



Technology Strategy Board

Driving Innovation

Tech City Launchpad 1

Directory of digital projects

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- is, or had been in the previous two years, a director of a company with an annual turnover of at least £1 million.

R&D funding in digital projects

This directory features 40 companies that made exciting written proposals to the Technology Strategy Board for innovative digital projects, mainly based in the 'tech city' area around Old Street and Shoreditch in East London. About half of them have secured up to 50% funding for their projects and all are now seeking

further private investment to take projects forward.

Technology Strategy Board is investing up to £2m in innovative digital projects with the focus on the 'tech city' hotspot of digital and creative industries in East London. There were 41 written proposals, that came out of an initial 200 video

applications, and 18 received offers of funding conditional on them attracting matching funding from investors such as business angels, venture capitalists, corporate venturers and banks. The competition was looking for projects that may be too risky for companies to go it alone or that may take them into new areas.

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A connected TV social travel channel generating revenue through sales to brands and tourist boards

What is the market opportunity?

Connected TV (CTV) is a market with dynamic opportunities for growth. Research estimates there will be more than 500 million CTV devices globally by 2015, and that the CTV apps market will be worth €8.5bn by 2015. The global tourism market will grow to \$10.8tr by 2018. Our objective is to capture a substantial share of a huge future market – delivery of travel content, aggregated with a social layer and commercial offers, via connected TV devices.

What is the business model?

Content and commerce partners will be global travel brands wishing to generate revenue from a targeted audience. National travel bureaux will want to bring their destinations to the CTV market. Our other main clients are the world's travellers – the engaged audience. Traditional TV, a fragmented online travel environment and fragmented social media are not sufficient any more. We will align and monetise these media.

Who are the team?

The collaborating companies are a perfect fit. Agora has strong roots in Connected TV analysis and in delivering TV apps (publisher of Appmarket.tv, and helped produce, design and deliver UK's LOVEFiLM to Connected TV). Pixengo has extensive pedigree in travel, editorial, branding and creative services. Most partners have direct or indirect travel industry experience. The advisory board includes senior executives at First Choice Holidays, Sunair, and Youview, and a Teletext director and a Travel Channel producer.

What is the funding strategy?

We are seeking £100,000 from initial investors. At the same time, we will be looking for further substantial investment from other sources to enable us to complete the various research and development phases to launch and beyond. We aim to build a sustainable, profitable business which will become an attractive target for acquisition, bringing a good return to all parties.

Animal Systems

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Our CTP system lets anyone share anything from a mobile. It is cute, simple and free

What is the market opportunity?

Any consumer mobile business can let their customers share any data with each other using our software development kit (SDK) and application programming interface (API) in their smartphone applications. In year one we are targeting mobile-coupon and marketing services on iOS, Android, RIM and Windows Phone 7 platforms, where the market is growing at over 50% a year. Our patent-pending system is highly flexible and was built to do the things Bluetooth and QR codes were designed to do, but do not do well.

What is the business model?

We license SDK and API access. Customers pay for volume API calls and user analytics, while third-party developers can use the tools free of charge at low volumes. Any small transaction that uses CTP anywhere in the sharing chain (user-user, user-web or user-vendor) can generate affiliate revenue of between 10% and 40% depending on the data being shared. Sales come from existing consumer-facing businesses wanting to extend functionality. We expect one million users in the first year.

Who are the team?

Founder and chief executive officer Patrick Bergel is an honorary research fellow in computer science at University College London (UCL), having previously spent over ten years in marketing in strategic and creative roles for clients including Ray-Ban and Microsoft. Founder and chief technology officer Professor Anthony Steed is deputy head of computer science at UCL, with a background in mixed reality applications, and has consulted extensively on technology transfer for clients including Kodak and EA.

What is the funding strategy?

We are looking for £100,000 from an investor with mobile sector expertise. We will use funds raised to turn the current CTP prototype system (now capable of supporting 3.5m users serverside) into a fully robust, scalable product for launch. We intend to open the full API within six months. We anticipate hardware licensing of the system and deployment to dumbphones and embedded systems by year five, with exit via trade sale.

Bailingl

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A revolution in language-learning by replacing dictionaries and static tools with a crowdsourcing platform

What is the market opportunity?

We are focusing efforts initially on the Mandarin-English market, where there are 30 million and 120 million students respectively. The market is saturated with course providers, but there is a lack of good reference tools and support for those courses. The market leader for Mandarin-English is Nciku, an online dictionary, but its content is static.

What is the business model?

The model is built around a combination of in-site credits (used to pay for upgrades to features and to offer rewards to other visitors for help provided) and targeted advertising and offers for businesses. Business-to-business sales (advertising and offers) will be generated and handled by a dedicated sales team, while in-site up-sale techniques will be employed to ensure purchase of credits and features. We anticipate turning a profit in year two.

Who are the team?

Richard and Jonathan Heathcote make up Bailingl. Richard is a fluent Mandarin speaker, experienced linguist and front-end web developer, who has represented the UK at the 8th Chinese Bridge World Mandarin Speaking Contest. Jonathan is an experienced businessman, having run a profitable company in the sports and leisure industry for eight years. The team lacks an experienced and talented server-side developer to build the platform.

What is the funding strategy?

We are looking for minimum of £160,000 to build the platform and get it to market, with a view to securing a second round of funding to achieve scale. This will be spent on a development team of four people, marketing and sales budget, legal fees, rent and rates, computers and software. Investors can expect to make a return within three years and to exit within six.

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Internet-based Global Media Asset Network (GMAN) for the film and television industry

What is the market opportunity?

The market for digital workflow-related software is increasing significantly. Visual effects revenue in the UK has risen to approximately \$1bn in the UK and \$5bn in the US. In India it is forecast to reach \$15bn by 2015. New small and medium-sized enterprises concentrating on new digital workflow software products are already seeing \$5m in revenues. There are currently no direct competitors. GMAN will open a new software product and services market in this field.

What is the business model?

Industrial trials will embed the product into the operations of major production partners. Meetings are currently being held with major suppliers to ensure compatibility and establish vested interests in the development of this new market. We will conduct prototyping and small-scale trials in the first 11 months, followed by industrial trials with major on-set suppliers, leading to partnerships. Licensing, service subscriptions and sales of standalone products will follow at 18 months.

Who are the team?

Peter Cornwell is the founder of BLIP. He is a developer of an award-winning retail display and remote asset management system for Sony, and the developer of the Piccadilly Circus Samsung and Coca-Cola hacker-free LED display. Martin Parsons, of Image Eyes, has 20 years' experience in cutting-edge technology for the film industry. He was chief engineer at CAL Videographics, spent ten years at the Moving Picture Company, and has worked on 3D solutions in film and TV. Funds are sought to hire two additional dedicated software engineers.

What is the funding strategy?

We require £198,000 to fund two software engineers (one for development and one for support), a small amount for management, rental for a small office in the Old Street area, equipment for two engineering workstations, and standard office equipment. Some test equipment is expected to be sponsored by the industry. Early service revenue is expected to fund an expansion period after 18 months.

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Bodymap.Me allows anyone to use their own body measurements to buy clothing online that fits

What is the market opportunity?

The online fashion market will have grown 45% by 2015 to reach £7bn. On average, 25% of online clothing returns are due to poor fit. Competitors, such as TC2 and Fits.me, are focusing on high-cost solutions that are not scalable. Bodymap.Me will differentiate by developing lower cost body scanning solutions retrofitted into existing fitting rooms, allowing any online retailer the benefits of virtual fitting without any extra complications.

