

Technology Strategy Board

Driving Innovation

Digital and Creative Clyde Launchpad Showcase

Directory of projects



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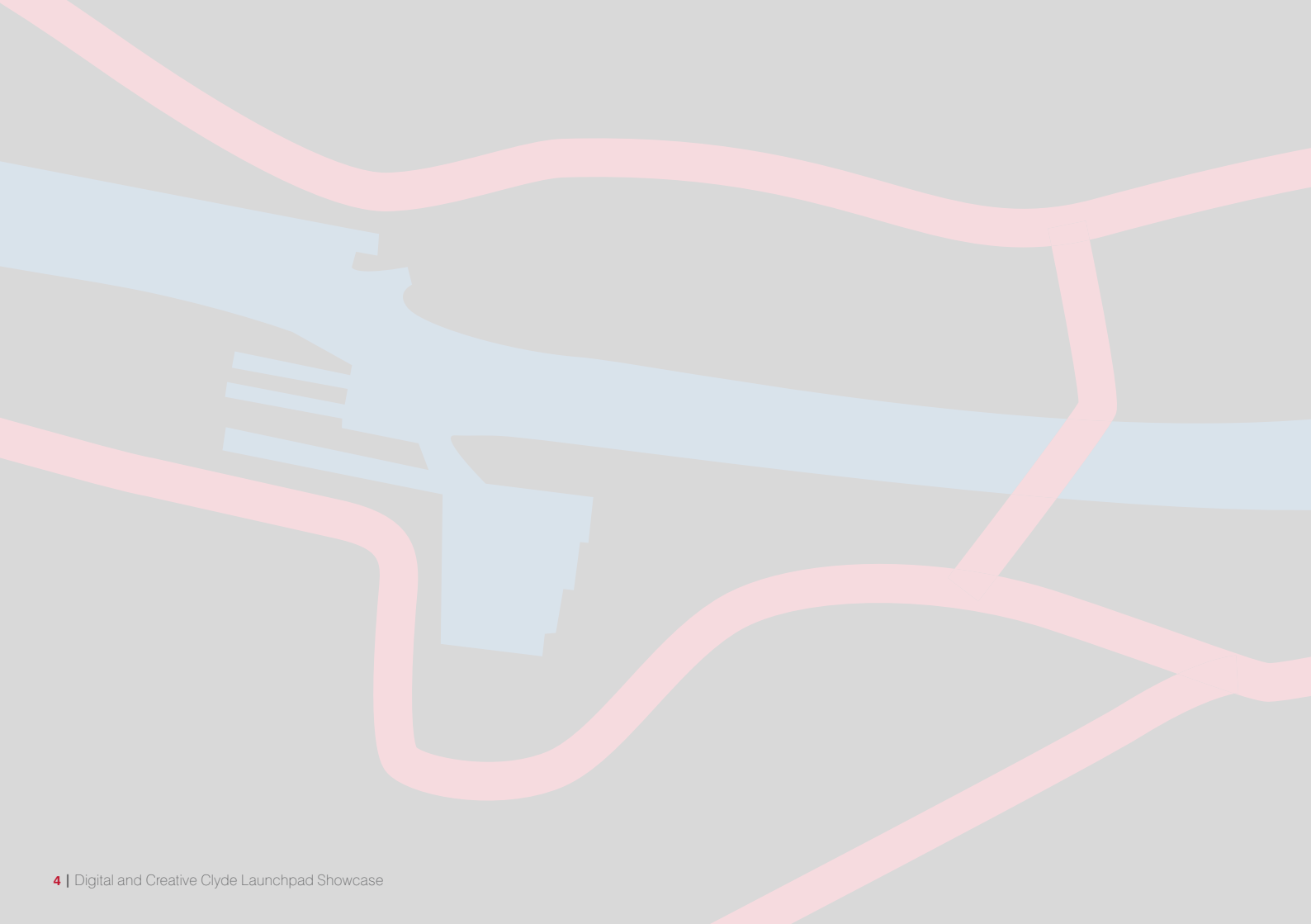
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 - is, or had been in the previous two years, a director of a company with an annual turnover of at least £1m.

R&D funding for digital and creative-related innovation projects

This directory features twelve companies based in and around the Digital and Creative Clyde cluster in Glasgow. Ten of these companies have conditional offers of Technology Strategy Board grant funding for their R&D projects, and a further two were shortlisted in the competition. Many of these companies are seeking further private investment to take their projects forward.

