



LONDON'S
CREATIVETECH
CATALOGUE



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Tech London Advocates is a private sector led coalition of over 4,000 expert individuals from the tech sector and broader community who have committed to championing London's potential as a world-class hub for tech and digital businesses.

It strives to support London's tech start-ups and high-growth businesses in finding new investment, new talent and continued success.

The group consists of technology entrepreneurs, established digital giants, journalists, government figures and vital suppliers to our industry. The group also has Overseas Advocates from 50 countries and territories across the world.



The Creative Industries Federation is the national membership organisation bringing together all of the UK's creative industries, cultural education and arts to provide an authoritative and united voice in a way never done before.

Our extraordinary sector is the fastest growing part of the UK economy. It feeds and fascinates hearts and minds and is the UK's calling card to the world. But it has never quite punched its weight in government - until now. The Federation was the brainchild of Sir John Sorrell, the designer and UK business ambassador, and a heavyweight team of creative leaders including Sir Nicholas

Serota, Sir Peter Bazalgette, Amanda Nevill of the British Film Institute and Caroline Rush of the British Fashion Council. We have a board of top figures and an equally dynamic UK council of members ranging from multinationals to young entrepreneurs.

We have now gone global with an international council too. We are entirely independent, with our revenues - and our strength - coming from our incredible array of 1,000+ members from architecture to video games, publishing to performance, creative tech to craft and design, as well as universities, colleges and conservatoires, across all the UK's nations and regions.





INTRODUCTION

**RUSS SHAW, FOUNDER
TECH LONDON ADVOCATES &
GLOBAL TECH ADVOCATES**

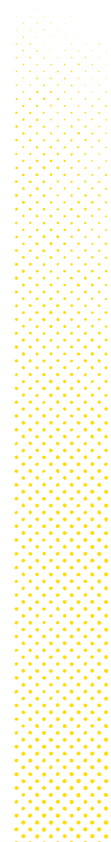
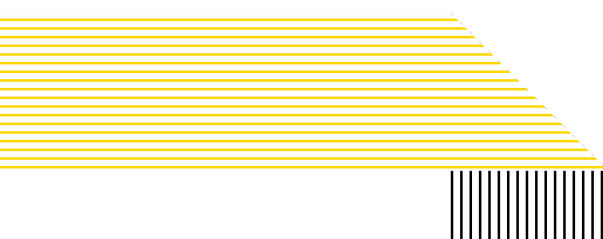


“London is at the epicentre of another development – the CreativeTech revolution”

Over the last five years, London has reinvented itself as a global technology hub. In that time, we have seen the creation of a number of new tech verticals alongside the development of existing ones. London has established itself as the tech capital of Europe – with clusters of advanced firms growing as a result of a robust investment infrastructure and a series of well-developed support networks.

Now, London is at the epicentre of another development – the CreativeTech revolution. New businesses in established creative sectors are using technology to disrupt the status quo. From fashion to gaming, advertising to design, creative industries throughout the UK have been transformed through the implementation of new and exciting technologies. London is building a mature CreativeTech ecosystem by co-opting existing legacy strengths, using the UK’s well-established creative sector to build a new tech vertical with digital and innovation at its core.

CreativeTech businesses can help London cement its position as an international tech city, helping to drive growth in the digital sector as businesses look to use technology in an increasingly innovative way. As we look to secure London’s future, the CreativeTech revolution can be a resource for new ideas, playing a crucial role in driving growth in the city’s tech and digital sector.



THE CREATIVE 50

London is one of the truly global tech cities, with a large number of self-contained verticals that make up the wider tech ecosystem.

Like the Fintech industry, London's CreativeTech sector is the one of the most advanced in the world. CreativeTech companies are using new technologies to rewrite the rules in their respective fields.

The following companies represent the scale and diversity of the UK's CreativeTech sub-sector, each using technology to craft, create or design.