What is the business model?

Bodymap.Me will make money from the technology through licensing and affiliate commission. For example, the average clothing spend at Newlook.com is £50, with an 8% affiliate commission generating £4 in revenue per transaction. Newlook.com receives 300,000 unique visits per day. If, by 2013 we can attract 5% of these customers to use their Bodymap.Me login to help make purchasing decisions, this would generate nearly £22m in revenue through a single retailer.

Who are the team?

Our project team will be led by Sermad Buni, who has over 15 years' combined experience as a production director and system developer. He will be supported by two specialist software engineers who will focus on the design of the system architecture, database design and application programming interfaces. John Buni brings his experience of marrying technology and clothing as founder and managing director of the laser-scanning tailoring business Tailor Made for four years.

What is the funding strategy?

The total project cost is £200,000. The budget will largely cover the cost of technical expertise and research, technical development and dissemination activities to maximise the interest in the concept and to pilot it amongst retailers, brands and consumers. Feedback will help to define further development of the tools and applications that evolve as a result of the project. Investor return is through affiliate and licensing fees.

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Bounce creates mobile applications that enable consumers to interact with digital music in new ways

What is the market opportunity?

Technology is lowering the barriers to interacting with music and creating an opportunity to provide the music industry with new business models. The success of games like Guitar Hero means consumers are showing a greater desire to interact with their music. We will develop interactive apps, including educational and classical-based apps, leveraging our core audio-processing technology. Our first app (Fireplayer) is currently being rolled out with international media partners.

What is the business model?

We will distribute apps using a 'freemium' model, enabling free downloads with additional content available through in-app purchase. Conversion rates achieved already for Fireplayer are in excess of 15%. Content will be purchased on a per-track basis at a premium price and revenues are shared with rights-holders. Key deals are already in place. Distribution will be primarily through media partners. Commercial relationships are already established including with Bauer Media and Absolute Radio.

Who are the team?

Our team is led by Martin Macmillan, who has run technology start-ups since 2000 and has a proven track record in creating, launching and growing early-stage businesses. He is supported by a committed pair of developers who are passionate about creating cutting-edge music technology consumer products, but more development resource is required. A highly skilled operations director with a strong delivery background in games start-ups has been identified.

What is the funding strategy?

We require £200,000 investment to support the development and early commercialisation of our kids' educational tablet app. Based on realistically achievable milestones, we will look to raise a 'series A' round of funding next year to support wider rollout on a global basis. We have identified a number of potential acquirers and are working towards building a company that is a highly desirable target for a successful trade sale.

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BrightSouk helps brands to sell to new and existing customers through Facebook

What is the market opportunity?

A Booz & Company report forecast the value of goods sold through social media will reach \$30bn globally by 2015. While 75% of surveyed marketers plan to increase their investment on Facebook, only a quarter are able to measure return on investment. BrightSouk helps overcome this problem, linking marketing spend to sales return. BrightSouk differentiates from the competition by covering the complete customer lifecycle, while competitors are focused solely on the Facebook fan page.

What is the business model?

The route to market will be both direct and through partnering with marketing, PR and web agencies. BrightSouk has initiated conversations with four agencies and agreed a partnership with one. Clients will be charged a monthly fee for technology licensing, hosting, support and regular updates. BrightSouk is targeting 500 clients by the end of the first 12 months, 2500 by 24 months and 14500 by 36 months.

Who are the team?

James Haycock will be leading the team and has six years' digital experience, delivering digital projects for organisations including start-ups, ITV, Universal Pictures and 10 Downing Street. Most recently, James has been running a small web consultancy which turned over £400,000 in two years and whose main clients were ASOS and YouGov. Ben Jackson, the chief technology officer, has ten years' e-commerce experience including with Kelkoo, which was acquired by Yahoo.

What is the funding strategy?

We are seeking £100,000 to fund the business for 12 months (55% for product development; 33% for sales and marketing; and 12% for hosting and other expenses). Once we meet the milestone of 500 trial clients by month 12, we will seek to raise further private capital. BrightSouk aims to deliver a ten-times return in three-to-four years. This will be realised by an exit to either a marketing services group, a Facebook platform company or a multi-channel/e-commerce company.

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A platform for awesome RFID-enabled games played in parks to create happier, healthier communities

What is the market opportunity?

There are an estimated 25 million overweight people in the UK, and £3.6bn is spent in the private market each year on gym memberships. One in three households has a Nintendo Wii, demonstrating the appetite for products that bring together games and exercise. Meanwhile, the Government is set to spend £4bn a year on improving public health, often on community sports activities that are conventional, niche, rigid, unaccountable, unscalable, underused and unimaginative.

What is the business model?

We plan to sell a turnkey hardware-software solution to the 157 local authorities controlling more than 15,000 parks and open spaces, and which need more cost-effective ways of improving public health. We will also target the 2,597 private sports centres and the 3,157 secondary schools that have audiences they need to engage and motivate. We will introduce a 'freemium' model to upsell games and training modules to paying individuals.

Who are the team?

The team is a chief executive, who has been a business analyst, founded a successful consultancy and has commercialised a previous start-up; a chief technology officer who is an expert Rails developer; a head of product and design who has consulted for multi-nationals and worked with start-ups; and an all-in-one award-winning industrial designer, product designer and electronics engineer. We will add user-experience and user-interface designers and software engineers to this core team.

What is the funding strategy?

We are looking for £200,000 to fund the design and implementation of a demonstrator system in an outdoor space, and to develop intellectual property in power and networking solutions. We will run a user-facing trial in order to build the evidence for its impact, to create the business case for further orders and to create positive cash flow. Investors will be able to take equity in the business.

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bwerty is an object-orientated social network that allows people to share content and rewards

What is the market opportunity?

According to Juniper Research, the market for mobile location-based services will reach at least \$12.7bn by 2014. With competitors such as Foursquare, Google, and Groupon, it is a heated marketplace. However, bwerty will seek to add a new layer of granularity, while also creating a proprietary network of infrastructure based on stickers that can deliver content to a smartphone.

What is the business model?

It will take two-to-three years to monetize the bwerty platform. This will be achieved by offering merchants a combination of value added services, such as detailed analytics and targeted push notifications, on a software as a service (SaaS) model. Later, we will offer the ability to serve targeted deals to tags on the bwerty network.

Who are the team?

The team is made up of directors of both Dynamic50 Ltd and Ruby50 Ltd. We have extensive experience of advising start-ups, recruiting technical teams, and delivering complex web applications built on modern technologies. The team will be made up of a product manager, two back-end developers and a mobile developer. At present, there is no native mobile developer in-house, however Ruby50's network will be used to hire the right person

What is the funding strategy?

In order to bring a prototype to market, bwerty will require total funding of £197,180. We hope to raise £98,590 from a seed-stage investor. Within five years, investors will gain an exit via acquisition or flotation.

Captive Minds

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10Tribes is the fully vertical live music social network on a mission to grow the sector

What is the market opportunity?

It is estimated that more than 100,000 artists played at least one gig in the UK in 2010. The live music industry doubled in size in a decade while recorded music more than halved, leaving live the bigger of the two and growing. The sector is disjointed and disorganised, and MySpace's collapse has created a void yet to be filled. Facebook and Twitter have a part to play, but live music is big enough to demand its own digital platform.

What is the business model?

We aim to grow into the 'gotta be there' network for all the stakeholders interested in live music. We will offer enough tools and functionality free of charge to the majority of users, and subscription-based tools for the most serious members of the community. The collection of detailed information about fans' tastes will allow focused marketing, as well as merchandising and ticketing opportunities.

