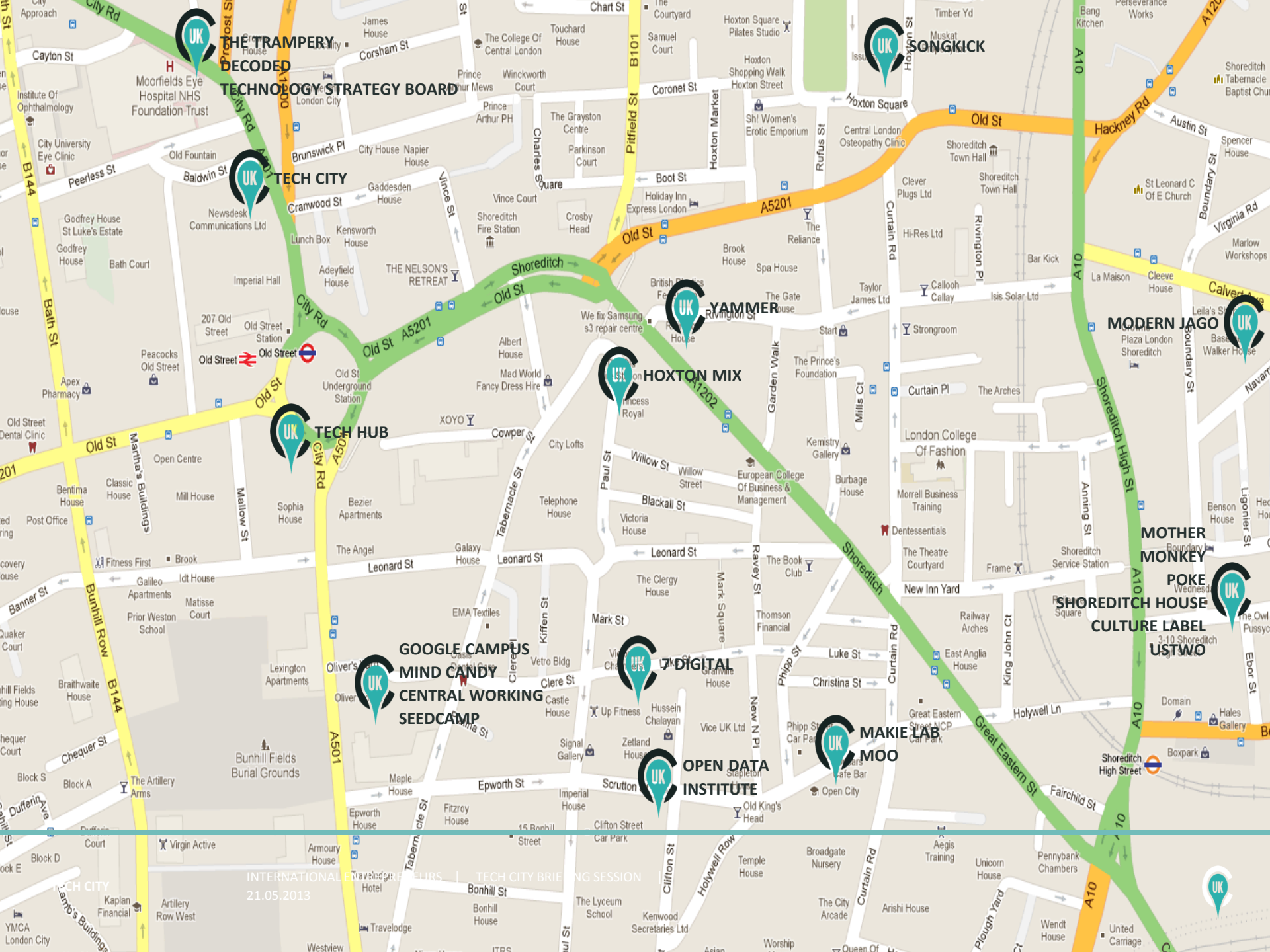


TECH
CITY

The logo features the words "TECH" and "CITY" in a bold, black, sans-serif font, stacked vertically. A green location pin icon is positioned over the letter "C" in "TECH". Inside the circular head of the pin, the letters "UK" are written in white, uppercase, sans-serif font. The pin's tail points downwards towards the word "CITY".

