



## BUFFALO NIAGARA SUCCESS STORY

# SaaS company Kyklo uses data to drive Buffalo relocation



### PROJECT OVERVIEW:

Kyklo is a software as a service company that helps businesses build their cloud marketplace sales, specifically in the industrial sector. The company is based in Thailand and was looking for a location for their U.S. based headquarters in 2019. Decision makers started with a list of nine U.S. metro areas including Brooklyn, Atlanta, Austin, Charlotte, Denver, Nashville, Raleigh, Tampa, and Buffalo. The company prioritized locations that had access to a talented and skilled workforce, desirable office location options, and an affordable business climate.

### PROJECT SOLUTION:

Out of the nine initial locations, Buffalo was shortlisted to the final three. InBN facilitated introductions between the company and STARTUP NY at UB as well as accounting, legal, workforce and HR teams. The decision-making team visited Buffalo twice, attending a Buffalo Bills game, touring Albright Knox Art Gallery, and much more. InBN was also closely involved in the company's site search. Eventually, Kyklo decided Buffalo would be best for its expansion thanks to its available talent, affordability, and proximity to other major metros and customers. The company chose the University at Buffalo Gateway Building for their location.

### PROJECT TYPE:

Advanced Business Services  
Tech Startup SaaS

**JOBS:** 8

**INVESTMENT:** \$16,000

### REQUIREMENTS:

Access to talent  
Desirable site location  
Affordability

**INCENTIVES:** STARTUP NY

“ We're a very data-driven company, so we believe in the numbers. Once we were able to put all that data in front of us, it made Buffalo stand out that much more.”

- Ryan Francis, Chief of Staff, Kyklo