

DECEMBER / 2021

ENTERPRISE CITY®

DEBRIEF

THIS IS
ENTERPRISE CITY

Connect, Collaborate, Create



At St. John's we offer exceptional integrated centre living, learning and working, the value of technology and unique identity. It's a community for use by

Enterprise City is a designed to connect and create success through tech-driven and flourish by focusing on technologies and jobs

It's already home to technology companies, agencies and media people

Designed to be the socialize and experience

Welcome to Enterprise

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St. John's

St. John's

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ENTERPRISE CITY STUDIO IS NOW FULLY OPEN

The Enterprise City Showcase Exhibition marks the official opening of the new EC Studio.

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THE NEWS FROM ENTERPRISE CITY

Welcome to the December issue of DeBrief, a collection of the latest news stories from the Enterprise City district in St. John's.

With society and the economy making a rapid recovery from the pandemic business is looking up. As we approach the end of the year we're taking a look at some of the exciting things that have been happening at Enterprise City.

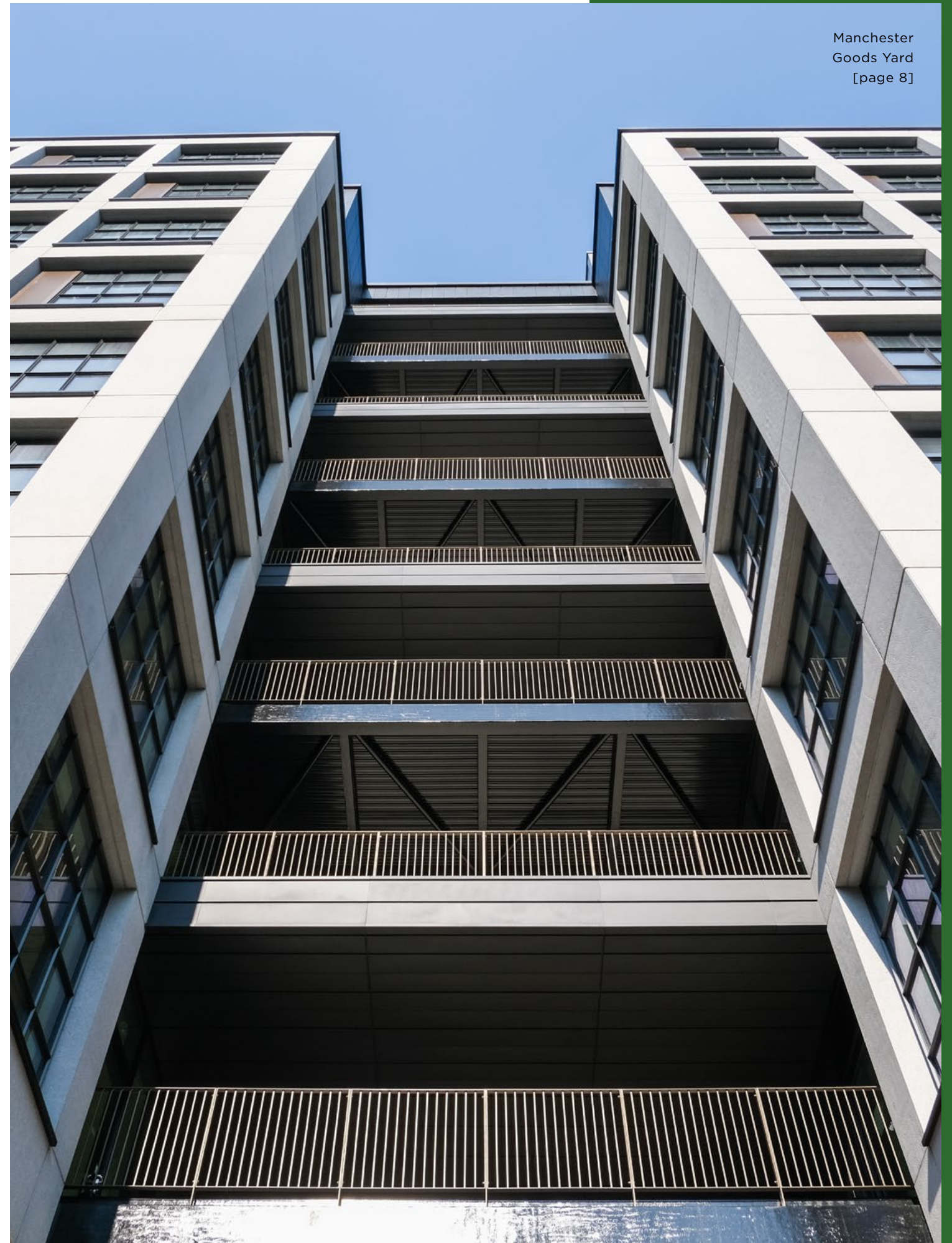
'Elsewhere in the Enterprise City district, Cloud Imperium Games is to open a new videogame development studio in Manchester Goods Yard.'

Fascinating new research from Tech Nation and Adzuna revealed that the technology sector now accounts for more than a quarter (28%) of jobs in Manchester. Its Jobs and Skills Report 2021 shows that there was a total of 26,844 new tech openings in Manchester in 2021. Enterprise City's Exchange scheme has played a part in the growth of Manchester's tech sector, creating 74 new jobs in its first 12 months, with its alumni graduating to larger spaces in Department Bonded Warehouse as they continue to scale.

The Exchange scheme has seen some new developments recently which will contribute to its continued success. Firstly, the programme has welcomed its first Entrepreneur in Residence, David Levine. The start-up guru and founder of DigitalBridge HQ, who was previously Vodafone's Global Head of Car, is now on hand to offer advice and support to the tech start-ups of Exchange. His wealth of knowledge on growing a tech start-up is proving a great asset to the programme and its entrepreneurs.

Exchange has also welcomed its second cohort of 30 budding tech companies. Among them is Financielle, founded by sisters Laura and Holly. Through a website and app, the business is on a mission to help people become financially empowered. Frustrated by a lack of financial education around them, the founders have developed a digital step-by-step guide to support savings goals and aspirations.

