

# EXCHANGE

ENTERPRISE CITY®

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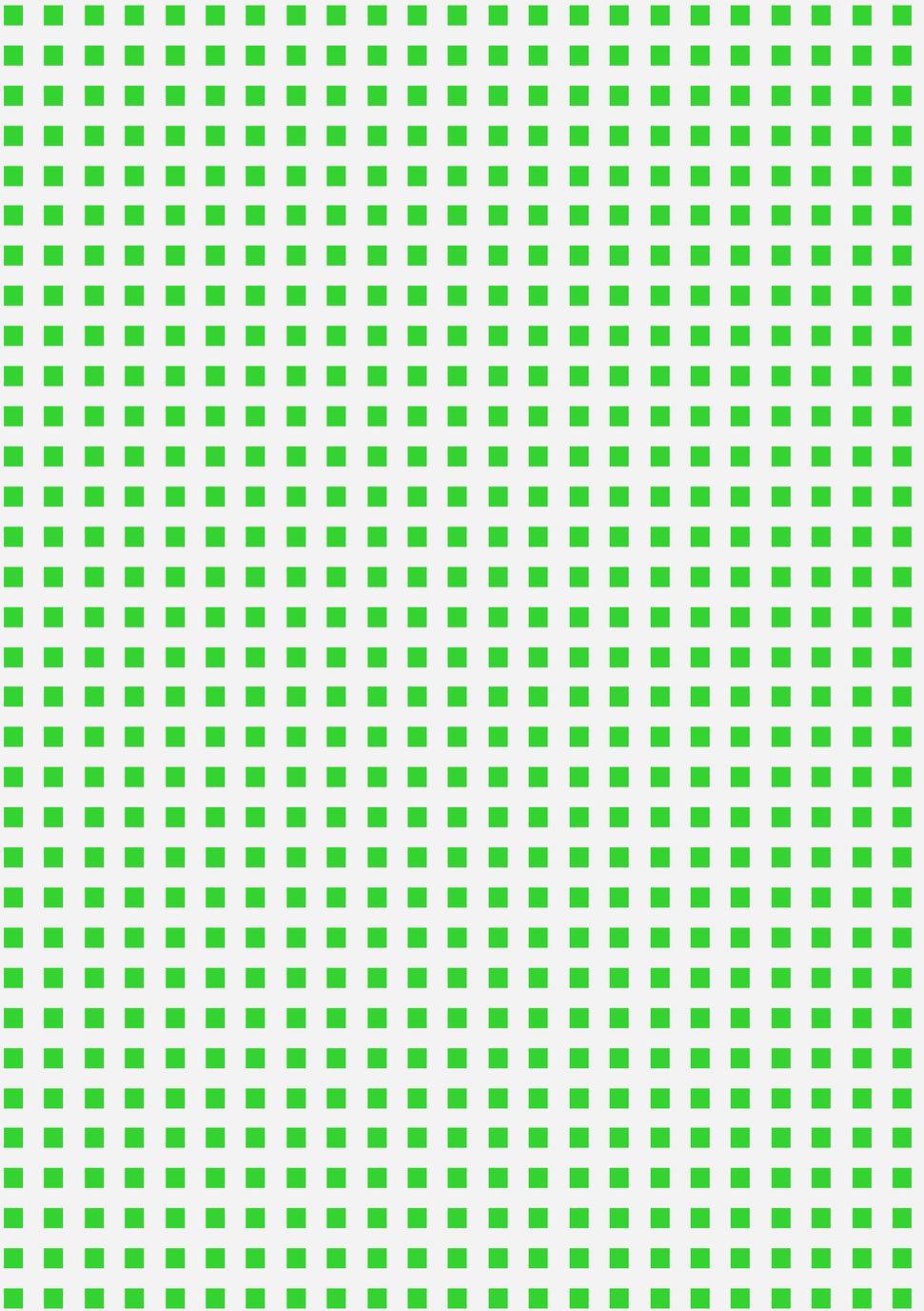
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## PIONEERING THE FUTURE OF TECH & DIGITAL WORKING

Enterprise City, Bonded Warehouse, 18 Lower Byrom Street, Manchester M3 4AP | [ENTERPRISECITYUK.COM/EXCHANGE](http://ENTERPRISECITYUK.COM/EXCHANGE)



ALLIED LONDON





# SUPPORTING THE TECH & DIGITAL INDUSTRY

The Exchange programme provides support for ambitious early-stage tech businesses and empowers them to grow by providing access to the tools and learnings to scale, as well as build a lasting collaborative community of like-minded forward-thinking entrepreneurs.

