

JULY / 2023

ENTERPRISE CITY®

DEBRIEF



St. John's

AN ALLIED LONDON PRODUCTION

CONTENTS

ENTERPRISE CITY: 4

Good news from Enterprise City

PROJECT: LATEST 6

A brief round-up of all the latest news, updates and images from around St. John's

FEATURE: 10

Robiquity moves into Transmission

FEATURE: 12

Extract Coffee opens at Department Bonded Warehouse

FEATURE: 14

Unity by Smolensky gallery launches at ABC gallery

FEATURE: 16

WPP move into the Globe Building

EXCHANGE FUNDING STORIES: 18

Cytix secures £230,000 ahead of launch

EXCHANGE FUNDING STORIES: 20

Hourr secures over £600,000 to help it scale

MEET THE MENTORS: 22

Mark Kuhillow and Symeon Breen



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THE NEWS FROM ENTERPRISE CITY

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

Summer is here in Enterprise City and transformation is all around. But winter certainly wasn't dreary for the district with plenty of new members and spaces joining. We have welcomed hundreds of new workers in the past six months with Robiquity, Proteintech, Dentsu, and WPP to name a few, now calling Enterprise City their new home. We are rapidly becoming the go-to district for all things tech, media and creative.

Exchange, based at Department Bonded Warehouse, has continued to thrive with applications now open for its sixth cohort. With names like Fiancielle, Sparkbox, and Versori

previously on the programme, it's got a proven track record for supporting the best.

Its mentor scheme is also growing with partners now spanning marketing, HR, law, finance, funding, technology, and business consultancy. It is truly defining itself as a top Northern support scheme and it's showing no sign of slowing down with a cohort in Leeds now established and other Manchester offerings set to be announced.

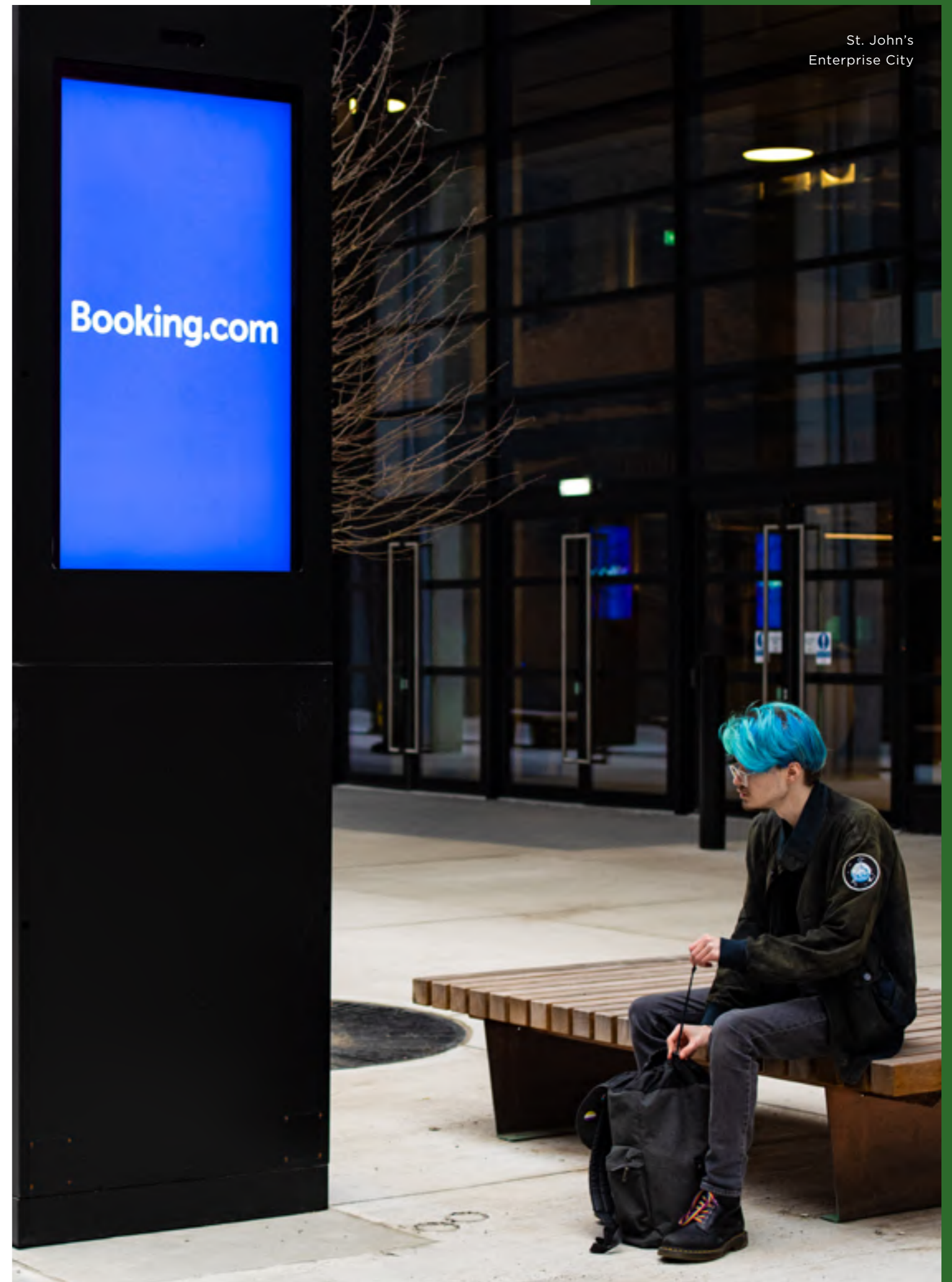
Developments have continued at Factory International, with preparations being made for the Manchester International Festival. The district is set to come alive with events and exhibitions