The Technology Strategy Board is investing up to £620k in innovative projects through the Digital and Creative Clyde Launchpad competition, with the focus on the cluster of digital and creative technology businesses in Glasgow. The competition aims to accelerate innovative projects towards commercial success, and stimulate the development of the cluster by encouraging high-growth companies to engage with it. This competition not only provides SMEs with funding for R&D projects but, with the support of Scottish Enterprise and Creative Clyde as cluster champions, supports the growth of their businesses through connections with expert advisors, as well as increasing access to the investor community.



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Scottish Enterprise & Creative Clyde

Scottish Enterprise works with partners to stimulate economic growth, exploit low-carbon opportunities, improve Scotland's business infrastructure, and support business. We help companies raise their sights and ambitions and consider their business from a global perspective.

We support ambitious businesses that are looking to grow, develop and export, by providing consultancy services, market intelligence, financial packages and in-market support.

As the 'cluster champion' for the Digital & Creative Clyde Launchpad competition, Scottish Enterprise has worked closely with organisations in and around the Glasgow area, including potential applicant SMEs and public and private-sector service providers, to ensure the success of this Launchpad competition and to promote

the development of the growing cluster.

We have also been supporting the companies in this Launchpad competition by offering a comprehensive package of business support to ensure that these innovative SMEs are in the best position to access further investment for growth.

Creative Clyde is a vibrant centre for media, technology and creatively minded businesses. It builds on Glasgow's growing status as a hub for the creative industries, delivering new jobs and economic growth for the city. Creative Clyde was awarded Enterprise Area status in 2012, which recognises the need to both build on the cluster of creative businesses already established, and to support the regeneration of a key location in Glasgow.



Axis Animation creates 3D computer-generated animation sequences, primarily for the video games industry.

What is the market opportunity that you have identified?

Current high quality animations need to be pre-rendered, and sit outside of game engines used to generate 'real-time' in-game sequences. As game consoles become more powerful, there is an opportunity for high quality to be rendered in real-time, in-game. We are seeking to develop software to bridge the gap between pre-rendered production processes and game engines. We see this market being worth £35m per annum: as one of the top five players in this market, we seek a £5m share of this business, helped by first-mover advantage.

What is your business model?

To be able to interface with a range of game engines by developing a generic interface, and thereby bring our creative and story-telling expertise to create in-game sequences of the highest quality. We already have a strong reputation for our work in the 'pre-rendered' space, with a blue-chip client portfolio including Microsoft, Sony, Disney, Warner Bros, Electronic Arts and Activision. Developing this new capability will allow

us to expand our offering to these clients, building on our existing skills while effectively opening up a new market segment.

Who is in your team?

We employ 40 full-time staff, plus an average of 25 full-time equivalents, depending upon specific project requirements. To develop the interface described above we will add specific technical and project management skills to our team. All the creative skills are in place, with an industry-wide reputation, and a track record that includes trailers and animated cinematics for Halo 4 Spartan Ops, Fable, Infinity Blade and Dying Light. Our work is showcased at E3 in Los Angeles, the largest annual games conference in the world.

What is your funding strategy for growth?

Our current model provides for self-funding, in conjunction with the R&D grant; however, it is highly likely that to accelerate growth, we will need to seek external funding. This may well be equity-led, and come from a number of potential sources, including established venture capital firms.

Suite 220
Pentagon Centre
36 Washington Street
Glasgow
G3 8AZ

Contact

Gary Weston
Operations Director
garyweston@axisanimation.com
0141 572 5361
www.axisanimation.com

Connect-In develops digital tags for asset tracking, and provides a single-platform solution.

What is the market opportunity that you have identified?

There is a need for more power-efficient and cost-effective wireless tags to help track keys, travel bags, tablet computers and other portables, connected to a simple mobile phone app. Connect-In's SmartTAG offers longer battery life, ultra small size (even fitting inside wallets), low Bill of Material cost at high volumes (£5 approx.), and a robust algorithm (patent-pending technology) for asset tracking and management. The market for smart devices is growing globally. SmartTAG targets high-end smartphone users who are frequent travellers or concerned with device security and already paying for insurance – 2.8 million people in the UK alone – selling at least 70,000 units of our device in year one.

What is your business model?