Who are the team?

The team includes Marcus Chidgey, founder of 10Tribes and chief executive and founder of agency Captive Minds; Saint Smith, community igniter for 10Tribes, leading the 10Tribes team and developing strategy; Omar Shah, head promoter, Paul Daly Venues, a native New Yorker with rock'n'roll in his veins; and Wasiq Islam, head of software development, whose main research interests are robotics and distributed computing.

What is the funding strategy?

Captive Minds has funded 10Tribes for the first 18 months of platform incubation. The objective has always been to attract seed investment in return for equity upon proof of concept. 10Tribes has been incorporated under 10Tribes Ltd, which is wholly owned by Captive Minds Communications Group. The platform founders seek to attract investment in 10Tribes Ltd but are open to discussion as to how this might be structured.

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Vuact is a video platform that provides audience and content analytics based on audience reactions.

What is the market opportunity?

Our product is innovative and provides a novel experience with online video. There is an immediate market opportunity in providing rich analytics to video owners, and an opportunity to build a platform for an insightful viewing experience for the consumer mass market. Current competition does not tap into audience reactions to enrich the video viewing experience. A patent has been filed to cover core features.

What is the business model?

The business-to-business side will generate revenue via direct sales, advertising and organically via the consumer site. The consumer side will tap into existing video advertising networks to monetize the consumer experience. For business-to-business, additional service revenue can be generated by curating the audience, viewer acquisition and channel branding. Once the business-to-business and consumer value propositions are finalised, all resources are aimed at growth.

Who are the team?

Our key people are the business lead, Mikko Jarvenpaa, and the technology lead, Robert Fitzpatrick. Both have long track records in the industry, with start-ups especially, and with video technology. The gaps to fill are business development (especially media industry) and additional development talent to address issues such as scalability.

What is the funding strategy?

Our project will be completed with a budget of £186,000. It will cover nine months of development, after which both business-to-business and consumer products will be launched. To continue beyond the nine months, additional funding will likely be sought. The investor will make their return preferably via a trade sale or another type of exit.

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FrameBlast is a secure, cloud-based, collaborative video production platform built for creative business

What is the market opportunity?

The UK's creative industry employs 2.3 million workers, mostly freelance, with 2.5 million students waiting to get in, all of them under constant pressure to produce more for less. Production houses and freelancers are restricted by fragmented sales, production and distribution systems. Traditional producers of tools have not met their needs. Leveraging cloud computing, we make content production, showcase and distribution tools completely device and platform agnostic, improving efficiency and scale.

What is the business model?

FrameBlast will have free showcasing tools to attract talent. It will be commercialised through subscriptions for the production, collaboration and shop-front tools, and through the future development of a marketplace that joins buyers, sellers, creatives, commissioners and content in one place. Our toolset will help individuals and businesses to set up, build a brand, and gain access to new opportunities to grow in line with the booming growth of video online.

Who are the team?

We are a dedicated team with a wide range of experience, from traditional broadcast to new media, and with a proven track record delivering winning solutions for organisations including Nordisk Film, Joost and BBC DMI Labs. Having worked together for several years, the founders include Steve Allen, Dagmara Kodlubanski, Aaron Dey, Robert Gummesson and Pim Verbij. We have great passion for the potential of FrameBlast and look forward to its growth.

What is the funding strategy?

We are currently bootstrapping, funding ourselves through consulting work and our own investment. We want to make FrameBlast the sole focus of our efforts. In order to meet the opportunity, we are looking for seed investment of £400,000. This will enable us to ramp up the development of our video optimisation technology, opening future market opportunities, and allowing us to use the technology across our collaborative production tools and to create additional white-label products.

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Padify makes it easy for publishers to remix their content into mobile-ready formats

What is the market opportunity?

The UK publishing sector employs 164,000 people, has a turnover of more than £6bn, and is undergoing an accelerating transition from print to digital. Publishers see exciting opportunities in publishing their content to the iPad and other devices, but production costs for this new channel are too high. Padify addresses this problem. While our immediate focus is on magazines, Padify is applicable to a much wider range of publication (for example, in the field of education).

What is the business model?

We will directly sell software and implementation services to publishers; offer 'software as a service' (SaaS) self-sign-up through our website; localise our interface to seek additional SaaS revenue outside the UK; evangelise through social and industry channels and conferences; and seek platform partners, for licensing or revenue share deals. We expect to reach break-even on Padify within six months of launch.

Who are the team?

Our founder, Michael Kowalski, was the co-founder of a successful technical web agency. He has many years' experience working with content production technology in the publishing sector, with customers including the *Guardian*, NewsCorp, and the BBC. Check our website for further board member announcements. We are interested in finding investors who can bring additional skills to the table, especially around marketing and finance.

What is the funding strategy?

Contentment is an early stage start-up. We are currently bootstrapping the business by doing project work for publishers. Padify will require significant up-front development, and we are looking for investment to focus on that in order to bring our product to market as quickly as possible.

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Dancetothis.com offers dance fans an affordable way to learn about, share in and discover all things dance

What is the market opportunity?

Dance is huge worldwide. In the UK, dance is second only to football, 10% of the population dances and audiences for dance TV reach 11 million. However, access to dance offline is limited by price and geography. Globally, online dance is fragmented and ultra-niche. We will be the missing umbrella site for everything dance, providing quality web and real world dance information, videos and cross-genre step-by-step e-learning.

What is the business model?

We will make money from this huge social activity through affiliate deals on clothing, music, technology, event and beauty products, sponsorship, advertising, and 'freemium' subscriptions to directory/video listings and to enhanced tuition videos in the e-learning platform. Initial free listings will generate traffic, and this will gradually be converted to subscriptions and revenue streams. Break-even is expected 18 months into the product cycle with 10% more users per month expected after the first year.

Who are the team?

Chief executive Sue Green has a background in TV production, fitness instruction and performing arts. She has directed dance DVDs for Warner Music Entertainment, has great dance industry connections and a passion for dance. Jon Knox, chief technology officer, has delivered many solutions for companies in banking, energy and travel and has a background in business development. Sam Bennett, head of audio-visual, is an award-winning director/editor.

What is the funding strategy?

We are looking to raise £194,755 with half coming from investors. This will add website payment facilities, geo-capability, social group recommendations, live updates, listings and a sophisticated video e-learning platform. Investors will make a return through shared equity, dividend policy and capital growth of the company. Once break-even is achieved, there is an expected exponential growth both nationally and internationally from the various income streams.

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Software and a gallery/laboratory prototype to encourage green business networks in an urban environment

What is the market opportunity?

The global market for algal bio-fuel is poised for explosive growth with over £187m invested between 2006 and 2008, of which the UK's Carbon Trust alone has contributed £25m. Algal products are conquering bigger shares of food, pharmaceutical (omega-3) and cosmetic markets. Our marketing strategy targets investment in the integration of algae farming into the fabric of cities like London and the development of local green business.

What is the business model?

We propose a 'network effects' business model based on the development of a local network of bio-farmers and related trading opportunities. Initial profits will come from promotional and educational activities within the network. We plan to reach a critical mass of users of our digital platform within two years and then profit from attracting large investments for the design and implementation of urban algae farm and related business ecologies.

Who are the team?

