



Station12

Existing portfolio & future pipeline

The Sports, Entertainment and Knowledge market is global and constantly refreshed by technology and consumer behaviour. We work with the best companies and talent to seize the opportunities this dynamic sector produces, creating value for our partners, investee companies and investors.

Despite the dramatic effect Covid19 has had on the economy, the sectors in which we invest have either been boosted or are showing real resilience due to their ability to pivot to online business models. The lockdowns have encouraged and accelerated consumer uptake of online services for streaming, education, gaming as well as newspapers and journals.

Follow on investment into existing portfolio

Parade Media – Broadcast Media, Venture Capital (EIS)

Parade is an established distributor of factual and lifestyle programming. The company has been steadily growing over the five years since launch, now representing over 35 production companies with approximately 2,00 hours of real-life entertainment content.

During the last three months TV production has been able to restart although there are strict Covid-19 protocols in place; the UK government has had to underwrite a fund to replace production insurance so there are still challenges in terms of securing new content. However, Parade's customers – the broadcasters and streamers – are still hungry for content and they now have an urgent need for acquired content to replace planned commissioned programming, providing Parade with a wider market for its newest shows and a great opportunity to re-license some older shows in the catalogue.

In addition, Parade has partnered with two UK production companies and is currently preselling two brand new highly commercial series made from archive footage, and has also secured new content from the US and Australia in the last few months.

The company is on course to hit its budget for the year and is looking to expand its international producer partnerships in the new year. (www.parade.media)

InSport Education – Sports & Education, Venture Build (EIS)

InSport is an international challenger business school for sports providing courses to students and executives, or anyone interested in the business of sports. Chaired by Dame Heather Rabbatts, a former Director at The Football Association, InSport is also advised by Lord Moynihan, former UK Minister for Sport and former Chairman of the British Olympic Association. Both continue to provide invaluable access and market insight.

The Covid pandemic has exposed significant structural flaws in the higher education system and has driven the demand for more online, flexible, affordable, and practical education that supports a pathway into employment. This has accelerated InSport's business model, complementing its ability to serve students through digital as it pivoted to become a fully online learning platform, delivering employer-led content that can be consumed via any device, at any time. Its programmes provide a pathway to employment in the sector by greatly enhancing employability, helping students build their networks, and connecting them to senior practitioners within the sports industry for careers advice, tutoring, mentoring and, ultimately, employment.

In September InSport delivered its first fully online learning programme to unequivocally positive feedback and the company has traction with a growing number of US and UK universities. The next course will launch in January 2021.

InSport recently raised £250,000 in the form of a convertible loan of £125,000 from a private individual which was matched by the UK Government's Future Fund. (www.insport.education)

WhyBuy – Lead generation, Venture Capital (EIS)

The concept is simple: Why Buy when you can get better for less? Everything you need, none of the clutter!

WhyBuy intends to do for things at home what Uber did for car ownership and Deliveroo did for takeaway. It allows consumers to have items delivered for short periods at a time of their choosing and WhyBuy customers are able to access high quality, top-of-the-range brands at a fraction of the cost of ownership avoiding all the hassle associated with storage and maintenance – and it's good for the planet.

The WhyBuy app launched within the M25 in June 2020 with test budgets for marketing and results exceeded expectations. The next phase is to build up the WhyBuy brand both online and above the line, to establish credibility and make WhyBuy a household name in key targeted geographic areas. To that end, a Commercial Director was recently hired to drive this initiative.

"Generation rent" and the rise of the rental economy, along with environmental sustainability have been a recurring topic in the news from 2018, and that trend has been accelerated by Covid19 raising problems that WhyBuy intends to solve.

The company completed an oversubscribed Seedrs campaign at the beginning of December and plans to raise a limited amount of further seed funding to finance its marketing plan over the next three to six months. We are in discussions with major national retailers about partnering with WhyBuy on a national roll out in 2021 which will be supported by the launch of a more significant fundraise in the first half of 2021. (www.whybuy.app/)

Pipeline

Station 12 are currently evaluating the following companies. Each company is in the process of receiving advanced assurance for EIS and in some cases SEIS.

Company A - Television production (EIS)

Established drama production company looking to accelerate growth after five years of profitable trading. The company are currently in production on the third series of 'Keeping Faith', a big BBC success with international sales and format deals in place.

The company also has majority equity stakes in three talent led subsidiaries - with Sandi Toksvig, Eve Miles (Keeping Faith lead) and Craig Roberts (Eternal Beauty feature film - recently released). The company has recently delivered a lockdown drama to S4C and has secured development funding and two script commissions in the last three months. *(Keeping Faith pictured on cover)*

Company B - Live Events (SEIS and EIS)

Fronted by adventurer and TV personality, Bear Grylls, the Gone Wild Festival is a five-day adventure festival which encourages families and friends to try new, adventurous, outdoor experiences together in the surroundings of Powderham Castle, Devon.

The inaugural festival will take place in August 2021, with Bear committing to significant involvement. The ambition is to grow the event to multiple UK locations and license the festival internationally, including the US and China. *(Bear Grylls pictured on cover)*

Company C – Theatrical Rights (SEIS and EIS)

A rights acquisition and development company. The company acquires existing literary rights or commissions new writers to create and develop works for theatrical exploitation worldwide, either on the stage or by digital distribution, with an emphasis on musical entertainment.

Headed by producers with a track record of successfully developing and exploiting shows, the company intends to exploit and license its shows internationally.

Company D – AR/VR (EIS)

This company aims to help produce real-time volumetric video capabilities for broadcasters, sports events and content studios through its selection of software tools.

Broadcasters are increasingly looking to differentiate their content due to increased competition in the broadcast space from new entrants and OTT providers. New technological innovation can offer more immersive and engaging content for customers.

For 3D application developers, such as games studios, getting realistic animated content into a 3D scene is extremely difficult and expensive. It can be done easily for static objects using photo scanning and for static scenes using photogrammetry, but moving scenes cannot be easily captured without going to a studio.

At sports events with a series of cameras installed across the stadium, viewers are able to watch replays across 360 degrees and from different angles. The company are looking to produce similarly engaging and dynamic content, but without the need for fixed installation of hardware.

The above pipeline is subject to change at the Manager's discretion. Portfolio selection may differ based on timing, due diligence and approvals. We are currently talking to prospects across our sectors therefore new opportunities may be added.

The option to elect to invest into single companies is available.

If you are interested in any of these opportunities please do get in touch.

Contact

hannah@station12.co

020 4526 9688

www.station12.co