Set in the heart of Enterprise City, Manchester – a thriving tech, media and creative cluster – start-ups, scale-ups and entrepreneurs rub shoulders with international media and tech companies. We provide Exchange members with the coaching, content and community they need for their journey in designing the future.



# EXCHANGE





“Exchange is a project we love working on. In our mission to support founders in all four corners of the UK we get to see so many support initiatives and accelerators, but rarely do we see projects that have this level of impact, and so quickly. The extensive network of advisors, supporters, mentors and investors is such an asset to the companies. We’re all so proud of the amazing achievements of the last Exchange member cohort – they really did show what a combination of innovation, resilience and sheer hard work can achieve.”

**LIZ SCOTT**

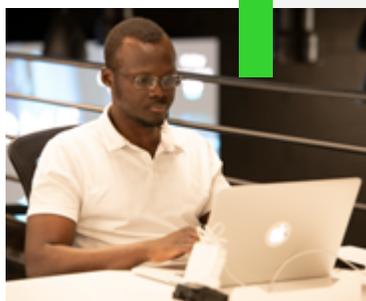
Tech Nation  
Client Engagement Director

# KNOWLEDGE PARTNER

Enterprise City has appointed Tech Nation as the knowledge partner to the Exchange programme.

Tech Nation fuels the growth of game-changing founders, leaders and scaling companies so they can positively transform societies and economies.

Tech Nation support the programme and its members by providing learnings and workshops on topics for growing a successful business, as well as entrepreneur engagement support and connections to the wider ecosystem.



# THE OFFER

Exchange offers a 6 to 12 month scheme to ambitious early stage tech companies, delivering support and direction for development within the market.





## EXCHANGE PROVIDES MEMBERS WITH 12 MONTHS\* OF BENEFITS INCLUDING:

**+ 1**

Free flexible workspace, wellness and social facilities.

**+ 2**

Access to a range of events from workshops, up-skill sessions and high-profile speaker events.

**+ 3**

A community of fellow ambitious start-ups and fellow entrepreneurs.

**+ 4**

support from an Entrepreneur in Residence, mentors and advisors.

**+ 5**

Access to expertise, resources and support from expert industry partners.

**+ 6**

Exclusive access to the Enterprise City and Department community platform – connecting organisations across the wider district.

**+ \***

Longer-term support is available for our alumni including access to space as they scale.

# BUILDING PART OF A CITY'S FUTURE – EXCHANGE SITS IN THE HEART OF ENTERPRISE CITY



# ENTERPRISE CITY®

Enterprise City is an inspirational new district of the city, with exceptional workspaces, inspiring cultural spaces, and bespoke city centre living.

It's a media, tech and creative cluster designed to connect people and businesses, encourage collaboration, and create success through expert placemaking.

Enterprise City provides a series of tech-driven and creative buildings where modern industry can flourish by focusing on digital skills, exemplary talent, new technologies and global communication. Since its inception, Enterprise City has become an international brand and a renowned place for innovators, creators and makers; trailblazers, pioneers and leaders. It's already home to a range of organisations from world leading technology companies to highly successful creative start-ups and media production studios.