The project leader is ecoLogicStudio, directed by Claudia Pasquero and Marco Poletto. In six years of design research we have built an international network of algal biologists, interaction designers and environmental engineers and a solid reputation as key innovators in ecologic urbanism. Our work is featured in Biennales (Venice, Seville), in science museums, in publications (Harvard ecological urbanism) and conferences worldwide. We are currently designing a regional algae farm in Sweden.

What is the funding strategy?

We are seeking investors excited by venturing into the new market of urban renewable energies and related green business ecologies. We will partner with people interested in media technologies and cutting-edge environmental design. We need £91,000 of private investment to set up a mobile algae gallery/laboratory and to engineer the algae farming network application from which most of the revenues will be generated. We offer shares of our revenues.

FundingOptions

FundingOptions

Contact

Conrad Ford

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www.FundingOptions.com

FundingOptions will bring greater choice and transparency into the small business lending market

What is the market opportunity?

There are more than half a million term loans to UK firms with less than £1m turnover, collectively generating £1bn in net interest, plus significant additional fee income. The small business lending market is notably uncompetitive: in only a fifth of cases does a small business get a loan from anyone but their main bank.

What is the business model?

FundingOptions will directly engage the two main barriers to competition in small business lending, data and distribution. An existing technology will be used to access firms' bank account data, the key to loan decisions. We will use advisors working with small and medium-sized enterprises as a cost-effective distribution channel. A partner with nationwide reach has agreed to act as launch distributor. Revenues will be generated from referral fees.

Who are the team?

The founder has extensive experience in financial services and the SME sector, and has previously been chief operating officer of a high-growth, £30m-a-year technology business. A supporting team of three-to-four for the initial deployment is being recruited.

What is the funding strategy?

Funding in the low hundreds of thousands is being raised to build a minimum viable product and to carry out market testing through an identified channel partner. We aim to demonstrate sufficient traction to raise 'series-A' funding to support a national deployment.

Inensu Ltd

Inensu Ltd
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Contact

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Superfan is a platform that combines social gaming mechanics with the world of gaming fans

What is the market opportunity?

Consumers worldwide spent \$67bn on gaming in 2010 and this is expected to grow to \$112bn by 2015. Social and mobile will be the key driver of this growth. Superfan will apply social gaming mechanics and monetization strategies to create a new entertainment platform for fans. This is a proposal that does not require music licensing.

What is the business model?

Our primary business model is based on virtual goods and micro-transactions. The platform will be built to scale rapidly. We will launch a 1.0 version of the web platform shortly and have established a marketing partnership with a major music label for this launch.

Who are the team?

Our team is composed of chief executive Paulina Bozek, formerly director of SingStar for PlayStation, who has 10 years' experience in game development; director of technology Dion Paragas, a developer at FTSE for five years; lead designer Ryan Barkataki, who has user experience with eBay, Skype and PlayStation; and developer Belen Albeza.

What is the funding strategy?

We are seeking £206,000 for mobile and web development, building a seamless experience across both platforms, and to develop the platform to establish product and market fit and to generate revenue.

JobReach

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Contact

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JobReach is an innovative online and mobile recruitment platform powered by employee referral networks

What is the market opportunity?

The concept will be tested within an identified target market of 500,000 civil service jobseekers before being commercialised in financial services, where 80,000 jobs are created in London each year alone. As the first mover, we will become the market leader in the provision of internal UK referral platforms in finance and consulting. Competition is represented by three referral platform providers, operating solely in the US, none of which offer integrated, white-label solutions.

What is the business model?

JobReach will explore market potential through a proof of concept in the public sector prior to commercialisation in the private sector via a target 45 clients over five years at a validated price point of £5000-15,000 per month dependent on client size. We have established four private sector development partners in financial services, agreeing platform trials upon completion, and are in continued feasibility discussions with four further global organisations.

Who are the team?

Founding member experience includes complex technology delivery within financial services, large-scale project management and the successful founding and development of recruitment technology companies from seed stage through to Fortune 100 implementations. An extensive network of already established recruitment industry contacts is coupled with an experienced advisory board providing access to key partnerships. User experience and design competency gaps will be filled through paid-for expertise, as and when required.

What is the funding strategy?

We require £100,000 to develop the platform, including infrastructure, server costs, development labour and office space. Once the concept has been proven, an additional investment round will facilitate further commercialisation. By acquiring 45 clients over five years we expect to make an eight-to-ten-fold return on investment. This is based on a white-labelled price of £5,000-15,000 subscription a month, as already validated by four companies within financial services.

Keo and Forum for the Future

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Contact

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Crowd-sourcing business launched with River Cottage to deliver energy, food and community solutions

What is the market opportunity

The business aims to be the first direct 'pledger-to-project' platform, creating solutions for critical systems, and stimulating people to share their spare cash, expertise and time to create major change. Crowdsourcing is rapidly growing. Recent noteworthy successes include Kickstarter (US-based creative projects) reporting \$7m-a-month turnover, and Kiva (a micro-finance distribution network) running out of projects due to demand. We aim to enable shareholder investments through enhanced social networking tools.

What is the business model?

We are launching to our network of nearly one million active users, followed by a version to integrate with almost any partner site. We are also in discussion with commissioners regarding TV opportunities. Profits will be generated by charging success fees to projects. The first-year projection is for 25,000 users and 50 successful projects, rapidly scaling to 500-plus projects and 500,000 users within two years in the UK. We then plan to go international.

Who are the team?

Keo Digital is the creative digital team of the Bafta-award-winning KEO Films, responsible for successful, innovative campaigns and platforms including Fish Fight, River Cottage, Landshare, Chicken Out and EnergyShare. Forum for the Future is a non-profit organisation with 15 years' experience helping organisations to find new opportunities in sustainability. This innovative partnership brings market-leading knowledge and cutting-edge media expertise to the business.

What is the funding strategy?

We are seeking £100,000 to drive the business beyond its start-up phase, to create partnerships and develop audiences in order to drive sales and multiply revenues. The successful investor(s) will make a return upon their investment through the equity shares that we will make available to them.

Lambde Ltd

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Contact

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Seaboard will solve problems, revolutionise music, and transform the music production industry

What is the market opportunity?

The global music production industry has a retail value of \$14bn a year and electronic hardware and software accounts for \$3.5bn of this. Our lead product, the Seaboard, bridges the gap between traditional acoustic and digital music production. It will command at least a \$100m share of the combined synthesizer, controller, and keyboard market in four-to-six years, and potentially capture a much bigger market share through other software and hardware licensing opportunities.

What is the business model?

Sales will be generated from the website for first high-end models. We will then establish selected partners, followed by two-level distribution as volume increases, and eventually move towards licensing. The Seaboard has cost parity with other keyboard devices but can be priced above them, meaning healthy margins. It also creates software opportunities for significant revenue. We will grow rapidly when we achieve volume production, or a manufacturing licence or partnership.

Who are the team?

Roland Lamb, inventor of the Seaboard and founder of Sea Labs, is skilled in business, product development, and music. Design engineer Alex Hulme brings fabrication and product semantics, having worked with top companies. Justin Baron is an experienced manager and keyboardist, with years in music software sales. Andrew Robertson is a guitarist and expert digital music programmer from the centre for Digital Music (C4DM). Materials scientist and violinist Coranda Berry adds co-ordination and organisation.

What is the funding strategy?

We seek £300,000 to support our advanced technical proof of concept for the Seaboard, our 'product/market fit' project, and to take us through to a successful launch and first sales. We will grow rapidly and first-round investors will make strong returns either through a major refinancing in 18-24 months or at exit through a flotation or sale to a major music industry leader in four-to-six years.

