

Tech Entrepreneurs Derrick Butler & Mario Taking On-demand Hair Services to The Next Level

In today's competitive business world, customers are constantly looking for better products and services to achieve higher returns on their investments. Online businesses all over the world are becoming more customer-centric, making key changes to improve their customer service, and the beauty service industry is no exception.



Even though the beauty industry has never been short of customers, it would exaggerate that today's generation is more focused on their physical appearance than its predecessors. In 2018, Derrick Butler & Mario Goins introduced the world to Krisspi, an online application-based company providing a haircut to customers on-demand. Since its advent, the company has been growing bigger and better, making new strides and attaining unparalleled customer satisfaction levels.

Uber-Like Service, At Your Disposal

A prime reason why on-demand beauty services have received so much hype is that people are always on the lookout for quick and time-efficient activities. Take the example of *UBER*, an on-demand taxi service that helps people save valuable time and get rid of the troubles of waiting for a cab. Krisspi is exactly like that – “An Uber for your hair styling needs.” Imagine getting a personal hairstylist with the tap of a button on your smartphone – *No waiting, no delays*. Get a haircut whenever you feel like and book an appointment in advance. A few years back, this idea would have been limited only to sci-fi movies or the privileged community like celebrities. But today, *Everything Is Accessible to Everyone*.

Derrick Butler, Founder & CEO of Krisspi, had the vision of making Krisspi a standard-bearer of high-end customer service, and to achieve that goal, they partnered with Conscious Venture Lab®. Conscious Venture is a business accelerator company that helps new brands and entrepreneurs engage with the employees and customers, developing authentic partnerships with them.

In its early stages, Krisspi successfully achieved better traction and revenue, optimizing value for all its stakeholders. Conscious Venture Lab®, through their 4-month intensive study program, helped Krisspi develop a strong foundation of running a business with purpose and receive exceptional customer validation. However, Krisspi saw an explosive client and appointment growth in 2020, and with constantly exceeding customer expectations, it was time for Krisspi to step-up their game and took their service quality to the next level. Recently they ended their professional ties with Conscious Venture Lab and signed a National partnership with Kappa Alpha Psi Incorporated, a historically African American fraternity with over 100,000 members. Like Krisspi, Kappa Alpha Psi is a fraternity that never discriminates its members on the basis of creed, caste, color, or national origin.

Attaining New Height of Innovation Through KiwiTech startup program

It's no surprise that entrepreneurs face a number of challenges – rewarding but harsh nonetheless. Entrepreneurs have to deal with these obstacles for as long as they are in the game – trying to overcome the odds, exceed the competition, and keep their business profitable. Fortunately, there are companies that help brands and entrepreneurs overcome these challenges, helping them achieve their business objectives, like KiwiTech.

KiwiTech was established in 2009 as a web and mobile development firm. The company is responsible for developing hundreds of business apps across all industries. KiwiTech has a rich history of partnering with innovative startups, creating state-of-the-art products in the mobile space. They have a reputation for partnering with organizations that have something valuable to

offer. In 2020, Krisspi partnered with KiwiTech to develop a new and improved version of their Krisspi App.

Krisspi has always been a premium on-demand hairstyling brand aiming to deliver a first-class, VIP experience every time. To help customers work around their hectic schedules, Krisspi has an app where customers can book their hairstyling appointments with their preferred stylist. However, the beauty industry is experiencing fierce competition as everyday new startups are springing up, it is safe to assume that competition will only get fiercer. To beat the competition, brands need to develop an easy-to-use, functional, and technological mobile app. Even though Krisspi has an existing app that conveniently offers all key features, it is like any other piece of technology - *There Is Always Room for Improvement.*

In 2020, Krisspi developed a strategic partnership with Global App developer KiwiTech which allowed them to handle their recently expanded consumer base. A bigger clientele generates higher traffic, which demands the application to handle customer data efficiently without showing any process delays. The success and failure of on-demand applications depend on their ability to solve problems and user-friendliness. Krisspi is currently working on a well-performing, well-designed, and attractive mobile app to attract more customers.

Celebrating Innovation Without Discrimination

Raising capital for a business is always challenging, and unfortunately, most startups fail at it. The challenge is even greater if you're a first-time founder. One of the major reasons why entrepreneurs fail to find investors is discrimination. Krisspi Technologies will participate in the Black Entrepreneurs Matter Panel on February 14, 2021. The panel is organized by KiwiTech, where they aim to develop an ecosystem that celebrates innovation and removes all barriers for entrepreneurs regardless of their orientation, race, and color. Part of their commitment is Demo Day Series called "Black Entrepreneurs Matter."



The movement aspires to empower and encourage African-American entrepreneurs who are underrepresented, helping them close their funding gaps. Derrick believes that ideas can come from anywhere and discrimination against any particular group prevents our progress as humans. With that in mind, Krisspi will participate in that panel to represent how an idea has the power to change lives.

Bottom Line

The beauty on-demand industry is a highly lucrative one, and a number of startups like Krisspi have proven its potential. Technology has evolved significantly in the last few years, paving the way for new ideas and brands to improve their customer service.