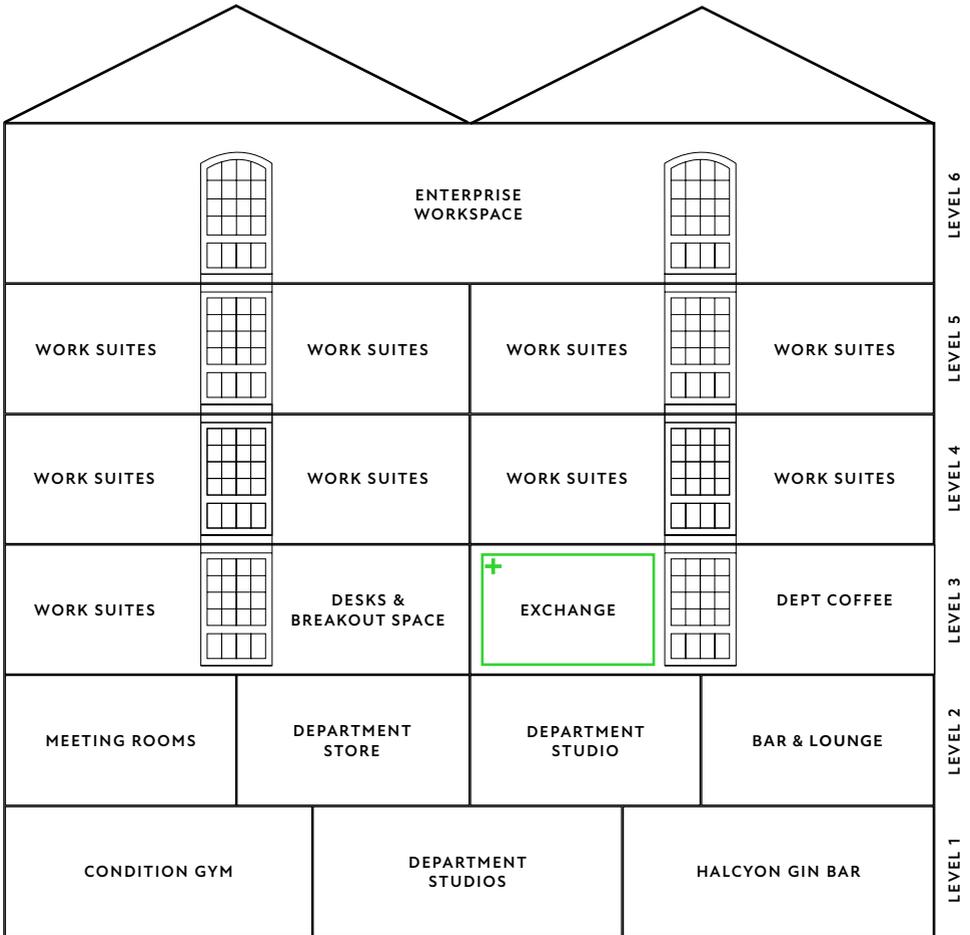


# EXCHANGE @ THE BONDED WAREHOUSE



The Exchange programme is in residency at Department Bonded Warehouse – originally an 1800s railway terminus and goods warehouse it's now a destination for modern industry, a thriving hub for creativity, collaboration and social experiences.

Department Bonded Warehouse is an inspiring backdrop for brands with unique workspace, wellness and social amenities, and a thriving community of like-minded and forward-thinking entrepreneurs; communicating, collaborating and working together in this unique hub environment – it's a truly unique and inspiring atmosphere.



**BONDED WAREHOUSE AT ENTERPRISE CITY**

# OUR SUCCESS SO FAR

As of July 2022 we have supported

**400** individuals  
across **88** businesses

.....  
A total of

**108** jobs were created  
.....

Over **£9 million**  
investment raised



# FOUNDERS EXPERIENCE



“Exchange allowed us to build a platform for growth and build our network in Manchester. We had previously been working from home and felt isolated from the tech space/ world. Being part of this community has had an incredibly positive impact on both our personal development and the growth of Otimo.”

**GAVIN BOAK**  
Otimo

**financielle.**

“We would recommend any Manchester based tech founder check out the Exchange. We have found the facilities, people, help and support invaluable to scaling up Financielle. We entered into The Bonded Warehouse a team of two and we'll be graduating from the programme a much more professional, ambitious and valuable company than when we first started.”

