencies, she found it hard to find reliable, knowledgeable and flexible help. With the future of work becoming more and more distributed as well as optimised for independents, trusted-marketplaces like CloudPeeps are well placed for the boom.

Kendall met her co-founder [Shala Burroughs](#) at Women Innovate Mobile accelerator in New York where Burroughs was an executive director. CloudPeeps is also a part of the current batch of [FirstGrowth Venture Network](#) – a program that *Pando Daily* labelled [the best accelerator in New York](#).

A recent PwC report "The Future of Work – A journey to 2022" exploring how new technologies, data analytics and social networks are having a huge impact on how we communicate, collaborate and work identifies flexibility as key. Lead angel for Scale Investors, Renata Cooper, said, "As Frost & Sullivan recently noted, by 2020, there will be over 5 billion internet users living a connected life deeply embedded into our daily activities. CloudPeeps is riding this transformative wave by helping brands of all sizes build conversations and create meaningful connections in the community. They have phenomenal products that are unique, progressive, cost effective and deliver results."

Kendall, CloudPeeps CEO, said: "While we ended up raising from New York and San Francisco angels as well, I was particularly excited about bringing our deal to Australia for Scale. Laura and the team have shown such commitment and support to female founders here, and I was impressed by the group's speed, sophistication and global approach. Shala and I are really proud to have Scale as backers and believers in what we're building."

Candida Brush, the lead author of the Diana Report, recently published in the US, concluded:



"There is an enormous untapped investment opportunity for venture capitalists smart enough to look at the number and fund women entrepreneurs. Only a small portion of early-stage investment is going to women entrepreneurs, yet our data suggests that venture capital-funded businesses with women on the executive team perform better on multiple dimensions. The venture capital community, therefore, may be missing good investment opportunities by not investing in women entrepreneurs".

Scale CEO, Laura McKenzie said: "We are excited about the calibre of co-investors Kate has attracted to this fundraising round from New York and Silicon Valley. She has a fantastic reputation in the market with and is building an incredibly talented team around her."

CloudPeeps is currently open to customers building global communities and they are not actively seeking any further Australian-based peeps at this time.

Scale is a female focused angel investor network, inspired by US based Golden Seeds, and with support from the Victorian Government. Scale was founded by Susan Oliver, Carol Schwartz and Annette Kimmitt and launched in July 2013. Scale is part of a growing global ecosystem that recognizes the importance of investing in women led businesses. Nationally Scale has recruited over 60 Angel investors and they anticipate launching a \$20m-\$30m co-investment fund alongside Scale Angels in 2015. To date, they have invested almost \$2m in four women led businesses.

For more information please contact:

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