

Global Business Innovation Programme – South by Southwest (SXSW), Austin USA

Briefing Session



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Agenda

1. Welcome & Introduction

Richard Foxall - GBIP Lead, Innovate UK Business Growth

2. Innovate UK & Global Programmes

Jon Hazel - Partnership Manager, North America and Global Incubator

3. Why South by Southwest (SXSW) in USA

Richard Foxall - GBIP Lead, Innovate UK Business Growth

4. Creative Catalyst & GBIP Scope

Robert Maycock - Innovation Lead, Creative Industries

5. Success Story from a previous GBIP SXSW delegate

Vishal Venkatesh - True Neural Technologies, StyleGaze

6. GBIP Dates, Application Process & Eligibility

Richard Foxall - GBIP Lead, Innovate UK Business Growth

Innovate UK & Global Programmes

Jon Hazell
Partnership Manager North America



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We are the UK's innovation agency

As part of UK Research and Innovation (UKRI), Innovate UK is publicly funded to drive innovation and productivity across the UK.

We work for you to create a better future by inspiring, involving and investing in businesses developing life-changing innovations.



A typical Innovate UK
backed business raises

>30%

more money
from the
private sector



Than similar businesses. Since 2007

**Direct
business
benefit**



£3.61

For every £1 invested

Over a seven-year period. Based on the
most recent independent evaluation.

Our purpose

We drive **productivity and economic growth** by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

We **connect businesses to the partners, customers and investors** that can help turn these ideas into commercially successful products and services, driving productivity, and supporting business growth.

Our mission is to enable the creation and adoption of innovation across the UK.



Global Business Innovation Programmes

Cohort of c.15 innovative high growth businesses exploring opportunities and building collaborations and partnerships in specific countries and technology and sector areas.

Programme over 9-12 months with 3 phases.

- Get ready
- Visit the market
- Exploit the opportunity

Helping you to grow and scale your business globally

- Explore global opportunities through R&D and innovation
- Develop a better understanding of the challenges and opportunities of different global markets
- Find collaborators and partners to develop your network in the UK and globally
- Improve your company value proposition to international partners and investors
- Understanding the support available to help your business scale globally



UK in a global world

The Opportunity:

- 99% of population live elsewhere
- 97% of WW GDP is elsewhere

Thank you



Why South by Southwest (SXSW) in USA?

