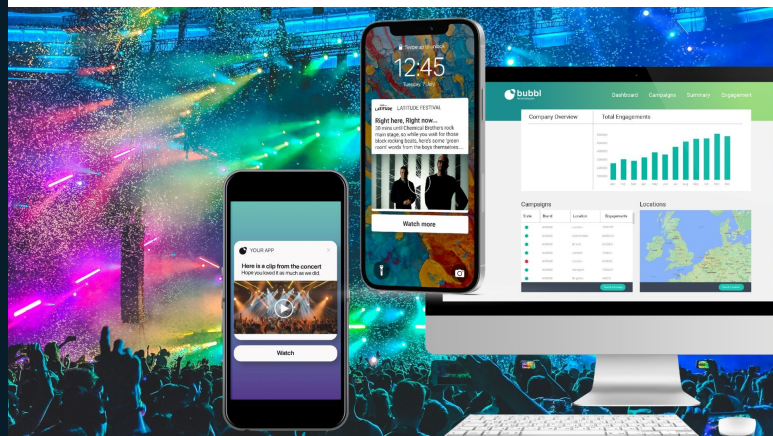


£600K PRIZE FUND / TRADE OPPORTUNITIES / GLOBAL CONNECTIVITY / DEADLINE 30.06.23

INNOVATION SHOWCASE: 2022 SILVER AWARD £25K – BUBBL



Offering improved and immersive mobile experience and enhanced community engagement, Bubbl has true potential to disrupt content marketing sector.



"Bubbl is ecstatic to be a DIA winner! It's wonderful to have our hard work acknowledged for designing a product that will really facilitate change in the MarTech/AdTech industry."

JO ECKERSLEY, FOUNDER AND CEO, BUBBL

The Design Intelligence Award (DIA) is an exceptional opportunity for UK entrepreneurs and innovators to build their reputation and grow market share. DIA is the leading international award for design and innovation, established in 2015 by the highly respected China Academy of Art. It is created to celebrate innovators' and entrepreneurs' imagination and inventiveness.

"As a DIA judge, I am delighted to learn that Bubbl has won a Silver Award this year. Jo Eckersley and the team have done great work over the years building Bubbl's offering and capturing a unique position as a campaign and analytics platform. Bubbl has been part of the Tech London Advocates and Global Tech Advocates community for many years, and is a great example of a scaling business focused on creative tech solutions."

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

Free and easy to enter, the £600k prize fund provides a platform to accelerate international trade, increase connectivity and open up commercial opportunities for enterprises.

- **£600k prize fund** enables you to significantly accelerate your growth
- **UK applicants are serial winners**, receiving Gold and Silver awards in previous years.
- **Access to growing Asia Pacific markets** boosts your trade through expert advice
- **Connects you to a global innovation community** driving collaboration
- **Benchmark yourself** against the world's finest to inform your future plans
- **The DIA Hallmark** demonstrates your achievement of excellence
- **Quick, simple and free** application process helps you refine your proposition



WHY DID YOU ENTER?

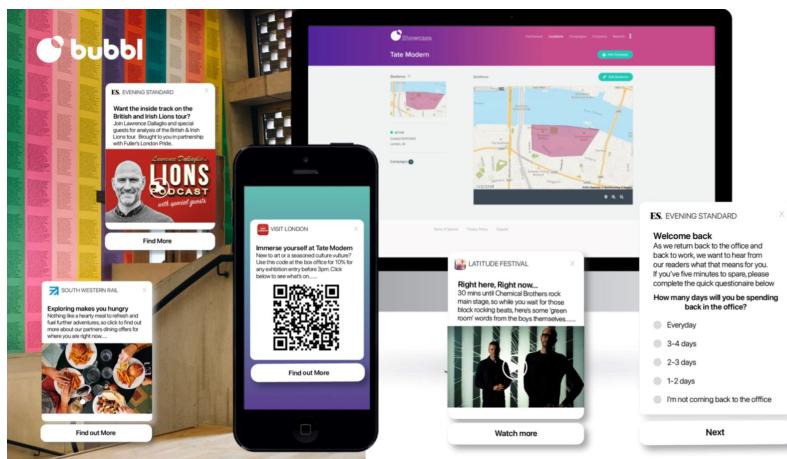
We entered the DIA awards to benchmark the quality of our product and its design, against the best product design internationally, so we could ensure we were maintaining excellence in our human centred approach. The DIA Awards is the best international platform we could find that would allow us to assess our product on the international stage.