ADBRAIN
GARETH DAVIES
Single platform to analyse customer behaviour



AGIL
SERGE PEREZ, JEAN-PIERRE EISELE, ANDREAS PAGEL & PASCAL GARNIER
Marketing ecosystem collaboration platform



BRAINBROKER
LARRY KOTCH, SEBASTIAN SHAW & JONATHAN LEMER
Virtual consultancy blending tools and tech for digital transformation



ADOREBOARD
CHRIS JOHNSTON
Emotional analysis of user behaviour online



ALTVIZ
RICHARD BARTER
Big data analysis



BUBBL
JO ECKERSLEY
Groundbreaking drop-in solution for mobile proximity marketing



AFFINIO
TIM BURKE, STEPHEN HANKINSON, PHIL RENAUD & ARDI IRANMANESH
Market intelligence platform to understand consumer behaviour



BITPOSTER
AIDAN NEILL & JAKE KALLIATH
Real time platform for outdoor advertising



BURSTINSIGHT
MICHAEL LITMAN & SIMON BIBBY
Provider of data and insight for brands looking to monetise their social presence in the video content space



CAMBRIDGE DATA
COLIN SMITH &
JONATHAN BRECH
Marketing dashboard
solution for SMEs



FRONT ROW
MONICA LEE
Creative hub and one-stop shop

**lost
values**

LOST VALUES
ELENA CORCHERO
Smart materials and wearables
products/portal



CROWDEMOTION
DIEGO CARAVANA, CHRIS
WALLIS & MATT CELUSZACK
Emotional analysis of online
user behaviour



GRABYO
WILL NEALE
Mobile video content provider
to broadcasters

mediagamma

MEDIAGAMMA
RAEL CLINE & DR JUN WANG
Data science solutions provider



DOCUMOBI
SOPHIE BARTLETT, PETER
LANCASTER & LARRY VAUGHN
Marketing integration platform
for advertising



GREENSHOOT
PAUL EVANS, MELANIE
DECKS, ADAM RICHARDS
& CATHY GREEN
Sustainability solution
for creative studios



METAL
TOM ADEYOOLA
Fashion tech scale-up specialising
in virtual fitting rooms and clothing
digitization

engageclick

ENGAGECLICK
SHEKAR DEO & ZAIN KHAN
Advertising platform based
on user behaviour

KARMARAMA
GOOD WORKS

KARMARAMA
BEN BILBOUL
Communications agency focused
on producing highly creative and
impactful communications

MOFILM

MOFILM
ANDY BAKER
Video content sourcing network



Fanbytes

FANBYTES
TIMOTHY ARMOO &
AMBROSE COOKE
Snapchat advertising platform

LOBSTER

LOBSTER
OLGA EGORSHEVA, MARIA
IONTSEVA & ANDREY DMITRIEV
AI platform to monetise
socially shared content



MVINE
FRANK JOSHI &
RAYMOND FIELD
Online portal provider



NEWSFLARE
**JON CORNWELL
 & BEVAN THOMAS**
 Video content provider
 to broadcasters



PROPS
PAT STERN
 Platformed connecting creatives to
 brands looking for video content



SECRET SESSIONS
HARRIET JORDAN-WRENCH
 Platform connecting
 musicians/artists to brands



HOT ON THE HIGH STREET
**HOLLY TUCKER &
 SOPHIE CORNISH**
 Portal for specialist retailers



QRIOUSLY
**CHRISTOPHER KAHLER,
 ABRAHAM MUELLER &
 GERALD MUELLER**
 Mobile market research platform



SHOPWYRE
KATIE HARVEY
 IoT solution turns devices in PoS



PEARLSHARE
**MICHAEL LIEBREICH
 & JAMES O'DAY**
 Locatio-based travel solution



READBUG
MATTHEW HAMMETT
 Content creation platform



SLIDO
**PETER KOMORNIK &
 FRANTISEK KRIVDA**
 Polling tool for events



PLAYMOB
JUDE OWER MBE
 Platform to connect brands to gamers
 and deliver a positive social impact



REDCROX.COM
STEPHEN FLANAGAN
 Data capture solution linking sport
 and retail



SLIIDEAPP
CORBYN MUNNIK
 Home screen content provision app



POWER OF YOU
**SHRUTI MALANI KRISHNAN
 & KESHAV MALANI**
 Market research platform
 harnessing social



