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INVESTMENT YEAR: 2006

REALISATION YEAR: 2011

SECTOR: Consumer

Online cycling retailer

Wiggle is a European online sports retailer, selling cycle, run, swim and outdoor equipment and apparel.

We invested to help the founder focus on the triathlon market, strengthen Wiggle's management team and implement an international expansion strategy to over 80 countries worldwide.

Wiggle's success was possible because, hand in hand with the founders, we built a team to make the most of the opportunity. Trailblazing throws up problems to solve without the luxury of someone to copy. What a joy to solve problems working with friends.

Mark Advani

I'd taken the business as far as it could go without external investment. I thought my only options were to carry on as before or to sell the company and disappear, until I met Livingbridge. They gave me the backing I needed to take the business to a completely new level, while holding onto majority control.

Harvey Jones
Co-Founder, Wiggle

We could have external investment but still remain in the company, with

majority control. I didn't want to exit just yet and still had things I wanted to do and prove.

Harvey Jones
Co-Founder, Wiggle

The right tools for growth

Talent



We introduced a new Merchandise Director, Chair and Finance Director as well as new CEO to support the company during its growth.

Find top talent →

Internationalisation



We helped wiggle to navigate international expansion, including the complexities of local languages, currency conversions, payment gateways, customs clearances and logistical challenges, and by 2012 Wiggle was shipping to 80 countries from its Portsmouth warehouse.

Internationalisation →

Wiggle timeline

- 1999** Wiggle founded
- 2004** Launches own brand cycle product
- 2006** Livingbridge invests
- 2009** Appoints new CEO
- 2011** Livingbridge realises investment