The point of entry is through the consumer market, with a crowdfunding project launched for product version Mark-1 by year end. The next version of the tag(s), Mark-2, would be significantly smaller and more flexible, with a whole SmartTAG Platform offering (including wireless modules, library files

and API). We aim to deliver this within 12 months, allowing the development of other use cases for the maker/ developer community, and value-added B2B turnkey offerings. We are building a distribution ecosystem and speaking with bigger distributors.

Who is in your team?

Raj Sark (Founder) has been in the wireless communication industry for over five years. Razvan Mocanu is a software engineer within the SmartTAG development team. Alasdair Mackay, with over 20 years experience in new ventures, is chair of the Connect-In Board and works in a strategic capacity with the team.

What is your funding strategy for growth?

We have successfully sought early-stage seed-round investment, and are looking to take part in a larger financing round later in 2014. We are looking to raise at least the £40k needed to begin the Technology Strategy Board-supported project, and are open to talks with investors about preferred routes, including equity, convertible debt and loans.

Connect-In
c/o: SUI Ltd.
50 Richmond Street
Glasgow G1 1XP

Contact

Raj Sark (Founder and Project Lead)
info@smart-tag.me
0845 0341440
www.smart-tag.me

CTU Online will make accessible a proven, interactive online training solution to address mental health.

What is the market opportunity that you have identified?

Mental health problems at work cost the economy £26bn per annum. 'Work's mental' is aimed at all levels of staff within an organisation, offering online training designed to increase awareness of mental health. Major public and private organisations have noted interest, and we are confident this product will be the first to market. Psychologists from Optomize Ltd, a Strathclyde University spin-off, are on board, ensuring that the 'Work's mental' product will offer a measurable reduction in absenteeism.

What is your business model?

We can position the product as providing an excellent return on investment. We will reach the market by targeting HR out-sourcing organisations, selling both in-house and to their customers (one such global organisation is testing the proof of concept), target organisations with high absenteeism rates. We will offer the product on an annual licence basis, using a pay-per-click model.

Who is in your team?

CTU Online's Director will project manage the research and development of 'Work's mental'. Two psychologists from Optomize will ensure rigorous scientific testing. Mirata Ltd bring the e-learning expertise, and Cairn Production the video capabilities. The advisory team consists of a business consultant, an accountant, a marketer and experts in commercialisation, mental health and knowledge transfer.

What is your funding strategy for growth?

'Work's mental' is currently at the proof-of-concept stage; the research and development of the product in three modules needs a further investment of £80k. This will match the funding already granted by the Technology Strategy Board, and provide extra funds for further market research and registering the trademark. CTU Online seeks investors to match founders' capital commitments.

Suite 363
111 West George Street
Glasgow G2 1QX

Contact:

Amy McDonald, Director
amy@ctuonline.co.uk
07974 772293

www.creativetrainingunlimited.co.uk

Dimensional Imaging provides world-leading solutions for 3D and 4D surface image capture and analysis of the human face and body.

What is the market opportunity that you have identified?

Dimensional Imaging has developed a novel, proprietary facial performance capture solution (DI4D™) that provides much higher fidelity than traditional facial motion capture systems. The current 'sit down' DI4D™ system captures a single performer who must keep their head and body relatively still. The aim of this project is to develop the system to allow more freedom of movement, and allow multiple performers to be captured simultaneously, resulting in a market-leading system to meet the requirements of next-generation video game development and VFX for television and movies.

What is your business model?

The target market for Dimensional Imaging's High Definition Head Mounted Facial Performance Capture system is the world's leading video game development studios and VFX companies. A number of them, including Electronic Arts, Sony Computer Entertainment and Valve Software, are already customers. Our business model for DI4D™

is primarily to generate 'per-second' revenue either by providing capture services directly to customers or by providing 'per-use' software licences.

Who is in your team?

Dr Colin Urquhart, Founder and CEO, has spent 25 years in the field of 3D surface image capture, and has been CEO since Digital Imaging's incorporation in 2003, leading the company to sales growth and profitability for the last three years. Douglas Green, Founder and Chief Software Engineer, has successfully led our software development team since 2003. Barry Rose, Chairman, is a highly experienced technology company non-executive director and chairman, who has served on the boards of Wolfson Microelectronics plc and Optos plc.

What is your funding strategy for growth?

Dimensional Imaging Ltd is profitable and growing. The company may seek to raise new external funding in early 2015 to accelerate exploitation of its High Definition Head Mounted Facial Performance Capture system.

