

Branding Brand By Ralph Musthaler

A new tech-startup called Branding Brand, who creates mobile applications, was once struggling so much, that they were finding their business on Craigslist.

When Dick's Sporting Goods approached the company with an offer to design their mobile website, Branding Brand began its transformation into an industry leader.

With the increase in online shopping and the arrival of the iPhone, Branding Brand recognized the opportunity to become a game changer in the mobile commerce industry.

"We realized this was an opportunity to provide a market defining difference and that we could be a leader in this industry," said Chris Mason, Branding Brand's CEO.

The company started with a meager ten employees and now employs over 100.

Branding Brand initially started as a full service interactive firm before becoming a mobile commerce company.

Their first clients were acquired from Craigslist, servicing both an electron microscope and organic insecticide company.

This "bootstrapping" company founded by Mason, and fellow Carnegie Mellon University graduates Joey Rahimi, and Christina Koshzow who opened their first office in an abandoned record store before moving to their new South Side home.

The acquisition of the Dick's Sporting Goods account, along with \$7.5 million in capital from Insight Ventures, Branding Brand had everything they needed to expand their business and hire the right people.

According to U.S. Census Bureau statistics, 2010 marked a record year for e-commerce, with year-to-year growth improving from \$145 billion in 2009 to \$169 billion.

"One year from now, mobile devices whether it's tablets or smartphones, will account for the majority of traffic for many sites," said Mason.