As a small business it is often hard to gain acknowledgement for innovation, particularly in the vast Advertising and Marketing industry. We entered because we hoped that this award would help us to build international relationships, and will lift our profile amongst customers, helping our business to become a major player in providing alternative 'out of app' mobile customer engagement solutions.

WHAT'S THE BUBBL STORY?

Our sector has been driven by tech challenges around in app advertising, that have made it impossible to really engage with app users without creating issues driven by privacy, a legacy of data revenue models and restrictions on creativity when engaging with mobile app users out of app.

Bubbl is a simple set of API's and a platform that drives an opportunity for change in the AdTech and MarTech sectors. Moving away from annoying in-app advertising, and untimely push notifications, whilst introducing a new privacy led 'out of app' mobile channel and revenue stream, is a real game changer at all levels of the mobile marketing industry.



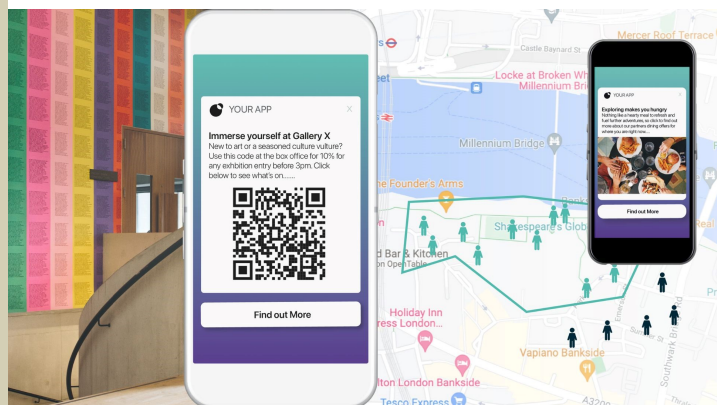
WHAT'S DIFFERENT ABOUT BUBBL?

We have developed a product that is driven by genuine industry and consumer need, resolving issues that significantly affect the ability for the ever evolving AdTech/MarTech to genuinely use the app ecosystem and utilise the full potential of mobile to genuinely connect with an app audience.

We also wanted to make sure we provided a set of customer engagement tools, that enable vast creativity, and were easy to use, both as an API plugin and as a platform, and that are as relevant for a large corporate as they are for a small business.

WHAT WAS THE IMPACT OF WINNING?

The impact of winning has been significant for our small team. After a few tough years it totally justifies our conviction that we have a product which has huge potential in the AdTech/MarTech industries. To benchmark our product design against over 8000 other entries from over 40 other countries and reach the final 20 winners worldwide is a phenomenal recognition of the potential of our technology and we are excited to bring this to an International market.



Making Bubbl a simple, virtually no code API plugin improves accessibility whether a mobile app has a tiny or huge audience, and brings a positive impact to the digital creative sector. Bubbl enables distribution of rich content from static creative, to livestream video, podcasts or surveys. With AR in our sights, we will bring richer design potential to mobile marketing, facilitating a step change in this sector and making our technology a potential bridge to bring immersive location triggered content into play in the real world.

Bubbl's award is further confirmation of the UK's world-leading entrepreneurial innovation talent.

DEDICATED SUPPORT FOR UK DIA APPLICANTS

The DIA UK is dedicated to advising businesses applications and is chaired by Jeff Cao, who led the Mayor of London's Asia Pacific investment team and sat on the Board of China-Britain Business Council. 2022 DIA UK Judging Panel includes Russ Shaw CBE (Founder of Tech London Advocates & Global Tech Advocates), John Mathers (former Design Council CEO and Chair of British Design Fund) and Professor Amanda Broderick (Chair of London Higher and Vice-Chancellor & President of University of East London).

If you are interested in applying please contact us at DIA@createchfund.co.uk. Alternatively, please register by clicking the web link below or scan the QR code.

Quote invitation code UK2023-DVRM8MG to secure unwavering support from the DIA UK.



EASY TO APPLY - DEADLINE 30TH JUNE 2023

DIA appreciates entrepreneurs' time is at a premium so the application process is free, easy and takes around an hour to complete by visiting: <https://en.di-award.org/register.html>

