

WeLink, French salestech, raises €4.2 million in Serie A

- *After raising €1.5 million at the end of 2019, WeLink is accelerating its development with a new €4.2 million Series A financing round led by OneRagtime.*
- *Directed at businesses of all sizes - construction, accountants, lawyers and digital agencies - WeLink is streamlining their professions by maximizing their visibility online to improve client prospecting and conversion thanks to the publication of specialised platforms.*
- *Currently present in 8 countries, WeLink wishes in particular to take advantage of this new funding to continue its development in Europe (and across the Atlantic), launch new verticals and accelerate the recruitment of new talent.*

Paris, 27 November 2020 - [WeLink](#), the French SaaS solution for maximizing online visibility and client acquisition for businesses, today unveiled its new €4.2 million fundraising campaign led by [OneRagtime](#), supported by Takara Capital, Thomas Rebaud (Meero) and Jonathan Benhamou (PeopleDoc), as well as its historic Business Angels. Through this fund raising, WeLink wishes to strengthen its presence in Europe, structure itself in three new countries (Brazil, Mexico, Canada), create two new verticals, add new functionalities and finally support its recruitment strategy (sales & tech).

Digitalising the professions of freelancers and small businesses

WeLink is the story of two entrepreneurs - Charles Passereau (CEO and ex-founder of Mon-avocat.fr) and Kévin Goncalves (COO and ex-DG of Charme et Traditions) - met during their first professional experience. With 10 years of experience each, the founders specialise in networking, lead management and digital marketing.

It was in 2018, after the sale of Mon-avocat.fr, that they came together to co-found WeLink based on a simple observation: freelancers, small businesses and sole traders are finding it difficult to maximize their visibility online. Through an annual subscription, the startup provides users with a dedicated SaaS platform and the necessary tools to quickly gain visibility on search engines, platforms and online directories, streamlining their client prospecting and improving their conversion rate.

Currently present in 8 countries (France, UK, Italy, Germany, Spain, Portugal, Belgium, Ireland), WeLink employs 120 people and responds to the problems of 4 verticals: accounting, construction, lawyers and digital agencies. The startup addresses each country and vertical with a dedicated platform, which today amounts to 26 specialised platforms. On average, WeLink enables each partner to generate around 20 qualified client requests per year. From referencing to sales management, including the monitoring of sales activities, WeLink streamlines client acquisition and customer management for more than 3,500

partners with the ambition of offering its services to more than 11,000 professionals by the end of 2021.

Recruitment to support growth

With this growth, WeLink wishes to strengthen its position in Europe while tackling three new markets: Brazil, Mexico and Canada.

To realize its ambitions and support its growth, the startup will therefore start a strong recruitment drive with particular focus on sales, IT, marketing and customer success. Over the next two years, WeLink wants to hire more than 700 new recruits (60 in 2020, 250 in 2021 and 500 in 2022) while aiming to be profitable in 2021.

Ultimately, recruitment will also be used to develop three new verticals, including communication agencies.

Katchr, the platform dedicated to communication agencies

On the strength of its success, WeLink is already developing its business by strengthening its presence in its key countries via new verticals such as digital and communication agencies. To improve their visibility, WeLink has just launched Katchr, its brand new platform in 6 countries (France, Spain, Portugal, Italy, United Kingdom, Germany) that enables companies to connect with agencies.

« In line with our vision and ambitions, OneRagtime is a key partner that provides us with the operational and strategic support necessary to our development as European leader in our sector. », explains Charles Passereau, CEO and WeLink co-founder.

« WeLink meets essential needs for professionals who had no real alternatives for developing their visibility and reaching new prospects. We were seduced by this French nugget founded by seasoned entrepreneurs. Charles and Kevin's ambition responds to a crucial challenge: digitalisation to accelerate growth. » rejoices Stéphanie Hospital, founder and OneRagtime's CEO.

About WeLink

Founded in 2018 by Charles Passereau (CEO) and Kévin Goncalves (COO), WeLink is a French SaaS solution for online visibility development, lead generation and conversion for professionals (construction, accounting, lawyers, communication agencies...). Through an annual subscription, the startup provides them with a dedicated platform and the necessary tools to facilitate their commercial growth. WeLink accompanies more than 3,500 partners with the ambition to offer its services to more than 11,000 professionals by the end of 2021.

Today, WeLink is present in 8 countries (France, UK, Italy, Germany, Spain, Portugal, Belgium, Ireland) and employs 120 people.

Since its creation, WeLink has raised €5.7 million (€1.5m in Seed and €4.2m in Series A).

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About OneRagtime

OneRagtime is a new-generation investment platform founded by Stéphanie Hospital and Jean-Marie Messier and sponsored by experienced digital and investment personalities such as Philippe Bourguignon, Patrick Sayer and Philippe Carle. It selects the most innovative technology start-ups across Europe, finances them and supports them through its exclusive community of investors. Via its fund or a vehicle created specifically for each

investment, its unique platform model enables investors to invest in the finest technological nuggets, both French and European.

In addition, the OneRagtime teams advise companies in their digital transformation, opening up opportunities with its start-ups. Find us on Twitter, Facebook, Instagram, LinkedIn or on our website.

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