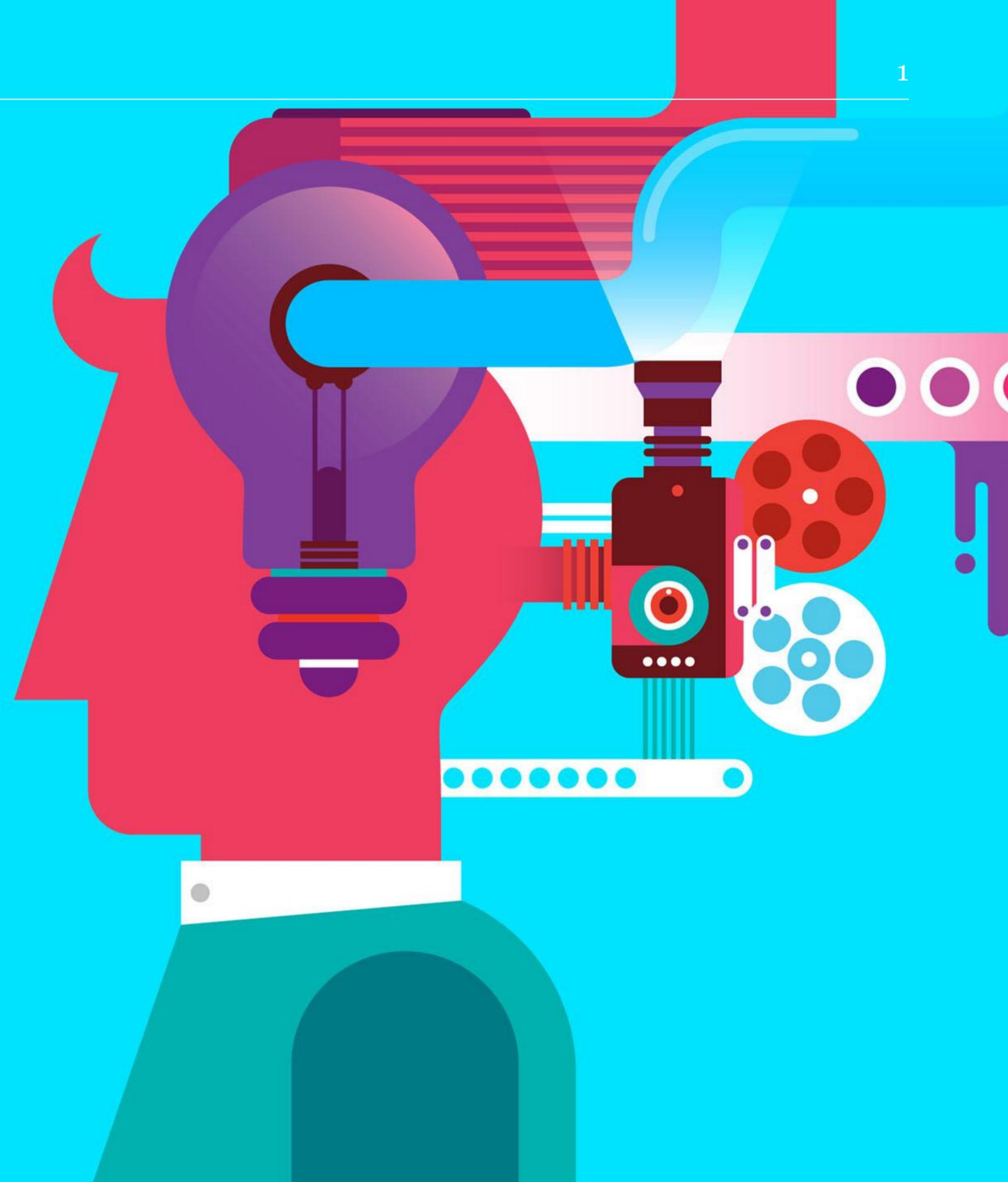


**Hello.** We're Creative England. We're investing in and catalysing England's future by nurturing and developing our country's creative and digital leaders.



# The Opportunity: The creative and digital sectors are outperforming all other sectors of UK industry

## £1.43 BILLION

Games sector contributes £1.43 billion to UK GVA

## £76.9 BILLION

In the UK the Creative Industries employ 1.7m people and are worth £76.9bn.

## \$2 TRILLION

The global content market in 2013 was worth **\$1.74 trillion** and forecasts predict that it will grow by an annual average of 5.6% to reach **\$2 trillion** by 2016.

## £10.2 BILLION

Advertising & marketing contribution to UK GVA in 2013

## 10%

Annual growth of nearly 10% - 3 x the rate of the wider UK economy.

## 1.46 MILLION

1.46m people employed in digital companies

## £6 BILLION

UK screen content generates over £6bn for UK economy

## 10.6%

10.6% of all UK exports are from the Creative Industries

## 8.4%

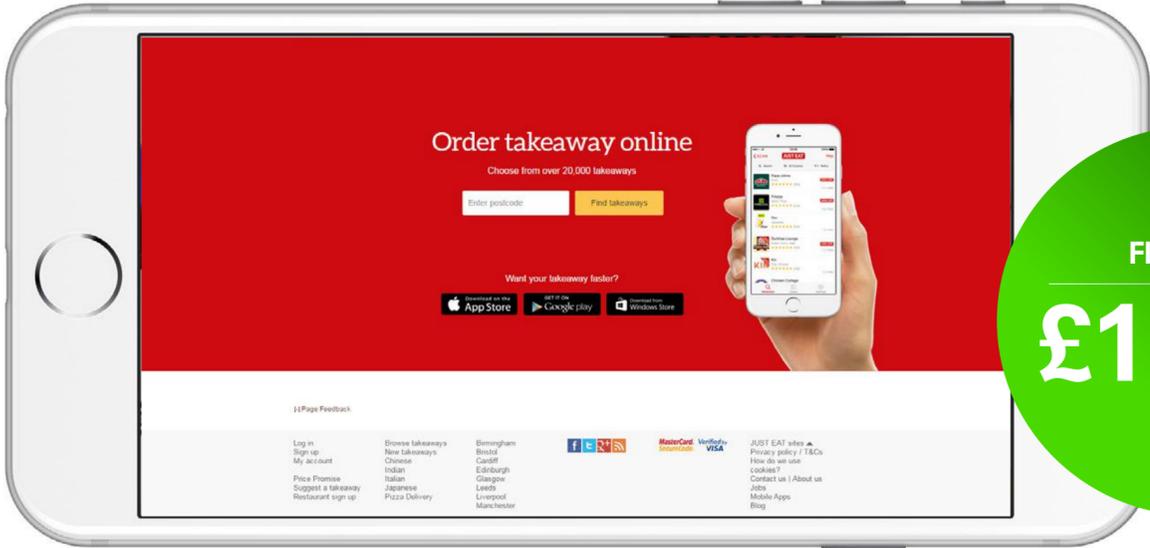
The creative sector weathered the global recession and in the UK grew at 8.4% between 2008-2013; compared to 0.3% for the wider UK economy.