Lydia

Lydia
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Contact

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Lydia: because creative talent craves success – and we can all provide it

What is the market opportunity?

Lydia serves two groups. It serves people who create content such as musicians, artists, film-makers, photographers or other creatives. They want new audiences and better interaction with supporters. It also serves 'judges', people currently cheering on a sports team or a singer on X-Factor, amplified by becoming part of Lydia. They want entertainment but ultimately will gain ownership and responsibility for the artists they adopt, leading to new types of engagement.

What is the business model?

Lydia is a new type of social game, earning revenue through micro-payments of 'virtual goods', the incentive being a desire for players to make better in-game progress relative to their peers. Lydia is fully integrated into popular social networks, driving viral adoption to large numbers very quickly. Ultra-conservative estimates of 2% paying customers translate to £3.5m revenue by year three. However, future investment is likely to reset growth aims upwards.

Who are the team?

The founder is Paul Simms, who has built a £6m events and publishing company with 80% gross profit since 2003. He has also worked on the start-up teams of FreshMinds and Streetcar. The technical lead is Kam Star, who has built the UK's leading games-based learning technology company since 1998, and who will provide project management and a six-person development team. Both are fully committed, having already invested £12,000 personally in building the first iterations. Commercial management will be hired midway through development.

What is the funding strategy?

Revenue is based on a 'freemium' virtual goods model similar to social games, with a secondary stream from merchandising. Before beta launch, funding is required to carry the development from the first iteration through to market readiness – a £189,000 total spend almost entirely on labour costs. Investment of £100,000 for 10% equity provides a projected 3500% (ie £3.5m) return over three years based on the organisation's market capitalisation and ten-times earnings.

Magnolia Box

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Artistic.ly is a social marketplace for artists to connect with curators, consumers and their contemporaries

What is the market opportunity?

Affordable art has disappeared from the High Street, replaced by more flexible online print-on-demand models, supplied almost entirely by a small number of US-based superstores. There are almost no significant UK/EU-based operations, despite the US online market being worth \$2.5bn in 2011, growing to \$3.6bn in 2014. The right content, with the right model, has a great opportunity to capture some of this market share.

What is the business model?

We have two primary revenue models – online retail of high-margin fine art prints and, in due course, recurring fees from portfolio websites. Additional sources of income could come from diversification into non-art products such as T-shirts, offline retail via events, image licensing and app sales. Accelerated growth will come by leveraging existing relationships to access niche communities (for example, launching a Tate-branded store, powered by the core Artistic.ly platform).

Who are the team?

Magnolia Box is led by James Old, formerly an e-business strategy consultant with PwC and founder of four previous start-ups. Our four-man team has 37 years' web development experience, over 21 of which have been specifically focused on building digital solutions (for example, web, touch-screen kiosk, apps) for the arts sector. Our current portfolio of clients includes Natural History Museum, Tate, British Library, Kew, News International (Times) and Condé Nast (Vogue).

What is the funding strategy?

Investment of £100,000 would be sufficient to deliver our vision for Artistic.ly. It is our expectation that any investor would wish to take a stake in Magnolia Box. Magnolia Box has been bootstrapped since launch and 90% of the shares are owned by James Old. Investment of £400,000 would secure 20% with a planned exit in two-to-three years. Investors with a track record of selling business in the US would be particularly attractive.

Makielab

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Makielab is building a unified platform that will produce avatars, online games and 3D-printed toys

What is the market opportunity?

The western toy industry is a \$35bn market, while the western social games market is on target to hit \$1bn. Our first toy/games range will specifically target the eight-plus doll owner (American Girl, \$450m per year), the eight-plus social games player (IT Girl, seven million monthly active users), and the eight-plus dress-up fan (Stardoll, nine million monthly active users, \$100m value). Our product will bring 'cleantech' toys to social/identity play.

What is the business model?

Ours is a simple micro-transactional and subscription model, applied to both physical and digital products. Customers can create and buy virtual goods for the virtual avatars and social games, as well as create and buy physical goods for the dolls and action figures. We will grow the player base and aim for 5% conversion to paying. Our product will take seven months to build, will spend seven months at the beta stage, and then a further ten months growing to profit.

Who are the team?

The team includes Alice Taylor, chief executive, and previously community editor, education, Channel 4. She is a second-time entrepreneur with 15 years' digital experience. The chief design officer is Sulka Haro, previously chief designer for Habbo Hotel. Luke Petre is the chief technology officer. He was previously chief technology officer for MonstrosCity and lead tools technologist for Little Big Planet 1 and 2. Chief operating officer is Joanna Roach, a Crossmedia award-winning producer with Channel 4. We are missing an art director, further programmers and a toy specialist.

What is the funding strategy?

We need £250,000 to fund six months to alpha. The funding would pay for an art team and programming. We require a further £500,000 to fund beta, social game development, and toy safety testing. The launch funding depends on how much marketing is required, but year-one growth needs £600,000-800,000. By the end of year two we expect revenue of \$14.4m, replicable across further toy ranges.

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An augmented reality shopping application for mobile phones to locate the work of designers in London

What is the market opportunity?

The market for augmented reality (AR) mobile apps is expected to grow to \$310m in the next three-and-a-half years, with growth in the mobile shopping market also estimated at £1bn by December 2011. AR applications are mostly used by well-known brands such as Coca Cola and Walt Disney, or content providers such as Lonely Planet. Ours will be the first such shopping and AR app in the design sector.

What is the business model?

To make a profit within the next three years, we will introduce app-integrated advertising and increase sales from the Hidden Art e-shop. After launch of the app in early summer 2012 with 50 listed studios, we will extend the number of listings each year, securing income from relevant organisations. This will build on our social franchising model which is now being developed into a model of collaboration.

Who are the team?

Overall responsibility will rest with Dieneke Ferguson, who will liaise with suppliers, ensure the application development meets the objectives and oversee the pilot. The development team consists of the Hidden Art staff plus two local suppliers – WeareApps who specialise in mobile phone applications, and Cabinet who developed the Hidden Art e-shop. All have the capability and resource commitment to jointly successfully develop and launch the application.

What is the funding strategy?

We need a total of £167,804. The amount requested will cover the development costs of the application, upgrading of the e-shop to a mobile phone version, hosting, software and relevant licence. The investor will make a return through income generated as described above.

Moonshine Media

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Contact

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A platform and e-commerce site enabling children's publishing houses to create and publish e-books.

What is the market opportunity?

The UK e-book market is estimated at £33m-100m with some UK publishers reporting e-book sales growth of between 100% and 800% from 2009 to 2010. Encouragingly, the speed of the market growth means a lack of further data on the market's future growth. Bespoke publishing services are available, but to date no competitive platform exists to easily enable publishing houses to create interactive content.

What is the business model?

Originally, the majority of sales and profit will come from small to mid-size publishing houses which will buy or license the platform to create interactive e-books, allowing them to develop digital content without creating a digital department. Sales will be supported by a direct-to-consumer e-commerce website, and by providing other branded websites with an e-commerce tool to sell e-books. The platform will be fully operational within four months.

Who are the team?

Matt Morgan, founder of digital agency Moonshine Media, has over 15 years' experience in the industry. Helen Bagnall has over 15 years of international publishing experience, and project experience of developing creative content for the children's and young adult market. Nigel Flack was technical director at Dare until April 2010. He left to set up Smile Machine. Nigel began his career at IBM, then moved to Think New Ideas, working on dotcom launches and e-commerce projects.

What is the funding strategy?