**HOLLY HOLLAND**  
Financielle



“As a first time business owner, the Exchange Programme has been incredible. I have built up an amazing network of inspiring founders, advisors and professionals who have helped me get Umii to where it is today. Each visit to the office offers new learnings. The Exchange community and staff are brilliant - always there to offer support when startup life gets tough and to celebrate the wins! Thanks for having me as part of the cohort.”

**GEORGIA WHEADON**  
Umii



“The Exchange Programme enabled me to be around other entrepreneurs who are on the same journey. This gave me a community to lean on, bounce ideas off and ask for help when I came up against challenges.”

**GRACE VELLA**  
Miss Kick



“The Exchange Programme offers the support that a start up needs to get off the ground. The extensive network and expertise available to you is first -class and the team are more than happy to help.”

**NICOLA WEEDALL**  
Hydr



“I have absolutely LOVED my time on Exchange. As I'd just moved to Manchester it was the perfect way for me to meet new startup founders in the area! The whole Exchange team was amazing and incredibly supportive. I particularly enjoyed gaining access to all of the insightful talks held at Bonded Warehouse. Every single talk had me completely engaged and was an incredible learning opportunity!”

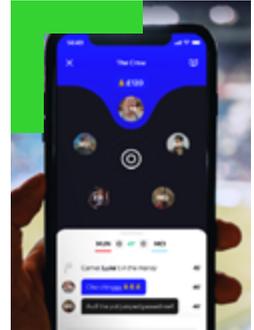
**HARRIET NOY**  
Hazaar

# CIRCL

Circl is a socially inclusive betting platform for people to use with their friends. At the core of the concept is a unique and innovative game-type which allows users to compete against friends during live sports events to win money.

Will Hawkins, CEO of Circl, said: "I want to give a shout-out to Exchange for providing us with the foundations to develop Circl from an idea to a fully-operating business with 1000s of customers. For any Founders that need help growing their business - on top of having a cool co-working space to work & network in - I would 100% recommend applying to this programme."

Following an investment of £375,000 in 2021, Circl have recently raised over £400,000 via a Crowdcube campaign which forms part of their plan to raise up to £2m over the next 12 months to enable the business to create and launch two new game experiences with ambitions to launch in the US.



To find out more visit: [playcircl.com](https://playcircl.com)

# PIXELMAX

Founded in 2018, PixelMax focus on always-on 3D workplaces, creating an enterprise version of the metaverse. Whilst on the programme, PixelMax raised over £2m and grew from a team of 3 to over 30.

Andy Sands, co-founder: "Being Exchange members helped us in so many ways. The progress we made during the year is a testament to the

scheme and the people around it, including the fellow entrepreneurs and the industry expert partners."

Shay O'Carroll, co-founder added: "I haven't come across anything else



in the three years plus we've been operating that's got close to what this has offered us as a business."

He continued "PixelMax's bespoke 3D virtual workplaces promote engagement and well-being through an interconnected reality that opens up a new world of opportunity. We

are excited to work with Exchange to bring the virtual world to life and for PixelMax to create and lead in a new market sector."

To find out more visit: [pixelmax.com](http://pixelmax.com)

# SPARKBOX

**Sparkbox's AI and in-depth data solutions help big brand merchandising teams make better stock buying and pricing decisions. Clients include River Island and Matchesfashion.com. They use Sparkbox to forecast demand, optimise their pricing and promotions and plan inventory to reduce waste and the need for big discounts.**

Its approach to data also has the potential to aid brand sustainability goals by preventing retailers from over-ordering stock. Sparkbox raised £1.5m with Praetura Ventures to double its team and onboard further fashion, home and

seasonal retailers, where deadstock is a constant challenge across the board.

The company was co-founded by Forbes 30 Under 30 inductee Lindsay Fisher who relocated to Manchester and joined Exchange

"The Exchange program has provided us with a great opportunity to meet other founders at a similar stage in Manchester. It's been helpful to share ideas and resources with the network and Department has been the perfect hub for our growing business".

