



Innovate
UK



UK Creative Industries South by Southwest

Global Business
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Introduction

UK Creative Industries

The Creative Industries are one of the UK's great economic success stories.

Invest 2035, the UK Government's Modern Industrial Strategy, identifies the Creative Industries alongside advanced manufacturing and life sciences as one of the eight sectors in which the UK is acknowledged to be world leading, and has the highest growth opportunity. As the strategy highlights, research and innovation will be key to achieving its potential, along with skills, infrastructure and other inter-related issues.

The Creative Industries are an interconnected ecosystem of designers, creatives, artists and engineers across the UK, most visible in creative clusters. Sub-sectors such as film, TV, music, performing arts, visual arts, video games and advertising thrive because of

each other and our excellence in areas like design, photography, architecture, software, publishing, crafts, audio and fashion. The sector is made up predominantly of SMEs and microbusinesses which interact, while freelancers and creative workers play a key role in the sector's dynamism, moving between sub-sectors as well as beyond the Creative Industries where nearly 1.3 million more are employed in creative occupations.

This ecosystem is underpinned by our public investment in museums, heritage and cultural infrastructure, and through Arts Council England, the British Film Institute, other arm's length bodies around the UK, and innovation is supported through Innovate UK.

About us

The Global Business Innovation Programme

The Global Business Innovation Programme (GBIP) helps ambitious UK companies that are developing cutting-edge technologies in key sectors to enter global markets of strategic importance and find international collaboration partners.

Funded by Innovate UK and managed by Innovate UK Business Growth, the intensive three-stage programme:

- prepares businesses for approaching and operating in market
- includes a tailored in-country visit, which allows businesses to develop a deeper understanding of the market and facilitates introductions to key partners and contacts from government, academia and commerce
- provides ongoing specialist support to help businesses cement relationships, leverage connections made during the visit, identify partnership opportunities and access R&D funding to drive cross-border collaboration.

Innovate UK

Innovate UK is the UK's innovation agency, helping UK businesses to accelerate growth through the development and commercialisation of new products, processes and services, supported by an easy-to-navigate, agile and inclusive innovation ecosystem.

www.ukri.org/about-us/innovate-uk

Innovate UK Business Growth

Funded by Innovate UK, Innovate UK Business Growth delivers bespoke support to ambitious innovative businesses to help them grow and scale. The support provided by Innovate UK Business Growth is tailored to meet the needs of businesses across all technology sectors and is designed to respond to their evolving needs as they scale and compete globally.

www.iukbg.ukri.org





Certifi World is a leading UK-based music technology company transforming how artists, events and fans connect through next generation digital credentials.

Certifi's flagship product, the Geodrop, is a geofenced augmented reality (AR) fan engagement platform that blends augmented reality collectibles with native Apple and Android Wallet Passes. At live events, fans unlock exclusive AR moments and receive a verified digital credential stored in their phone wallet. It becomes proof of presence, proof of passion and the start of a direct relationship.

For artists and labels, Certifi World provides verified first-party audience data with conversion rates above 75%, giving the industry a scalable way to identify fans, activate them and create new revenue streams. For fans, every moment becomes a digital collectible that can unlock future perks, access and rewards.

For music companies, the company replaces costly one-off AR activations with a repeatable and affordable platform powered by proprietary geofencing, wallet integration and real-time analytics. Certifi World turns live moments into long-term value across the music ecosystem.

Collaboration Opportunities

Certifi World aims to form partnerships with labels, management companies, festivals, agencies, events and brands, together with securing pilot activations and meeting with aligned investors.



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DataMind Audio make audio tools for the AI era. Built by industry leaders, the company make creativity easy for everyone, from casual users to sound professionals to global businesses.

AI is changing sound. But creators want tools they can actually play, not simply prompt. They also want the security of knowing rights are protected. The same is true at the enterprise level: companies are hunting for ways to creatively incorporate 'AI sound' into products, while at the same time staying rights-compliant.

