



Delaware-based business innovates all-in-one collaboration platform

Craig Doig has no qualms about going up against the Goliaths in the virtual communication and collaboration industry. Doig is the CEO of Yorklyn-based Markee, which offers an appealing alternative for small businesses. For one, the web-based app resides at the customer’s domain.

“With products like Slack or Discord or Zoom, you have to become a customer,” Doig explains. “Markee takes that barrier away: Businesses can have a direct relationship with users.”

Because the business can put its brand on the platform, it resembles a proprietary product. Compare it to store-branded makeup or medical supplies produced by a third party but marketed as that store’s items.

The all-in-one Markee also accommodates internal and external meetings. “You can create virtual text rooms, virtual meeting rooms, forums and notetaking spaces, then share them externally and internally,” Doig says.

But the sweet spot? Privacy.

“We’re one of the most privacy-based communication tools available,” Doig maintains. “Our video chats are HIPAA-compliant — all of our files are encrypted. We have no ‘vision’ into the product you’re using.”

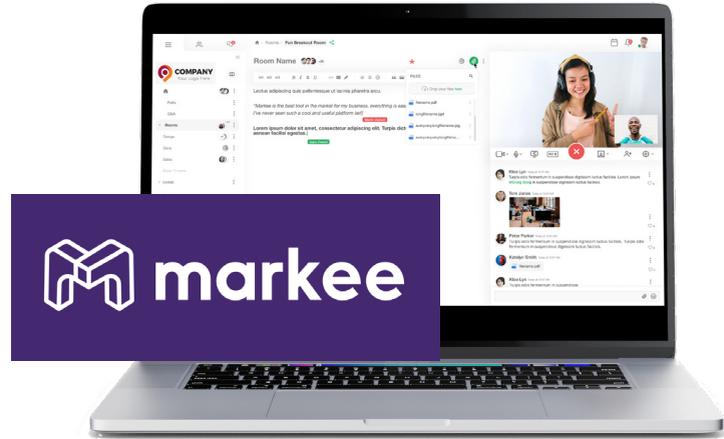
That’s a sharp departure from most Cloud-based companies, which use customer data for marketing purposes. “We don’t leverage any data,” Doig says. Other Markee perks include file-sharing, widget capability, individual rooms, polls, chats and Q&A features.

Like many cutting-edge products and services, Markee was born out of necessity. At the time, Doig was COO of Short Order Production House in Wilmington, which risked losing a significant client because its content-management system wasn’t robust enough to reach 100-plus global sites.

Fortunately, software developers like Zach Phillips were already on Short Order’s staff. It took only three weeks to design Markee’s initial version, which synced digital content on multiple screens from a central location.

Doig and Phillips were onto something. In June 2020, they spun Markee off from Short Order – right in the middle of the COVID-19 pandemic. However, the platform could handle the virtual events that replaced in-person workshops and conferences. Suddenly, the workforce was also using collaboration software. Markee had the virtual framework to enter that space.

“We really let our customers lead the development,” Doig says. “What do people actually need? We went from a digital signage company to a digital events company to a digital collaboration platform — all based on feedback from customers.”



The Markee all-in-one virtual communication and collaboration platform allows businesses to have a direct relationship with users.

Markee currently has 13 employees, including four software developers. As the company expands, there are no plans to leave Delaware. “When people think of Markee, I want them to associate it with Delaware,” says Doig, a native Texan who moved here from Los Angeles.

Seeking to build the state into a recognized tech hub with a deep talent pool, Markee is partnering with Code Differently, which provides programming classes. “We want to lift people up and provide jobs, particularly to those who are changing career paths or are from underserved neighborhoods,” Doig says.

In turn, he hopes local businesses will support a homegrown customizable meeting-and-collaboration platform.

“Markee,” says Doig, “wants to play a critical role in bringing jobs to Wilmington.”

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