To find out more visit: [sparkbox.ai](http://sparkbox.ai)



# EXCHANGE PARTNERS

Exchange is supported by a range of expert industry partners offering one-to-one tailored support on issues and needs within their field to our members.





# JOINING EXCHANGE



We would expect your business to meet one or more of the below criteria:

- Your business has been trading for 0-3 years
- Your headquarters is in the UK
- You're a digital tech business with a product or service to sell - launched or MVP ready
- You have at least one active client or pilot
- The business has between one and five employees
- You have an ambition to grow and scale up.

# HOW TO APPLY

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Exchange runs two cohorts per year; running March to August, and September to February. Our application form remains live year round to register your interest for the next intake.

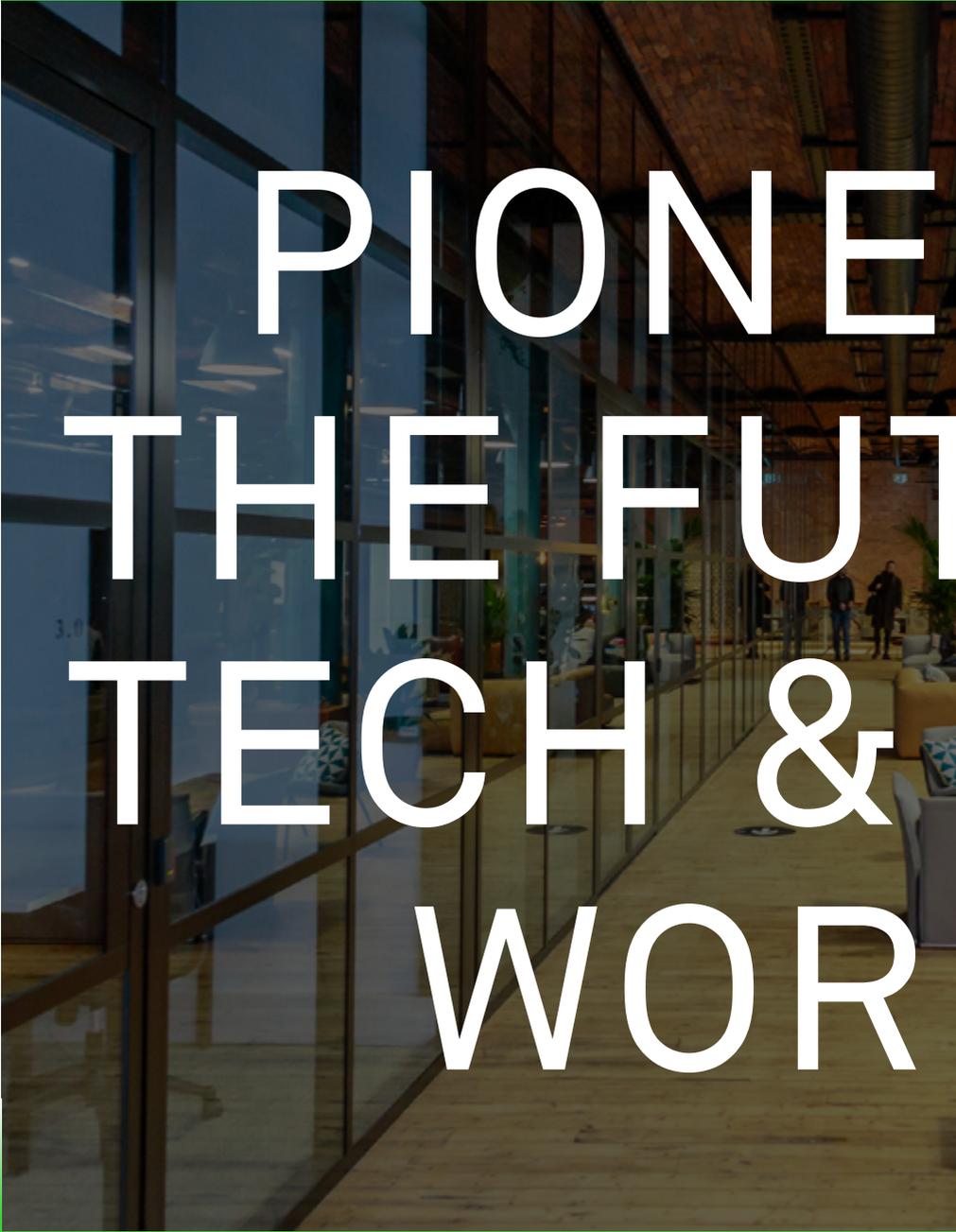
The deadline to apply for the September cohort will be the end of June.