Elsewhere in the Enterprise City district, Cloud Imperium Games is to open a new videogame development studio in Manchester Goods Yard. Scheduled to open in May 2022, the Manchester studio will create more than 700 jobs in the district area by 2023, and over 1,000 within the next five years. Cloud Imperium is currently developing one of its most ambitious and anticipated games, Star Citizen. This is a very exciting addition to Enterprise City and the latest global tech business to choose the district for its UK base.



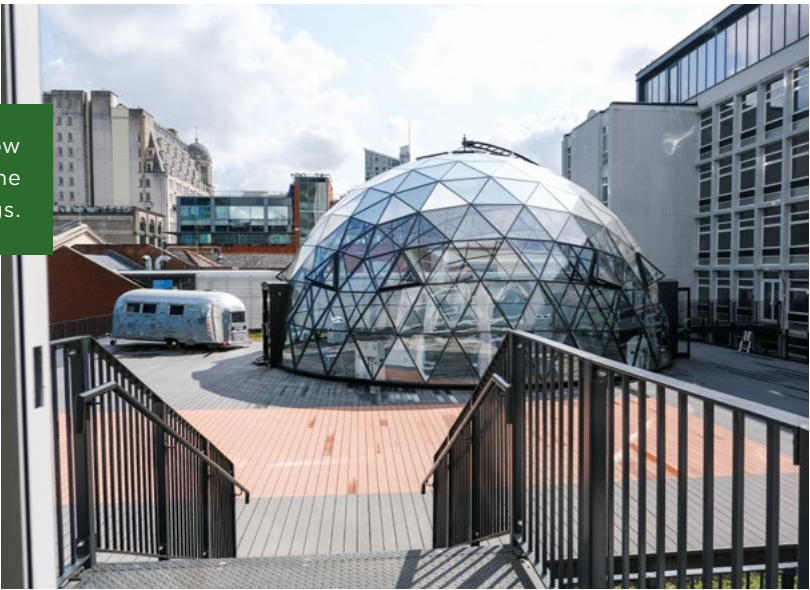
PROJECT: LATEST #1

A BRIEF ROUND-UP OF ALL THE
LATEST NEWS, UPDATES & IMAGES
FROM AROUND ST. JOHN'S.

Progress at St. John's, Nov 2021.
Manchester Goods Yard (centre), The Globe Building (right),
OGS including Mollie's Hotel (left) can be seen taking shape.



St. John's



The ABC Dome is now
complete at the
ABC Buildings.

ABC

[Right/below]
The ABC Buildings
Oct 2021.



PROJECT: LATEST #2



[Right / below]
The internal construction is progressing throughout Manchester Goods Yard. Below shows the ground level entrances / right shows the external facade.



[Above]
Manchester Goods Yard
Level 8 .

MANCHESTER GOODS YARD

[Left]
Manchester Goods Yard
Level 2 terrace.



[Below]
Manchester Goods
Yard Level 2 internal
workspace floor.



PROJECT: LATEST #3



October 2021 - External view of the ABC Buildings. The building is now complete and operational.



The external facade of Transmission is complete and the building is due for practical completion in early 2022.



The Globe Building, Oct 2021.



The Factory, October 2021.

FEATURE:

TECH SECTOR NOW ACCOUNTS FOR 28% OF JOBS IN MANCHESTER

Support programmes have accelerated the city's tech businesses, digital skills and job opportunities in recent years.

The technology sector accounts for more than a quarter (28%) of jobs in Manchester, according to a new report on jobs and skills in the region.

The Jobs & Skills Report 2021, by Tech Nation and Adzuna, found a total of 26,844 new tech openings in Manchester, putting the city second only to the capital in terms of total new openings in 2020 – a 3 percentage point rise on 2019.

The average salary for tech roles in Manchester is £37,250, more than a third (37.9%) above the median salary in the city (£27,023), highlighting the sector's lucrative earning potential for those seeking a career in tech.

Among the initiatives responsible for the city's impressive tech jobs growth is Enterprise City's Exchange scheme, which is delivered in partnership with Tech Nation. The programme aims to establish the next generation of trailblazing tech firms and recently announced its second intake of start-ups.

Exchange supported 227 individuals across 44 businesses, creating 74 jobs in the process, within its first 12 months. The second cohort is made up of 30 businesses and is expected to create an even higher level of jobs in the region.

Tanya Grady, head of partnerships at Enterprise City, said: "It is fantastic to see the technology sector account for a considerable proportion of the region's jobs. One of the main goals of the Exchange programme is supporting people and their growth. It amplifies their contribution to the whole economy by helping our cohort of businesses in creating new jobs, not just tech-based roles. In its first year, the programme supported 227 individuals across 44 businesses, with 74 jobs created, and year two will support and create even more, as well as further contributions from the alumni of the first cohort."

PixelMax is one of the scheme's biggest success stories to date. The tech firm recently received an

£8m valuation after securing £2m in seed funding in March this year. The immersive communications platform scaled with the support of the scheme, which provides access to the resources and infrastructure needed to scale. It now employs more than 30 people, after being founded by three friends.

'The technology sector continues to grow nationally and in the North West, with Manchester spearheading its development.'

Tanya Grady, continued: "The technology sector continues to grow nationally and in the North West, with Manchester



spearheading its development. The infrastructure and facilities available in the north make it a desirable location for businesses of all sizes to root and establish themselves. It is also served by a rich pool of talent from northern universities, colleges and other tech businesses."

While digital occupations account for 27.40% of jobs in the tech sector, 38.50% of all digital economy jobs exist outside of the digital tech sector in Manchester, meaning that more than a third of tech jobs exist in other industry sectors, which are also experiencing digital transformation.

Not only are technology firms creating jobs in the sector but expanding tech firms are creating a ripple effect, creating new roles in other disciplines. Modern

Milkman, a sustainability-focused food delivery app based at Department Bonded Warehouse, will create over 1,000 jobs by the end of 2024, including tech workers, field workers and more jobs within its supply chain.

Liz Scott, Client Engagement Director at Tech Nation said: "It's fantastic to see how the tech sector continues to be a really important driver of jobs growth across the city. The hard work being done to create a thriving tech ecosystem is paying dividends - with our home grown tech businesses growing rapidly, and an ever increasing number of global tech companies choosing Manchester for new UK offices.