Source: Creative Industries Economic Estimates January 2015 by DCMS, Economic Contribution of the UK's Film, High-End TV, Video Game, and Animation Programming Sectors by OLSBERG with Nordicity, The Creative Nation: A growth strategy for the UK's creative industries by the CBI, Tech Nation 2015: Powering the Digital Economy by Tech City

# Some recent Creative Industries success stories



Aquisition value  
**\$5.9bn**



Floated at  
**£1.5bn**

# Who is Creative England?



## Invest

We invest in creative talent and creative businesses to grow the economy



## Not-for-profit

Is a not for profit limited company that re invests its surplus into the next generation of creative businesses



## Support

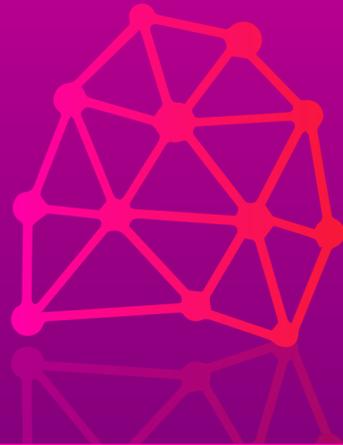
Has been supporting and investing in creative and digital businesses for 4 years, investing over £24m of public funds into film, video games, TV, digital media and creative content companies and projects



## Connect

We are connecting SMEs to global brands to fuel the creative economy ecology

# What does Creative England do?



**Talent**



**Content**



**Investment**



**Partnerships**



**We utilise our network and reach to partner with rising stars and connect them with big businesses**



# Our Portfolio



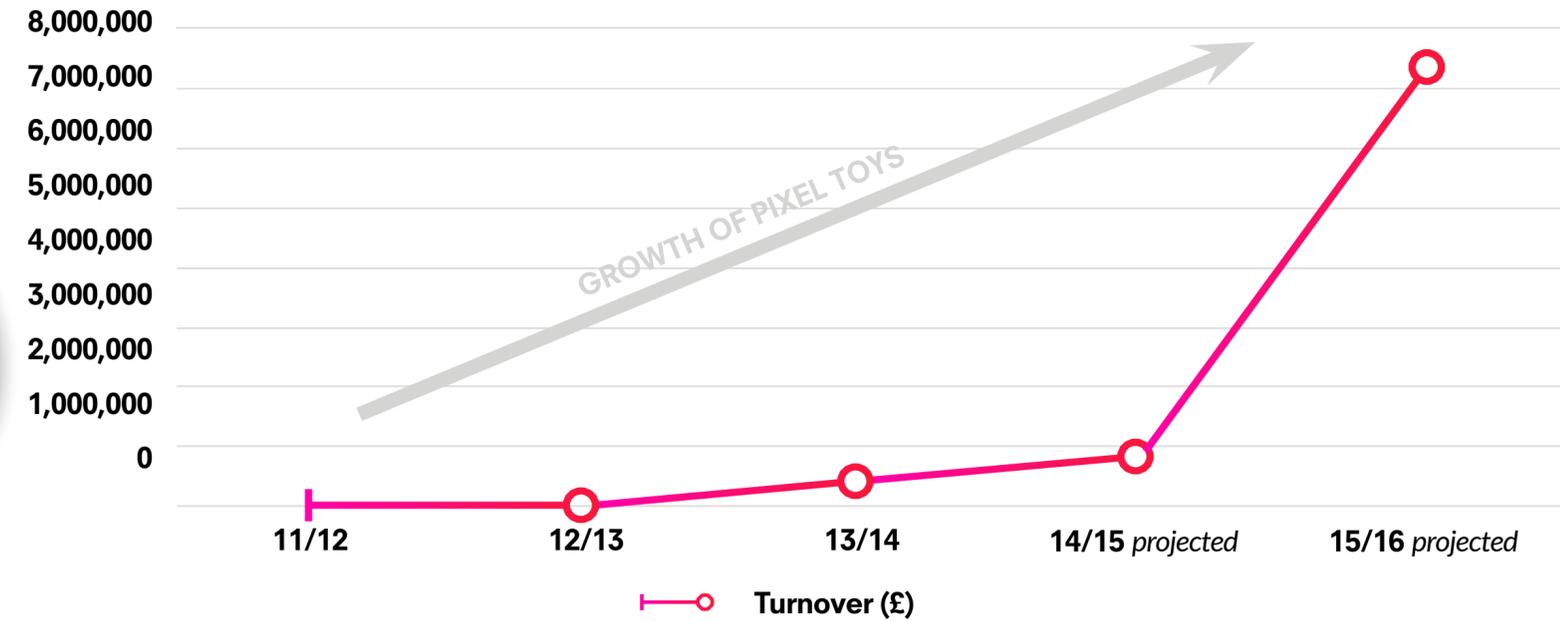
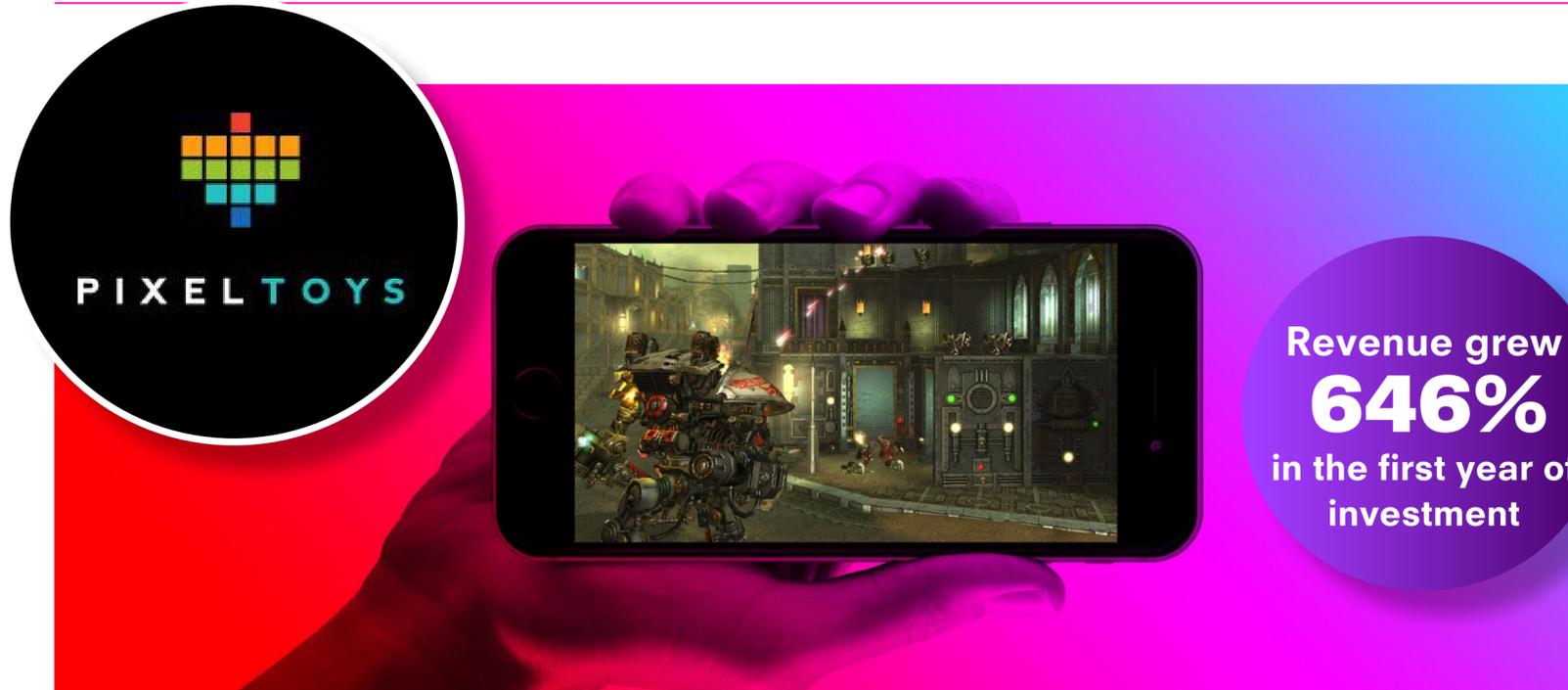
## An expert and connected team