We need £177,953 for branding, for publishing platform design and development, and for e-commerce website design and development. The investors will receive a negotiable percentage of all licences and all sales of the platform up to a capped return on investment.

Music Ally Ltd

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Contact

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The Appside is a business information, data and research service for the apps industry

What is the market opportunity?

The app store currently generates more than one billion app downloads a month, while the rival Android market does half a billion a month. Canalys expects direct revenues from mobile apps to total \$7.3bn in 2011. Coverage of the business side of the apps market is fragmented and sketchy so we aim to offer a range of detailed business information services in a single offering.

Who are the team?

Music Ally is highly experienced in the mixture of editorial, research, training, consultancy and events. Stuart Dredge writes the apps blog for the *Guardian*, appears on 6Music DJ Lauren Laverne's 'Planet Of The Apps' feature and was listed as one of US company SayMedia's 10 top global technology influencers in February this year. Our team also includes Paul Brindley, Steve Mayall, Ustwo, Peppermobi, Classic Studios and 2 Pears.

What is the business model?

We will operate a 'freemium' model for our range of services. There will be a free-to-access email bulletin, website, and app, and free events and a free apps-promotion mentoring clinic for Shoreditch-based companies. Paid-for services will include access to the deeper data within our apps database, premium reports on business trends in the apps market, and consultancy, events and marketing and public relations services.

What is the funding strategy?

We need £197,000. Music Ally costs are mainly research, while external costs will cover data acquisition, events and the cost of building our database. The range of free services we will be able to offer will help us to quickly build our brand reputation. Investors will generate return from year one onwards when the Appside is firmly established as a market-leading third-party independent source of information and advice.

Muvolution Ltd

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Musicians can publish their work directly to their fans through Muvolution

What is the market opportunity?

The total digital music market rose from \$20m to \$4.2bn between 2003 and 2009, with a further 6% growth reported in 2010. A competitor in the direct-to-fan market, Bandcamp, launched in 2008 and reported \$1m sales over six months to July 2010, while offering their service for free. Since July 2010, they have taken a 15% revenue share and currently turn over approximately \$750,000 a month.

What is the business model?

We believe we have features to differentiate ourselves from the competition. We hope to offer artists a level of free introductory service to help increase our user base. Their own promotion should help drive sales. Our profit will be made from a share of the track sales, and in future we hope streaming ad revenue, premium artist development services and data mining will be further sources of revenue.

Who are the team?

Muvolution has three founders. Brett Leboff has extensive experience and contacts in the music industry, having run Monumental Management since 2005. Alex Kelly has been building web systems since 1995. He works across the board, including with servers, coding, databases and design. Jon Scott is a software engineer and musician with great experience and contacts in both fields. Additional successful start-up and marketing experience may be useful to the company.

What is the funding strategy?

We hope to secure funding of around £200,000 through the Launchpad process. Our founders do not currently take a salary, but have funded their work through other projects. With investment, we aim to focus on the project, hire additional resource, and fund 'freemium' services and marketing to build our audience. We aim to make money through a cut on sales, through which an investor will be able to make a return.

Nanodome Ltd

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Contact

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We help UK manufacturers get to market affordably by making mid-sized plastic injection moulds

What is the market opportunity?

The UK plastics industry has a £19bn turnover and is growing at 2.5% a year. The key market pain for plastics' manufacturers is that soft (aluminium) tooling does not scale up, while hard (steel) tooling does not scale down.

But what if you are trapped between the two? Soft Factory's technology targets this market between 'hard' and 'soft' tooling. In the UK, we estimate this as a £200m-400m addressable segment and we aim for 5% to 10%.

What is the business model?

Soft Factory offers an integrated mould-designing, mould-making, and plastics manufacturing service to UK manufacturers, using its innovative mould-making technology. We aim to cultivate 'early evangelists' in the medical, automotive, toys, giftware, and security sectors. We make a profit per mould and on each produced plastic unit, enabling our customers to manufacture locally and fast. By focusing on high-speed execution without compromising quality, we maximise our use of capital and grow fast.

Who are the team?

Nanodome's founder Nick Pelling is a highly experienced developer and team manager, most recently working in the security camera industry, with current experience of numerous 3D printing technologies. For this Soft Factory project, we are looking to recruit a senior mould-making engineer.

What is the funding strategy?

We are looking for £250,000 to build and test an end-to-end production process based around our hybrid mould-making technology. We aim to break even in 18-24 months and to grow rapidly from there (both domestically and internationally). For exit, we aim at a £40m-plus year-three/four trade sale to either a 3D manufacturing vendor (for example, 3D Systems), a global plastics manufacturer (for example, Promens) or an integrated service multinational (for example, Flextronics).

OEM Partnership Ltd

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Pixelpin is an innovative approach to mobile security using pictures as the user's means of access

What is the market opportunity?

The mobile secure applications market has a growth of 50% per year. The movement of services to mobile markets creates opportunities for new software security mechanisms. The total market for security software is \$153m rising to \$760m in 2015. It is competitive, with different technologies entering the market. We believe our product is unique and secure, appealing to the young as it is visual and fun to use.

What is the business model?

Our growth will initially come with entry to the market through app stores. Sales will then come from licensing the software to app developers and web site owners. The app will be priced to gain immediate market share and will start to generate revenue in 12 months. Long-term growth will come from licensing agreements with web service providers, adding new features and services which have already been identified.

Who are the team?

The business is led by Brian Taylor, who invented and developed Pixelpin, and who has over 26 years' experience in software project management. His partner is Geoff Anderson, a fellow of the Chartered Institute for IT with over 30 years' experience in successfully delivering software projects and developing new business. We will need commercial and financial support as the business grows, and app developers after six months.

What is the funding strategy?

To rapidly enter the market with professional, good-looking apps, the development will be sub-contracted to experienced companies in Tech City. We require £100,000 of matched funding to cover the sub-contract and management costs. These apps will be generating revenue in 12 months and a shareholder in the business will start to see returns in year two. We project a potential return on investment of over 20-fold in five years.

Open Cinema

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Contact

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The world's first community cinema brand, connecting low-income communities with culture and knowledge

What is the market opportunity?

Community cinema represents a huge, unbuilt market, and a social and economic development opportunity. There are 781 cinemas in the UK, but 1,750 homelessness centres, 139 prisons, 7,494 supported accommodation projects, and 10,000 parish councils. Open Cinema has received enquiries from 39 countries. Only FILMCLUB, which is supported by statutory funding and is not a business model, has built out a sub-segment of the market, launching 6,000 film clubs in schools since 2007.

What is the business model?

We sell two products directly to charities operating in the social sector. For £3,900, we sell a year-round community cinema, including licensing, films, volunteers, a paid coordinator, special guests, marketing and on-going support. Added to this are filmmaking workshops. Our margin is 57% on the first and 34% on the second. We are now structuring a first investment round of £200,000 with a social business angel and institutional investors.

Who are the team?

Finance director Bertrand Beghin is a former director at Deutsche Bank and founder of Numbers4Good. Operations director Jesse Vile is a former producer of the Raindance Film Festival. Will Pearce, network manager, is a former colleague of Jesse's at Raindance. Our team is completed by recent graduate Nino Hunter, development officer. The advisory board includes chief executives from the social, media and corporate sectors.

What is the funding strategy?

We are increasing sales and developing an export model supported by UK Trade and Investment/Passport to Export. Open Cinema was also on July's Digital Mission Washington, having received enquiries from nine US cities. We are negotiating a first funding round of £200,000 to enact a three-year business plan. We are re-incorporating as a dual company limited by shares and charity, supported by Morrison and Foerster to enable these investments.