"The record levels of investment into tech in the city in recent years is something we're all, rightly, proud of and will continue

to create good, well paid jobs. The onus is now on all of us across the entire tech ecosystem to continue to make sure that we're attracting, training and supporting people with the right skills to keep this momentum going. We're proud to be part of the Exchange partner network which specifically includes talent pipeline and training partners, as we know this will be key to the city's continued tech growth."

For more information about Exchange and to find out how businesses can join its next cohort of tech entrepreneurs, visit www.enterprisecityuk.com/exchange

ST. JOHN'S PROJECTS:

CUBE SPACE

THINK INSIDE THE BOX...

Among the new additions at Enterprise City is **Cube Space**, the fully customisable, self-contained, container-based studio workspaces designed for creative, digital and hi-tech businesses.

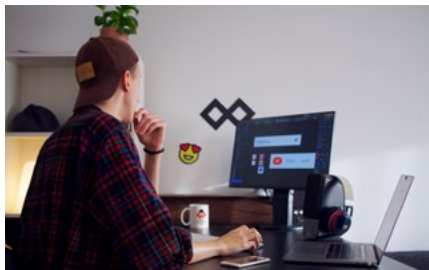
Cube Space is arranged over three floors with 28 fully customisable, self-contained studio workspaces ranging from a single studio to triple studio suites. It's suitable for businesses of all sizes from start-ups to fully-fledged organisations.

The adaptable nature of Cube Space means businesses can customise the space to suit their individual needs and it can be changed and developed as companies grow. It's your choice how you create your own Cube Space, it is fully encouraged that you to design your cube how it best works for you and your business.

Each level has its own micro kitchen providing residents with easy access for food and refreshments, plus all residents have access to the breakout spaces, the Cube Space lounge and a bookable meeting room.

Created from shipping containers, Cube Space offers a quirky and convenient base for businesses in the creative and digital industries in the heart of Manchester's tech hub, where users of the space benefit from the amenities and the community of Enterprise City.

For more information please visit:
enterprisecityuk.com



CG render of Cube Space.

CUBE SPACE



“NEVER BEFORE HAS IT BEEN EASIER TO START A BUSINESS AND MAKE GLOBAL IMPACT.”

New tech entrepreneur in residence appointed to support Exchange start-up scheme. David Levine, start and scale-up CEO and expert, will offer expert mentoring for the ambitious early-stage firms selected for the scheme.

Start-up CEO, business advisor and Vodafone’s ex-Global Head of Connected Car, David Levine is joining Enterprise City to share knowledge and provide support for the tech start-up community.

The experienced tech entrepreneur will be the ‘Entrepreneur In Residence’ for the Exchange start-up support scheme. As part of this new role, he will be on hand to offer a fresh perspective to the ambitious start-ups selected for the scheme and will prepare them in becoming investment-ready.

David is the founder and ex-CEO of DigitalBridge; a guided design platform for bathroom and kitchen retailers. He is also an experienced non-executive director and advisor to a number of exciting tech startups in the North West. He was formerly the Global Head of Connected Car at Vodafone and spent seven years

working at the office of the CTO at Hewlett-Packard.

David said: “Despite my experiences, I have made countless mistakes during my time as an entrepreneur, which I still use now to inform decisions. I will be sharing this advice with the start-ups so they can understand how to avoid those rabbit hole decisions, often made in the early stages, that can come back to bite you.”

Exchange offers its tech business cohort access to the resources and infrastructure they need to succeed, including full use of the facilities at Department Bonded Warehouse, a network of like-minded entrepreneurs, mentoring from business experts and funding opportunities.

The 30 incoming member businesses are all promising early-stage tech start-ups, operating across EdTech,

FinTech, e-commerce and more. They make up the second group on the scheme, following the success of last year’s cohort, which secured millions of pounds in funding between them.

‘David Levine is joining Enterprise City to share knowledge and provide support for the tech start-up community.’

As Entrepreneur in Residence, David wants to encourage the start-ups to learn from the ambition of their US counterparts, arguing that British firms tend to be more



David Levine in the Bonded Warehouse.



conservative and not give voice to real passions and global scale ambitions.

He said: “Never before has it been easier to start a business and have global impact. The pandemic means geographical issues are becoming a thing of the past, thanks to proven remote working capabilities, so it is exciting to see what is in store for Manchester’s next generation of tech innovators.

“The community in Department Bonded Warehouse, where Exchange is based, is incredible. You can feel the energy of ideas and the willingness of people to share and cheer each other on in the atmosphere. Having that strong support network is so important in the early days of business and I am looking forward to joining that. Being

based there and having access to the great mix of creative, collaborative and quiet spaces will be invaluable to the Exchange entrepreneurs, as will the strong tech and business background and history of Manchester.”

Exchange member businesses include proptech firm, PropFolio, and analytics software, Gleensite, which have secured a partnership with Allied London, the developer that spearheads Exchange, as well as Kids Allowed founder’s new endeavour, My First Five Years.

To find out more about Enterprise City and the Exchange scheme, visit: enterprisecityuk.com

ST. JOHN'S EVENTS:

ENTERPRISE CITY SHOWCASE EXHIBITION

The ABC Buildings at Enterprise City, St. John's is fully operation and open for business.

On Thursday 25th November, the Enterprise City district was officially launched with a showcase exhibition. The concept, curated by Allied London and Studio OBI, consisted of a host of green illuminated plinths representing assets of the area's diverse and innovative building inventory.

At the event, attendees were encouraged to explore what the district has to offer through a range of interactive media. This included the new Enterprise City App which allows users to navigate a 3D digital model of the cluster and read more about the individual projects. The new App is available free on the Apple App Store and for Android on the Play Store.

The Enterprise City App is an exciting and interactive way to

explore the new district of the city and find out more about all aspects of the development. It also benefits current members with a map of the district, local connections and a timeline of when various assets will be completed.

Michael Ingall, founder of Enterprise City and Allied London CEO, spoke at the event to give an update on the ongoing developments within the district, including the new Air Concept. The concept of the newly proposed project is in its very early stages, but Allied London hope to spark innovation and sustainability in the office sector through the new idea.