DataMind Audio meets these needs. The company trains its AI models on licensed data, with built-in attribution and revenue share for artists. And it is moving fast, with a growing ecosystem of four pioneering products and more on the way, such as real-time sound filters — like face filters on TikTok, but for audio. At the same time, partnerships with telcos are helping DataMind Audio scale, with the opportunity to put the same creative power in everyone's hand, on everyone's phone.

As for the splash it's making, DataMind Audio has already struck deals with the likes of Epic Games and Hans Zimmer's world-famous Bleeding Fingers studio, while renowned creators such as Beardyman, Supertask, Simon Stockhausen, Daedelus, Flintwick and Weaverbeats use its tools. The news is spreading.

Collaboration Opportunities

If you are an investor, artist, or creative industries professional, DataMind Audio would be interested to hear from you. Currently, the company is raising a seed round (\$2.5M/£1.9M) to accelerate its mission to bring ethical AI sound to everyone, everywhere.

Catherine Stewart CEO

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Digital Camera Systems (DCS) is at the forefront of lens metadata technology. The Lens Data Translator (LDT) system is the only agnostic on-set solution for recording and live streaming frame-by-frame metadata simply and reliably.

LDT gives on-set crew and virtual production technicians immediate access to valuable data whilst recording it seamlessly into camera raw footage, ensuring it's available throughout the post-production pipeline.

The technology has already been validated across many major productions, transforming workflows by providing accurate, real-time lens data. By eliminating data gaps that slow down post-production, DCS enables visual effects (VFX) teams to work with comprehensive information from the moment of capture.

DCS is developing the next generation of lens metadata recording technology, building on the proven success of the LDT platform. Gary Keller, General Manager of DCS has been driving on-set lens data adoption in the UK and worldwide for the past five years. Whilst hardware, technology and R&D form the cornerstone of DCS, Gary's mission ensures the company remains the home for reliable and insightful information, helping film crews unlock the full potential of lens metadata.

Collaboration Opportunities

DCS aims to engage VFX teams on deeper integrations and explore enhanced workflows, connect with US on-set crew, rental houses, VP technicians, tech innovators and investors, introducing DCS's LDT systems.

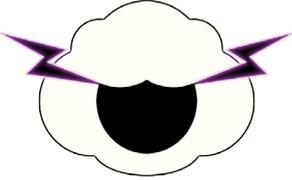
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Electric Sheep is redefining how entertainment companies create video. The London-based startup has built the world's first Neo Editor, an experience closer to a production team than traditional editing software.

Used today by brands like The Telegraph, the Neo Editor lets users submit complex briefs and automatically deploys seven specialised agents to deliver high-quality edits. These agents, including a meticulous media logger, a creative script writer and a social strategist, are preconfigured with a client's internal language, editorial tone and branding rules.

The result feels like sending a brief to an in-house team, but with a finished video returned in minutes, not days.

Despite being agent-driven, the Neo Editor remains a full editing suite. Human editors can jump in at any stage, refine cuts and export to Adobe, all through a cloud-based interface built for global collaboration.

By combining contextually aware automation with traditional editing control, Electric Sheep gives media organisations a platform accessible to any skill level. The Neo Editor is designed for companies with no shortage of video ideas.

Collaboration Opportunities

Electric Sheep aims to seek US media partners interested in piloting Neo Editor and exploring collaborations that scale video production through AI-driven workflows.



Richie Murray Co-Founder

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First Light Pianos (FLP) has developed the acoustic piano of the future: iconic, space-saving, 70% lighter, 100% more sonically versatile.

Brainchild of sonic pioneer, pianist and composer Sarah Nicolls who changed the shape of the piano – sending the strings straight up from the keys to reach amazing new sounds. This also created a vertical, space-saving grand piano. She then recruited world-leading structural engineers Atelier One (Gardens by the Bay), composites designers and Formula 1 manufacturers to achieve a world first: replacing cast iron with carbon fibre to make the full-size piano 70% lighter.

Underpinned by multiple Innovate UK grants, FLP have developed patent-pending technology in a full-size working piano and are now raising investment. The company have 4,000+ global supporters including US film composers, sound designers and celebrity musicians.

First Light Pianos is a company ready to disrupt piano purchasing options, largely unchanged since the 1880s, to serve music-makers everywhere. The logistical benefits of the piano also point to significant emissions and costs saving in transportation.

