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GAVIN DUFFY

trigr



After working in PR in the UK for 12 years, Gavin Duffy decided it was time to move home and try something new. He took a leap and turned his dreams for Trigr - a supplier management system for business outsourcing needs - into a reality. “The idea for Trigr was formulated while I was moving back to Ireland in 2017,” explains Gavin. “I’ve managed external suppliers and I’ve also worked as a freelancer, so I’ve seen both sides of the outsourcing process and always found it to be unnecessarily difficult. I spent many years wishing for a simple IT solution to make the process easier and eventually decided to create my own platform.

“Trigr provides a simple infrastructure for businesses to work with their external suppliers. At the moment, we are focussing on the music industry as work is almost exclusively outsourced in that sector - to videographers, graphic designers, sound engineers etc. Also I specialised in PR for

the music industry during my career in London, and built up a strong network of contacts in those industry.

We plan to expand on this in the future as there are so many businesses outsourcing now. This platform can realistically be used by any business that outsources to external suppliers - regardless of industry” In late 2019, the initial prototype for Trigr was built and Gavin has been talking to large UK-based record labels (with names like Noel Gallagher and Paul McCartney on their rosters) to get an idea of the problems they encounter when outsourcing work and how Trigr can solve these. “Since talking to these companies, we’ve moved away from the original idea of a marketplace and have now focused on the effective management of suppliers. So, for example, a Product Manager within a record label will need suppliers to make videos, build a website and design the album cover for an artist and with our platform they can manage and pay all the necessary suppliers in a

more efficient and simple way.”

Being part of a support network like Back for Business has helped Gavin talk through these changes and get advice throughout the journey. “Through Back for Business I met lots of entrepreneurs, it was helpful to speak to others who are going through or have already gone through similar experiences to me. Most of the people in my group, including myself, are sole founders so just sharing experiences and information around funding and other support systems was invaluable - and saved me so much time!” Based in Salthill, Galway, Gavin says Trigr is currently in the beta phase and undergoing some exciting updates. “Trigr is based in Ireland and we want to build out our team between Galway and Dublin. Our primary target market is the UK because of my contacts there and, beyond that, we are looking at the US. We are also preparing to expand into adjacent markets such as film and advertising in due course.”

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POSITION
Founder

WHAT WE DO
Trigr provides a simple infrastructure for businesses to work with their external suppliers.

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