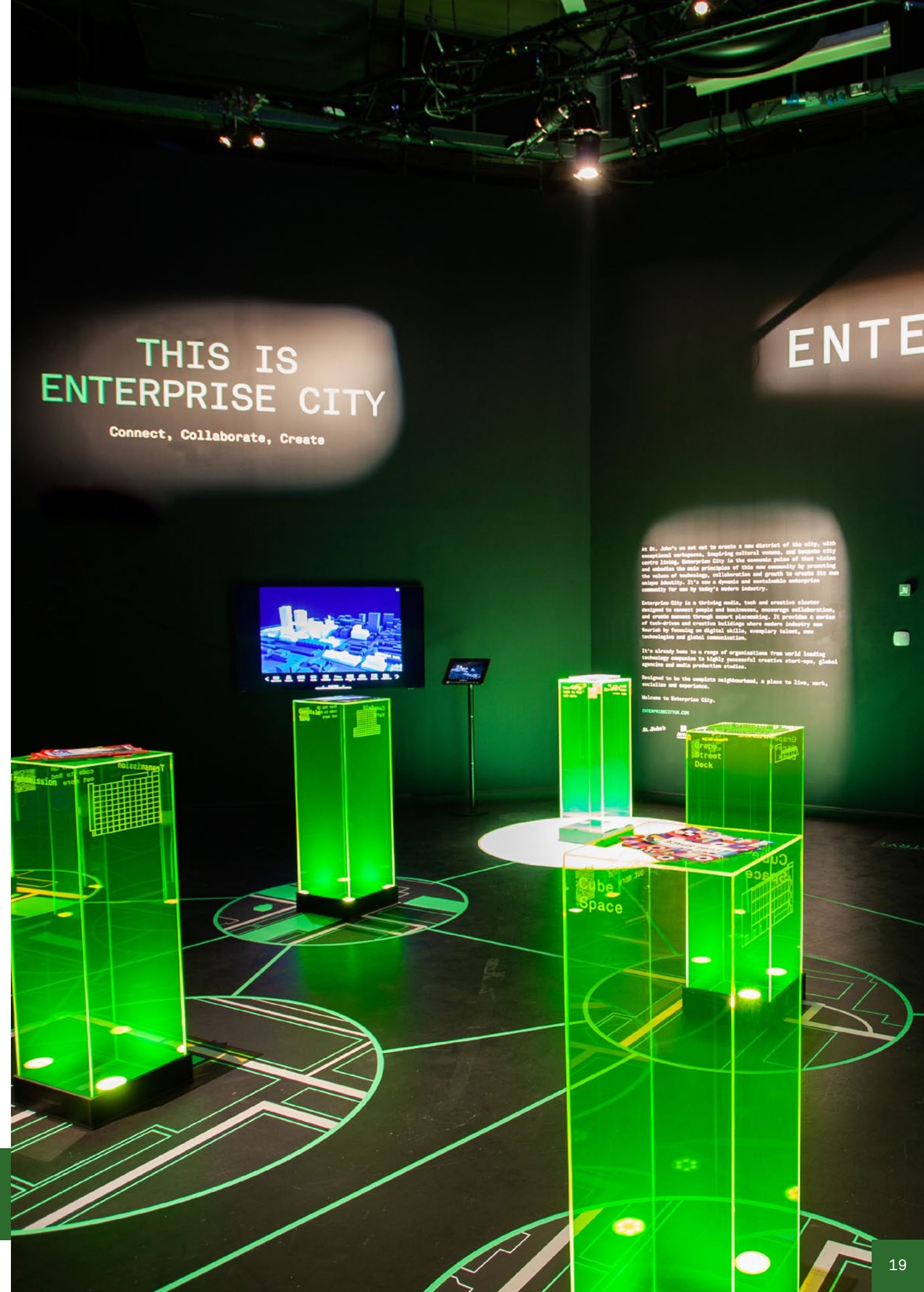
The building has been designed in a cylindrical form on circular floorplates to facilitate better air flow, tenant circulation, collaboration and the flow of ideas.

Inspiration has been taken from large round meeting tables which frequently occupy boardrooms. Michael said it is this kind of innovation in buildings that is crucial to attracting people back to offices and city centres.

'The Enterprise City App is an exciting and interactive way to explore the new district of the city.'

The Enterprise City showcase exhibition will now form the district's marketing suite and anyone interested in visiting should contact the Enterprise City team to find out more or arrange a tour.

To find out more about the Enterprise City Showcase Suite and tours of the district, email: tanya.grady@enterprisecityuk.com



ENTERPRISE CITY SHOWCASE EXHIBITION



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Everything that's
Enterprise City
all in one place.

Discover, explore
and learn about
this innovative
new district with
the Enterprise
City app.

Available now from
your app store



FEATURE:

GLOBAL GAMING DEVELOPER CLOUD IMPERIUM GAMES JOINS ENTERPRISE CITY

Cloud Imperium Games is relocating its UK headquarters to Manchester Goods Yard in the heart of Enterprise City, St. John's.

Cloud Imperium Games is dedicated to delivering AAA games outside the established publisher system and is known for pushing the boundaries of game design. The independent studio was founded in 2012 and offers its community an unprecedented level of visibility and interaction with product development.

Cloud Imperium Games is developing one of the most ambitious and anticipated games, Star Citizen – a record-shattering crowd-funded title that combines classic space simulator gameplay with boundary-pushing visuals in a multiplayer setting with extraordinary fidelity.

In addition, Cloud Imperium Games is creating a Hollywood-calibre story-driven single-player game set in Star Citizen's sci-fi universe featuring an all-star cast of Gary Oldman, Mark Hamill, Mark Strong and Gillian Anderson, known as Squadron 42.

In May 2022, Cloud Imperium Games' 400-strong team will move from their current Wilmslow base to set up a new game development studio in the heart of Enterprise City.

The business is committed to the videogame development industry in the UK and to growing its Manchester studio, led by COO, Carl Jones, to serve as a pivotal team for its large-scale game plans.

Chris Roberts, CEO of Cloud Imperium Games, said: "Manchester is where I started my video game career, when I was hired to write the Game of the Month for BBC Micro User, back in 1983 at the ripe age of 14, so it makes me very happy to announce that we have signed a long-term deal for our biggest office yet, in downtown Manchester.