celebrating the wonderful city and all it has to offer. Enterprise City is set for a summer of fun.

Looking to the future, the district is to be enhanced further as Old Granada Studios continues to be redeveloped and welcomes the hotly anticipated Soho House later this year. We can also expect to see Versa Studios expand its remit with plenty of content set to reach our screens all from Manchester Studios. Whilst work on the historic Campfield Yard, Cube Space, Deuce and Hoops and Grape Street Deck continues, creating more spaces and areas for visitors and members to enjoy.

Enterprise City is thriving and welcome you to enjoy it.

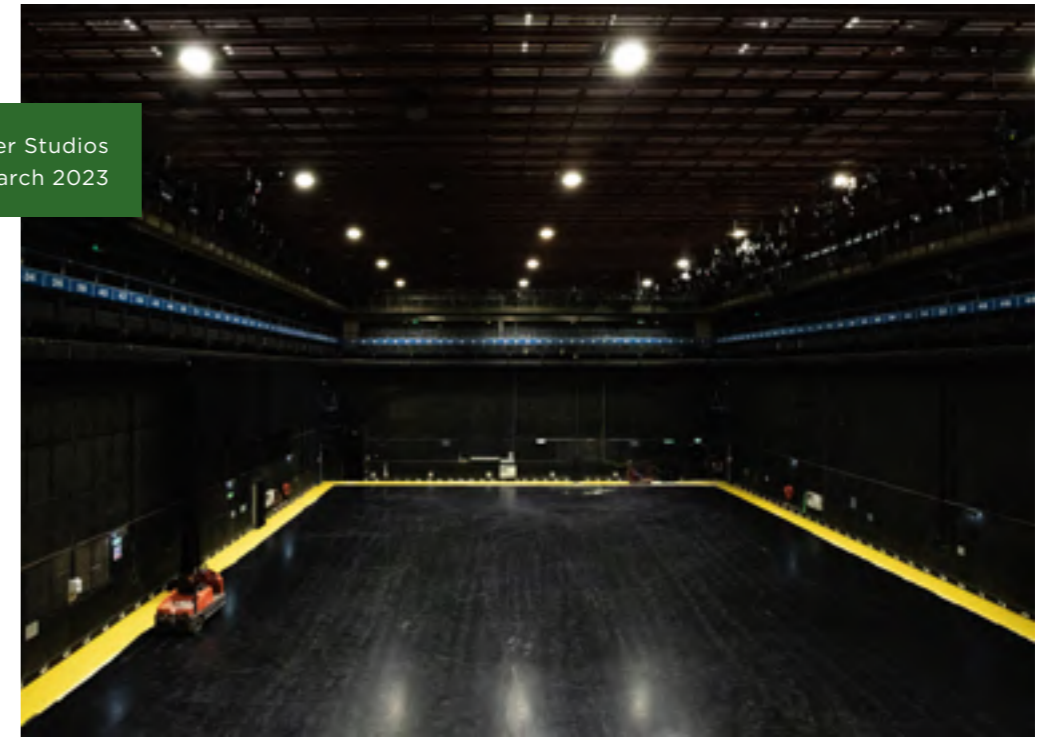
“Developments have continued at Factory International, with preparations being made for the Manchester International Festival.”



