



UNDER EMBARGO UNTIL FEBRUARY 16, 2023

Brigad raises €33m with Balderton Capital to address the crisis of skilled workers leaving industries struggling under pressure

Paris, 15 February 2023.

[Brigad](#), the French leader in connecting companies and self-employed professionals for temporary missions in industries currently suffering from pressure (hotels and restaurants, healthcare, medical and social services), has announced that it **has raised €33m in funding with Balderton Capital, Wendel Group, Serena Capital et Square Capital.**

Since 2017, Brigad has been developing an application that offers everyone the opportunity to pursue their passion while feeling valued, cared for and above all, free. By 2022, the company has enabled 200,000 missions to be completed. It expects to have completed over one million missions by 2024.

Technology to enhance the value of work

With its application, Brigad enables talented and skilled people in healthcare and hospitality industries to work for themselves.

These individuals have gained more freedom (**70% of talents say they feel freer thanks to Brigad**), regained control over their schedule, enjoy better pay and found a better balance between personal and professional life. Above all, they declare that they are once again proud of their profession and their specialty knowledge.

It is common knowledge that these talents face a lack of care and appreciation in these industries (low pay, demanding hours, lack of balance between personal and professional life, slow career progression) that leads them to reconsider their professions and eventually leave the industry where their passion was first born.

"Today, businesses only focus on getting the work done. It's my skills that should make my reputation. Especially not my colour or my gender."

— *Nawel, Brigad user, Restaurant Manager and Head Waiter*

"Enabling qualified professionals to work independently is a great step forward in allowing them to better achieve their professional goals whilst gaining



recognition. This way of working is an answer to the current crisis in these sectors, but it is not the only one. A world of work made up solely of independent professionals is not the end solution. **It is the multiple forms of work that will make it possible to prepare for and meet the challenges of tomorrow.**

— *Florent Malbranche, co-founder & CEO*

€33m to accelerate in France and the UK

Since 2016, 15,000 talents have swapped to this new way of working. 5,000 companies have also chosen Brigad to make up for any shortage of skills or empty rotas. Considering the global staff shortage, **75% of them explain that, without Brigad, they would not have been able to find staff to complete their everyday work:**

“With Brigad, we have confidence and peace of mind because we can count on skilled and reliable staff.”

— *Christophe His, Château de Villiers le Mahieu*

In 2022, Brigad will have had its best year ever with 200,000 missions carried out (specifically celebrating a **304% growth in the UK market compared to 2021**).

“Our ambition is to accelerate our growth in the places that we are already active in, and then prepare for a European roll-out, to reach 3,000,000 missions completed by 2027.”

— *Florent Malbranche, co-founder & CEO*

Balderton Capital, Wendel Group, Serena Capital and Square Capital are all contributing in this new round of investments.

The objectives of this new round of financing (the company had previously raised €15m) are clear:

- on one hand, to continue building an accessible, easy-to-use and high-performance tool that meets the daily requirements of users: both talents and businesses;
- secondly, to accelerate the company's growth and become the European leader in its market (addressing more than 100 million people in Europe).

To achieve this, Brigad plans to hire **350 new people by the end of 2024**.

Considering the currently fragile economic market we're all facing, this new investment exhibits the strong confidence in the vision of Brigad, which in 2020 adopted the status of a mission-driven company (the main goal of *to make work attractive and accessible to all*).

“We are committed to developing a responsible platform that places our users at the centre of our strategy as we grow. This is why, considering our positive social impact and wanting to expand on this as much as possible, we have



chosen to become a mission-driven company. We are delighted to see that investors are also engaged with the same issues as us.”

— *Jean Lebrument, co-founder & CPO*

Brigad has demonstrated its attraction from investors with a focus on balancing growth alongside economic performance. This is because Brigad has been growing at over 100% per annum for several years now, without making compromises.

We are delighted to support the team and the vision they have of the future of work. Businesses and groups in the hospitality, catering and healthcare industries are experiencing huge problems finding qualified staff to fill their rotas. This is a real challenge even more for society in a world, where talent requires recognition and flexibility more than ever. Brigad's platform solves this problem on a larger scale, and we are convinced that it will become a must-need tool for the most ambitious companies.

— *David Thévenon, Partner, Balderton*

Key figures:

150 employees

15,000 active talents / 5,000 active businesses

200,000 missions in 2022

350 open position

About Brigad:

Brigad is an application that enables end-to-end collaboration between hospitality and healthcare businesses on the one hand, and qualified self-employed professionals on the other.

For the businesses, Brigad allows them to be put in touch with verified self-employed professionals in a few clicks, and then save time by automating the entire administrative process.

For self-employed professionals, Brigad allows them to choose freely every day from a large number of well-paid assignments that work ideally for their needs and time constraints.

Launched in 2016, Brigad operates in France and the UK in the hotel and restaurant, health and care sectors. Brigad is a company with a mission, whose goal is "to make work attractive and accessible to all".

For more information: www.brigad.co



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Press contact:

Charlotte Hurrell - charlotte.hurrell@brigad.co