"Manchester is one of the most vibrant and modern cities in Europe, with strong education links and high connectivity, offering outstanding opportunities and quality of life for our team.

"The new Enterprise City space is the perfect home for game development, with its deep investment in businesses focused on media, technology and creativity. Manchester joins Los Angeles, Austin and Frankfurt as

home to Cloud Imperium's team, working in partnership with our community of players on Star Citizen and Squadron 42."

'The new Enterprise City space is the perfect home for game development, with its deep investment in businesses focused on media, technology and creativity.'

By 2023, the business will have created 700 new jobs in the metropolitan area, with this number expanding to over 1,000 in the next five years. Recruiting will begin in early 2022, with positions available



for programmers, artists, animators, audio specialists, writers, designers and producers, in addition to administrative and entry-level roles. These jobs will be instrumental for the Manchester tech sector and strengthen the support Enterprise City provides for the Manchester and UK-wide tech scenes.

Michael Ingall, chief executive officer of Allied London, said: "We specifically targeted Cloud

Imperium Games as a model business that we can support and help grow at Enterprise City.

"We have a unique inventory that can excel media, creative and tech businesses, and we have worked with Cloud Imperium Games to find a real estate solution that ensures they can create an environment that supports a business case move to Manchester.

"Cloud Imperium Games is one of the most creative tech businesses to land in Manchester and we will help its team create a "universe" for its exceptionally talented workforce. They will be an inspiration for the smaller businesses of the Enterprise City district, in particular the start-ups on the Exchange scheme. We can't wait to see the impact CIG will have on Manchester and the district."



For more information on Cloud Imperium Games, visit CloudImperiumGames.com/core

For details on Star Citizen and Squadron 42, see: CloudImperiumGames.com/games

MEET THE MEMBER:

FINANCIELLE

Financial wellness platform joins Exchange’s growing roster.

Motivated by a chronic lack of financial education around them, sisters Laura and Holly have set out on a mission to help people become financially well via Financielle, a website and soon-to-be app designed to support big money goals and aspirations.

Financielle’s team of six, three of whom will be based in Department Bonded Warehouse, will be spending the next six months launching their app, piloting a B2B strategy, focusing on social growth and forming partnerships to become a top financial wellness product in the UK.

Currently, Financielle supports personal finance through a digital, step by step guide, The Financielle Playbook. The strategy was developed to help normal people take control of their money, feel financially well and build a dream life.

There are currently 100 people on the waiting list for the app and over the next five years, the team hopes to grow this to a global audience of at least one million app users.

Holly Holland, co-founder of Financielle, said: “We have big plans for Financielle, and the Exchange programme at Enterprise City is the perfect place to put the work in to bring them to fruition. We are excited to network with other inspiring start-ups and expert mentors and to take advantage of the facilities at Department Bonded Warehouse.”

Financielle’s app will be launching around late July to early August, with the B2B pilot starting in September. The team is also looking to grow its numbers as the business expands, so there are exciting hiring plans on the horizon.

The fintech firm is a member of the latest cohort of Exchange businesses. The support scheme gives ambitious tech start-ups access to the tools, network and funding that they need to grow and scale successfully.

financielle.

‘There are currently 100 people on the waiting list for the app and over the next five years, the team hopes to grow this to a global audience of at least one million app users.’



To find out more about Financielle, visit financielle.co.uk, Twitter, Instagram or LinkedIn.

FEATURE:

FUNDING BOOST FOR CAMPFIELD YARD IN ST. JOHN'S

£20m funding boost for city centre projects to support Manchester's economic recovery.

Manchester City Council has secured almost £20m of funding for a project to transform two historic market hall buildings and three railway arches into spaces for the tech and creative industries.

The Culture in the City scheme, which has been awarded £19.8m, is one of the first raft of schemes to be awarded money through the Government's Levelling Up fund.

The project is focused around two different locations in the city centre's creative district. It will see the Upper and Lower Campfield Market buildings (part of the wider Campfield Yard project), which are both listed but in need of renovation and refurbishment, brought back to life as an affordable tech hub with

more than 1,000 workspaces. The City Council will work with Allied London to deliver the repairs and refurbishment works and, on completion, to manage the new Exchange tech hub workspace as part of the Enterprise City district.

The Upper Campfield Market building is vacant and works on repairs will commence in March 2022. The Lower Campfield Market building is currently occupied by the Science and Industry Museum, who are working with specialists to ensure the safe decanting of objects from the Air and Space Gallery exhibits to new locations around the UK, returning those on loan to their home organisations and incorporating those from the

Science Museum Group collection in future displays.

The Fund will also invest in three railway arches on Whitworth Street which will be converted to create a creative talent development centre for arts venue HOME, providing affordable co-working areas, a free rehearsal space and creative skills training for young people.

*'Campfield Yard
will be built on
an inclusive and
affordable model.'*

Sir Richard Leese, Leader of Manchester City Council, said: "The Culture in the City project will help further develop the tech presence in Manchester - a key growth industry that has the potential to have an enormous impact on employment opportunities for local people, while bringing key city centre sites back in to use.

"Not only will this project bring back into use and preserve



Image of Upper Campfield.

two historical market halls - and bring new use to some of the city's heritage railway archways - but also highlights the vital contribution cultural investment has made to the city's renaissance. The lasting impact of projects like these to the city's economic potential cannot be underestimated as we recover from the pandemic."

Michael Ingall, Chief Executive of Allied London, said: "We identified the Campfield Yard project as an important part of both the Culture in the City and Enterprise City story, and we are really encouraged by this project now being recognised and awarded significant funding as part of the Levelling Up initiative.

"Our already successful and growing Exchange initiative at Department Bonded Warehouse in Enterprise City has been aimed

at local tech start-ups and scale-ups, and its success has inspired and underpinned our vision for Campfield Yard.

"Campfield Yard will be built on an inclusive and affordable model and will truly be a project of scale and ambition. It will make an important economic and social impact, while creating an opportunity for local skills to be harnessed by both establishing and attracting tech, digital and media businesses to this fast growing and evolving part of the UK."

