Dashdash, a platform t apps using only spread nabs $8M led by Accel

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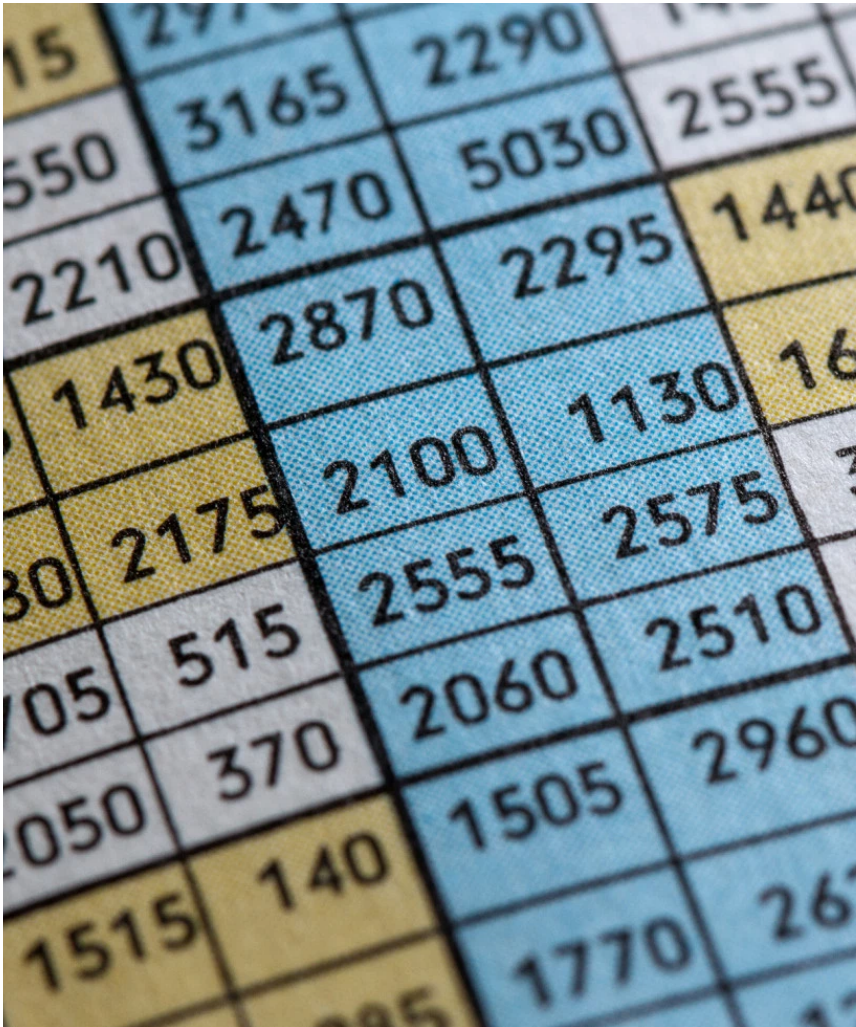
Sometimes I think of spreadsheets as the dirty secre
seen a huge explosion in the number of productivity
help workers with different aspects of doing their job
information, in part to keep them from simply dumpin
or whatever program they happen to use. And yet, s|

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very, very most common pieces of software in use today to organise and share
information: Excel alone now has around 1 billion users, and for those who are
devotees, spreadsheets are not going to go away soon.

So it's interesting that there are now startups — and

— emerging that are tapping into that, creating new

spreadsheets in the front end, while doing something

back.

One of the latest is a startup called dashdash, a star

is building a platform for people, who might to be pro

around a spreadsheet, to use those skills to build, m

The dashdash platform looks and acts like a spreads

scenes, each 'macro' links to a web app computing f

build something that ultimately will look nothing like a

lines of code that traditionally go into building web ap

The startup is still in stealth mode, with plans to laun

Today, it's announcing that it has received $8 million

with the round being led by Accel, with participation f

Labs, and angel investors including Felix Jahn, foun

million to date including $1 million in seed funding.)

Co-founded by serial entrepreneurs Humberto Ayres

who had also been co-founders of food delivery start

said that the idea came out of their own observations

of getting things fixed or modified in a company's ap

facing).

"People have a lot of frustration with the IT departme

to it," he said in an interview. "If you are part of an int

get features prioritised in an app, no matter how sma

train on iron tracks, and it can be hard to steer it in a

On the other hand, even among the less technical st

with certain software, including spreadsheets. "Progr

already store and transform data," Ayers Pereira said

people trying to do more with incumbent spreadshee

non-IT people frustrated at having no solution for wo

opportunity to use this to build an elegant platform th

teach people to program but we can provide them with the tools to do the exact

same job."

While in stealth mode, he said that early users have

businesses such as pharmacies, to "a multi-billion-d

names, of course, but it's interesting to me that this p

tech businesses.)

Dashdash is not the only company that is tapping thi

and IoT startup called Hanhaa launched a service th

Hanhaa IoT sensors in their networks to monitor and

an Excel spreadsheet — another tip of the hat to the

might need to keep tabs on devices in the network m

the engineers and technicians who have set them up

That, in turn, is part of a bigger effort from Microsoft t

reputation as a piece of clunky legacy software into s

playing on the company's push into cloud services ar

In September of 2017, Microsoft gave a developer pr

functions" for Excel on Office 365, which lets develop

users the ability to bring streams of data from a varie

stock tickers and hardware directly into a cell or cells

way of a custom function. "Because Excel is so wide

people, the ability to do all kinds of amazing things w

complex integration is now possible," said Ben Sumr

for the Office 365 ecosystem team, in a statement to

That ability to remove the bottleneck from web app b

track record of the founders, are two of the reasons t

before the product even launched.

"We believe in dashdash's mission to democratise ar

back Humberto and Torben at such an early stage in

Brasoveanu, the Accel principal who led the deal. "Tl

and vision to build a high-impact company that brings

a broad audience. Over the past decade we've seen

and APIs, but regular business users still need to rely

with development skills to leverage these in their day

dashdash anyone will be able to access these powerful web services directly with

minimal effort, empowering them to automate their day to day tasks and work more

effectively."

With every tool that emerges that frees up accessibil
employees or consumers — there are inevitably que
will be used. In the case of dashdash, my first thougl
who work in IT: they generally *don't* want anyone abl
lest it just creates more problems. And that's before y
all these democratised web apps will look, and if they
more overall UI and UX confusion.

Ayres Pereira said dashdash is mindful of the design
ways of helping to direct this, for example for compal
house styles. And similarly, a business can put in pla
channel how web apps created through dashdash's
ultimately get applied.

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