**Richard Foxall – GBIP Lead
Innovate UK Business Growth**



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Why SXSW in USA

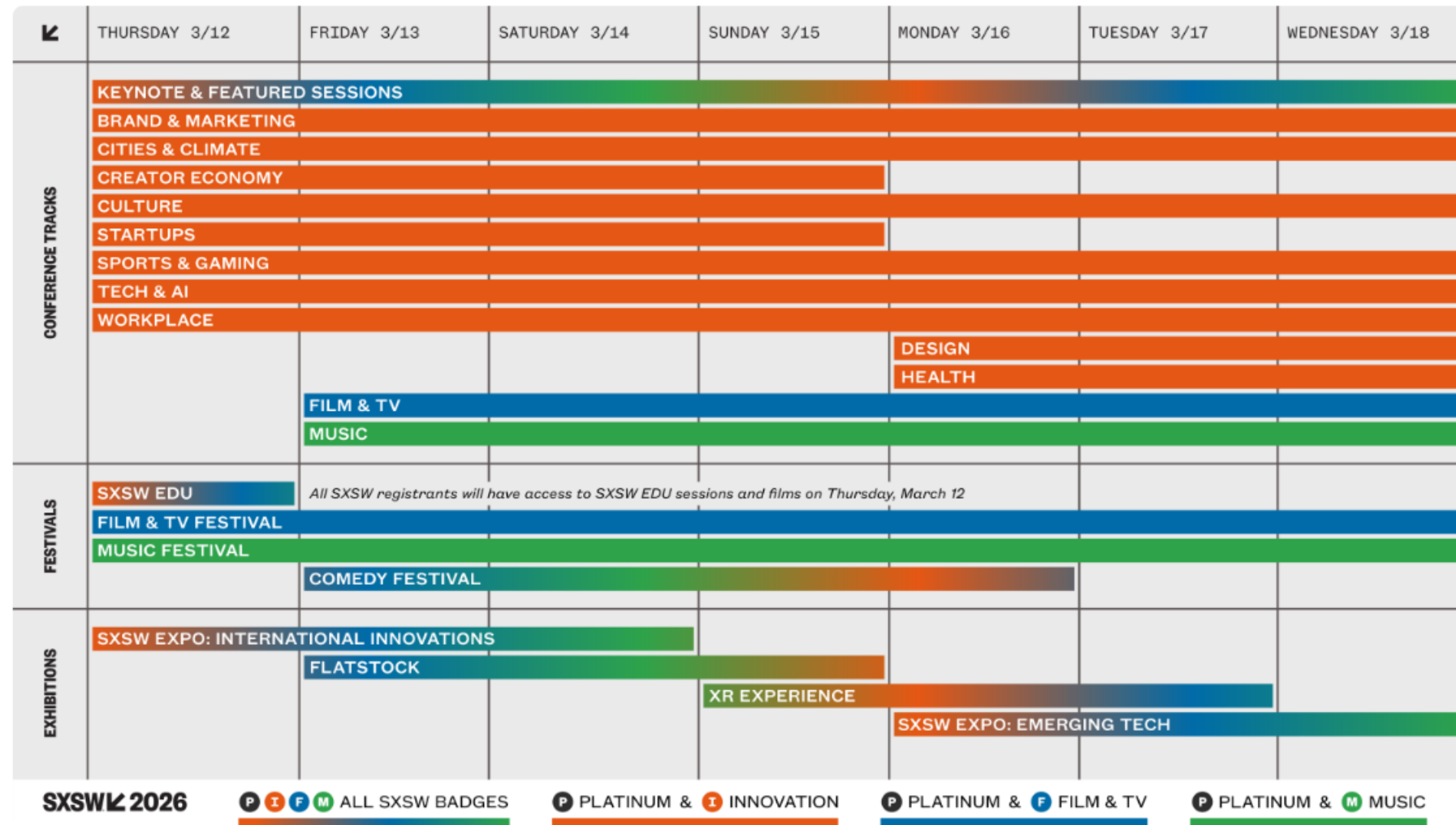
- The most important event in the creative industries for the USA, that takes over City of Austin
- An annual conference since 1987 when it started as music festival
- 2026 is the 40th anniversary year
- Creative industries from around the world travel to Austin (75% are from the USA, 25% from 108 countries outside of the USA)
- It provides an opportunity to experience the latest innovations, form partnerships, discover new technologies and network at the highest level
- Visitors 75% are from the USA, 25% from 108 countries outside of the USA
- Badge entry only

What is SXSW now?

For 2026

- **Conference** with keynote speakers: 850 conference sessions, 600+ mentor and networking events
- **Clubhouse venues** for **Innovation, Film & TV and Music** related industries to facilitate networking and connections
- **Exhibition**
 - SXSW Expo
- 450 Brand Activations
- **Festival**
 - Film & TV: 460 Film & TV Screenings
 - Music: 300 live showcases
- Country Houses
- At various venues, hotels etc

SXSW 2026 Tracks



As detailed on SXSW <https://www.sxsw.com/tracks/>

Typical activity at SXSW

Have a plan

- What you make it
- Planning before you arrive is key. Make connections before you arrive
- Can't attend everything – must carefully plan own day, the SXSW app details themes, tracks, sectors, venues
- All venues within 20m walk, with comfortable shoes
- Check in - morning
- One showcase event during the week tbc
- One group event attendance per day
- Meet other delegations from the UK
- You will be attending learning sessions, meeting potential partners, networking and hopping from one showcase to another
- Have your elevator presentation ready!