£24.4M

£22m of investment made into the Creative Industries over four years...

440

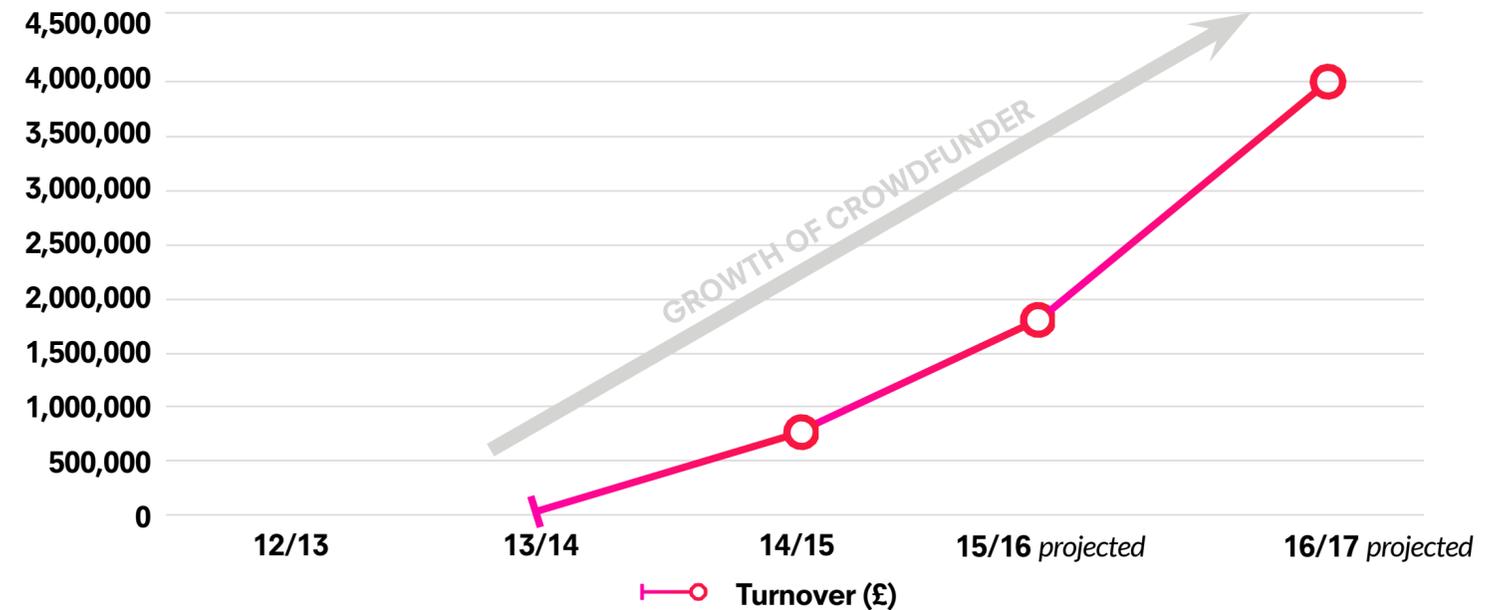
...into around 400 digital, film, video games, TV and creative content companies and projects.



