



Monty Munford Contributor

I write about technology, startups, Europe and Africa.

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ConnectID May Finally Be The Business Social Network That LinkedIn Should Have Been

Networks, networks, networks. They have become the 21st Century's obsession. Facebook, Twitter, SnapChat, LinkedIn, the names roll past like the business cards used to do on a Rolodex.

Once one network is mastered, another one appears, and now it appears to be the chat networks that will dominate until the end of the decade. Time to do tutorials on Instagram, Snapchat and Telegram to ensure that nobody is left behind in the rush.

Now, however, there appear to be too many. Once upon a time, people thought that social media was free, the networks that people had built up were valueless, just another channel for companies and brands to exploit. How untrue that was. Those who worked hard on the nutrients of their networks, disinfected them of losers and time-wasters became the influencers we have today.

Moreover, the outrageously fast spread of vblogging and video networks means that children now have more influence than most adults when it comes to audience engagement and even monetization. The



kids are certainly alright and the digital natives are already transforming the world.

Business, however, is still done in traditional ways and even now the swapping of business cards and details still exists, even with the added face-to-face conversation endgame... “Do you have a card?”. “No, I haven’t had a card for years.” “Oh, OK, I’ll find you on LinkedIn then. Bye.”

LinkedIn appears to be a site in permanent beta, but its influence bizarrely remains. Even its features such as acknowledgement of an individual’s anniversary of a time in a job or their own company remain popular. This writer believes that this annoyance is only worsened by Skype’s announcement of a contact’s birthday.



The age of the business card is nearly over. Credit: ConnectID

The market is absolutely huge. A forecast from Gartner anticipates that the customer relationship management market will be worth \$37 billion by 2017 indicating accurate contact information will continue to be key to businesses in the future. The market, however, feels broken.

Accessing phone numbers on Facebook and Gmail is still annoying and latest contact information feels as outdated as

the stack of business cards in my office that I refuse to throw away. People on LinkedIn only seem to update their information when they're after a new job and there seems too much out there to believe in one single platform.

So, step forward London-based company [ConnectiD](#), which is trying to bring us all together under one metaphorical networking roof. Officially launched at Disrupt London towards the end of 2015, the company's vision is to organise the world's contact information and change consumer behaviour for how people access, share and automatically update contact details.

Available on [iOS](#) and [Google Play](#), ConnectiD has patented technology to keep contacts continually up-to-date on devices and to exchange a full set of details with someone quickly without the other person needing the app including via Airdrop and NFC.



Up to Date Contacts. **Always.**

ConnectiD could be the network that finally links us all. Credit: ConnectiD

The company's rather snappy strapline is 'the last thing you should have to worry about is maintaining somebody else's contact details', a maxim that many people can relate to. Its technology is simple, but efficient, as the best technology ideas are.[/entity]

The Founder of the company is Tassos Papantoniou, a yachtbroker who especially values his network because of the time it takes to find the right yacht for a person. His Co-Founder, Alison Wightman was Head of Digital at Virgin

Atlantic for eight years, winning many awards in that time and transforming Virgin Atlantic's digital offering.

“We have a vision to securely organise the world's contact information and change how people and businesses access, share and automatically update contact details. Our patented technology will keep an address book up to date and backed up simply by joining the service.

“Smart investors realise it's time to tackle this problem with a solution for today's digital age and have been impressed by our go to market strategy for business which is now critical as the CRM market will be worth \$37 billion by 2017,” said Wightman.

ConnectID is in a crowded market space, but as Wightman says the market is big enough to maintain several networks. An app, however, that means users have to do almost nothing to have an updated address book is one that is likely to appeal to a lot of consumers. It certainly seems to make a lot more sense than using LinkedIn.

Let's carry on the conversation over at Twitter – [@montymunford](#)

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