**THE FASTEST
GROWING
TECH
CLUSTER IN
EUROPE**

1300+
STARTUPS
WITHIN THE TECH
TRIANGLE



THE TRAMPERY
DECODED
TECHNOLOGY STRATEGY BOARD

TECH CITY

TECH HUB

HOXTON MIX

YAMMER

MODERN JAGO

MOTHER MONKEY

POKE
SHOREDITCH HOUSE

CULTURE LABEL
USTWO

MAKIE LAB
MOO

OPEN DATA INSTITUTE

7 DIGITAL

GOOGLE CAMPUS
MIND CANDY
CENTRAL WORKING
SEEDCAMP

INTERNATIONAL NAVIGATORS | TECH CITY BRIEFING SESSION
21.05.2013

how are you?



huddle

Steer



WorkAround.me



DECODED

yPlan



Teddl.

Nuji



TRULY.
luxury gift experiences

BLOTTR



VoucherCodes.co.uk

trampoline
systems



OpenSignal



digital



ARACHNYS D E X I O

upmysport

GECKOBOARD

THE
Amazings

Sleepio

Mind
Candy



Ansr.io



lost.fm



swogo



BRANDiD
Shop. Like a man.



Mixlr



ondevice
research



























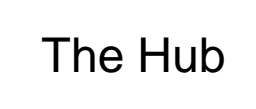

















antavo



housebites
the way taking away should be

Vibrant Ecosystem

Venture Capital	Seed Funds + Accelerators	Coworking spaces	Talent	Events	Gov!
					
					
					
					
					
					
					

SNAP  FASHION.CO.UK

CHANGING  SHOPPING

SEE
SOMETHING
YOU LOVE

GET YOUR
PHONE
OUT

TAKE A
PHOTO

BROWSE RESULTS &

BUY



VideoCast

Focus Innovation

*Frustrated by time spent
marking students work &
seeing lack of impact on their
progress....*





NOW
WHAT???

WHAT IS IT?

VideoCast is easy to use video software that enables teachers to give personal feedback to pupils and parents. Developed with teachers, for teachers.

‘This makes the impossible possible’

Jeannette Herbert – Christ Church CofE primary

‘It’s going to make all the difference – it’s just what our kids need’

Martin Bell – The Lache Primary school

The VideoCast logo is a blue rectangular box with the word "VideoCast" in white, bold, sans-serif font. The "V" is slightly larger and more prominent than the other letters.

VideoCast

MARKET OPPORTUNITY

The prime opportunity for VideoCast is that it addresses a core need for any teacher in any school across the world. What's more it is an effective assessment staff tool for any organisation whether public or private.

There are over 24,000 schools in England alone with an estimated £500 million to be spent on ICT in 2013/14 alone
(source: BESA).

The VideoCast logo is located in the bottom right corner of the slide. It consists of a solid blue rectangular background. The word "VideoCast" is written in a white, bold, sans-serif font, centered within the blue rectangle.

VideoCast

PROGRESS

- Trialled video feedback
- Achieved Ofsted approval for their innovative approach.
- Working with Focus Innovation they designed the VideoCast tool for trial in schools during 2013



PRELIMINARY FEEDBACK

The success of VideoCast was recognised by Ofsted with the school receiving an outstanding grade for overall effectiveness. The inspection team reported:

‘Teachers use new technologies to accelerate learning, such as video feedback in classes to support pupils in their next steps in learning. Teachers provide accurate feedback to pupils based on reliable assessments; consequently, pupils have a clear understanding of how to improve their work.’

Ofsted noted the vital nature of effective feedback in effective learning for individuals and therefore schools. Schools currently with knowledge of VC have expressed interest in bringing it in as soon as possible.

VideoCast





"7 Startups Facebook Should Buy."

"That's the kind of **data treasure** trove Facebook would love to get its hands on."

Health 2.0 

**WINNER: 'BEST NEW COMPANY'
2012**

TICTRAC

WIRED



GQ

Wallpaper*

CNN

technology
review

BBC

Mashable

Forbes

THE WALL STREET JOURNAL

GIGaom

Health 2.0 
Best New Company

readwrite

YAHOO!
FINANCE

BUSINESS
INSIDER

MarketingWeek

HOW AM I DOING?

