

inamo rebrands from FeedbackFrog with TGC Capital Partners to fuel global expansion

STOCKHOLM, SWEDEN, November 6, 2025 /EINPresswire.com/ -- Swedish startup FeedbackFrog has officially rebranded as inamo, marking a bold evolution from a user-testing platform to an AI-driven insights scale-up. Backed by TGC Capital Partners, the strategic investment arm of Gateway Group, inamo is now setting its sights on rapid international growth and next-generation research automation.



Founded in 2017, the company (FeedbackFrog) has re-engineered its core technology to combine AI, data analytics, and human insight—helping businesses capture real-time user insights and transform it into actionable intelligence.

“This rebrand is a reinvention of our mission,” said Fredrik Mattsson, CEO of inamo. “With TGC Capital Partner’s strategic partnership and investment, we’re scaling faster, cutting operational costs, and expanding beyond the Nordics to become a global player in AI-powered research.”

inamo’s transformation brings:

- AI-driven infrastructure enabling faster feature releases and adaptive learning.
- Real-time insight dashboards to support instant, data-backed decisions.
- Lean tech architecture that cuts costs by 30–40% while boosting reliability.
- A refreshed brand identity designed for agility and global scalability.

With TGC Capital Partners’ support, inamo has already achieved:

- 30–40% lower growth and capital costs
- 100% on-time product delivery
- Accelerated market readiness for expansion across Europe and the US

This marks a significant leap for Sweden’s tech ecosystem as inamo joins a growing wave of Nordic companies leveraging AI with a Human Touch to scale globally.

About inamo

Founded in Sweden, inamo combines AI, data science, and research automation to deliver fast, intelligent insights that help organisations innovate with confidence.

inamo.ai

About TGC Capital Partners

TGC Capital Partners, part of Gateway Group, is a strategic investment and growth partner helping SaaS, B2B, and tech companies scale across the US and Nordics through capital, digital innovation, and operational expertise.

<https://thegatewaycorp.com/tgc-capital-partners/>

Suparna Dasgupta

Gateway Group of Companies

+91 92751 21295

[email us here](#)

Visit us on social media:

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