Sarah combines being an award-winning entrepreneur – one of Innovate UK's Women in Innovation – with a long creative career, an impressive media profile and academic prowess, she is a very experienced and engaging public speaker. The virtual software instrument of her Inside-Out Piano has been bought worldwide.

First Light Pianos technology could spread into the worldwide industry.

Collaboration Opportunities

FLP would like to meet with music and tech innovators, global companies and passionate individuals working with sound, instruments (real and virtual), live music, distribution, venues, trade shows, product placement and pianos in any way.

The company are seeking investors and customers and opportunities to showcase its brand new instrument, develop commercial partnerships and engage across academia and industry.

Sarah Nicolls Director

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Hologen is a 5D spatial streaming platform that turns ordinary video into interactive holograms on smartphones.

The company's app streams 5D holograms and 4D real-time animation with tilt, turn, touch, rewind and fast forward control. The Creator Studio converts 2D clips to 4D in minutes and adds music, visual effects (VFX) and physics, as well as characters for animation and speech for faceless content.

Hologen are live on the app store and Google Play, with creators already publishing. The company has intellectual property (IP) trademarks in the UK, EU and USA and four UK and four US patents covering 3D reconstruction, warp aware holographic rendering and spatial interaction.

Hologen's recognition includes NVIDIA Inception and AI UK 2024 Demo Winner, technology readiness level (TRL) 7 to 8 on mobile and R&D focuses on temporal consistency, audio driven animation and low latency edge delivery using its newly developed 5D cloud infrastructure.

Collaboration Opportunities

Hologen aims to win US pilots with gaming, broadcast, music and streaming partners, meet platforms for distribution, 5D companions and interactive ads, build a US go-to-market advisor network and refine pricing via user feedback.

Amith Lankesar CEO

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Nimrud is a UK creative technology company turning cinematic lens 'look' into scalable digital IP for film, TV, games and generative AI.

In visual storytelling, lenses shape emotion, realism and audience perception. Yet as production increasingly shifts toward CG, real-time engines and AI-generated content, those optical choices are often lost – leading to visual inconsistency, creative compromise and costly manual rework.

Nimrud addresses this gap by digitising the real optical behaviour of cinematographic lenses and transforming it into high-fidelity digital assets. Its patent-pending platform captures how lenses shape light – distortion, focus, flare and aberrations – and makes those behaviours usable across VFX, real-time rendering and AI pipelines. This enables studios and creators to preserve cinematic intent while gaining speed, consistency and scalability – turning lenses into reusable, licensable creative assets.

Nimrud is built by a multidisciplinary team combining elite production experience, imaging science and global creative-technology leadership, with backgrounds spanning major film and television productions, streaming platforms and advanced optical research. Team experience includes work across internationally recognised productions and organisations such as Netflix, Sony, Technicolor, NASA, and ESA, bridging the worlds of high-end cinematography, software platforms and scientific innovation.

Collaboration Opportunities

Nimrud welcomes discussions around strategic partnerships, SDK integrations with VFX studios, game engines and creative software platforms, as well as conversations around optical dataset licensing for machine learning and generative AI and enterprise use cases in virtual production and synthetic content pipelines.

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ALVALAN is an innovative platform transforming virtual fashion and identity inside gaming.

As the missing infrastructure layer, it enables brands, artists and studios to efficiently enter and monetise the fastest-growing cultural segment among Gen Z and Gen Alpha audiences. The convergence of fashion, music and gaming marks a cultural shift not seen since the 1990s. Consumers are now creators and active participants, expressing identity and belonging through avatars and immersive experiences where culture, music and fashion intersect.

Avatars are becoming a primary interface for self-expression and virtual garments are rapidly becoming as meaningful as physical ones in how people define who they are and what they belong to. Yet brands and entertainment companies struggle to scale activation and monetisation in these environments. Legacy infrastructure is slow, fragmented and inefficient. Digital asset libraries remain disconnected, workflows are still manual, and deploying fashion into games is technically complex and difficult to scale. Creating avatar-ready garments requires specialist pipelines that limit speed, creativity and commercial reach.