(1) MY HISTORY

(2) OTHERS

RUN



BABY CRYING



We create as much
information in **two days**
now as we did from the
dawn of man through
2003.

Eric Schmidt, Chairman, Google

FACEBOOK

250m PHOTOS

YOUTUBE

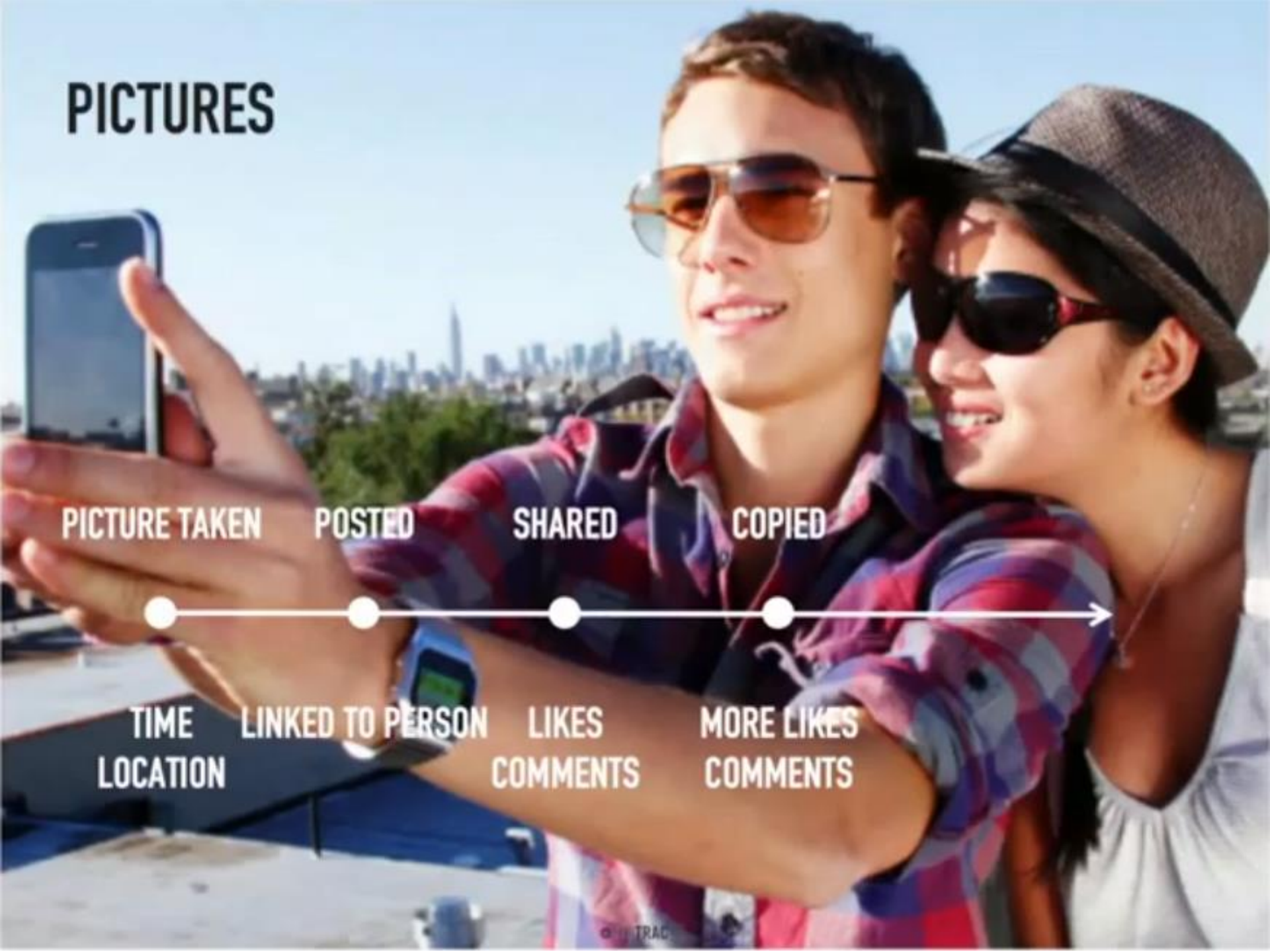
8YRS OF VIDEO

TWITTER

200m TWEETS

DAY

PICTURES



PICTURE TAKEN

POSTED

SHARED

COPIED

TIME
LOCATION

LINKED TO PERSON

LIKES
COMMENTS

MORE LIKES
COMMENTS

VIDEO



CHECK-INS



TWEETS



WHAT WE'VE DONE

WHEN WE'VE DONE IT

WHERE WE'VE DONE IT

WITH WHOM WE'VE DONE IT

HOW WE FEEL ABOUT IT

HOW OTHERS FEEL ABOUT IT

DATA
IMPLICIT

EXPLICIT

WIRELESS SCALES



RUNNING TRACKERS

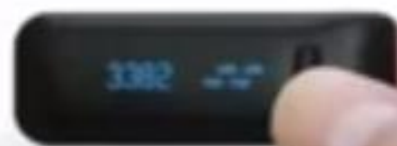


ACTIVITY TRACKING

KM WALKED

CALS BURNED

HOURS SLEPT



BLOOD PRESSURE



BLOOD GLUCOSE



SLEEP



THE QUANTIFIED SELF MARKET IS EXPLODING

- Fast growth in wearable tech products: Nike, Jawbone, FitBit, apps, etc..
- Consumer brands are investing heavily in building QS marketing experiences

KEY GROWTH STATS

- By 2015, 485m wearable devices will be shipped annually
- 61% of the wearable technologies market is attributed to **sport/activity** trackers
- The market for mobile health sensors will grow to \$5.6 Billion by 2017
- By 2020, number of things connected to the Internet > 50bn

