

Douglas-Jones Mercer advise on digital start up with global plans

The corporate and commercial team at Douglas-Jones Mercer are pleased to have advised Lyncu on taking substantial investment for the purposes of its internet based platform. The platform will be available on web browsers, smartphones and tablets with a view to bringing small and medium sized independent businesses together under one umbrella.

Lyncu utilises unique technology using a GPS tool to locate users and provide them with offers promoting local small and medium independent businesses in that area.

Lyncu came about as a result of a collaboration between Pembrokeshire entrepreneur, Daron Paish, and Dutch marketing specialist Paul Lakatos and will initially create 10 new jobs in Wales.

Sheraz Akram of Douglas-Jones Mercer commented: "Lyncu is an innovative business with ambitious and exciting plans and I will watch its developments with interest. The fact that such a cutting edge venture has been launched in Wales rather than other major European cities is a testament to the digital based expertise that we have in Wales."

Managing director Paul Lakatos commented: "Douglas Mercer Jones is a local company with an international orientation and state of the art knowledge of the Internet Business. The service and turnaround time is also in line with the fast paced online world."

The Lyncu team have plans to grow throughout the UK, Europe and the US.



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