ALVALAN removes this friction by turning garment archives into active digital pipelines. By automating digital fashion ingestion, adaptation and deployment, it shortens time-to-market and opens these spaces to brands and creators at scale. Sketches, archives and 3D garments can be ingested, matched to existing assets, refined directly on avatars, governed through versioning and approvals, and deployed seamlessly across gaming platforms.

This integrated system enables entertainment companies, music labels, studios, brands and artists to establish new commercial relationships with platforms and launch virtual assets with unprecedented speed and reach, connecting directly with digitally native, fandom-driven audiences.

Collaboration Opportunities

ALVALAN is seeking to collaborate with entertainment companies and brands who want to launch inspiring virtual assets into games with minimal friction, engaging a new generation of consumers whose virtual identities increasingly shape real-world purchasing decisions.

Louise Laing CEO



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QTV is an award-winning production company and outside broadcast (OB) facility provider specialising in creating and distributing broadcast television and digital video content for rights-holders, broadcasters, event organisers and sponsors.

The company works in partnership with over eighty clients globally, combining international experience with local knowledge to provide a range of production and content services across OB facilities, remote production, broadcast distribution, video referee services, livestreaming and consultancy.

QTV is the principal production partner of the Scottish Professional Football League (SPFL) delivering coverage for over 180 premiership matches per season and managing the league's post-production, world feeds and distribution from its headquarters in Glasgow, with satellite hubs in Leeds and Lausanne.

The company's interconnectivity with the BBC, Sky Sports, TNT, IMG, Telstra, Globecast and BT Media & Broadcast are hallmarks of QTV's reputation amongst industry partners and reflect the company's commitment to remote production with an ambitious and diverse portfolio of sports and broadcast clients.

Collaboration Opportunities

QTV aims to build relationships with partners in sports and live production space, for potential co-production, technical innovation and market entry using its cloud-native remote workflows.



Telfer Boyd Chief Business Officer

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This changes everything – a new future of game development for everyone, regardless of technical skill or physical disability.

The most aspiring game creators never get a chance. Maybe they can't code, the tools are too overwhelming and almost none are accessible to visually impaired or disabled users. Budgets have soared so high that only a few studios can compete, while thousands of graduates struggle to find work in an industry with too few jobs.

Creativity is everywhere, but the path to making a game is blocked by cost, complexity and exclusion. Red Nought are changing the game for these people by removing every barrier. Anyone can build games in days using simple, modular components called 'Gamelets', no coding, no complexity, just imagination unleashed.

Its editors are fully accessible, including screen-reader support, so even visually impaired creators can develop on equal terms. By shrinking time, cost and technical burden, it opens the door for new voices, new careers and an industry finally built for everyone. This isn't just a new tool; it's a new beginning for game creation.

Collaboration Opportunities

Red Nought aims to unlock unparalleled exposure. The future of gaming isn't just for the few, it's for everyone. Whether you are a musician looking to score interactive worlds, a creator building in-game assets, a short filmmaker seeking opportunities for telling stories through cutscenes, or an investor backing the next wave of accessible tech, let's collaborate to turn imagination into impact.

John Thornewill CEO

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Syncd:in is a UK-based music publishing administration company focused on improving how independent and black music creators register their works, protect their rights and understand their royalty income.

The company was established to address long-standing issues around unregistered works, poor data quality and lack of transparency within music publishing.

Syncd:in provides specialist publishing administration services, supporting songwriters and producers to correctly register musical works, maintain accurate ownership records and collect performance and mechanical royalties across global markets. Creators retain full ownership of their rights while benefiting from structured, compliant and professionally managed publishing administration.

A core part of Syncd:in's innovation is its ownership of a music metadata patent acquired from Panasonic. This patent underpins the company's technology strategy and is currently being researched as part of the development of a scalable platform solution. Syncd:in has already built an MVP automated platform and is now developing a Pro version that moves beyond proof of concept.

The Pro platform will allow writers to submit works and performances for registration and view how their tracks are earning in near real time, improving transparency.