The deadline to apply for the March cohort will be the end of December.

- You can apply to join Exchange on the Enterprise City website: [enterprisecityuk.com/exchange](https://enterprisecityuk.com/exchange)
- or scan the QR code to go direct to the application form.



For more information you can contact us via email at: [alice@allworkandsocial.com](mailto:alice@allworkandsocial.com)

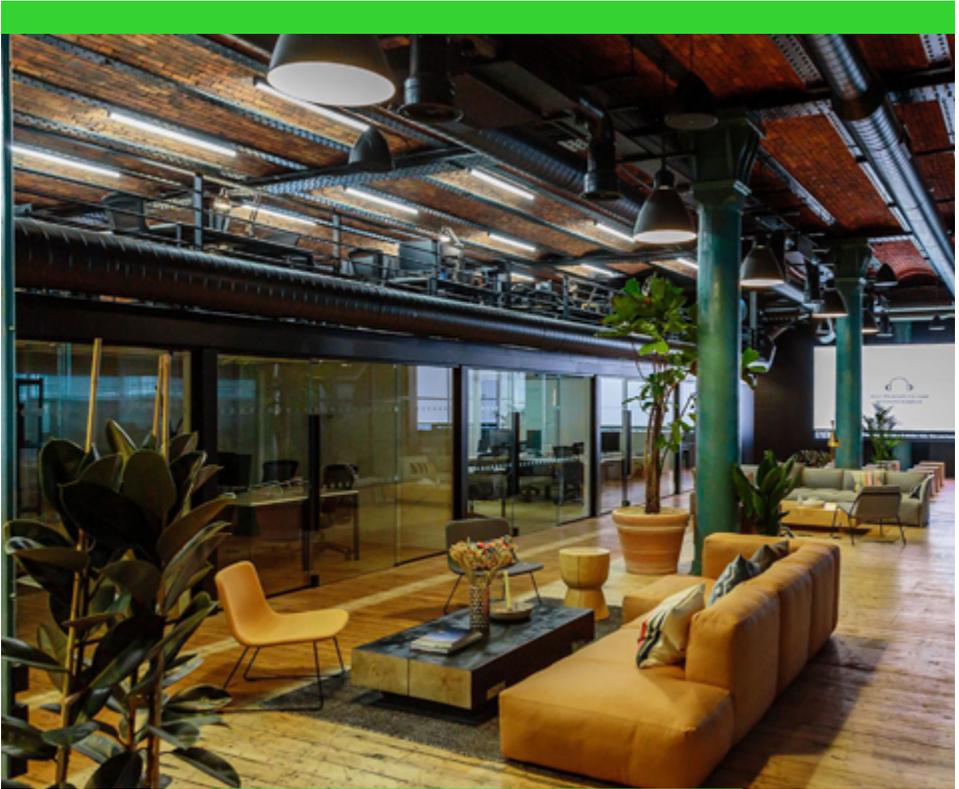


PIONE  
THE FUT  
TECH &  
WOR

A photograph of a modern office interior. The space features exposed wooden beams on the ceiling, teal-colored structural pillars, and large windows. In the foreground, there are several small, colorful storage boxes (purple, pink, and brown) and potted plants. The overall atmosphere is bright and contemporary.

