

Background....

Cloud 8 Ltd operates the next generation of workplace technology for the intermediary industry. Their aim is to 'future proof' businesses via the digital world. This modern, user-friendly employee benefits platform is aimed at advisors looking to digitalise their proposition and is designed to help small businesses scale and grow. Cloud 8 were already prospering when we first spoke with Ian Rummels, CEO. They had obtained legal advice for their client contract but didn't have an in-house legal team to negotiate the agreement when new clients came on board. This meant the client-facing and finance team were spending considerable time going through these agreements, rather than focusing on the day job.

How we helped...

After speaking with Ian via the 15-minute legal health check, we reviewed Cloud 8's licensing agreement and have now been involved in ongoing negotiations with their clients. This has reduced the resources being used for such agreements, and addressed ongoing legal risk faced by the business. Reducing legal risk allows businesses to scale safely.

We have also helped Cloud 8 with registering their trademarks. Because Cloud 8 recognise the importance of building a bullet-proof brand, trademark registrations have been a priority before launching any new product/initiative.

We have also acted as Cloud 8's on-demand legal advisor, being on hand to address the day-to-day legal queries impacting most small businesses.

Looking ahead...

By having us deal with ongoing negotiations with their clients, obtaining trademark protections for their branding, and assisting with day-to-day legal issues, Cloud 8 are on the right track to grow and scale their own business, whilst helping others do the same. We look forward to continue working with them.



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