PROJECT: LATEST #1

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

Versa Manchester Studios
March 2023



Progress at St. John's, February 2023.
MGY on the left, Cube Space on the right with the Globe building at the back.



The Factory
February 2023



FACTORY INTERNATIONAL NEARS
COMPLETION AHEAD OF MANCHESTER
INTERNATIONAL **FESTIVAL**



FEATURE:

ROBIQUITY MOVES INTO TRANSMISSION

Robotic process automation (RPA) expert, Robiquity, is moving to Transmission’.



FEATURE:

EXTRACT COFFEE OPENS AT DEPARTMENT BONDED WAREHOUSE

Founded in 2007 as one of the UK's first speciality coffee roasters, Extract Coffee now operates from a dedicated space at Department Bonded Warehouse. The team offers training and consultancy to hospitality businesses in the North.



To find out more about Department Bonded Warehouse visit: departmentuk.com

FEATURE:

UNITY BY SMOLENSKY GALLERY LAUNCHES AT ABC GALLERY

It features local, international and emerging artists. The outstanding contemporary art collection includes paintings, sculpture, NFTs and photography.



ABC GALLERY

To find out more about the
ABC Gallery visit:
abc-gallery.co.uk

FEATURE:

GLOBAL MARKETING SERVICES COMPANY **WPP** MOVE INTO THE **GLOBE BUILDING**

Around 550 staff - hailing from WPP agencies
EssenceMediacom, Cheetham Bell, Code
Computerlove, Ogilvy Health, VMLY&R Health,
Wavemaker, Cloud Commerce Group and Kinetic
- will eventually be based at the campus once it
officially opens.



The
GLOBE
Building

EXCHANGE FUNDING STORIES:

CYTIX

Cyber security start-up, Cytix secures £230,000 ahead of launch. The start-up aims to revolutionise pentesting into a stream of microtasks rather than one-off consultancy to better support developers.

Cyber security start-up, Cytix has secured £230,000 in pre-seed funding ahead of releasing the latest version of its SaaS product, which embeds security testing into the fabric of an organisation's IT estate.

The Manchester-based start-up allows businesses to integrate security testing into workflows, while still providing the priority tests needed to achieve certification compliance. The cloud vulnerability management platform allows businesses to protect themselves from risks and government fines and make sure their systems are secure through a cluster of dedicated pentesters, which help identify and resolve vulnerabilities.

The business, which has joined the fifth cohort of Exchange, the tech scale-up support scheme at Department Bonded Warehouse, is currently forecasting an ARR of £400k in its first year. It plans to on-board additional customers during its current beta phase, to further learn what features

and functionality would be most beneficial to users. The new developments will be built, added, and automated to further enhance the PTaaS product.

The pre-seed funding from SFC Capital, and portfolio manager Ed Stevenson, will be used to develop the platform, and expand the team, bringing on-board an ethical hacker and B2B marketing professional into the fold, in addition to the founding trio of Ben Armstrong, Thomas Ballin and Matt Milan.

Ben Armstrong, co-founder at Cytix, said: "Almost every aspect of technology has moved on in recent years, yet security testing hasn't. We want to change penetration testing from a once-per-year consultancy exercise into a SaaS platform which provides continuous support and reassurance to development teams.

"Our founding team has deep experience of cyber security, and this funding allows us to establish a foothold in the market,

and transform it for the better. We have created a proprietary MVP and plan to develop it with further solutions and support for developers in the coming months."

Cytix gives development teams the support needed to write better code via its easy to use dashboard. IT managers can also see risk profiles with a single click rather than thumbing through 100+ page reports. The software automatically evaluates IT estates, and vulnerabilities are then automatically shared with the dedicated tech team to remedy them.

Cytix currently has over 17 organisations using the platform, growing 30% month on month, including DebtStream, a Cheshire-based forward thinking fintech company, as it gathers momentum.

Alice Pickersgill, Head of Exchange, commented: "Cytix is an exciting prospect in the cyber security space, and we're looking forward to supporting



the founding team as it grows in the coming months. Exchange's community of likeminded founders means that the team can develop and troubleshoot as a collective, and share the trials and tribulations of getting an innovative tech business off the ground with people in a similar position. I along with the partners and mentors here at Department Bonded Warehouse, are excited to watch Ben and the team scale this year."

Exchange supports early-stage tech businesses by providing them with a base at Department Bonded Warehouse, Enterprise City at St. John's, as well as access to its growing list of industry partners, mentors, and advisors.