Collaboration Opportunities

Syncd:in aims to meet with record labels, artists, music managers and other music businesses that the company can collaborate with and who could benefit from its services.

Leon Jackson Director

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SOMATA LABS

Somata Labs is the engine for infinite production-ready characters.

Somata is the universal engine that converts any visual or textual input into accurate, production-ready digital humans in seconds. Using a proprietary, topology-trained latent model, Somata transforms sketches, photos or natural language prompts into clean, rig-ready characters with millimetre-level accuracy. This solves a critical bottleneck across gaming, VFX and immersive experiences.

While high-fidelity digital humans currently require days of manual modelling and rigging, Somata replaces the entire pipeline with instant, deterministic automation. Its engine delivers a median height error of just ~5mm, ensuring every output is simulation-ready the moment it is generated.

Prompt-to-Mesh: Instant Digital Casting. Its groundbreaking pipeline allows creators to describe a human – specifying height, build and demographic – and generate a high-fidelity, A-pose mesh in real-time.

Somata outputs integrate seamlessly into existing workflows (Unity, Unreal, USD), providing the ‘missing link’ that makes gen-AI usable for professional pipelines.

Founded in London, the company brings together senior talent from UCL, Cambridge, Dyson and major gaming studios.

Collaboration Opportunities

Somata Labs is expanding its ecosystem ahead of Q2 2026 launch and invite Tier-1 partners in gaming, VFX and spatial computing for 1) production deployment: slash production costs by 90% via automated workflows, 2) API integration: embed real-time ‘Prompt-to-Mesh’ into platforms and metaverses and 3) co-development: build high-precision engines for robotics, fashion and digital twins. With ground-breaking accuracy and speed, Somata Labs are ready for immediate production deployment.

Peter Ratcliffe Co-Founder

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UFlow - professional audio ads in 90 seconds. AI-powered audio advertisement creation that delivers broadcast-ready results faster than any competitor.

Umbizo launched UFlow, an agentic AI platform that produces professional audio ads in under 90 seconds and allows fine control via the AI pro studio.

UFlow is a solution that uses AI to accelerate rather than replace the creative process and supports rapid, affordable and sectorised ad campaigns.

The team comprises experienced technologists led by Zoher Kapacee and Heather Robinson, with deep expertise in AI orchestration, prompt engineering and audio production systems. The company's key milestones include achieving a client base across media agencies and businesses in the UK and internationally within weeks, maintaining 99.8% platform uptime with high user satisfaction and deploying 23 significant platform enhancements over six months.

UFlow production speed averages 87 seconds per advertisement, representing a 99% reduction compared to traditional 2-3 week timelines. Cost efficiency shows 95% reduction versus agency production, delivering advertisements for £100 - £150 compared to £2,000 - £5,000. Quality validation demonstrates 94% agreement between automated quality assessment and human expert evaluation.

Collaboration Opportunities

UFlow aims to leverage the programme's mentorship, networking and market intelligence to refine its international go-to-market strategy and establish US foundational partnerships. Together with seeking strategic partners and early-stage investors to accelerate US market entry and scale its proven platform that is transforming radio advertising economics globally.

Zoher Kapacee Co-Founder

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Voxelo.ai creates photorealistic digital twins of products, for unlimited visual commerce content.

Voxelo.ai is an end-to-end product content platform – powered by a new way to create 3D without any specialist skills or costly equipment.

Leveraging proprietary AI and 3D Gaussian Splatting technology, Voxelo makes it easy to create a digital twin of a product from just a quick product video. With a digital twin created, the creative potential is limitless: 3D, AR, product imagery and lifestyle content all from a single source.

Buyer confidence is everything in e-commerce. 70% of consumers will abandon a purchase-based on poor product content and product content is lacking. Voxelo addresses that starting with the hard problem of creating 3D content.

The results speak volumes: up to 94% higher conversions and 34% fewer returns from introducing 3D alone. Backed by Innovate UK grants and serving enterprise clients including Cosatto and Sportsshoes.com, Voxelo.ai is unlocking the value of 3D for sellers everywhere.