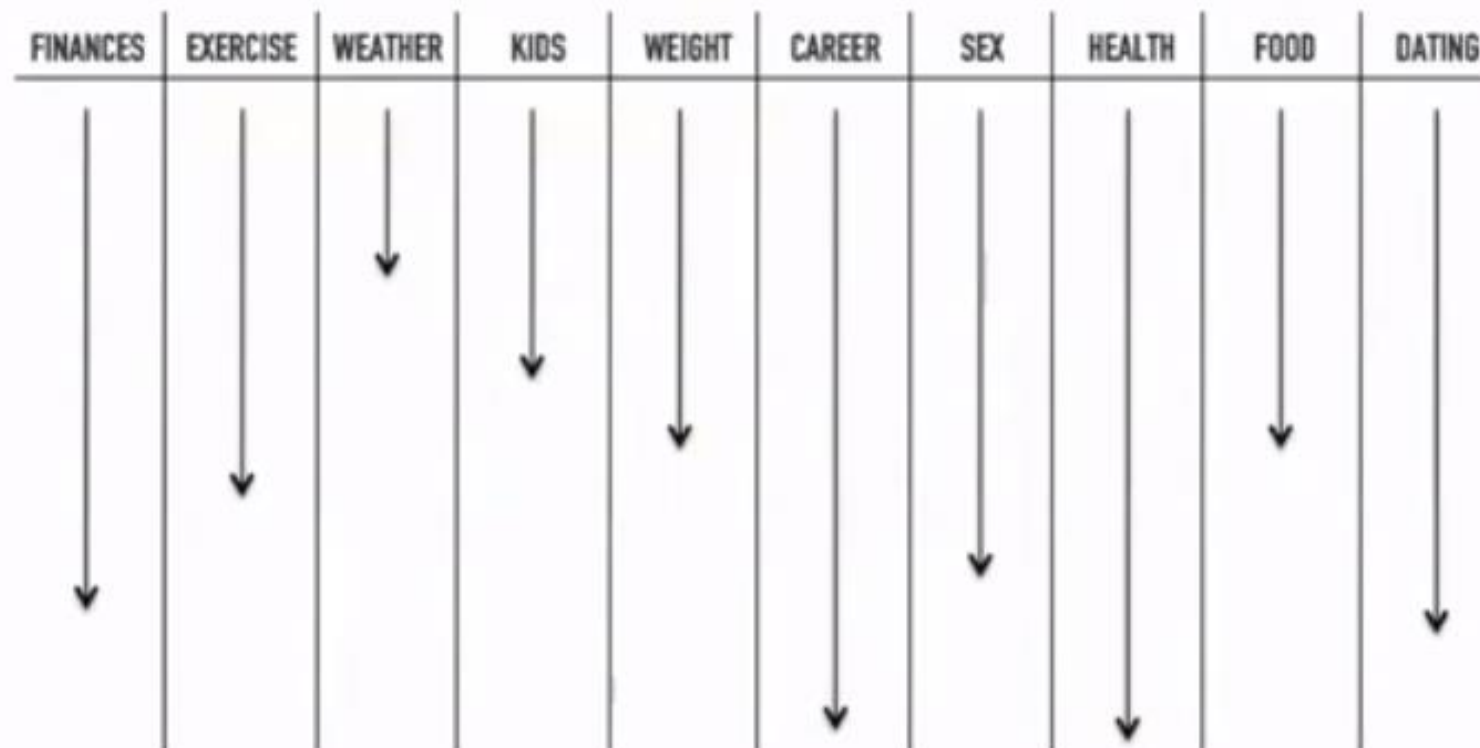


TODAY WE INCREASINGLY TRACK MORE OF OUR LIVES



