



Vienna, August 23rd, 2016 journi raises 400K seed funding

Journi GmbH

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Vienna, August 23rd, 2016 – Journi, the Vienna-based startup, offers an easy way to create beautiful stories of your best travel moments. The mainly bootstrapped startup has been growing quietly over the past month to more than 100.000 users. With this traction the founders now managed to raise EUR 400.000 in funding from Austrian Federal Promotional Bank (AWS).

Bianca Busetti, co-founder and CPO of Journi explains the issue Journi is solving:

“For too long our personal experiences have been untold. We take thousands of pictures, but they hide somewhere on our devices, pass out of mind and vanish in social media streams. And popular photo and travel apps are not made for simple and beautiful story telling. Journi tackles exactly these issues for the travel space. It is designed for travelers down to the last pixel. Our goal is that the whole experience feels totally effortless, even indulging.”

The service that is available for iOS and Android allows people to add pictures and notes and Journi automatically creates a journal that users can keep public or private inviting selected friends. “Journis” (that’s what they call the travel stories) can be created together and shared anytime, also live, so friends can virtually travel with you. In the end the user has a nice memory, that could be described as a digital photo book in form of a timeline.

“What makes us really proud about our growth, is the fact that it was and still is 100% organically. We spent 0 EUR on marketing and yet we saw a 900% increase over the last 24 months. The daily sign-ups are constantly increasing but we still have a lot of uncovered growth potential.” Andreas Roettl, co-founder and CEO of Journi, tells me.

Over the past year, the founders cross-financed Journi working on other projects. During that time they were able to deep dive into the core of the app and learn more on how users behave and use the app. Busetti claims, that they now found the magic moment where they can increase both retention and growth: On average a Journi user invites 1 new users, but an active user creating Journis invites at least 3 new users.

With the traction the founders managed to raise EUR 400,000 in funding from the Austrian Federal Promotional Bank (AWS) to further develop the app that was already awarded best app by [Mobile Monday](#), the [Vienna Content Award](#), best travel app by [TNW](#), [Condé Nast Traveler](#), best app design by [Adobe Behance](#) and was featured by Apple several times. The plan is to invest all resources towards one goal. They intend to grow Journi to become the leading platform and the easiest way to tell and remember personal travel stories. Being one of the first movers around the current hype of creating stories to share and remember, they have a fair chance of achieving that goal.

The strongest markets are currently Germany and the US, followed by the UK and other European countries. To further grow internationally, they plan to localize the app to at least 20 additional languages.



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A redesign which makes the app easier to use and adds valuable new features like an explore feed where you can browse through featured public journis and also search for them (e.g. Show me all trips about Bali) is already on its way and will go live with the next iOS release end of August.

On the revenue side the founders see many validated digital but also non-digital service opportunities that they can offer around the basic app, which stays free. This year, they will introduce a premium subscription for journi, that will include features like unlimited journis with high resolution picture upload and an easy way to quickly add pictures from other devices like a DSLR camera.

Journi has also picked up well-known Austrian startup experts including Armin Strbac (CEO of Shpock) and Andreas Klinger (CTO of Product Hunt) as advisors.

While journi is currently not fundraising, the founders say that this might change in the near future to further push their growth and move faster in developing the app.

General Facts:

Founded: 2014

Location: Vienna, Austria

Categories: Blog, Online Travel

Founders: Bianca Buseti, Christian Papauschek, Andreas Roettl

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