

FeedBackFrog is now inamo with strategic backing from TGC Capital Partners



Stockholm, Sweden Nov 5, 2025 ([IssueWire.com](https://www.issuewire.com)) - FeedBackFrog has officially rebranded as **inamo**, launching a bold new phase of growth powered by **TGC Capital Partners**, the strategic investment arm of the Gateway Group. The transformation marks a shift toward smarter operations, faster delivery, and international expansion.

Originally founded in 2017 as a recruitment platform for user testing, inamo now delivers a full-service AI-driven research and insights platform—helping organisations make faster, smarter decisions.

Key advancements include:

- **Modernised systems** enabling quicker product releases.
- **Real-time insight dashboards** for better decision-making.
- **Simplified technology** that cuts costs and boosts stability.
- **Refreshed brand and strategy** focused on global growth.

Supported by TGC Capital Partners, inamo has achieved:

- **30–40% lower growth costs**
- **30–40% reduced capital needs**
- **100% on-time product delivery**

“This transformation marks a pivotal moment for us. With TGC’s partnership, we’re ready to accelerate global growth,” said **Fredrik Mattsson, CEO of inamo**. With a robust platform in place, inamo is ready to scale into new international markets, ramp up client onboarding, and deepen its technological offering with AI-powered insights

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About inamo

Founded in Sweden, inamo combines qualitative research with AI-powered insights to help businesses make confident, data-driven decisions.

About TGC Capital Partners

TGC Capital Partners, part of Gateway Group, empowers technology companies with strategic investment and operational expertise.

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Source : TGC Capital Partners

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