



CAVID NADIROV
FOUNDER AND MANAGING
DIRECTOR OF GETGUIDED LTD.

getguided.net  @getguidednet

Hosted by Edinburgh Innovations Ltd. at the University of Edinburgh

GETGUIDED is an online B2B platform helping travel businesses to seamlessly find and book tailored, private tours and activities for their guests, provided by experienced and verified local guides.

During the RSE Unlocking Ambition Enterprise Fellowship, what have been the biggest successes you have achieved and the biggest challenges you have faced?

During the Fellowship, we were able to review our product development, customer profiling and supplier development. We assessed what was working, added new features and products and developed a new business model to suit the market need. We attended tradeshow and made customer visits to 15 cities around the world; adding hundreds of suppliers and products and hundreds of partners and buyers. As a result, we have seen a consistent increase in bookings taken.

It's been a challenge to manage the supply chain in parallel with acquiring clients and improving the platform. Also, raising funds to take on a full-time team to work on the product, sales and operations has been tough, making progress in some areas slower than we would have liked.

What are your ambitions for your company?

Now we have a new business model, we believe we have something more than just an innovative start-up, aiming for a small exit. Our vision is to transform a specific element of the travel industry; making it fully centralised, digital and data-driven for the first time ever. Once we have established ourselves in that arena, we can then influence other parts of the industry with more products and solutions.

What difference has the RSE Unlocking Ambition Enterprise Fellowship made to you and your business?

The RSE Unlocking Ambition Enterprise Fellowship was the right support at the right time; it increased the company profile and I used the time to find the right market and the right solution. I am now more confident with our direction and I feel ready to raise capital from investors to get the team fully in place and smartly and quickly grow the company. We already have investors committed and hope to be closing our funding round soon.