# ERIN TURE OF DIGITAL KING

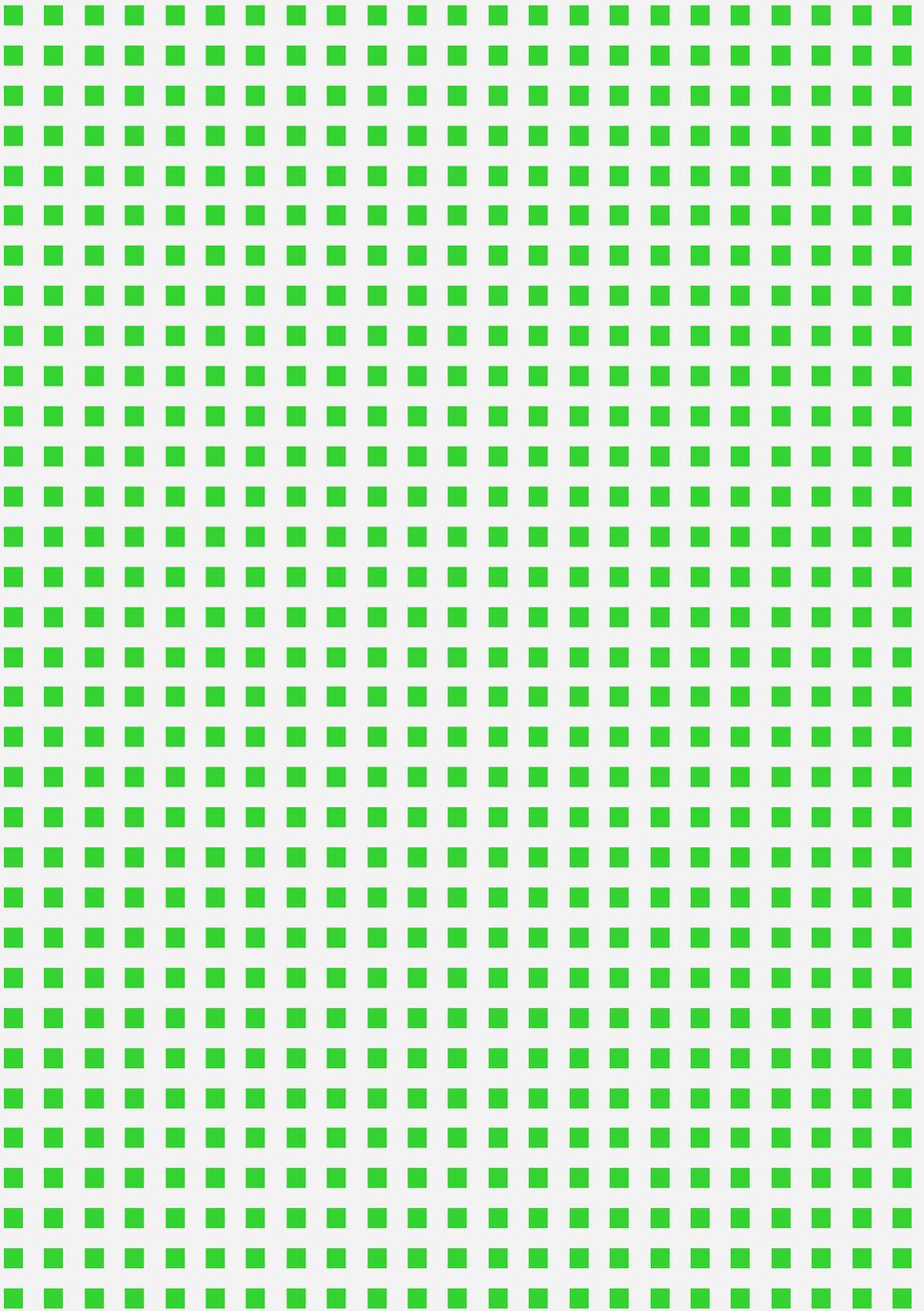
# THE FUTURE IS ENTERPRISE CITY®



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