



SITUATION

After struggling to communicate while placing a drive-through order in a heavy rain, Eric Tucker drove off in frustration—and later founded Digital Baron to develop a better consumer ordering experience. The software makes placing an order as easy as sending a text – because it is sending a text – using standard smartphone capabilities that targets the fast-food and quick-service restaurant markets.

Using a comprehensive “app-less” mobile ordering solution, the system combines a device’s standard messaging app with the mobile Web to offer consumers an easy-to-use mobile interface for order and pay.

After developing the product, the company was looking to develop its pilot program and work on new product developments but needed funding to proceed.

SOLUTION

Digital Baron had developed its minimum viable product (MVP) called “Skip” and were testing it in a major quick-serve restaurant chain store. The pilot test exceeded expectations and provided valuable insight into how to make the product better. The company had a detailed roadmap for product improvement and was already in serious talks with several national brands to conduct pilot tests in their stores—and needed the financing to make it happen.

While looking for investors, Eric’s partner became acquainted with Target Hill Capital through a mutual connection in December 2017. Target Hill was intrigued by the enormous opportunity, and after conducting its due diligence decided to invest in January 2018.



Marshall Dougherty, partner at Target Hill, said the experience and passion of the leadership team were key factors in their decision to invest.

“They work very well together as a team, they’re open-minded and ‘coachable’ learners, and they have track records of success,” he said. “And they demonstrated they’re very thoughtful and disciplined in designing and executing their business processes, both internal and external.”

RESULTS

Target Hill took a leadership role in Digital Baron’s capital raise for its second pre-seed round, and is also working with the company on their business processes. Tucker said the partnership with Target Hill has been extremely beneficial to the company’s growth.

“In addition to the capital they brought, they’ve helped us work on our business to chart our future growth as we scale up,” he said.

He said because of the funding and guidance, Digital Baron has been able to focus on its pilots and new product developments, and recently enhanced Skip to include the ability to pay through text as well as reordering capabilities. They’ve also spent more effort on the sales pipeline and partnerships that will advance sales.

Dougherty is confident the company is going far and now has a product they can legitimately sell nationwide: “The company will be successful because of their exceptional people, product and process,” he said. “They’re an agile team who executes well, learns quickly, and applies the knowledge gained to improve the product.”

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- Eric Tucker, founder, Digital Baron