- A mobile games company based in Leamington Spa, CE investment of £105,000
- A 2 man company grown to 20 within a year after CE investment
- Creative England’s investment accelerated product development, grew the company and aided the release of two games; Gunfinger and Warhammer
- GunFinger released globally with over 500,000 downloads in the first week, 1m downloads in 3 months. As of Q1 2015 over 2.5m downloads and 20,000 monthly active users. Game featured multiple times in the App Store, Google Play and Windows Store and Top 100 position on App Store in over 140 countries. Grossed nearly \$700K on the game to date

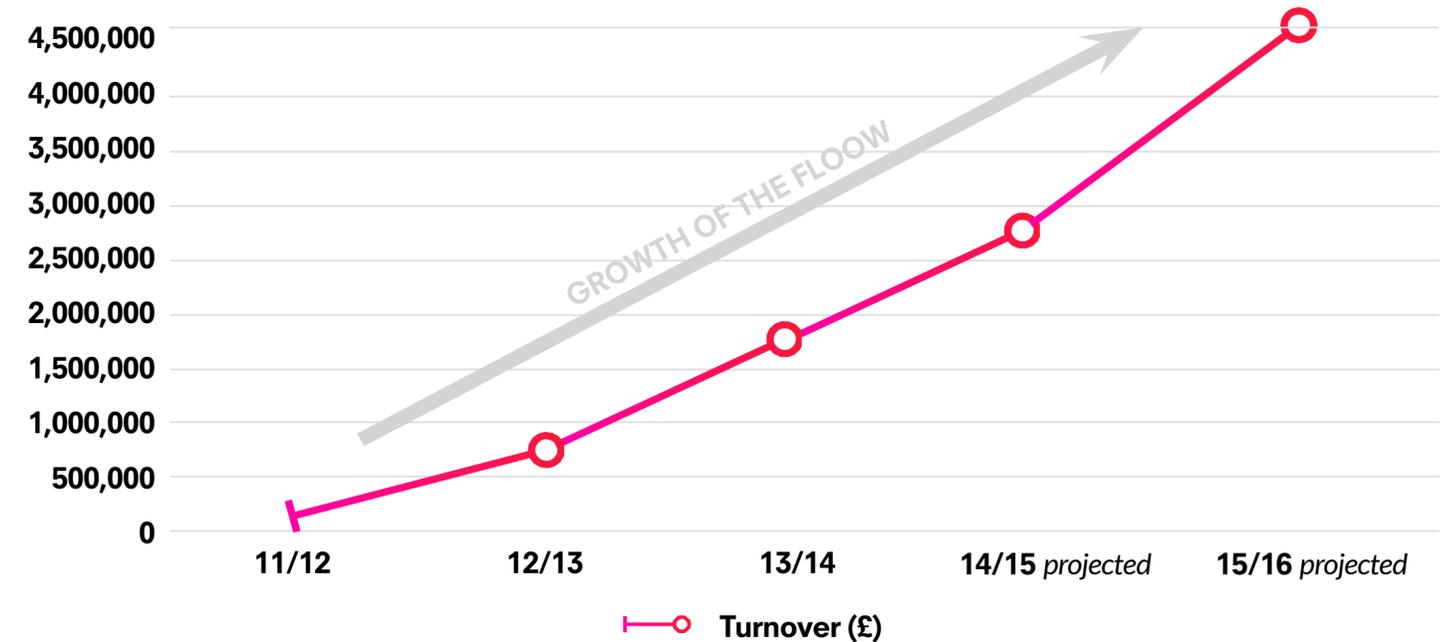
- Warhammer Impressively, took to the stage with Apple to demo Warhammer and the iPhone’s new 3D Touch feature at one of the most influential events in the tech world
- Company revenues grew 646% in the first year of investment, & has grown further by another 110%. On back of the participation at the Apple event the prospects for the company have increased - the company is now seeking significant investment of around £1m+, aiming to grow into a major international studio over the next two years