SCREENDRAGON
JAN QUANT
 Powerful workflow solution
 for creatives



SOAMPLI
**KAREL LEEFLANG &
 MAZ NADJM**
 Sales/marketing enablement
 platform using AI



SOLELY ORIGINAL
IRIS ANSON
3D Design of custom made shoes



UNRULY
SCOTT BUTTON, SARAH WOOD
& MATT COOKE
Platform for effective video advertising



STACKADAPT
YANG HAN, ILDAR SHAR
& VITALY PECHERSKIY
Omnichannel advertising platform



VASTARI EXHIBITIONS
LIVIU TANASOAICA
Privately-owned object
access network



WHERE ARE YOU NOW LTD
PETER WARD, MIKE LINES
& JEROME TOUZE
Travel app providing content
based on location



STREETLIKE
SPENCER SHAW & DANIEL LEVY
NFC solution that integrates in store
and online data



VDOPIA
MIKE COPPOLA, SAURABH
BHATIA, CHHAVI UPADHYAY,
MUDIT GARG & SRIKANTH
KAKANI
Mobile video and inventory platform



WHICHIT
JONATHAN GAN
Interactive content platform to create
rich media engaging ad units and
gain actionable insights



SYTE
OFER FRYMAN & IDAN PINTO
Fashion visualisation provider



VERTICLY
CHRISTIAN RAMSOY & KLISZAT
Platform ensuring full view of customer
in ecommerce



WOOSHII
FERGUS DYER-SMITH, SEAN
WILSON & JAMES BLACKWELL
Streamlined video production



TVTY
ELLIOT REILHAC &
PIERRE MARECHAL
Moment marketing provider



VIDSY
GERARD KEELEY, ALEX MORRIS,
& ARCHIE CAMPBELL
Creator network and content platform



YNDICA
GIOVANNI ROBERTO FRANZAN
Hybrid retail and martech pod
offering novelty branded goods



TLA CreativeTech is a unique group within Tech London Advocates that brings together creative tech start-ups, service providers, brands and industry institutions to help make London the place for all things CreativeTech. TLA CreativeTech aims to make a difference by providing start-ups, investors and agencies with the opportunities to achieve their business objectives.

**MARC DUKE, COMMUNITY MANAGER,
TLA CREATIVETECH**



There are important tech clusters evolving in locations across the UK. Combining top-level creatives from sectors such as music, performance and fashion with an innovative and skilled tech community offers unparalleled opportunities for the development of CreativeTech. The Creative Industries Federation is working with government to secure the policies and infrastructure needed to support growth in this hugely exciting area.

**JOHN KAMPFNER, CHIEF EXECUTIVE,
CREATIVE INDUSTRIES FEDERATION**



There's no better place than London to scale a business. You can walk from the banking centre to Tech City just a few feet away, then zip across to 10 Downing Street or over the river to City Hall. On top of this incredible accessibility, the city's 150+ co-working spaces, 66 accelerators & incubators, and world-class universities make London a brilliant place to hire and develop incredible talent.

SARAH WOOD, FOUNDER & CEO, UNRULY



London is a dynamic location because of its ability to combine technology with innovation. The future of London lies in engaging native talent from our diverse communities where a generation of Gen Y & Gen Z digital natives are neighbours to an industry which has yet to connect with them. Engaging this talent is vital in future-proofing both London and its CreativeTech industry.

**RIOCH EDWARDS BROWN, FOUNDER,
SO YOU WANNA BE IN TECH?**



London is already considered one of the creative capitals of the world - and with our growing reputation for tech we have the opportunity to build a world class CreativeTech hub too. We have a unique combination of tech and creative skills which places us at the centre of innovative technologies such as VR, AR and AI. Because of this, the largest agencies, the biggest brands and some of the world's leading tech companies are all choosing London.

**ROSE LEWIS, CO-FOUNDER,
COLLIDER ACCELERATOR**