

123-reg and Startups

Case Study: ISA Hunter



Whether an entrepreneur is born or whether an individual becomes one through the experiences of their lives, having the support of a company with vast experience in helping businesses get online is imperative. 123-reg suggests that anyone looking to start their own business should put the domain at the heart of their operation and build other services like Website Builder and hosting around this.

See how one business found the challenge they'd always been looking for - and then turned to 123-reg for support. Learn how 123-reg is developing its own infrastructure to support entrepreneurs in 2013.

As has been alluded to, any growing business must look at acquiring the most fitting domain name. A clear and distinct advantage of using 123-reg's services is the ease and speed that a domain name can be purchased in. 123-reg spoke with David Gerrish, the founder of ISA Hunter and learned how in a matter of minutes, the most important element of ISA Hunter was ready.



'Our business was inspired by the frustrations of our friends and family and in part, personal experience. The current financial climate means that more and more people are looking to save using lower risk investments. A Cash ISA is a great place for somebody to start.

'The business name ISA Hunter was born first, and the first thing we did was check 123-reg.co.uk to confirm the domain was available. This was easy to do with 123-reg and we found the full range of domain names that we required all available. The whole process took just a number of minutes.'

The ease and flexibility of 123-reg has helped ISA Hunter take the first of many steps and the domain registrar will continue to support the business as it expands.

'All in all, 123-reg has been terrific. The speed of domain name purchases and transfers has helped us enormously. The service 123-reg has provided us has been transparent, fast and problem free.'

Anyone who is looking to set up their own business should aim to take as much advice from those who have set up on their own. So, what advice would Gerrish offer an entrepreneur looking to set up a business from scratch in 2013?

'You should of course do some research to ascertain if your business idea is a credible one. Above all, if you are passionate and hardworking and you believe in yourself you give yourself a greater chance of being successful. 123-reg is a great place to start.'