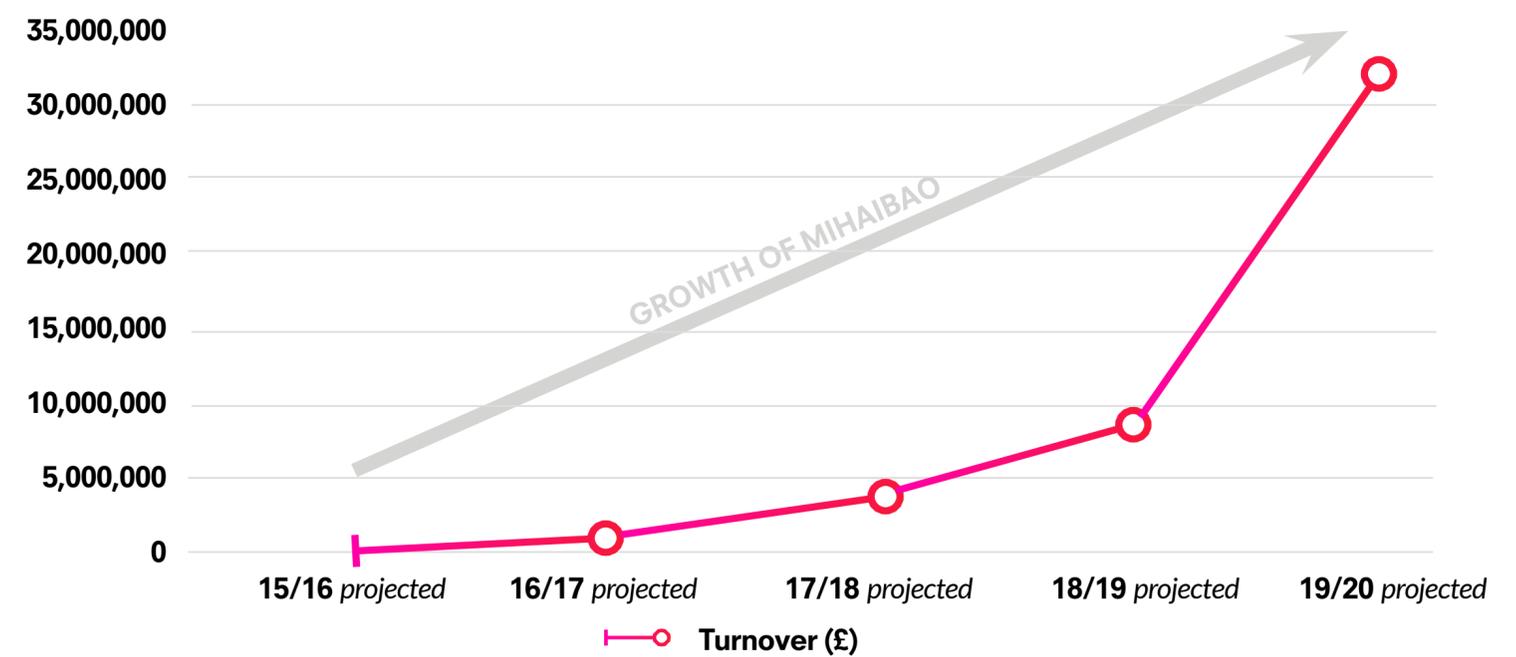
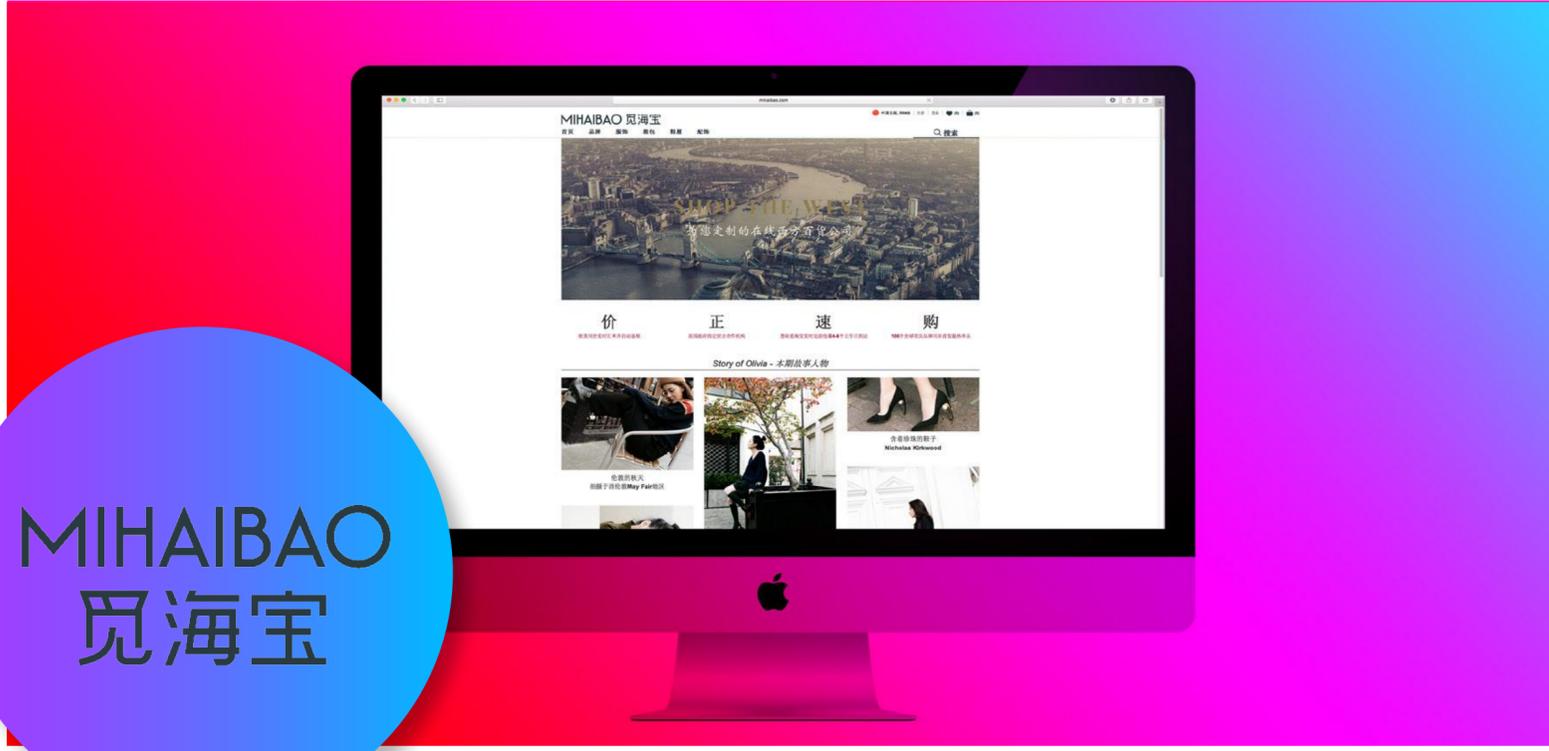
- Creative England investment totals £400,000.
- An crowdfunding platform that helps businesses, charities, community groups and social enterprises raise funds to turn great ideas into reality.
- Crowdfunder work with projects who are looking to raise funds via rewards, community shares and equity projects.
- Crowdfunder are the UK's #1 rewards-based crowdfunding platform, have an online community of over 350,000, and operate in the £1.74bn alternative finance sector.
- Since 2012, they have raised over £13 million for thousands of business, social enterprises, charities and individuals.

- During their recent funding round, Crowdfunder raised £1.3m from over 900 investors including The Eden Project's Sir Tim Smit, The Cambridge Satchel Company's Julie Deane OBE, entrepreneur Dominic List and leading green financier, Ben Goldsmith, as well as Creative England.



- The world’s most advanced and lowest-cost telematic systems aiming to make vehicles safer and cheaper for all.
- Received £75,000 business loan from Creative England
- Loan enabled development of a beta product which captures driver data
- The app captures driver performance which is analysed for third parties such as insurance companies and car manufacturers
- Creative England provided a further £83,689 in equity investment in March 2014
- Recently partnered with some of the world’s leading insurance companies including Direct Line, who purchased a 15% equity stake in the company

- Obtained the prestigious “Made in Sheffield” mark & and won several internationally recognised telematics awards
- Turnover increased 144% year on year



- Began as a concept for UK shoppers to buy goods from multiple retailers through one checkout process called 'Boutiny'
- Creative England invested £15k through the Dotforge accelerator to develop the concept further
- Creative England nominated founder Jacqueline Lam to attend a UKTI trip to Korea
- In Korea, Jacqueline realised the heightened opportunity if the same concept was transferred to the Chinese market
- Chinese shoppers can access iconic, British retailers such as Harrods and Selfridges. There's one checkout, one process, one payment, and crucially it's all in Chinese
- Received follow on funding from UKTI and backed by UK Government, UK Royal Family, PayPal and eBay
- Currently closing the most recent funding round of around £2million