Redrawn Ltd

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A social recommendations network offering an easy way for friends to share small business recommendations

What is the market opportunity?

Prefr Me's market is the UK's estimated three million micro-service businesses. Marketing channels currently used by these businesses include business directories, paid membership sites, search engines, Google adwords and direct mail, but no single supplier dominates the market. Business use of social media to win new business is growing, with 41% of UK companies finding new clients through business social networks compared to 33% in 2010.

What is the business model?

Prefr Me operates a 'freemium' model and is free for both consumers and businesses to join. Businesses can pay a subscription for additional features, such as customer analytics. Using its recommendation engine, Prefr Me will also be able to serve up targeted business offers to consumers. Prefr Me aims to achieve 2,000 paying customers and monthly revenues of £40,000 within one year of launch, and then on-going growth.

Who are the team?

Our core team consists of three members – Peter Webb, a copywriter, website designer and successful small business manager; Michael Taylor, an experienced web developer; and Toby Webb, who is concluding a physics PhD at University College London and is a member of the Space Geodesy and Navigation Laboratory. The team is supported by Marc Marazzi, graphic designer, and Chris Munasinha, web technologies architect. We are currently finalising an advisory panel and non-executive directors.

What is the funding strategy?

We are looking for £200,000 to research and develop a trust-based recommendation algorithm that is integrated into a website and mobile application. The core product will launch onto the market within six months, and aims to attract 2,000 premium business members within a year of launch. The aim is to become cash-positive in month 23, and yield a substantial return for investors within three-to-four years.

Rimota

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An innovative digital device that re-energises under-utilised landline infrastructure

What is the market opportunity?

Facilities of this kind have only been available to large corporations up until now. Rimota opens up enterprise-level technology to the mass market, with a low-cost, disruptive product targeting consumers and small and medium-sized enterprise landline users in Western Europe, the USA and emerging markets. With an existing market full of incumbent old technology products, Rimota will offer a massive upgrade at a target retail price of under £15.

What is the business model?

Rimota will scale up rapidly through direct online sales and strategic alliances with major fixed-line telecommunication providers which have a strong incentive to utilise their expensive landline infrastructure. With an anticipated 60% profit margin per unit, profit will be generated through sales of the Rimota device and supplemented eventually by subscriptions to premium services. After six-to-nine months' research and development, Rimota will commence experimental development. We anticipate sales of £26m-32m by 2016.

Who are the team?

Michael Falter is an experienced entrepreneur and successful publisher; Adam Lieber is an award-winning multi-media designer; Gideon Falter is head of commercial and strategic projects for a large group; Joe Falter is a former McKinsey strategy consultant and partner in a strategic brand consultancy; Daniel Hirschmann is a highly experienced technical designer; James Sirmon is an electronics engineer and digital product expert; David Cohen is a corporate finance advisor with experience leading more than 60 flotations; TheAlloy are award-winning user-experience consultants. We have a gap in patent expertise.

What is the funding strategy?

We require £176,000 to research and develop the device over six-to-nine months. Rimota is looking for strategic investment, in exchange for an equity stake, to fund R&D to enable the building of a working prototype. Rimota will have a very low fixed-cost base and high marginal unit profit and therefore will deliver returns to investors soon after launch. Investors will see returns through dividend payments and an exit within three-to-five years.

Snap Fashion Ltd

Snap Fashion Ltd
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Snap is a visual search tool – users search online using an image instead of words

What is the market opportunity?

Online clothes shopping in the UK has grown over 150% in the past five years, but innovation in the way that we search the Internet has not grown alongside it. Users have to trawl various websites and search using traditional terms. Snap Fashion can assist in the growth of this £4.2bn market, with current competitors not offering a fully integrated, visual and user-oriented experience.

What is the business model?

Our business model is simple. We do not charge the consumer, we charge retailers. Retailers will pay commission per sale made on both the Snap Fashion website and on the mobile application. We will also have a secondary revenue stream from mobile application sales. The start-up and running costs of this business allow us to generate revenues, and indeed profit, soon after launch.

Who are the team?

Jennifer Griffiths, the founder, has a first-class masters in computer science from Bristol University and invented our innovative technology. She is key in driving both the business forward and in future research and development. She has partnered with ViaDynamics, a company made up of a former Nokia Multimedia vice-president and a former chief operating officer at Fitch. They focus on the business direction and the user-orientated design aspects of Snap Fashion.

What is the funding strategy?

We are raising an additional £100,000 to fund the launch and development of Snap Fashion. Although the existing algorithms are robust, we aim to develop in key areas to allow us to expand to other markets and enhance our current capabilities. We expect return on investment to be within three years for any investor, thanks to our low running costs, and the exit route to be full company acquisition.

Somethin' Else

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A 3D audio mobile gaming engine based on the technology we developed for the Papa Sangre game

What is the market opportunity?

The gaming market is dominated by the big hardware companies, but the most explosive growth has been in mobile gaming. A Gartner report predicts mobile gaming's share of the market will grow from 15% in 2010 to 20% in 2015. We want to make an engine that helps us, and third-party developers, create innovative games that cut through the mobile gaming market.

What is the business model?

Our strategy to develop market share includes a plan to license not only the full engine – the capacity to make 3D audio mobile games – but also to offer part-licences which include only the 3D audio capabilities of the engine (without game creation), making the engine an option to anyone looking to create world-class audio on a mobile device.

Who are the team?

The team includes key figures from Somethin' Else and Do Tank Studios, who were involved in both the conception and creation of Papa Sangre, as well as its follow-up, The Nightjar. Somethin' Else's chief creative officer holds internationally recognised awards in games, radio, mobile technology and interactive broadcasting, including Baftas and Sony Radio Academy awards. Do Tank Studios' founder Adam Hoyle also has two Baftas for interactive audio projects.

What is the funding strategy?

We are asking for a total of £200,000 to make the licensable engine, to add extra features, to hold open feedback hack days where developers can get to grips with our engine, and to carry out market research into which other platforms we should consider. We calculate, with conservative estimates, that an investor can expect return on investment of 300% over five years.

Space Synapse Systems Ltd

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Producing authentic space content, immersive space experiences and 'Spacefarer', a multi-player online game

What is the market opportunity?

Public awareness of and access to space is limited. Our immersive space experiences for the international science centre and education markets include a planetarium show with National Space Centre Creative and an immersive game for the Ovei pod with Philips Research. We adapt, combine and exploit technologies from the space, bio-medical, audio and psychological sciences in a proprietary manner. Our strengths are applying this knowledge to the high-growth games market.

What is the business model?

We are looking for innovative solutions in the monetisation of multi-platform intellectual property rights (IPR) as an evolution of existing models. We utilise space technology and assets to develop digital products and services in the fields of education and entertainment. We will be licensing our IPR to educational institutions as well as to commercial enterprises, particularly in the games and education industries.

Who are the team?

Entrepreneur Anna Hill founded the company and has a dedicated team backing the vision. She has delivered strong concept products in the space industry. Leslie Gale, as project manager, has more than 30 years' experience in space-systems project management and Lesley Davey, chief finance officer, has 25 years' commercial experience. Ovei Pod is designed by Lee McCormack and manufactured by Maclaren, and Culturelabel is a well known online branding company. A commercial director is sought.

What is the funding strategy?

