

Breathe – key information

Elevator pitch

We focus on helping businesses spend more time with their people and less time on admin. We make easy to use software to help SME's manage their people. Why? People are at the heart of all businesses – so if you look after your people, they will look after the rest.

Company descriptor: one liner

Breathe is an intuitive and secure HR system built for SMEs, by an SME.

Company descriptor: 50 words

Effortless people admin. Breathe provides easy-to-use HR software to help SMEs spend less time on HR admin, and more time with their people. Born in 2012, Breathe now helps over 7,500 companies manage their people with over 200,000 employees in the system. Breathe is also sold through a successful partner network now supporting 500 HR partners.

Company descriptor: 100 words

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Why? People are at the heart of all businesses – so if you look after your people, they will look after the rest.

Clients include firms such as AgeUK, Huel, RocketMill, Big Issue and The Wildlife Trust. Breathe is the trading name for Centurion Management Systems Ltd who've been selling software since 1996.

Key stats and facts:

- Breathe was born in 2011
- The company now helps over 6,000 businesses manage their HR admin. It is also sold through a successful partner network supporting over 500 partners
- In 2018, Breathe's CEO, Jonathan Richards, was selected as a 'One to Watch' by the LDC Most Ambitious Business Leaders Awards. This year he has been shortlisted in the SME category of the IoD London & South Director of the Year Awards.

- In 2019, Breathe was awarded 'Best Tech Place to Work' at the National Technology Awards. The company has also won a 2019 Lotus Award for Company Culture
- 60% of its management board is female
- Charities receive a 50% discount Breathe account and for every new client that signs up to Breathe we make a donation to ESTEEM

Audience

Our audience is small businesses and HR consultancies:

1. Small businesses: UK-focused small businesses with 10-250 employees – our sweet spot being 20-50 employees. The job titles we sell to ranges from the business owners, HR managers and office managers
2. HR consultancies: UK-based, one-person-bands supporting multiple businesses