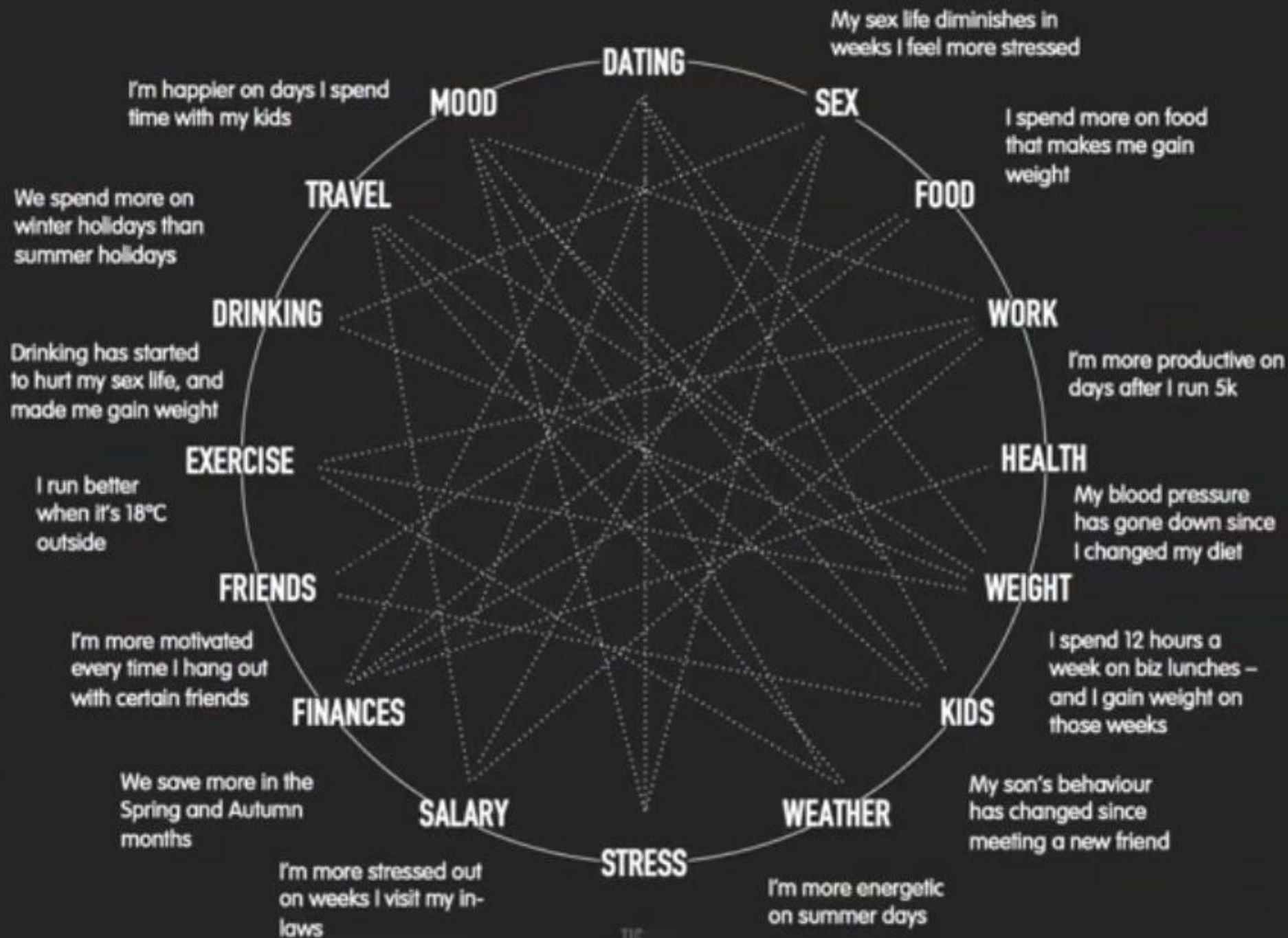
BUT TODAY'S TRACKING IS STILL ONE-DIMENSIONAL

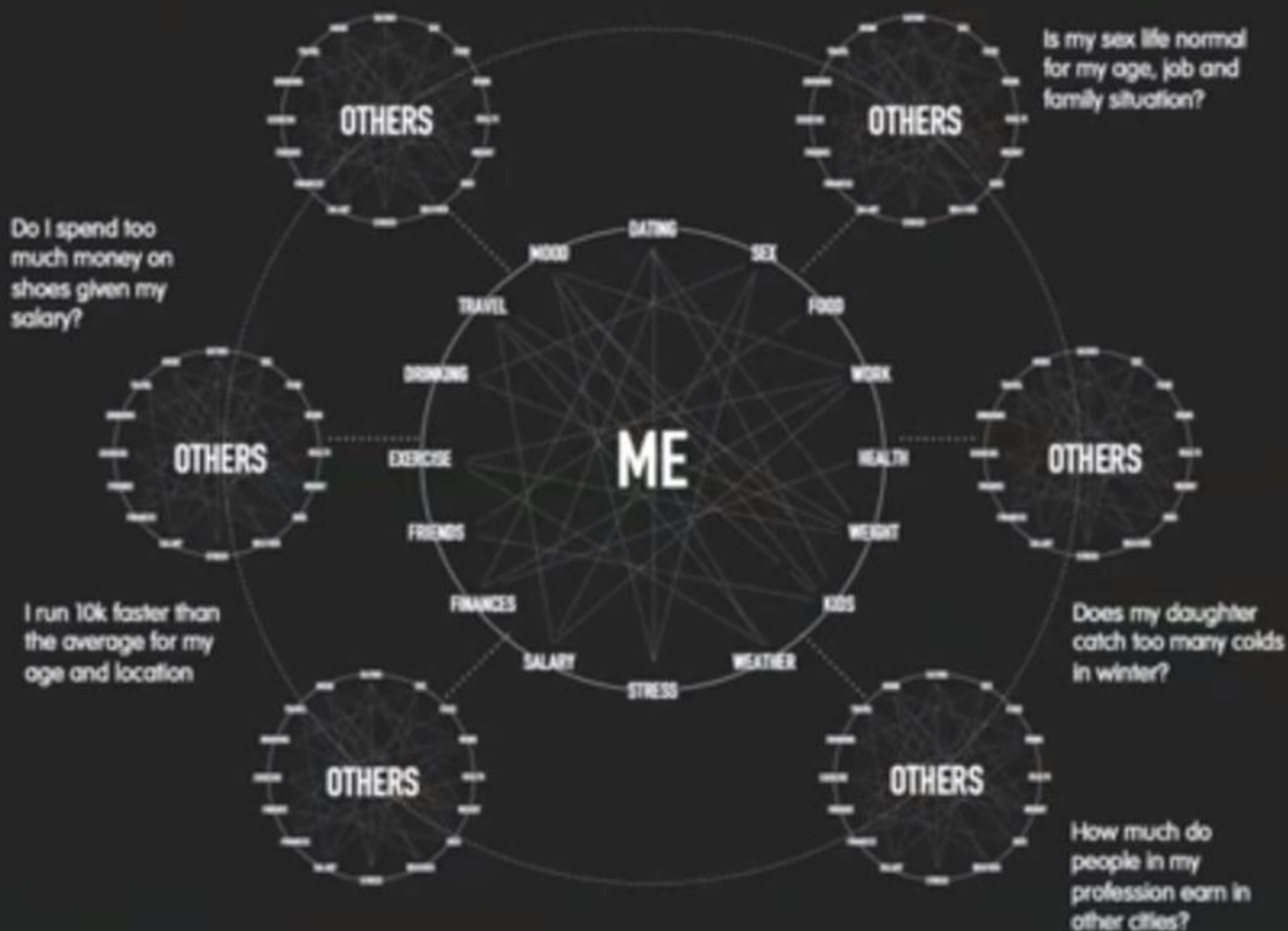
1. PROVIDING LIMITED INSIGHT —PERFORMANCE OVER TIME
2. WITH LITTLE POTENTIAL FOR IMPROVEMENT