Cytix used the SeedLegals platform to create and complete the necessary legal agreements required to close its funding round.

To find out more information about Cytix and the Exchange scale-up support scheme at Department Bonded Warehouse, visit: enterprisecityuk.com/exchange/

EXCHANGE FUNDING STORIES:

HOUSR

Prop-tech business Housr secures funding to streamline the student housing market. The Manchester-based 'Tinder of student housing' secures over £600,000 to help it scale.

Property technology start-up, Housr Living has secured £620,000 in funding to bolster team expansion, functionality, and growth across the UK.

Founded by friends Harry Panter and Ben Clayton, who met at university in 2021, the Housr app uses AI to eliminate the administrative hurdles that typically accompany the process of securing a rental property. It operates similarly to a dating app – students can swipe through properties and secure viewings, while landlords and letting agents can use it as a management portal.

The six figure seed funding will allow Housr to bring development in-house ahead of the launch of the updated version of the app. It will also help the start-up scale across the UK and its universities as a student service, and extend its reach to young professionals that have graduated.

The proptech business also has plans to expand to the US student market in the near future, and develop 'Housr community' and ethos - built by students, for students.

Funding has come from a variety of sources including Bachmanity Capital, and various angels including David Evans, Ian Tyler, Steve Thornhill, Barry Brown, and others.

This financial injection follows a period of growth for the business whilst on the Manchester-based Exchange programme. Exchange supports early-stage tech businesses by providing them with a base at Department Bonded Warehouse, Enterprise City at St. John's, as well as access to its growing list of industry partners, mentors, and advisors.

Becoming revenue-generating shortly after launch, Housr has now amassed over 3,000 student downloads with a growth rate of over 1,000 new users, month on month. It has successfully partnered with 75% of all major university societies and has 3,600 properties on the platform, with a strong waiting list too.

Harry Panter, CEO of Housr Living, said: "I wish I had Housr when I was a student. You can order an Uber within three clicks. Why can't you find a home

the same way? Having met at university two years ago, Ben and I have been on a mission to revolutionise the way that the student property market works. Where you live is such a big part of the university experience, and disrupting the process, bringing it in line with technologies currently available means students, and letting agents, have an altogether better experience.

"Securing funding is the next significant step on our journey and being part of the Exchange scheme has played a large part in developing our identity and network to date. We've built a strong brand, made our initial hires, and created a support network of associates that have helped shape our vision within the last 12 months, at Exchange. This support and the community we are now part of will help us become the go-to platform for students finding their next property around the country and one day soon across the pond."

Alice Pickersgill, Head of Exchange, commented: "Housr is an exciting business that has carried out its vision and mission while being part of our support

scheme. Not only have Harry and the team made the most of the partners and support here at Department Bonded Warehouse, but they have also become a genuine part of the community, creating a better experience for everyone involved.

"Exchange has brought together fellow members Housr and Houseflow to develop a partnership and new innovations. Housr is a real testament to the programme, and we're looking forward to seeing the business

scale and working with Harry and the team as alumni and future mentors to our next cohort."

Christian Elam, Founding Partner, Bachmanity Capital, said: "After working closely with the Housr team for two years and seeing their incredible growth, we have decided to lead their recent seed round. Congratulations Harry and the Housr team on the recent close – let's conquer the student housing market!"

To find out more information about Housr and the Exchange scale-up support scheme, visit: enterprisecityuk.com/news/meet-the-member-housr



MEET THE MENTORS:

MARK KUHILLOW AND SYMEON BREEN

Exchange the start-up support scheme has welcomed two new mentors recently, Entrepreneur in Residence Mark Kuhillow and mentor Symeon Breen

SYMEON BREEN

Symeon Breen has over 20 years of experience in the tech startup industry. With a background as a software engineer, he has gone on to grow and exit his own business and become CTO at multiple top global tech businesses.

He is now turning his hand to guiding early-stage tech start-ups as a mentor on the Exchange programme, alongside serving as CTO at Nivo. Symeon is undeniably passionate about start-ups and is committing his time to supporting the founders in tackling the hurdles of beginning a start-up. Whilst he may no longer want to grow his own start-up, he wants in on the action.

One of the main pieces of guidance he wants to assimilate through the cohort is that the right people are fundamental. Whether that be team members or funding partners, everyone needs to be chosen wisely through a considered process. The beauty of Exchange is that this process doesn't have to be

done by the founder alone, they can seek the advice of fellow founders around them, alumni from past cohorts, mentors like Symeon, and the scheme's specialist partners, to avoid rushing into a wrong decision.