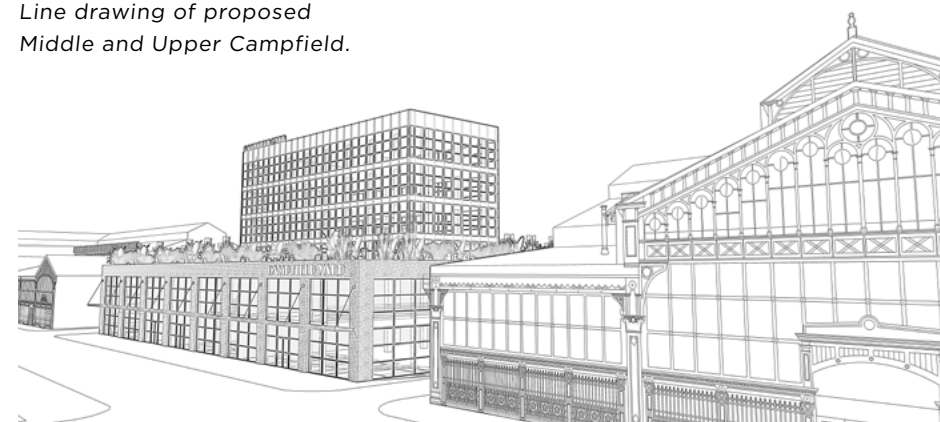
Campfield Yard will be a catalyst, a project to further evolve the creative and tech community developed by the Exchange programme. Its rich and diverse inventory will provide further facilities for 800 permanent residents and a further 250 transient residents, in the growing

media, digital and creative industries, allowing start-ups to scale and generate an estimated 1,000 new job opportunities in these dynamic growth sectors.

Campfield Yard will also be home to 40 production studios for the media industry, including suites and workspace for editing, screening rooms and showrooms for promoting, and a café, bars and lounges for supporting the wellness of more than 1,000 members.

For more information about Campfield Yard, visit: enterprisecityuk.com

Line drawing of proposed Middle and Upper Campfield.



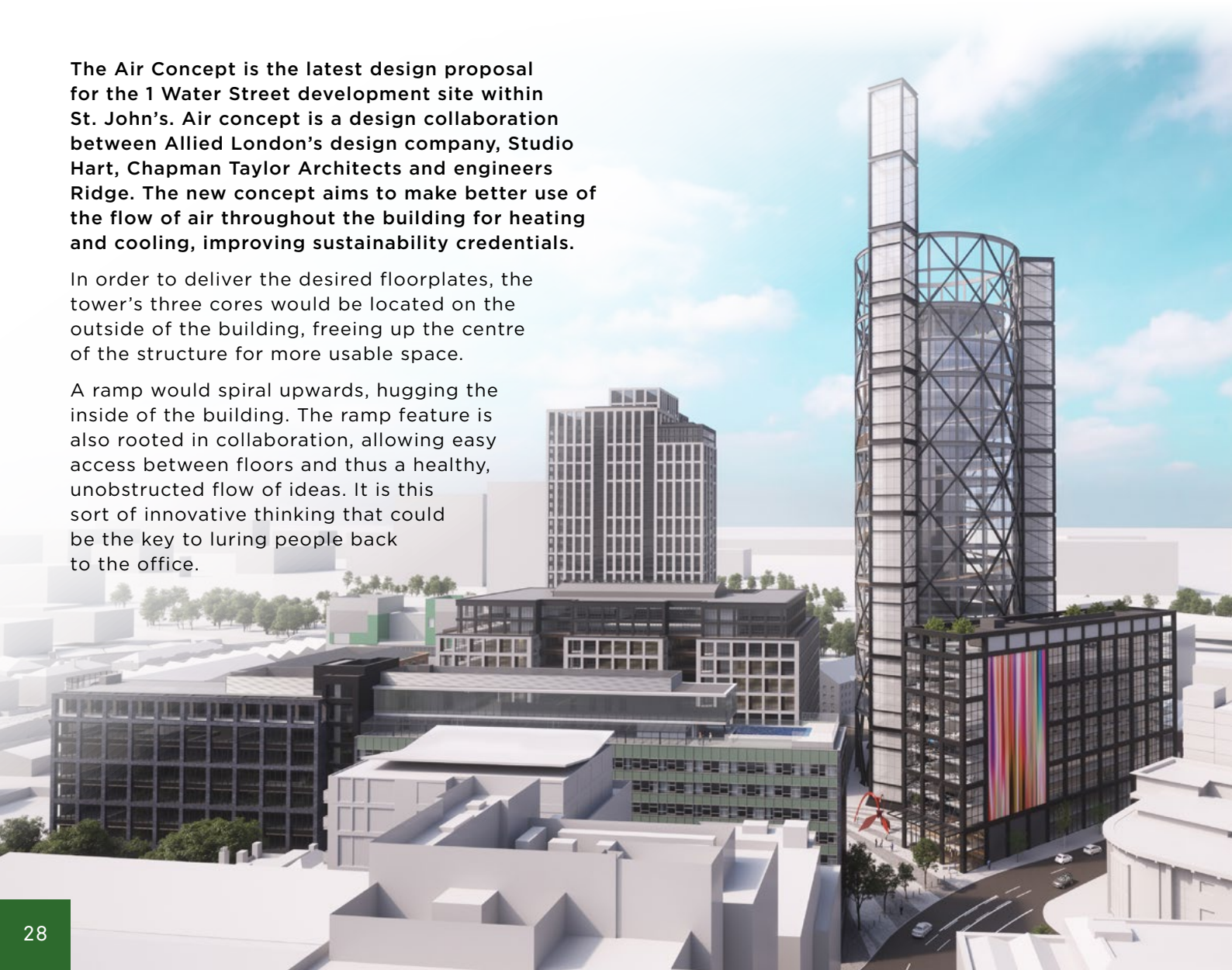
THE AIR CONCEPT

CREATING A SUSTAINABLE ENTERPRISE BUILDING IN ST. JOHN'S

The Air Concept is the latest design proposal for the 1 Water Street development site within St. John's. Air concept is a design collaboration between Allied London's design company, Studio Hart, Chapman Taylor Architects and engineers Ridge. The new concept aims to make better use of the flow of air throughout the building for heating and cooling, improving sustainability credentials.

In order to deliver the desired floorplates, the tower's three cores would be located on the outside of the building, freeing up the centre of the structure for more usable space.

