

Meet Ooodles, flexible IT procurement for startups

As part of our quick founder questions series – or QFQs – we spoke to Leo Poggiali, Founder and CEO of Ooodles about rethinking IT procurement, the need for transparency and recent international expansion.

Temps de lecture : minute

14 November 2024

The idea for Ooodles came from a frustration that me and my co-founder Kannan witnessed through our experience in the IT industry and scaling tech firms. There are millions of SMEs struggling to access and manage IT equipment with the flexibility they need, while being ignored and underserved by legacy providers.

Traditional leasing models are rigid, broker-driven, and frankly, no longer fit for purpose. They don't account for the dynamic needs of businesses. After working with startups and large corporations, we realised there was an opportunity to completely rethink IT procurement – something that offered flexibility, sustainability and cost-efficiency, all in one place, designed specifically for Small-to-Medium companies.

Tell me about the platform – what it is, what it aims to achieve, who you work with, how you reach customers, USPs, and so on?

Ooodles wants to become the one-stop-shop procurement solution for SMEs, providing an easy and transparent way to service their IT needs. In fact, it's the only IT procurement platform in Europe where businesses

can lease devices, from laptops to peripherals, on a pay-as-you-go basis and adjust their plans in real time, even receiving back-pay credits if their usage changes.

We work with CTOs, CFOs and IT/HR directors that understand how important it is to equip all employees with the right IT devices and to adapt their equipment needs without delays. We live in a digital world and AI is coming, but first we need to get IT hardware right, in order to truly feel the full benefits. Companies can lose up to 12% of efficiency by not providing the right devices.

We've built a fully owned, AI-powered platform - Ooodles OS - that manages everything from financing and credit approvals to device upgrades and recycling. Our USP is that we control every part of the process, allowing us to offer the simplest and most flexible device management solution, instant upgrades, dynamic pricing, and a sustainable, circular economy model. We work with a wide range of SMEs, from marketing agencies to high-end tech manufacturers, reaching them through a mix of direct sales, marketing, and partnerships with IT distributors.

How has the business evolved since launch?

From launch, we realised that there's a massive gap in the SME space for a reliable multi-brand procurement partner with an embedded financing and device management solution. Since then, we've expanded our offering, including the introduction of Ooodles Flex and integrations like Apple Business Manager.

Our customer base has grown rapidly, with over 200 SMEs now relying on Ooodles, and we've maintained a 96% retention rate. Client referral is the number 1 lead gen factor and is growing exponentially through word of mouth between SME peers. We've also raised significant funding and are

now expanding internationally, starting with Ireland.

What is your favourite thing about being a founder?

Two things: Firstly, building a solution that helps businesses and professionals to achieve their goals and deliver what they are passionate about. By providing the right technology, we help people and businesses to deliver their full potential.

Secondly, as a founder I have the privilege of being able to provide opportunities to young talent, supporting them in learning and growing, professionally and as individuals.

Which founders or businesses do you see as being the most inspirational?

Jeff Weiner, the former LinkedIn CEO. He built a very strong company culture from the bottom up, prioritising the LinkedIn community and inspiring his employees with a clear vision ahead of meeting KPIs or caring solely about revenues and profit. This is important, but is difficult to do, so by leading with trust and placing importance on listening to his team, the business thrived under his tenure.

What has been your biggest business fail?

Probably being part of the rise and fall at Jawbone, once called “the new Apple”. Sadly the company collapsed in 2017, despite huge funding and the successful creation of two product categories, fitness trackers and portable speakers, worldwide. This taught me important lessons about building a successful business – product quality and financial discipline are key, especially as you scale.

What are the things you're really good at as a leader?

Getting the best out of our team. I place huge value on communicating with transparency, conveying trust and accountability and embracing radical candour across the organisation. I think these things are crucial in building a successful business and maintaining high morale.

Which areas do you need to improve on?

Learning when to say no. We're constantly exploring new opportunities and ideas and this is something I wholeheartedly encourage within our team, but sometimes I don't say "no" as often as I should (or not fast enough).

What's in store for the future of the business?

We're on a strong growth trajectory, with plans to triple our customer base by 2025. Beyond Ireland, we're looking at further expansion into wider European markets. On the product side, we're continuing to innovate, with new AI-driven features and deeper integrations to enhance the customer experience. Sustainability is also a big focus, and we're aiming to be fully carbon-neutral by 2026.

We like to ask everyone we interview about their daily routine and the rules they live by. Is it up at 4am for yoga, or something a little

more traditional?

Waking up early is key to finding the right headspace to focus on the day, week and months ahead. From 9 to 5, it's all about the team and customers. Staying active is important, I aim to squeeze in some sport three to four times a week, usually around lunchtime or before dinner. Switching off from work is important, too. I like to unwind after dinner, usually in front of a film, assuming I have no urgent tasks or deadlines to meet, but I always keep a notepad (not a device) nearby in case any important thoughts or ideas pop into my mind and then get back to enjoying my evening.

Leo Poggiali is the Founder and CEO of Ooodles.



MADDYNEWS UK

The newsletter you need for all the latest from the startup ecosystem