Collaboration Opportunities

Voxelo.ai aims to meet with Shopify, Meta, Amazon/AWS, BigCommerce, Adobe, Niantic, VaynerMedia and WPP, while exploring pilots and integrations that support US expansion and adoption of its UG3D® 3D/AR content technology.



Vladimir Mulhem Founder, CEO

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WE ARE COLLIDER

We Are Collider is a global creative experience agency using a combination of science (human insight borne from behavioural science research) and swagger (creativity, cultural fluency and bold ideas that grab attention and demand action) to deliver brand activations, experiential events and content that moves people.

The agency and its in-house Innovation Lab have developed proprietary frameworks, MARVELS and STAGE, to translate psychological principles into immersive activations that sustain attention and trigger memory encoding. This evidence-led approach is further enhanced by a new pilot product: an AI-enabled ROI Predictor, a predictive layer that allows clients to move from speculative investment to data-backed decision-making.

By fusing creative strategy with predictive modelling, We Are Collider translates creative risk into tangible commercial return, delivering experiences that create cultural traction and measurable business results.

The world's biggest brands across multiple sectors have trusted We Are Collider with their biggest moments. Clients looking to

embed brands into culture in an authentic way, legacy brands looking for relevance and rejuvenation, and brave brands with a challenger spirit. The agency also has deep vertical expertise in gaming and entertainment, and has delivered high-impact campaigns for global franchises like Netflix's Arcane, generating organic reach of over 420 million.

We Are Collider are an award-winning creative force, recently winning Boutique Agency of the Year at the Global Eventex Awards.

Collaboration Opportunities

We Are Collider aims to accelerate US entry, further strengthening existing US work that the agency delivers and secure US-based partners in the heart of the SXSW ecosystem; where gaming, tech, music and film converge.

Charlotte Bunyan Head of Strategy and Innovation



wearecollider.com

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Leading the visit



Tom Fiddian

Head of CI & Data Economy Programmes, Innovate UK

Tom is Head of Creative Industries at Innovate UK, leading the design and delivery of the UK's most ambitious growth programmes for IP rich, high-growth creative businesses.

With 18 years at the heart of the UK innovation system, Tom sits at the intersection of creativity, technology and commercial scale. He oversees Innovate UK's Creative Industries portfolio and leads flagship programmes including Creative Catalyst, Create Growth and Circular Fashion, which together have backed 700+ of the UK's most promising creative companies across film, TV, music, games, fashion and immersive tech.

Tom focuses on building a national pipeline of breakthrough ideas and globally competitive creative businesses.

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Robert Maycock

Innovation Lead – Creative Industries, Innovate UK

Robert is one of the Innovation Leads for Creative Industries at Innovate UK, where he contributes to and develops strategic innovation programmes that drive significant impact across the UK economy.

A working musician prior to Innovate UK, Robert has six years experience in the Innovation Ecosystem, specialising in impact measurement and econometrics, along with developing ecosystem wide innovation support mechanisms specifically targeting high growth early stage small and micro businesses.

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Leading the visit



Richard Foxall

GBIP Lead – Innovation & Growth Specialist, Innovate UK Business Growth

Richard supports UK innovative companies with bespoke, commercially focused advice to maximise their growth potential. He specialises in growth strategy, access to funding, brand development and management, and the creative industries – including the music sector.

With a 20-year career in the international private sector, Richard has held board level roles for global brands and worked extensively across Japan, the USA and wider Asia regions.

This year will be Richard's third visit to SXSW, giving him first hand insight into the festival's innovation and international business opportunities, experience he draws on when advising UK companies looking to engage with the US market.

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Jon Hazell

Partnership Manager – North America & Global Incubator, Innovate UK

Jon is responsible for building and maintaining relationships with key public and private sector stakeholders and developing and delivering programmes to help accelerate the growth and scaling ambitions of UK businesses working with North America.

In addition, Jon manages the development and delivery of the Global Incubator Programme working with Innovate UK Business Growth partners and selected incubators around the world.

He has worked with Innovate UK for 14 years, supporting pre-commercial procurement and has grown the Contracts for Innovation programme to more than £1b within various departments in the UK, covering different technology sectors and sharing best practice internationally on innovation.

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