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# Envato founders launch new business, Milkshake: app targeted to Instagram users

Cyan Ta'eed, co-founder of one of Australia's biggest startup success stories, Envato, today announced her latest project, [Milkshake](#). An app for Instagrammers to make a stylish and sophisticated website from their mobile, Milkshake helps them create and grow a business by making the most of the one Instagram bio link.

The idea for Milkshake was driven by wanting to help people, predominantly women, to build their personal brands and to commercialise their social media presence.

Speaking about Milkshake, Cyan said, "We wanted to create something empowering. Women I know feel held back from doing what they truly love because they believe they lack the skills, time, creativity and confidence to make their business idea a reality. I really believe Milkshake has the power to flip this by providing them with a fun, easy and beautiful tool that can turn their ideas, hobbies and ambitions into a business. They already have the community, they just need the right tools to make it a reality. We want Milkshake to make business dreams come true."

"In Australia alone Instagram has 9 million users or 1 in 3 Australians and a good Instagram account has the power to build a great brand. We initially think that anyone with a public Instagram profile but without a website is a natural Milkshaker as it will allow them to customise a site linked from their Instagram profile. Our initial focus is the Australian market but we quickly plan to scale into the US and Europe, two of our biggest markets for Envato."

Today also sees the launch of the '[School of Instagram](#)', a program for anyone who signs up to Milkshake's pre-launch waiting list. School of Instagram shares tips and lessons from Instagram influencers who have used the platform to create their own brand. School of Instagram shares tips and lessons from some of the world's most renowned Instagrammers including [Poppy Jamie](#) co-founder of cult accessories label Pop and Suki and plus size style and lifestyle blogger [Stephanie Yeboah](#).

“We want to help people to up their Insta game so they can create the best Milkshake possible when the platform launches in May”, says Cyan.

The app allows you to create an Insta website for your brand, right on your phone. The Milkshake ‘cards’ are the website pages that make up your Insta website. Each card has a specific purpose. Milkshake will launch with a range of cards, and many different ‘looks’ (the design of your Milkshake card) to choose from.

Milkshake will launch before the end of May.

You can sign up to get on the waitlist and [join the School of Instagram here](#) or follow [@go.milkshake](#).

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#### ABOUT ENVATO

**Location:** Headquarters in Melbourne, Australia. Team located around the world.

#### What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.



Envato