**Investors Include**

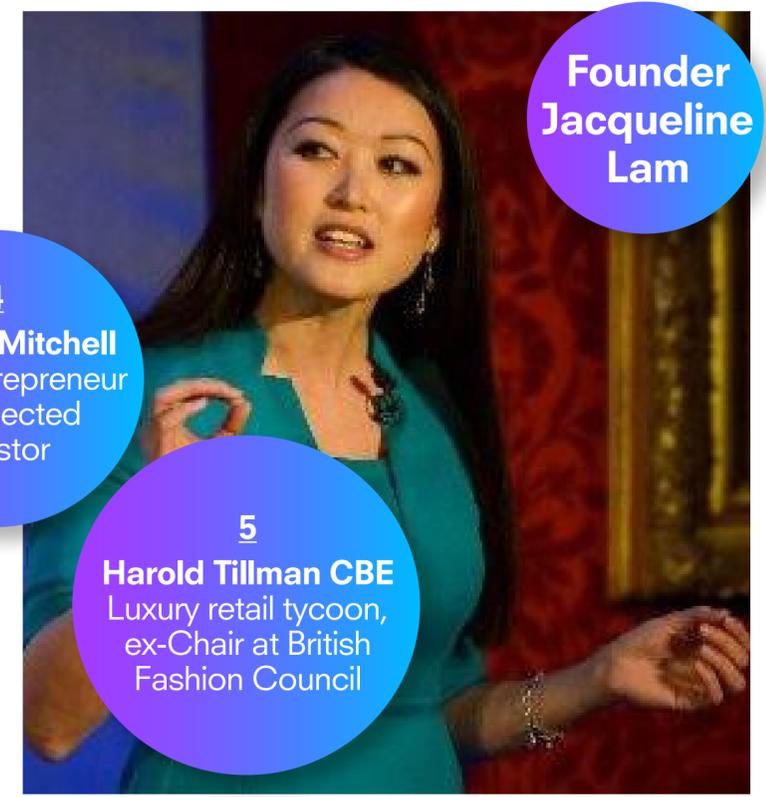
**1 John Wu**  
China's most respected investor

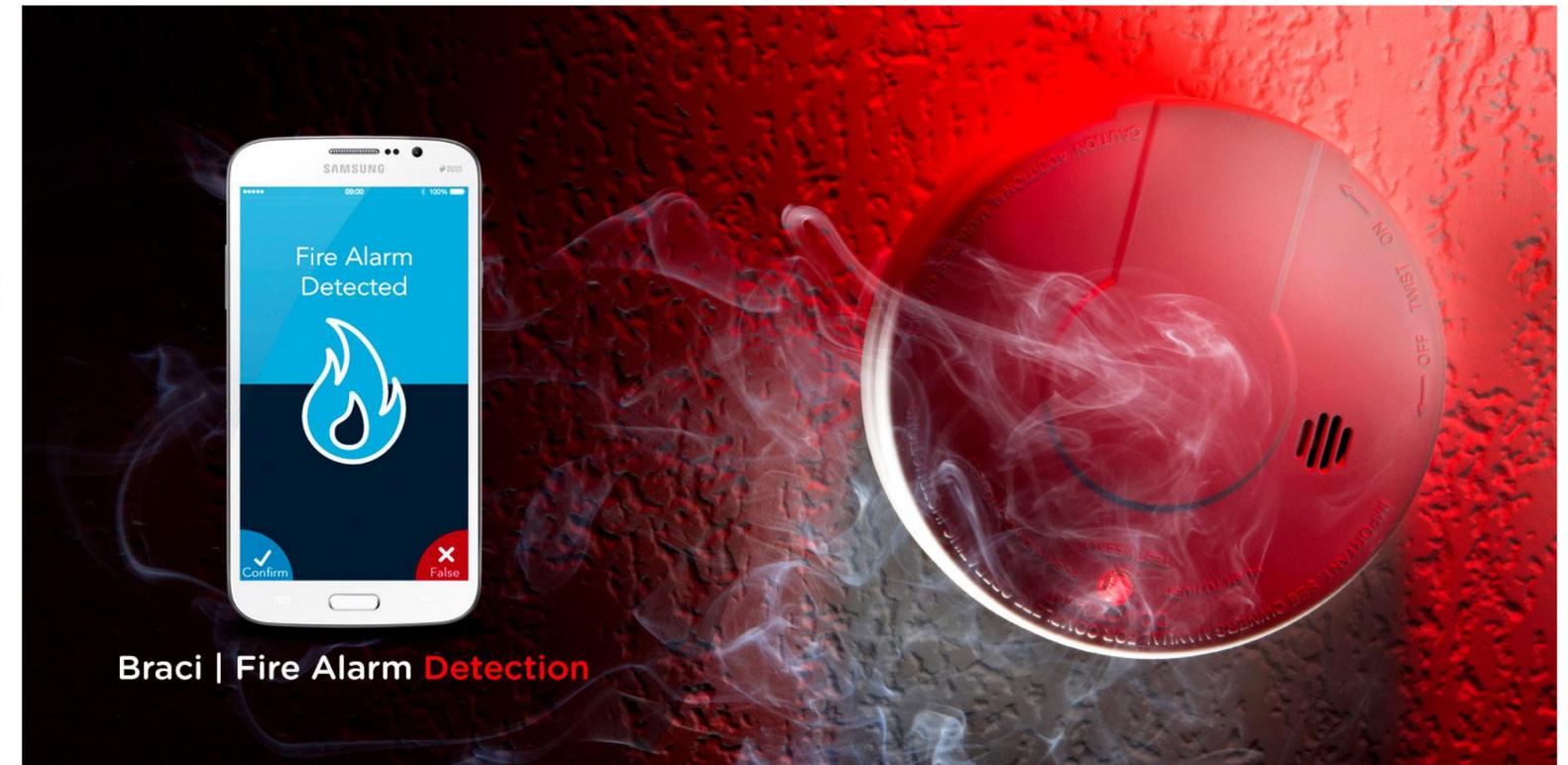
**2 David McClure**  
One of the world's most prominent angel investors