Creative Catalyst Programme & GBIP Focus

Robert Maycock
– Innovation Lead Creative Industries

Innovate UK



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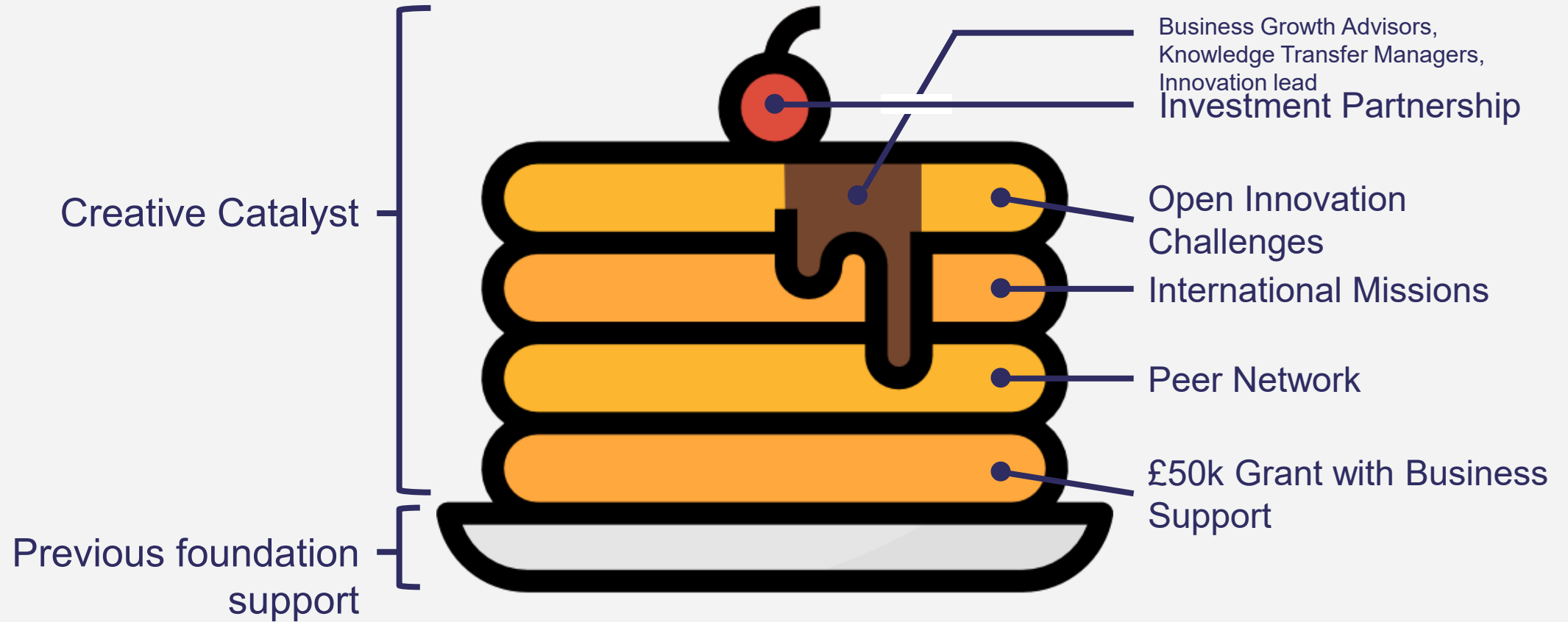
Creative Catalyst Programme

The Creative Catalyst is Innovate UK's flagship funding programme for the creative industries.

The Creative Catalyst is a £30 million programme, providing end-to-end innovation support for projects by high-potential micro and small companies in the creative industries sector.

- it is different from all our previous funding programmes, in 3 fundamental ways:
- it is a holistic package of support, not just grant funding
- the grant funding is specifically tailored for the creative sector.
- it covers all innovation themes across the whole creative industries

Breakfast of champions



Creative Industries

Focus areas

We are looking for creative industries businesses, ready to collaborate internationally, innovating beyond proof of concept in the following areas:

- Music technology
- Film & TV
- Video games
- Advertising & marketing technologies

Future facing

Creative Industries sector plan identifies four areas:

- Music, performing and visual arts
- Film and TV
- Video games
- Advertising and marketing

Creative Industries are integral to Government's growth mission.

We are looking for high growth potential businesses.