Breen said: "For me, when meeting a start-up founder the proposition and their passion is everything. As ultimately this is what investors and stakeholders are buying into. We recognise that the product will probably change over time. But having the right people around you, that carry your same attitude is paramount. The technology can change, but the foundations shouldn't.

"This makes those first few hires critical. The founders are always well committed and want to drive the company forward. But when it comes to hiring, likeminded people should be valued. At the early stage, there is arguably no worse decision than making a poor hiring decision. You need people that will support you through thick and thin. Getting it wrong can be really damaging. This will not be 'just another job', the first 10 or so hires need to be



Symeon Breen

as committed as the founder if the business is going to achieve its full potential."

Symeon has called Manchester home for most of his career, despite some international stints including Datalex, he has always returned. He continued: "Manchester is a thriving tech-hub, it's big and diverse without losing its sense of community. It has been able to start a sustain

a number of unicorns and this is only going to continue in the future."

This diversity within the industry is something he champions with previous experiences across various tech sectors, including big data, travel-tech, martech, and fintech. Now as a mentor, he is keen to explore more exciting opportunities, as he encourages any member to test his broad and technical knowledge-base and see how he might be able to help.

MARK KUHILLOW

"It's time to pay the experience of my battle scars forward", says Mark Kuhillow, the Manchester-based entrepreneur that has recently exited SaaS platform, SingleView which was acquired by international affiliate marketing network, Awin.

The media and digital marketing veteran started working in online businesses in the late 90s has joined Exchange, the tech start-up support scheme, as its latest Entrepreneur in Residence. Mark will use his three decades of experience to mentor and advise the current cohort of over 30 ambitious entrepreneurs that are members of the Department Bonded Warehouse based programme.

"I've had a great time scaling SingleView globally. It allowed me to understand regional cultures and nuances from a product management perspective. Integrating in the US isn't the same as Germany, and so on. I now know how to work across different locations and how they work together under one project umbrella."

But it is the start-up and scale-up enterprises that he is now switching his focus to. Mark was always the 'go-to' person in his group with years of experience in media, marketing and running businesses. After years of backing himself and focusing on his own enterprises, he wants to change

that and support the growing Manchester tech scene.

"I have a genuine interest in tech and a passion for innovation, so this role is perfect for me and what I want to do following the acquisition of my last business and its tech platform. I have run both bootstrapped and venture-funded businesses and learnt many lessons the hard way. So, anything I can share to support the next generation of tech businesses on their journeys might save them a sleepless night or two."

What are your ambitions for the Entrepreneur in Residence role?

"Naturally I want to help businesses grow and scale, and as a wider point, develop the exciting Manchester tech scene that is evolving in the city centre. It has completely changed from when I was at the same stage as many of the Exchange businesses. I think I can play a real role in helping businesses understand how to drive real value to prospective clients and their stakeholders.

"I've already spent time with Tech Nation Rising Stars finalist Sam Royle, of SoSquared, and Marc Shirman at BexCard and the team at Housr, and had some great conversations. Hopefully I've been able to pass on some tips to them as they've certainly inspired me. Each business and entrepreneur has a totally different approach and it's this variety that I'm also looking forward to.

"I manage to fill my day each week with chats and sessions with the founders, and as I spend more time here, I plan to get deeper under the skin of many of the budding businesses.

"I like to find out what makes the founders tick - what's their reason for starting their businesses. I try to discover the passion and motivations behind the idea, why they do what they do, and not just what problem they are trying to solve. If the founder has started their enterprise for the right reasons, they have a better chance of success. Once we have established it they have



Mark Kuhillow

something that 'works' we can work together to figure out how best to execute their plan.

"I understand tech but I'm not a coder. I know how to deliver shareholder value, a unique proposition and how to scale the technology. This is what I want to bring to the businesses based at Exchange and also help them think like me and take a step away from their product to see if from the eyes of others."

What most excites you about Exchange?

"I'm looking forward to getting to know the businesses here more. Rediscovering my roots and the feeling of founding a tech business and being back at the centre of the city's tech scene.

"Alice and Mo, the team that run the programme, are great and very energetic. This is infectious and transcends the group. You can feel it in the group sessions and events, even just working in and walking around the space."

To find out more and how you can join the next cohort of the Exchange programme, plus collaborate with Mark and the rest of our programme partners, visit:

enterprisecityuk.com/exchange

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