

# Maddyness launches in the UK

"Arrêtez la presse !" Leading French media site Maddyness is now live in the UK making its move to support the evolution of the British startup landscape. If you are reading this you are already on the adventure with us, welcome and bienvenue.

---

Maddyness, the online magazine brand for startups, innovation and business is broadening its global reach with the launch of its UK arm. This expansion is led by UK Country Manager, David Johnson, with his growing team of editors and journalists, whose combined voices will bring readers the Maddyness experience and give a new voice to the UK startup ecosystem.

*"Not a day goes by when we don't hear about brilliant new ideas, solutions and initiatives. For us, it's about learning together and evolving with the landscape. We will be providing our information-hungry audience with original, playful and engaging content that embraces today and emboldens*

tomorrow.”

There is plenty of room in the market for Maddyness, whose bold reporting will explore everything from the headline-grabbing to the interstices of the UK startup landscape, with news, features, tips, interviews and financial advice. Not only does our dynamic team of writers really know the market, but we are a platform for ideas sharing and connection. We want to help amplify the presence of – and work with – the startups and SMEs in the UK that are fast charting change in business, the world and who are making the everyday extraordinary.

Maddyness CEO and Co-Founder, Louis Carle, has long been eager to fortify the cross-Channel networks through Maddyness reporting, opinion-sharing, partnerships and events, ‘When Etienne and I started Maddyness originally, we were so excited by the fearless startup market: all of these amazing entrepreneurs, ideas and networks that are solving unanswered questions, each made stronger by the sharing community they are part of.

*“It was a foregone conclusion that to grow this web of innovation we would open an office in the UK and never has there been a better time for us to prove the strength of our neighbourly bond. Vive l’innovation!”*

We are excited to take on this challenge and in the spirit of friendly competition, as well as building on the success in France, we intend to show what a strong voice Maddyness can have in the vast UK startup ecosystem.

Maddyness will report on and be faithful to the key verticals at the heart of Maddyness; Business, Innovation, Finance, Technology and Entrepreneurs. As well as being open to the quirks and foibles of the UK market to bring you, our readers, the most insightful and relevant content on a daily basis.

We are therefore delighted to welcome you the early adopters and readers on

our adventure, we can't do it without you and we are eager to get more involved with you. It is an absolutely amazing time to be growing, running or launching a business in the UK and we are in a unique position to tell your stories and share with you the advice and inspiration from others.

You can get in touch with us to suggest content ideas, submit your events to our calendar, engage with us on social media and find us on the road as we roam the UK discovering the latest news and innovations. Email [hello@maddyness.com](mailto:hello@maddyness.com).

### *Discover #Maddyness*

Maddyness, the online magazine brand for startups, innovation and business is broadening its global reach with the launch of its UK arm

This expansion is led by UK Country Manager, David Johnson, with his growing team of editors and journalists, whose combined voices will help chart the Maddyness UK experience.

'Not a day goes by when we don't hear about brilliant new ideas, solutions and initiatives. For us, it's about learning together and evolving with the startup ecosystem. We will be providing our information-hungry audience with original, playful and engaging content that embraces today and emboldens tomorrow.'

'There is plenty of room in the market for Maddyness, whose bold reporting will explore everything from the headline-grabbing, to the interstices of the UK startup landscape, with news, features, tips, interviews and financial advice,' David continues.

'Not only does our dynamic team of writers really know the market, but we are a platform for ideas sharing and connection. We want to help amplify the presence of — and work with — the startups and SMEs in the UK that are fast charting change in business, the world and who are making the everyday extraordinary. We want to be the media of the UK ecosystem and gather this ecosystem through [maddyness.com/uk](http://maddyness.com/uk).'

Maddyness CEO and Co-Founder, Louis Carle, has long been eager to fortify the cross-Channel networks through Maddyness reporting, opinion-sharing, partnerships and events, 'When Etienne and I started Maddyness originally, we were so excited by the fearless startup market: all of these amazing entrepreneurs, ideas and networks that are solving unanswered questions, each made stronger by the sharing community they are part of. It was a foregone conclusion that to grow this web of innovation we would open an office in the UK and never has there been a better time for us to prove the strength of our neighbourly bond. *Vive l'innovation !*'

Please share us your stories to [hello@maddyness.com](mailto:hello@maddyness.com)'

## NOTES TO EDITORS

## ABOUT MADDYNESS

Maddyness is the go-to online magazine for startups, innovation and business in France, established in 2012 by Etienne Portais and Louis Carle, *amazed by the boiling energy spent by entrepreneurs who want to change the world. And this passion for entrepreneurship and innovation led them to publish the best stories online with one goal: share the entrepreneurship spirit.* We will open several positions very soon, so if you want to join our team, please email us at [hello@maddyness.com](mailto:hello@maddyness.com)

## LINKS

UK site: [www.maddyness.com/uk](http://www.maddyness.com/uk)

Twitter: [@Maddyness\\_UK](https://twitter.com/Maddyness_UK)

LinkedIn: [Maddyness UK](#)

Facebook: [Maddyness UK](#)

French site: [Maddyness.com](http://Maddyness.com)

## ASSETS

[Brand Logos](#)

[Media kit](#)

[BackPack Media Kit](#)

## CONTACT

For media enquiries please contact:

David Johnson

[david@maddyness.com](mailto:david@maddyness.com)

+44(0)7921 915 846