Hillington Park Innovation Centre
1 Ainslie Road
Glasgow G52 4RU

Contact:

Dr Colin Urquhart, CEO
colin@di3d.com
0141 585 6481
www.di3d.com

Distrify is an innovative response to changing film consumption habits, enabling film purchase and viewing anywhere, on any connected device.

What is the market opportunity that you have identified?

Distrify is a Glasgow-based tech start-up with a global profile: we have made sales in over 150 countries worldwide, and generate 85% of our revenue overseas. Through this project we will develop apps to enable Distrify's compatibility with the leading set-top boxes and connected TVs. Achieving universal compatibility will allow us to extend our innovative socialised film sharing service to a wider range of customers, and allow us to contract with higher-value clients and deliver a greater range of the best quality films.

What is your business model?

Distrify leads a new generation of online Video on Demand delivery which utilises users' social media interactions to harness the internet's power for viral sales. Distrify harnesses the full potential of the internet to connect consumers to content, and to capture data for rights holders' marketing strategies.

Who is in your team?

Distrify was founded by Andy Green and Peter Gerard, film producers with 30 years' combined industry experience. Stephen Green has expertise in international media contract negotiation and David Wilkinson is the UK's most experienced distributor of independent film.

What is your funding strategy for growth?

Distrify is revenue-generating and operates at break-even. However, we need to raise £600k growth capital for new hires and product development. A second round of £1.5m in 18 months' time will enable us to expand our international presence.

Distrify Ltd
103 Trongate
Glasgow G1 5HD

Contact

Stephen Green
International Business Manager
and Chief Legal Officer
stephen.green@distrify.com
07981 397952
www.distrify.com

Front Page is an established integrated creative agency, offering advertising, content marketing, UX design, social media marketing, design for print, and e-learning programmes.

What is the market opportunity that you have identified?

'Immersus' will be an innovative suite of technologies, providing e-learning experiences built around the exciting emerging learning standards. It will deliver highly immersive (3D) brand and product experiences, the next best thing to experiencing the real product or brand itself – ideal for sales staff and brand and product training teams, and providing a far richer learning experience at the same cost as existing e-learning platforms. The e-learning market is estimated to be worth over £30bn globally, and between £500m and £700m in the UK, growing at 12% per annum.

What is your business model?

We intend to use a 'software as a service' business model, allowing customers to register, build and manage their own courses and content via a web software solution. An upgrade path will drive further revenue through customisation, increased functionality and higher service levels. We will focus on industries with large external sales forces, and also plan to offer Immersus through partners who will white-label our platform for a vendor commission.

Who is in your team?

Director of Digital Media, John Tafe, has been with Front Page for 15 years, having previously worked at Adobe Systems. Head of Thinking Mark Gorman has worked at a senior level in some of Scotland's leading advertising, design, PR and digital marketing agencies. Business development will be provided by Mino Russo. A team of two developers and two designers completes the core team for the R&D phase of the project, backed up by Front Page's large creative design and technical teams.

What is your funding strategy for growth?

Our proportion of R&D funding (£40k) will be self-funded, as will the subsequent product creation phase of the project. We expect these development phases to be completed in six to eight months, with an initial rollout to clients who have expressed commitment to the product when it is available. A full product launch phase will then begin, partially funded by revenue from the initial sale of the product and our own funds, but additional external funding will be sought to maximise market penetration.

26 Woodside Place
Glasgow G3 7QL

Contact:

Mark Gorman, Head of Thinking
markgorman@btopenworld.com
0141 333 1808
www.frontpage.co.uk

Market App are a software company developing solutions for B2B ordering and sales, focused on the independent food sector.

What is the market opportunity that you have identified?

We are developing an ordering, sales/ accounting and data management system for the independent food sector (particularly wholesale fresh produce markets and their catering and food service customers). The UK market is worth £4.1bn, with our primary target sector, made up of 1,000 businesses, worth £2bn. We project revenues rising to £3.6m by the end of year three after a year two product launch. Our market share could reach in excess of £200m in the UK, replicated in the larger markets of Europe.

What is your business model?

Our model is sales transaction-based, capturing revenues on all sales run through our system. Benefits such as CRM, admin and automation will produce future additional revenue streams. In the early stages of development we will approach 'early adopter' businesses within the target market to help define/ refine the technology platform and then produce the year two to three revenue as the app goes live with these companies. Future expansion of the customer base will come through

the viral nature of the market sector network, and through our own connections.

Who is in your team?