We are seeking £100,000. Half of our total funding is required to achieve our product demonstrator and commercial web portal. Financial analysis shows we require £54,000 of internal project management costs, £45,000 of sub-contractor fees for Philips and £1,000 travel costs. We have been granted, subject to matching funding, €186,404 of feasibility funding from ESA which includes the commercial side of this project but not the technical prototyping of the demonstrator.

StickyWorld Ltd

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We offer a horizontal showcasing platform for panoramic creative exhibitions with links to individual portfolios

What is the market opportunity?

The market opportunity is a web service for online graduate exhibitions, captured in 360-degree panoramic tours by the student authors, and linked to individual portfolios and an e-commerce marketplace. The site connects customers, clients and employers to creative industry graduates and helps universities market their facilities, courses and student employment. This comes as the discerning 250,000-strong creative-industry student population is demanding an improved service for an increase in fees.

What is the business model?

We will offer a hybrid of service revenues supporting open-source components for universities to download, customise and host on their own servers. We couple this with a straightforward software as service (SaaS) subscription for each participating university, paid to StickyWorld Ltd for the central communications network running on stickyworld.com. We plan growth across five years, with a spike in revenues generated from the secondary markets in year two from the project start.

Who are the team?

Chief executive Michael Kohn is director of Slider Studio, inventing StickyWorld before spinning it off. Michael previously worked as a lecturer at University of East London (UEL) for six years and is a highly networked professional architect. Renee Puusepp has five years' experience in developing technology and a PhD in computational design. The team is supported by key academics from UEL.

What is the funding strategy?

We are seeking £1m to fund ambitious development and marketing plans. To deliver our Graduate Talent Technology project, we are seeking £100,000 matching funding. This project is highly strategic, returning modest profits within two years but, critically, opening up new markets in learning and teaching, along with general applications across the creative industries at large. A year-five exit and 10-times multiplier is envisaged.

Stratus Transport Connections

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Stratus is creating a smartphone-enabled collaboration platform and exchange for the road freight industry.

What is the market opportunity?

Stratus enables small carriers and large shippers to work together effectively; shippers can work with carriers they trust, and carriers can access the best loads without dedicated hardware or skills. It drives efficiency up, costs down and saves fuel. With 412,000 UK commercial vehicles and an average fleet of 3.8 (28.3% running empty), research with one shipper shows Stratus saving them £2.5m a year. Competition proves the market exists but none combine all the capabilities that UK supply chain transportation needs.

What is the business model?

The Exchange will collect commissions from shippers and carriers for each load carried and/or charge a monthly fee. Stratus can realise revenues of up to 10% of shippers' savings, signing up to 20 major shippers and their carriers in five years, during which UK and European revenues will grow to £4m or more. Figures are derived from estimated transaction volumes, exchange fees and monthly per-vehicle subscription revenues.

Who are the team?

Stratus has management, technical, sales and financial skills for success. Bob Chase, the chairman and chief finance officer, is a former managing director at Morrison and the AA. Frank Lee, a former partner at PA Consulting, has 30 years' software development experience, including leading a logistics software company. The team also includes a former Bunzl operations director and president elect Supply Chain Logistics Group; an ex- Finmeccanica UK transport lead; and an ex-IT director for TDG-Ireland. Stratus will partner with TechCity development firms and increase staff as customers grow.

What is the funding strategy?

We are seeking £250,000 to establish the business and platform. The total project value is £198,474. This project is the basis for a UK business with global potential for long-term annuity-based revenues or exit by trade sale.

The Workers

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Statrace: playful personal data visualisation. Track, visualise and race your statistics against friends

What is the market opportunity?

You can track quantities and produce statistics of any kind, sure: running statistics, web statistics, health statistics. How pleasant and frictionless is the experience? How attractive are the visualisations being produced? And how easy is it to compare your statistics against someone else's? Statrace brings statistical visualisation to the public by eliminating tedious input processes, focusing on visualising the data and wrapping everything into an addictive game.

What is the business model?

Statrace will debut as an iPhone and iPad application distributed with a 'freemium' model. The apps will allow the user to control the statistics being tracked, what races to join and who to compete against. The paid version of the app will add even more advanced visualisations, the ability to create private races and more. Offering advertisers sponsored races and advanced access to the platform will also be future revenue sources.

Who are the team?

We are a digital product design studio, a unique combination of design and production talent, founded in 2010 by a product designer and a digital designer and programmer who met at the Royal College of Art in 2007. With experience in product design, web, mobile and server technology for large-scale real-time interaction, we can network great talent to form agile teams creating outstanding digital products.

What is the funding strategy?

We require an initial investment of £220,000 over the first two years, with an estimated second-year turnover of £60,000. The majority of the Statrace budget will go into labour and sub-contractor costs, followed by server infrastructure. Version 1.0 will be published on the AppStore, followed by a 'freemium' model by the end of the first year to further support development by generating revenue in the second year of funding.

unit9

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Lifesaver is a crisis simulator that fuses interactivity, video and social media to teach emergency skills

What is the market opportunity?

A 2009 report said that in 2006/07, UK employer expenditure on training was £18.4bn and that the market was very fragmented with many small businesses and freelancers. We estimate that approximately 10% of this expenditure is devoted to first aid training. However, this area is dominated by analogue techniques little changed since the 1970s. We propose to bring digital techniques to a lucrative and vital field crying out for innovation.

What is the business model?

We propose a 'freemium' business model for this product. The customers of the final product will be corporate clients worldwide, who would pay to enrol their staff as a cheap, effective way to carry out health-and-safety training. Private individuals could enrol on the course free of charge.

Who are the team?

We are a digital creative production company that has won virtually every major award in digital media. Creativity Online rates unit9 among the world's top 30 production companies. User testing will be by EdComs, a leading training provider. We are interested in discussing this project with potential investors or partners with experience of the corporate training market.

What is the funding strategy?

Our initial requirement is for £94,500 for creation and testing of the Lifesaver prototype. After that, a number of possible strategies will be discussed with potential investors and partners.

Unto This Last

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Digital workshops on the High Street offering bespoke, contemporary furniture at a mass-produced price

What is the market opportunity?

The UK furniture market is worth £20bn and highly fragmented. IKEA at 6% has the biggest market share. The market is growing 1.5% a year and turmoil since 2008 has also opened opportunities. We plan to franchise our Shoreditch workshop across the UK and beyond, competing in the medium to low-price segment. Competitors rely on low labour costs, imported mass-production and long supply chains. We compete with new technology, local digital manufacturing and a radically compacted supply chain.

What is the business model?

Our workshop is not only a key promotional tool but also a scalable solution to the logistics of furniture distribution. We convince customers to buy by displaying an attractive workshop and a few samples from our 200-plus-item catalogue. Local delivery without packaging and warehousing reduces logistics and after-sales costs. Key to this is our production software, enabling the cost of goods sold to compare with conventional retail, without stock.

Who are the team?

Unto This Last was founded in 2001 by Olivier Geoffroy, who designed the production process and catalogue. He has previous experience in book publishing and developing digital distribution models. Pierre Schmidt joined Unto This Last in 2007. He developed and implemented our business management system and proprietary software. His previous experience includes coding models in neuro-economy at London School of Economics. We are planning to reinforce the team with industrial, marketing and franchising experience.

What is the funding strategy?

We need £200,000 to develop our current software and bring it to the web. This will allow the development over five years of a franchised network of 20 units, each with a turnover of £500,000. A quicker alternative is to finance a design centre in Shoreditch upfront and fund the opening of a unit directly. The planned return on investment is around 20% depending on projection.

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The Technology Strategy Board is a business-led executive non-departmental public body, established by the Government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve quality of life.

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