**3 Steve Lau**  
MD at Draper Fisher Jurvetson China

**4 Alastair Mitchell**  
Serial entrepreneur & respected investor

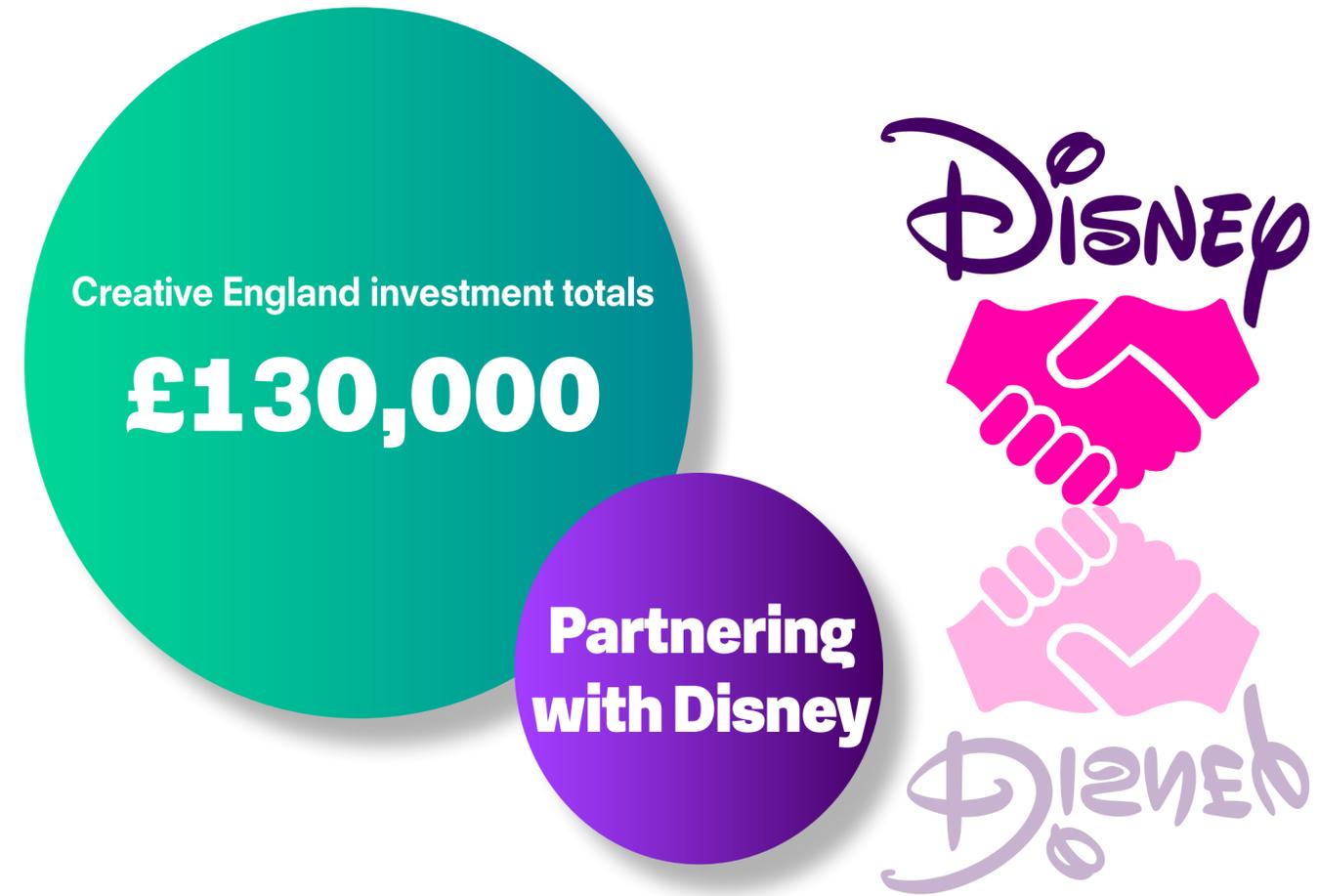
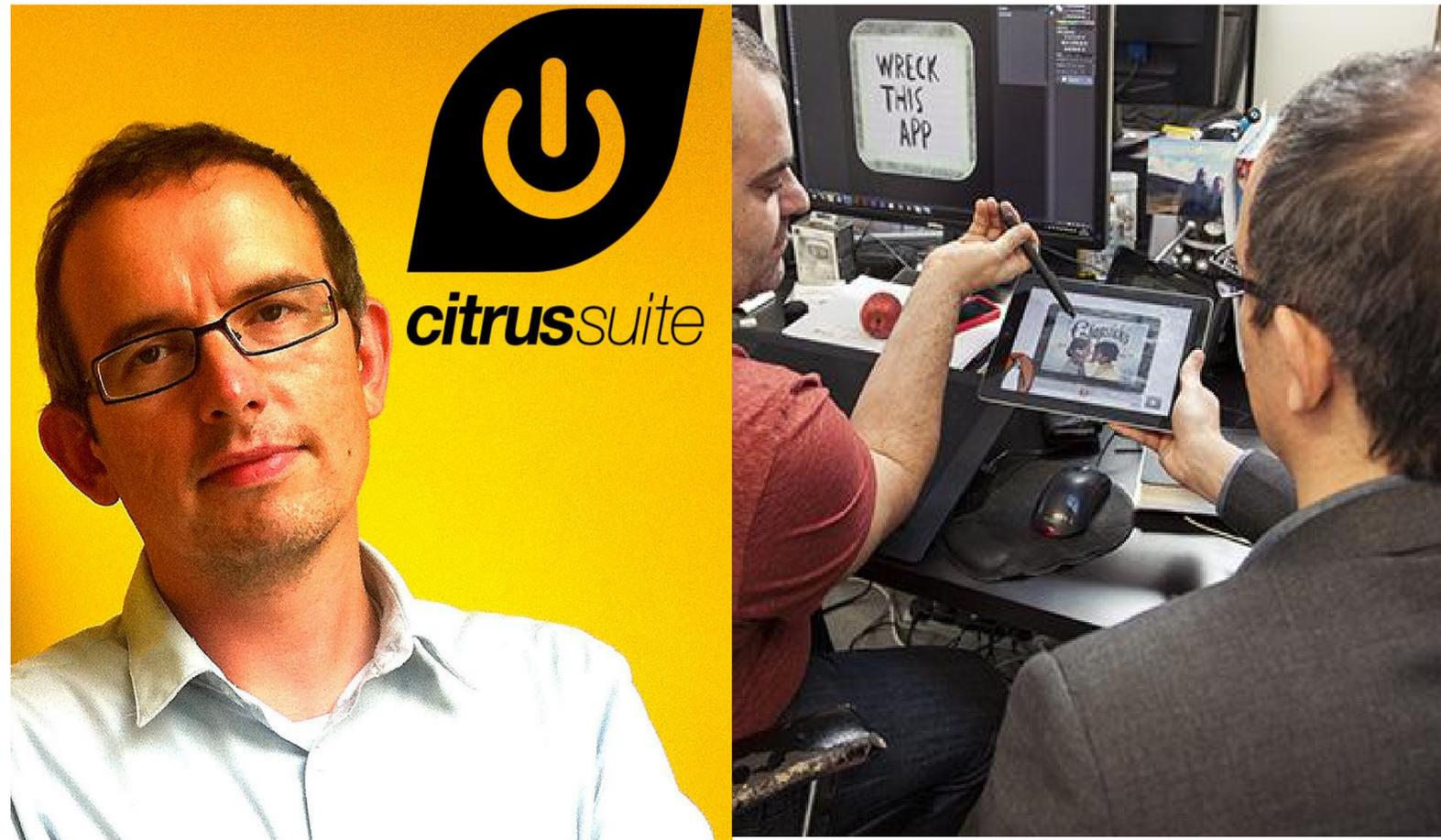
**5 Harold Tillman CBE**  
Luxury retail tycoon, ex-Chair at British Fashion Council





