

Business Connection



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Making a positive impact on people and small businesses through simple-to-use technology

Vagaro's founder and CEO Fred Helou needed a haircut while he was overseas on a business trip in Korea in 1999. Back then, there was no way to book this type of service online, and he was unable to call and schedule his hairdresser back in the U.S. at the time due to both long-distance phone call fees and the very drastic time difference. He wished for, and thought up, a way for this to be accomplished online. Years later, Helou was one of many Americans who fell victim to mass layoffs during the Great Recession. It was then that he finally acted on this idea. In 2009, Vagaro was born.

"When you are starting and running a business, it's crucial to think outside of the box," said Helou. "But more importantly, if you want to see what they see, you need to put yourself in the same shoes as the audience you are serving."

Helou is an immigrant entrepreneur from Beirut, Lebanon. He left the country during the Lebanese civil war at the age of 18 in hopes of making a better life for himself in America. In November of 2021, Vagaro was officially named a unicorn company, those that reach a valuation of \$1 billion without being listed on the stock market.

Vagaro offers an all-in-one business management software for businesses in the beauty, wellness, and fitness industries. Small busi-



Fred Helou is the founder and CEO of Vagaro, a cloud-based scheduling software commonly used by beauty, fitness, and wellness businesses to manage booking, credit card payments and processing, marketing, payroll, inventory management, and reporting.

ness owners and entrepreneurs use Vagaro's platform to facilitate tasks such as appointment scheduling, employee payroll, product inventory, marketing outreach and much more to streamline their workflow, save time, and make more money.

With the largest free marketplace in the industry, more than 20 million customers are searching for

beauty and wellness services from over 174,000 professionals. Vagaro businesses can potentially see a monthly average of new client growth at the rate of 30%.

As an innovative leader in their industry, Vagaro remains steadfast in prioritizing customer feedback to continuously improve their software and drive their product road-

map. "Do whatever you have to do to learn who your clients are; listening to them is at the core of improving everything you do," said Helou. With this inclusive methodology, the positive impact of this simple-to-use technology is truly impressive.

Learn more about Vagaro by visiting sales.vagaro.com.