Market App Ltd has three main shareholders and five Directors. The business was founded by Steve Allen and Domenico Del Priore, who have extensive experience of the independent food and catering sectors, and wholesale produce markets. The other Directors and shareholders represent digital agency Equator Ltd, who provide technology development, branding and marketing.

What is your funding strategy for growth?

We have identified a funding need of £87k in year one (representing the match funding for the Technology Strategy Board project). Thereafter we will generate cash quickly through payment at point of sale. Cash generated will be re-invested in expansion of sales and marketing activity in the UK and Europe, and continued development of the technology platform into stock and logistics systems. Our funding strategy is orientated to partner development businesses. With our development partner Equator, we have agreed to exchange equity for technology and product development funding.

Pear Tree House
The Green
Curbar
Derbyshire S32 3YH

Contact:

Steve Allen
steve@optimal-consulting.com
07885 651824
Domenico Del Priore
domenicodelpriore@googlemail.com
07515 530543

Screenmedia is developing Field Capture, an app and web service solution that allows field users to capture and post survey data to the cloud.

What is the market opportunity that you have identified?

Field data capture is a major activity for large enterprises, yet due to workflow constraints they often use paper or, where afforded, outdated and expensive proprietary solutions. The proliferation of mobile has paved the way for a better, more contemporary, cost-effective web and app mobile solution. Whilst disruptive to existing proprietary markets, our app solution will also open the capture market to SMEs for whom proprietary solutions have been unaffordable.

What is your business model?

Field Capture will be delivered as software-as-a-service (SaaS). We will make money from both the initial set-up and the ongoing annual license costs per user. We will sell directly to end-user organisations in the UK, across key growth sectors within which field data capture is a regular occurrence – in particular utilities, oil and gas, government agencies, construction and engineering. Screenmedia has existing relationships in these sectors.

Who is in your team?

The project will be led by Screenmedia's senior team: Kenny Shaw MD/ Creative Director, Sara Kinnear UX/ Strategy Director and Jon Carlos Technical Director, all of whom have extensive experience delivering contemporary web and mobile solutions. This team has also, in the past four years, successfully launched, and latterly sold, their own consumer mobile product for the health and fitness market – SprintGPS Fitness Tracker. The core practice will support this team.

What is your funding strategy for growth?

Screenmedia sets aside approximately 15% of profits (annually) to invest in R&D, and so we are able to match-fund our initial industrial research. However, once proven, and the full solution specified, we hope to revisit the options for external investment support to help take the solution to market. We would therefore welcome early interest from investors, particularly those who have experience with SaaS business models and associated sales strategies.

Studio 403
60 Osborne Street
Glasgow G1 5QH

Contact

Lynn Banks
Production Manager
lynn@screenmedia.co.uk
0141 552 3112
www.screenmedia.co.uk

Snook Digital offers leading organisations all over the world the tools, guidance and support they need to engage in service design, and create a culture of innovation within their organisation.

What is the market opportunity that you have identified?

There is currently no product on the market that enables businesses to engage in service design, track their processes, manage their design projects, and involve their customers in the design process. Snook Digital does all three. It is aimed at continuing professional development and research & development budgets.

What is your business model?

A tiered model based on number of users and level of engagement.

Who is in your team?

Scotland's leading service design agency, Snook, software development agency Firmstep, and an academic from the University of Aberdeen.

What is your funding strategy for growth?

We are seeking £60k to match fund £60k from the Technology Strategy Board, to enable us to build a technology demonstrator for this product.

151 Bath Street
Glasgow G2 4SQ

Contact

Lauren Currie
Co-founder
lauren@wearesnook.com
07791 283317
www.wearesnook.com

Streamba streamlines businesses by removing information bottlenecks, reducing data fragmentation and decreasing complexity, so businesses can do more with their existing resources.

What is the market opportunity that you have identified?

In the oil and gas sector, the supply chain providing equipment in the North Sea involves various large companies, such as oil rig operators, harbour boards, logistics operators, shipping companies and equipment suppliers. These companies operate within their own closed worlds of data, often relying on spreadsheets and paper. Due to the closed, fragmented nature of these systems, companies are unable to easily share the information that would be beneficial to all of their partners. The strategic, instant sharing of new information as it happens would enable more accurate planning, tracking and scheduling, and allow the maximising of vessel sharing – ultimately yielding a higher throughput in the overall supply chain with lower fuel costs, while providing vital information where it is needed most.

What is your business model?

Streamba provide professional services and consulting for all types of software, primarily but not exclusively within the oil and gas sector.

