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**Profitable software startup Dovetail raises \$4M in seed funding, led by Blackbird Ventures, to revolutionize customer research and accelerate growth.**

SYDNEY, Australia, 11 February 2020 — Customer research platform [Dovetail](#) announced today that the company has raised \$4M in seed funding. Participating investors include [Blackbird Ventures](#), [Felicis Ventures](#) and [Culture Amp's](#) CEO and co-founder, Didier Elzinga. [Dovetail \(dovetailapp.com\)](#) was co-founded by Benjamin Humphrey and Bradley Ayers, two ex-Atlassian employees who identified a gap in the product development process and set out to build a platform to enable customer research and share data-backed insights in real time with the broader business. After just two years of self-funded growth, the founders achieved profitability and built a customer base with dozens of blue chip clients. Today, cornerstone investor Blackbird's round will be used to fuel the company's global expansion into the enterprise market.

Global from the beginning, Dovetail enables thousands of user researchers at organizations including Air New Zealand, Boston Consulting Group, Cisco, CSIRO, Deliveroo, Deloitte, Elsevier, Kayak, Mastercard, Sketch, Shopify, Square, Target, Thoughtworks, and VMware. Mila Kuznetsova from Houghton Mifflin Harcourt says "I think it's fantastic that Dovetail has made software specifically for the user researcher. It has made a significant impact in the way we share knowledge in our organization. I'm excited to see Dovetail continue to grow its toolbox for researchers and further adapt to the needs of their users."

Identifying a gap in the product development process, Benjamin (CEO) and Bradley (CTO) set out to build a platform to promote customer research and share data-backed insights to the broader business. Nick Crocker from lead investor Blackbird says "It's rare to come across a product as elegantly and intuitively built as Dovetail, and when you combine that product with Dovetail's passionate customer base, you have the makings of something special. As Dovetail grows the product team, and expands their global presence, we think they will become the go-to tool for companies who want to understand their customers and make data-backed product decisions."

The Dovetail team is currently comprised of eleven people with decades of combined experience working in customer-led product teams at Atlassian, Canva, Intercom, and Microsoft. Over the next 12 months, Dovetail will grow to around 25 full-time employees based in Sydney, and the company has plans to open a US office later this year.

## **About Dovetail**

Dovetail is cloud-based user research and customer feedback software for analysis, organization, collaboration, and storage of research data and insights. With Dovetail, researchers, analysts, designers, and product managers store their research data in one place, analyze qualitative data to discover patterns and insights, and share findings with the rest of their organization.

## **About Blackbird**

Blackbird is a venture capital firm that exists to supercharge Australia and New Zealand's most ambitious founders. The company partners with founders at the very beginning and surrounds them with a community of other founders who have built successful technology companies before. The firm was founded in 2012 and currently manages half a billion dollars.

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