A ramp would spiral upwards, hugging the inside of the building. The ramp feature is also rooted in collaboration, allowing easy access between floors and thus a healthy, unobstructed flow of ideas. It is this sort of innovative thinking that could be the key to luring people back to the office.



THE AIR CONCEPT

THE GUIDING PRINCIPLES OF THE AIR CONCEPT

1. SITE & LOCATION

The Air Concept must fit with the wider St. John's design masterplan and work in conjunction with location landscape and surrounding buildings.

2. OPTIMISE ENERGY USE

Designing a sustainable building with low environmental impact is top priority. Creating a net zero energy building is one way to significantly achieve a greener asset.

3. SUSTAINABLE MATERIAL CHOICES

The Air Concept must consider all materials across its entire life cycle. The project must seek to use environmentally preferable materials that reduce impacts on human health and the environment. As a sustainable project the building will be designed and operated to use and reuse materials in the most productive and sustainable way possible.

4. AIR QUALITY & POLLUTION

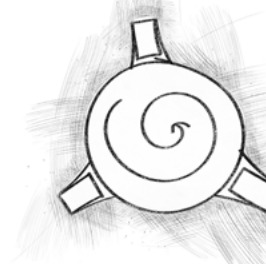
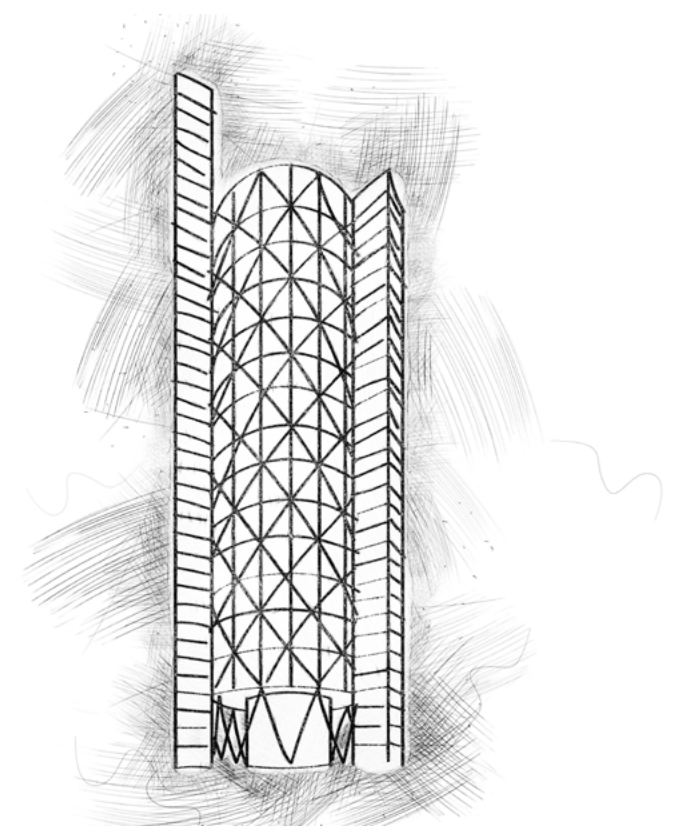
The indoor environment can have a significant impact on occupant health. The Air Concept will seek to improve indoor air quality through a range of different measures such as air flow, ventilation, heating, and cooling to improve health, comfort and productivity.

5. DAYLIGHT & SPACE

The project will maximise daylighting and create light, airy and practical floorplates to promote better health and wellbeing for occupants.

6. BUILDING OPERATION & MANAGEMENT

The strategy will be people-centred, its key focus will be to provide facilities, services and activity which enables self-care and daily inclusivity in the workplace, along with a safe, secure, and productive environment.



FEATURE:

UPPING THE CORPORATE GAME: MANCHESTER GIANTS PARTNER WITH ENTERPRISE CITY

Enterprise City will be a main line corporate partner and build corporate and social community around the Giants, including a Giants-inspired sports tech hub at Exchange.

Manchester Giants, the city’s leading professional basketball team, has partnered with Enterprise City as part of its journey to becoming one of Europe’s elite clubs.

The Giants have been back in the professional era since 2012 and two years ago moved to their new home stadium at the National Basketball Performance Centre at Belle Vue Sports Village. The team have serious ambitions to enter the European competitions within the next three seasons.

Enterprise City will be a main line corporate partner and help build both a corporate and social community around the Giants, including supporting a Giants-inspired sports tech hub at Exchange, the start-up support programme situated in Department, as well as hosting practice and exhibition games in the city centre district in 2022.

Enterprise City is the home of some of the biggest corporations in the tech, media and creative industry sectors including

Booking.com, WPP, MediaCom, Cloud Imperium, Klarna, and many other well-known names.

‘An important part of any community activity is sport. Basketball is a great social connector; it has wide appeal globally amongst all communities and is culturally influential and inclusive.’

Jamie Edwards, Manchester Giants, said: “We want to work with great people and brands

who are aligned with our vision to impact the region on and off the court. This cannot be just about the game. Manchester loves sport and has a great infrastructure, as well as the desire to see top level basketball in the city.”

The Giants had previously finished consistently at the bottom of the British Basketball League (BBL) but have recently turned this around. The Giants rebrand became a symbol of re-evaluation, like the signing of GB national team captain, Dan Clark, who played at the highest level in Europe and joined with an eye on contributing to the transformation of the sleeping giant.

Edwards continued: “We are not just developing a basketball club. We are developing people on and off the court so this partnership with Enterprise City allows us to expand beyond basketball in the heart of a district that facilitates and inspires growth and change.”



Michael Ingall, founder of Enterprise City, said: “We have quickly established an Enterprise City brand in the heart of Manchester that’s becoming well known for a diverse and broad range of facilities and infrastructure; from workspaces to TV & film studios, performance and event spaces, hospitality, and living spaces. Our work will create a varied business and social community and a brand that is known for diverse community-led activity, supporting everything, from music to art, culture and commercial initiatives.

“An important part of any community activity is sport. Basketball is a great social connector; it has wide appeal

globally amongst all communities and is culturally influential and inclusive. We have chosen to support the Giants with the aim to help them grow corporately and to contribute to their future growth plans. The Giants have ambition and want to introduce the game to more young people and new audiences across the region. The Exchange sports tech hub alongside the Giant’s “ten x ten” community outreach will make the ambition a reality.”