Success Story from a previous GBIP delegate



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True Neural Technologies/StyleGaze

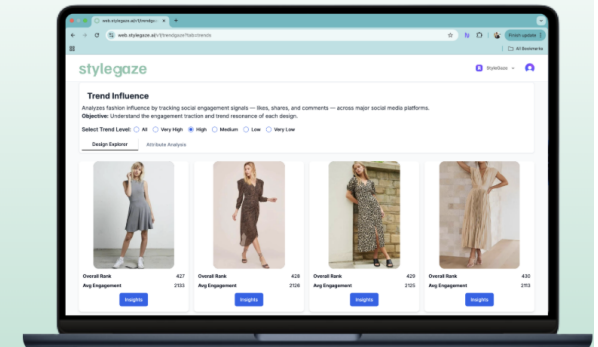


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GBIP Dates, Application Process & Eligibility

Richard Foxall – GBIP Lead
Innovate UK Business Growth



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Application timeline dates

- **Monday 27th October** – applications open
- **Friday 14th November 2pm** – applications close
- **Thursday 4th December** – offer notification
- **Thursday 11th December** – sign and return commitment letter, and pay £1,000 commitment fee
- **December** – innovation & growth specialist (IGS) allocated for GBIP action planning & wrap-around support

Key programme dates

- Wed 28 and Thurs 29 January 2026 – **Get Ready Workshop**
- Weds 11 March 2026 – Travel to USA
- Weds 11 to Tues 17 March 2026 - **Visit the Market**
- Tues 17 March 2026 – Return travel to UK
- Weds 10th June 2026 – **Exploit the Opportunity Workshop**

*All events are **in-person** and attendance is a **mandatory** part of the GBIP.

Eligibility

Who can apply

- a UK-based innovation-led company with ambitions to grow and scale globally
- developing an innovation that is beyond proof-of-concept stage
- a company with fewer than 250 employees
- the CEO, founder, or senior decision maker in the business
- able to attend all workshops and complete all activities - prep, visit and exploitation

If you have previously attended the SXSW USA conference with Innovate UK support, you are not eligible to apply.

Application guidance

- Check the GBIP page and application form for detailed guidance on eligibility in terms of company size and attendance of previous GBIPs
- Do check your activity is in scope in the 4 focus areas we defined : Music Technology, Film & TV. Video Games, Advertising & Marketing Technologies
- It is a competitive process, and we are looking for high standard applications that articulate your innovation, why a US visit to the SXSW event is important to your business?
- Do not have to be engaged with or funded by Innovate UK already to apply

Tips for you application

Two parts – video and written

- Please note there are **two parts** to the online application, a **video** and **written submission**. The video is half of the marks the written application is the other half
- All question should be answered comprehensively, to the best of your ability, but please pay particular attention to the scored questions in the application, scored questions have the marks indicated next to the answer box
- The video presentation should be no longer than **2½ minutes**. It doesn't need to be high budget and can be done with a smartphone
- The video needs to address the points we have asked you to articulate and the questions to answer. Don't send a generic video about your company that doesn't address the points and questions we have detailed
- If you have any questions around the application process or require support, please contact us as soon as possible at event.enquiries1@iukbg.ukri.org - as if it's close to the deadline we may not have time to respond
- Applications close on **Friday 14th November at 2pm**. Best advised to not submit very close to the deadline as traffic can be high and there will be a hard stop at 2pm
- [download](#) a copy of the template word application form

Considerations

- 1) CEO, founder or senior decision maker must apply and complete all activities
- 2) ability to commit to **all dates, in person**
- 3) company resourced to maximise the opportunities created
- 4) commit to work closely with your innovation and growth specialist (IGS)
- 5) agree to report back on meetings and outcomes achieved
- 6) who can provide support? Your innovation and growth specialist:
<https://iuk-business-connect.org.uk/business-growth-contact/>

Costs

Innovate UK will fund:

- international flight – group return economy travel from the UK to USA
- group hotel accommodation, incl hotel breakfast, in Austin for the visit dates
- group airport transfers in the USA
- welcome and/or farewell dinner tbc
- conference fees as part of agenda – Premium Badge
- hotel costs for get ready workshop and dinner - but not UK travel

Costs

Successful companies will fund:

- programme commitment fee £1,000; refunded on completion of the full activities and active engagement
- travel within the UK (workshops + UK airport transfers)
- subsistence / meals outside of hotel breakfast and pre-arranged meals as part of programme
- travel and medical insurance

Additional information

- For any enquiries, please contact us:
event.enquiries1@iukbg.ukri.org
- To view all GBIP opportunities please visit:
<https://iuk-business-connect.org.uk/opportunities/>



Thank you



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