

## CASE STUDY 1

# BREAKING BANKING

## Zopa

### The development and construction of a brand new product proposition

Richard Duvall had continued to develop his work on the changing nature of consumer behaviour which had begun during his time at Egg. We helped him to develop a commercial proposition by introducing him to other key thought leaders. The result was Zopa, the world's first person to person marketplace for lending and borrowing.

We arranged meetings with individual investors and "connectors" to assist in raising the required finance and the business was launched in June 2005. Soon after the launch there was a need to hire – as quickly as possible – a specialist marketer to boost customer numbers. We achieved a fast result by introducing a small number of people identified through our networks in the consumer services industry and appointed a highly capable direct marketer from Yell.com to become the Vice President of Sales and Marketing.

**"Wrightson Wood is an intelligent headhunter – they look beyond the brief to understand what's really needed."**

**Richard Duvall, Zopa  
International CEO**