

Bounced Inc. leverages Launch Lab EIRs to close pre-seed financing round

IN 2004, A NEW SOCIAL PLATFORM CALLED FACEBOOK TOOK UNIVERSITY AND COLLEGE CAMPUSES BY STORM. 16 YEARS LATER, BOUNCE IS RE-INVENTING CAMPUS EVENTS, COMMUNITY AND COMMERCE.

Facebook's popularity has faded with students. Contributing factors include privacy and mental health concerns, and an uncool reputation for being "the app your parents use to find the bake sale". Instead, young people are moving to more targeted, intimate and less permanent "digital campfires".

In 2015 Sean Monteiro and Francesco Virga ran Orientation Week at Queen's University. Working together, they came to realize that their social interactions on campus were creating lasting memories and friendships. They also noticed that as fellow students

were leaving social platforms like Facebook, they were stringing together sets of disparate digital tools to run events, sell tickets, exchange ideas, and pay each other back for shared transactions on pizzas, beer and Uber rides home at the end of a night. In 2019 they decided to start Bounced Inc. Their digital campfire

B O U N C E

FAST FACTS

Why Launch Lab

EIR Mike Amos "has helped us structure sales and drive growth allowing us to expand to multiple campuses and thousands of users", while fellow EIR Paul Aussem "is helping us ramp up a right-sized Agile software development methodology as the product and team evolves".

Client testimonial

"WE'D HEARD OF LAUNCH LAB FROM OTHER SUCCESSFUL STARTUPS. THEY DELIVER. WE'VE ENJOYED AN UNMATCHED LEVEL OF SUPPORT FROM LAUNCH LAB'S ENTREPRENEURS IN RESIDENCE. THEY ARE PERFECTLY SET UP TO HELP YOU BUILD YOUR NEW VENTURE."

— SEAN MONTEIRO,
CO-FOUNDER AND CEO,
BOUNCED INC.

Future growth

Bounce is experiencing double digit month-over-month user growth, and next year's target is millions of users from 56 universities across North America.

app, called Bounce, is billed as “a one-stop shop to easily host, discover, and attend events”.

“Bounce drives social end user engagement around events, sells tickets and also acts as a social payments wallet,” said Monteiro, the company’s CEO. Monteiro, who has a BAsC with a focus on biomechanical & materials engineering, worked in corporate innovation at GM, in a German e-scooter startup and at Front Row Ventures, a student-run venture capital fund. He handles business and growth operations.

Virga is the company’s CTO. With a BAsC in Engineering Physics and Computing, he led software development at an agri-tech startup and also worked at the Cognitive Development Hub division at his university’s Centre for Advanced Computing before he and Monteiro teamed up.

Launch Lab’s CEO Scott Runte was introduced to the co-founders during their first year in business, offering mentorship and business tools to accelerate their growth. “We’d heard of Launch Lab from other successful startups,” said Monteiro. “They deliver. We’ve enjoyed an unmatched level of support from Launch Lab’s Entrepreneurs In Residence. They are perfectly set up to help you build your new venture.”

Those EIRs include Mike Amos and Paul Aussem, two veteran software entrepreneurs who were respectively CEO and VP Technology and Product of Empathica Inc., a 180-person Customer Experience Management

company that sold to customers in 52 countries before a competitor bought it in 2013.

“We like these guys a lot,” said Amos. “They are easy to work with. Sean has a solid VC pedigree, and during our bi-weekly Launch Lab meetings Scott and I were able to help him structure his first pre-seed round in a way that rewards early investors in subsequent rounds.” Amos also helped Bounce build scalable sales practices that have allowed them to drive month over month growth.

For his part, Aussem meets regularly with Monteiro, Virga and the technology team as they pursue an Agile software development methodology to drive new features based on customer experience and feedback.

Monteiro is pleased with the results his company has achieved working with Launch Lab and is projecting a bright future. He says Bounce is experiencing double-digit growth in new users month-over-month, and next year they expect millions of users from 56 universities across North America.

CONTACT INFORMATION

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