Who is in your team?

The team comprises five highly motivated software engineers with extensive business knowledge, specifically within the oil and gas sector.

What is your funding strategy for growth?

With Technology Strategy Board funding and a combination of financial input from existing customers and partners, Streamba will build on our own extensive knowledge of the industry to create an information-sharing platform specifically tailored for the North Sea supply chain. We will work with existing customers to ensure the platform will open up brand new market possibilities within the industry.

24 Speirs Wharf
Glasgow G4 9TB

Contact

Greig Stewart
gstewart@streamba.net
0141 416 1024
www.streamba.net

iSPY provide mobile app solutions commercially for clients on a variety of platforms, as well as independently creating and publishing apps.

What is the market opportunity that you have identified?

Unlike for flight and hotel booking, most package holiday firms do not have a mobile site or app. Building on our popular iPhone app Holiday Search Engine (currently first in the Apple app store for keyword 'holidays') we are developing Holidays+, a take-everywhere, view-everywhere, holiday price-comparison app, allowing users to share personalised holiday favourites socially, via mobile, desktop and smart TV, and driving new customers to the Holidays+ desktop website, strengthening its overall market share.

What is your business model?

Holidays+ will generate affiliate sales, an established revenue source for price comparison services in the online package holiday market. New opportunities also include 'pay per call', with sales commissions earned for phone calls placed from mobile apps direct to the holiday provider's call centre. Price comparison competitors include Icelolly.co.uk, recently the subject of a £17m management buyout backed by private equity firm Palatine.

Who is in your team?

Project leader Neill Ritchie has over ten years digital experience managing client relationships on projects from web to app development. Other associate team members are a project manager partner business, and a brand and identity consultant partner business, both based in the Glasgow cluster.

What is your funding strategy for growth?

Development so far has been self-funded. This has achieved top ranking on the app store. Seed or angel investment would facilitate the development of Holidays+: alternatively, there is potential to explore a technology share with a lead customer from the travel industry. Follow-on funding is required for commercialisation and to enter the market.

Studio 407
South Block
60 Osborne Street
Glasgow G1 5QH

Contact:

Neill Ritchie (Project Leader)
neill@ispyglasgow.com
0141 416 5010
www.glasgow-web-design.com

Zapcoder lets anyone make and share games and apps from their smartphones.

What is the market opportunity that you have identified?

Less than 1% of people program computers. Traditional programming tools don't work on mobile devices – they are complicated and slow. Zapcoder is an app which lets anyone create fun games and apps on smartphones and tablets and share them directly through social media. More than 150 million people use fast, fun content creation apps like Instagram and Vine. They are our target market for Zapcoder.

What is your business model?

Zapcoder will be free to use, to drive a large user base. We will partner with education publishers for them to take Zapcoder into schools as an educational tool. We will charge users for additional content (templates, graphics, sounds), business licensing, and access to anonymised user data showing how and where their Zapcoder programs are used. We will grow the user base by targeting opinion-makers in the technology and education press, who are keen to promote computer programming as a life skill.

Who is in your team?

Zapcoder was founded by Roger Dubar, a former media and technology lawyer. We teamed-up with the University of the West of Scotland to build a proof of concept, and are now working with Planys Cloud, Scotland's leading developers of innovative cloud-based software, to bring Zapcoder to market in early 2014. Zapcoder is part of the Entrepreneurial Spark start-up accelerator in Glasgow, giving access to a wide range of mentors and business resources.

What is your funding strategy for growth?

We have secured a £75k award from the Creative Scotland Innovation Fund to develop our beta product by early 2014. To reach its full potential as a mass-market, fun content creation tool with high freemium conversion, we seek an investment of £500k. This would fund an aggressive growth strategy of content creation and marketing, and deployment of Zapcoder on new platforms including Xbox and Playstation. We are looking to build long-term relationships with VCs, and to work with seed investors with the ambition to reach that level of investment.

Trongate 103
5th Floor
Glasgow G1 5HD

Contact

Roger Dubar
roger@zapcoder.com
07815 781001
<http://zapcoder.com>

The Technology Strategy Board is the UK's innovation agency. We accelerate UK economic growth by stimulating and supporting business-led innovation. We are a business-led executive non-departmental public body, sponsored and funded by the Department for Business, Innovation and Skills.

The Technology Strategy Board
North Star House
North Star Avenue
Swindon SN2 1UE

Telephone: 01793 442700

www.innovateuk.org