MIMICKING OUR OWN MEMORY AND PATTERN RECOGNITION







WHAT WE DO

Lifestyle design platform that empowers people through their own data

Provides rich data visualisations and powerful lifestyle insights



HOW WE DO IT: (1) AGGREGATION

Tictrac integrates all elements of an individual's lifestyle from diet and exercise to social media activity and shopping habits- with over **300 API partners**

facebook

fitbit

foursquare

Microsoft

endomondo

Gmail
by Google

Google calendar

KLOUT

mapmyfitness

BODYMEDIA

RunKeeper

LinkedIn

twitter

Instagram

YAHOO! MAIL

wunderground.com

Withings

TripIt

Google

STRAVA

lost.fm

fatsecret

zeo

2net
by Qualcomm Life

sky

MEDISANA

YAHOO! FINANCE

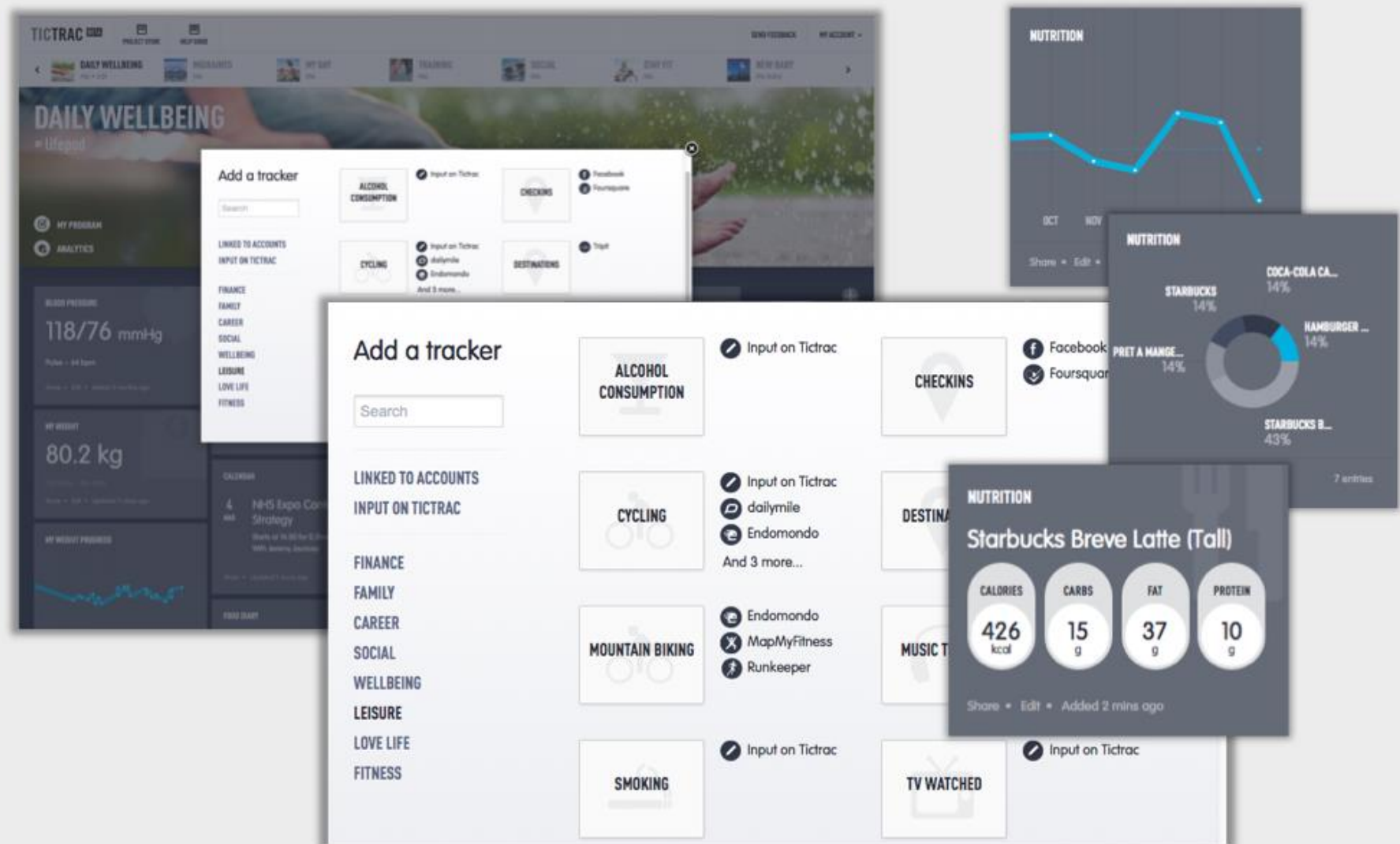
dailymile

myfitnesspal

goodreads

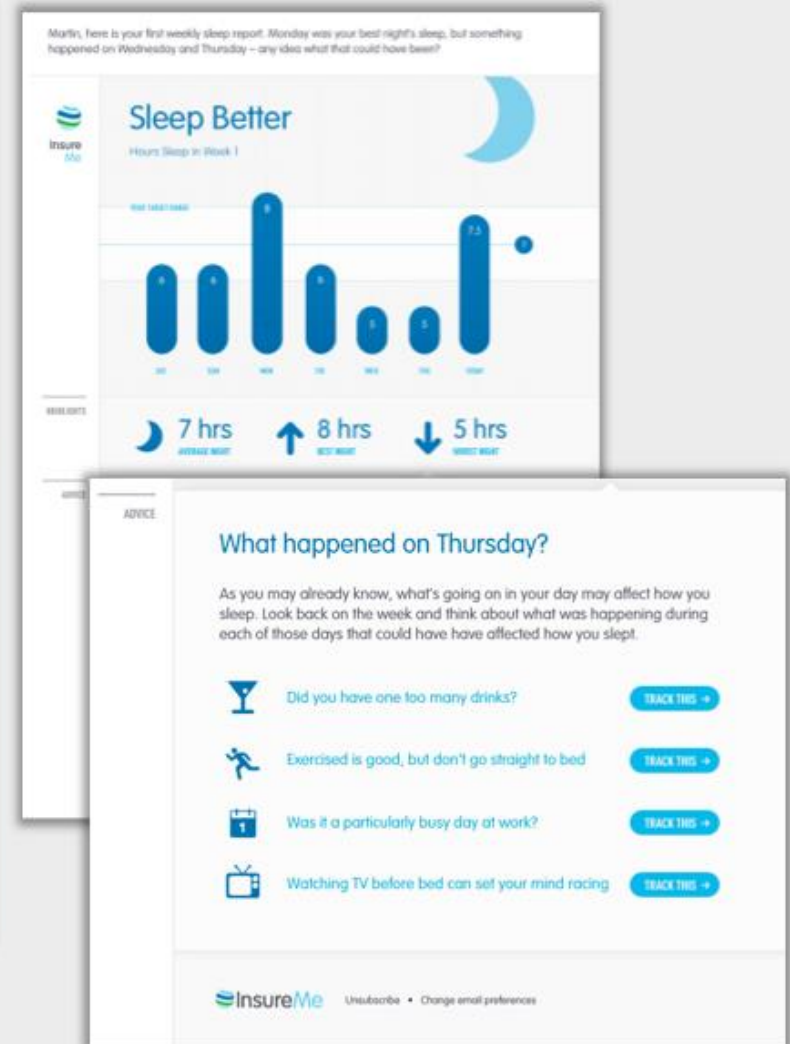
HOW WE DO IT: (2) OVER 450 TRACKERS & VISUALISATIONS

Robust Tictrac infrastructure enables **seamless creation** of new trackers



HOW WE DO IT: (3) ENGAGEMENT & CONTEXT

The platform learns from each user's data and **personalises content at the individual level**





SHOP ▾

SPORT ▾

LIFESTYLE ▾

PUMAVISION ▾

ABOUT PUMA

SAY NO TO EXCUSES.



GET PUMAT**RAC** NOW

