

Durham comparison site Footy.com secures £400,000 investment to kick off extra growth

County Durham football comparison site Footy.com has secured £400,000 in investment to kick off more growth.

Durham based Footy.com – the winner of the innovation award at the Durham, Sunderland and South Tyneside Business Awards two years ago – is the UK's leading price comparison website for football merchandise and sportswear.

The firm was established in 2015 by five entrepreneurs, all of whom have been involved with a string of high-profile businesses across the region. The business helps customers throughout the UK, Europe and the US get the best pricing for trainers, football boots, football kits and sports clothing, providing access to thousands of products.

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It aggregates the best football deals in one convenient place to make it easier, faster and cheaper for consumers, with an average saving of 60% passed onto customers, and works in partnerships with more than 100 of the world's biggest sportswear brands, retailers and football clubs including Nike, adidas, Liverpool FC and JD Sports.

Now the company has secured the six-figure sum from the North East Innovation Fund, supported by the European Regional Development Fund and managed by Northstar Ventures.

The funding will help Footy.com to go ahead with its ambitious

growth plans, building on recent expansion.

The latest cash injection follows a £1.625m investment deal in April 2020 from the North East Innovation Fund supported by the European Regional Development Fund and managed by Northstar Ventures, and a selection of angel investors.

Chris Wilds, chairman and CEO at the company, said: “We have an ambitious vision to become the home of football. The next phase of the business will allow us to harness the power of our innovative technology, onboard more brands, retailers and clubs and expand into new markets such as ticketing, gaming and media subscriptions.

“Ultimately, we want Footy.com to become a household name, so that every football fan, player, team and parent can benefit from the deals and convenience that our service offers.”

Northstar Ventures Investment Manager Khadija Ashfaq, added: “We’re delighted to continue to support Footy.com with their growth, we have been impressed with the vision and expansion of the company so far and look forward to being part of their successful future plans.”

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