

The Eric Robinson Award for Young Person in Business

Zak Kempson

Business: Sigodu



Zak Kempson wears many 'hats' across the 3 businesses he is involved with: Cyclexperience, Sigodu and Get Rental Guru. He turned the skills he has in music technology towards working on and developing Cyclexperience, a New Forest bike hire business.

In 2016, Zak took on the role of Marketing and Digital Media Manager for Cyclexperience and quickly noticed a shift in online culture as the internet grew and online bookings increased. As a result he developed a digital element to Cyclexperience. The existing booking platform was too slow and the booking widget was not easy to use. This led him and his business partner to form a company, now known as Sigodu, to provide a better solution for Cyclexperience. Cyclexperience implemented Sigodu earlier this year and already have experienced a growth in online bookings. By experiencing and targeting specific industry wide problems, Zak and his colleagues are now providing a software solution to many companies all around the globe.

Looking towards the future Zak wants to continue to contribute to the development and innovation of Cyclexperience as well as empowering Sigodu to provide more unique and authentic experiences to the wider tourism market.



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