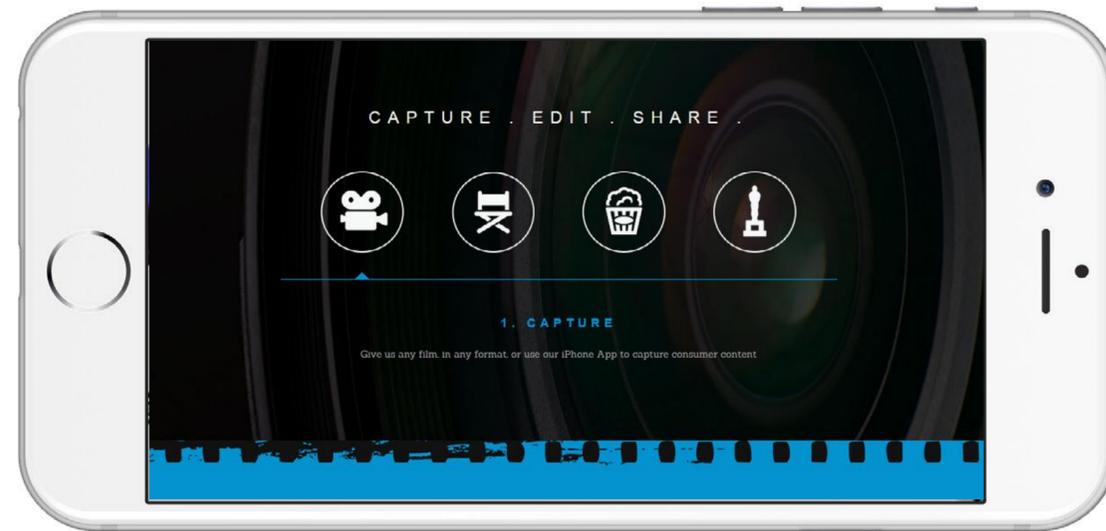
- A software smart tech company based in Wolverhampton.
- The team consists of an electrical & telecommunications engineer, a pharmacist and HCP with experience in business management, and an international business professional.
- Creative England investment totals £50,000 through a revenue share deal.
- Braci developed a sound recognition platform that converts environment sounds into notifications on a smartphone. This can include vibrations, notifications and flashing lights. The software operates via an app and constantly works in the background while the device is switched on, but uses up very little battery.

- The product can be used for people who are deaf or hard of hearing, and can also be suitable for use as a baby monitor or if the fire alarm goes off.
- Braci has targeted pharmaceutical companies and assisted living establishments, and has received significant interest from Mediquip and Tunstall.
- The company has projected more than 300% increase in turnover for 2016/17, and will soon be launching individual sales online and will soon launch an online portal for sales.
- Braci was also been awarded the AT&T Best Practices Universal Design Award.



- Creative England investment totals £130,000.
- An award-winning creative design studio in Liverpool, Citrus Suite has an impressive track record in two distinct sectors – digital creative book apps and mobile health solutions.
- Citrus Suite has three #1 apps, winning 'app of the year' in 2012 and a 'best gamification within mHealth Apps' award.
- The Creative England investment helped Citrus Suite develop Citrus Mobile Health, an app for mobile and tablet devices which can track and monitor a patient's condition.

- Using subtle gamification techniques the patient can record symptoms, functions, exercise and medications, view up-to-date data showing trends and dips in their progress and share information with their doctor.
- Citrus Suite has recently been named the winner of Disney and Creative England's Interactive Healthcare & Wellbeing initiative, resulting in a further £80,000 investment in the company.



- Living Lens is a software package that enables companies to search for specific spoken words, using videos taken by consumers, research videos, recorded events and workshops as resources.
- Companies can use this data to access detailed consumer insights, and therefore gain a better understanding of their market.
- The company believes the platform has potential for an international market.
- Creative England has invested £40,000 via a loan.
- Following Creative England's investment, Living Lens secured £206,000 in seed investment from a number of angel investors including ex-Unilever board member Ralph Kugler and senior VP Andy Porteous as well as Rose Lewis, Chief Executive of Collider.
- In August 2015 Living Lens went on to raise £1m, injecting the new investment into increasing the breadth of their solutions and expanding their sales and servicing capacity.
- LivingLens already boasts an impressive range of clients including Unilever, Vine and Carphone Warehouse.
- They also have a partnership with Market Logic Software (a knowledge management software supplier to over 20 of the world's biggest companies, like YouGov, Heineken, Coca Cola and Sony).
- Projected turnover for 2015/16 is £3.8m.



INVESTMENT

# Overview & Apply

» Investment » Overview & Apply

Creative England supports and invests in digital creative companies to finance business growth. This helps to fuel the fastest growing sector in the UK economy by financing business expansion and new products, leading to the creation of new high-quality jobs and Intellectual Property (IP).

Whatever stage your business is at, if you're an innovative, creative digital company developing exciting, disruptive IP or products, we have a range of investment options to suit. We used to break down our programmes individually but now you can just apply through one simple form, and we'll find the best fit for you.

# Thank you