Tickets are available to watch the Giants play at their stadium (see the website) you can also find out more about the club by visiting: manchestergiants.com

FEATURE:

REGIONAL TECH WINNERS AT EXCHANGE

Three ambitious tech start-ups on Enterprise City’s Exchange start-up support scheme have been named as North West Regional Winners of Tech Nation’s Rising Stars 4.0 competition.

Financielle, My First Five Years and Jyrney were selected by a panel of industry experts experienced in starting and scaling tech businesses based on value proposition, competitive advantage, traction, team experience and potential to scale.

The three businesses, which operate across fintech, edtech and travel tech, are based in Department Bonded Warehouse as part of their involvement on the Exchange scheme, where they also receive quality mentoring from industry-leading partners and the scheme’s Entrepreneur in Residence, David Levine.

They will now receive further support from the UK tech ecosystem as they join the Tech Nation alumni network. This will allow the companies national recognition, further networking opportunities and the chance to learn from other early-stage tech businesses on the scaling journey.

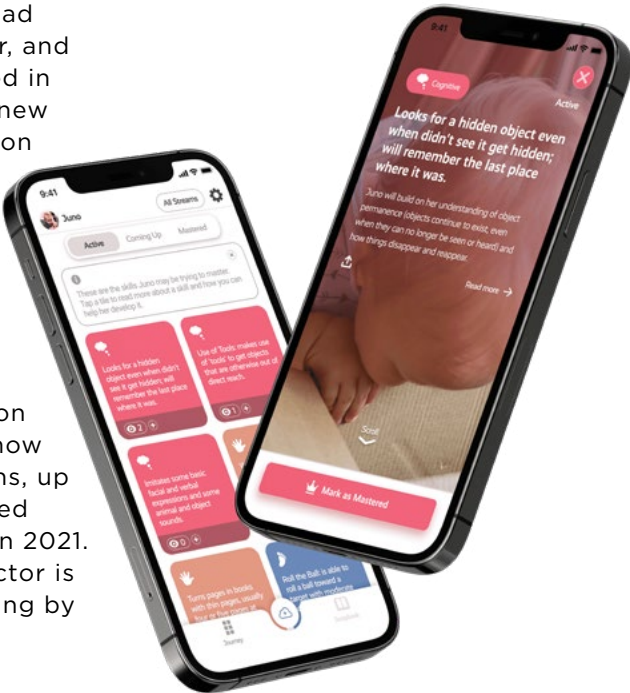
Financielle is a fintech business working to bridge the gap in personal finance by inspiring and educating women to invest and build wealth for their future, while Jyrney is redefining how travel, transport and mobility companies access ground

transport to make a true door-to-door experience. My First Five Years is the latest venture by Kids Allowed founder, Jennie Johnson, creating a learning place for parents to support their child’s unique development.

Tanya Grady, head of partnerships at Enterprise City, said: “The start-ups on the Exchange scheme are truly bright and exciting, so it is brilliant to see them recognised among the UK’s most exciting business by Tech Nation. Our leading support scheme for start-ups has had some brilliant results so far, and we are proud to be involved in building some of the best new tech businesses in the region that really can compete on a national and international basis so soon after beginning.”

The tech sector within the North West is going from strength to strength, and growing rapidly. Tech Nation reports that the region is now home to eight tech unicorns, up from five in 2020, and raised \$867million in H1 funding in 2021. Job creation within the sector is also advancing quickly, rising by 161% in the past year.

Mo Aldalou, Manchester entrepreneur engagement manager at Tech Nation, said: “The performance of the Exchange businesses in this year’s Rising Stars competition is a true testament to the scheme, which is supporting the tech firm boom in the area. The businesses are exciting and are revolutionising their respective sectors. We at Tech Nation can’t wait to see what they will achieve in the years to come.”



FEATURE:

PIXELMAX PARTNERS WITH CREDERSI TO CREATE A TECH METAVERSE

Exchange alumni PixelMax has partnered with Credersi Recruitment to create a virtual science and tech campus; Credersi World.

Tech and science educators, Credersi, and 3D tech innovators, PixelMax, are at the forefront of developing and shaping the education metaverse. The pair of businesses have been working on creating the immersive platform for 12 months, predating Mark Zuckerberg’s announcement of his virtual world.

The concept for Credersi World was to create a virtual science and tech campus that can train and reskill the workforces of the future in an immersive way. The idea initially developed after the two tech companies saw the effect the pandemic was having on people’s employment and education. Employers were finding skills gaps like never before, future technologies such as artificial intelligence were rapidly advancing, and students were struggling to stay engaged with remote learning.

Credersi CEO, Andy Lord, said: “The reality is that technology is now driving businesses forward at such a rapid pace that there is simply not enough skilled workforce available to fulfil those roles, which is why we have such a massive skills shortage and demand is outstripping supply. As companies try to keep up with the rapid pace of technology as it evolves, they have realised

that a large percentage of their workforce are simply not fit for purpose. That now means companies have to identify the talent from within their workforces and organisations and create the opportunity to educate and train them and reskill them for a career of the future.”

Credersi World offers a platform for employers who want their workforces reskilled for careers of the future as well as students. The campus is complete with shops, cinemas, art galleries, wellbeing rooms and food and coffee shops created using mixed reality technologies. Delegates enter the concourse, much like a real university, and can explore different learning pods relevant to their subjects.

The lecture boulevard has rooms that users can wander into to listen to visiting academics and entrepreneurs giving masterclasses, and bio-scientists will be able to conduct live experiments in VR and AR laboratories. Coders and cyber security students can stimulate ethical hacking and defence exercises on real-life infrastructures.

In addition, there is a careers area, where tech, pharmaceutical and bioscience companies can have a presence at the virtual university. An in-platform careers fair allows the visiting businesses to recruit from the digital world.

Since finishing its time with the Exchange scheme, PixelMax has gone onto great things and shown itself to be a leading innovator in the creation of 3D world technology.

Within just three months of seed investment from one of Exchange’s partners, Solid Bond Venture Builder, PixelMax secured a multi-million-pound offer of investment to accelerate their growth. A true success story of Exchange.



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