



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

Briefing Session

Agenda

1. Welcome & introduction

Nghia Tran - GBIP Lead, Innovate UK Business Growth

2. Global Business Innovation Programme (GBIP)

Jon Hazell - Partnership Manager, North America and Global Incubator

3. Why South by Southwest (SXSW) in USA

Nghia Tran - GBIP Lead, Innovate UK Business Growth

4. Story from a previous GBIP SXSW delegate

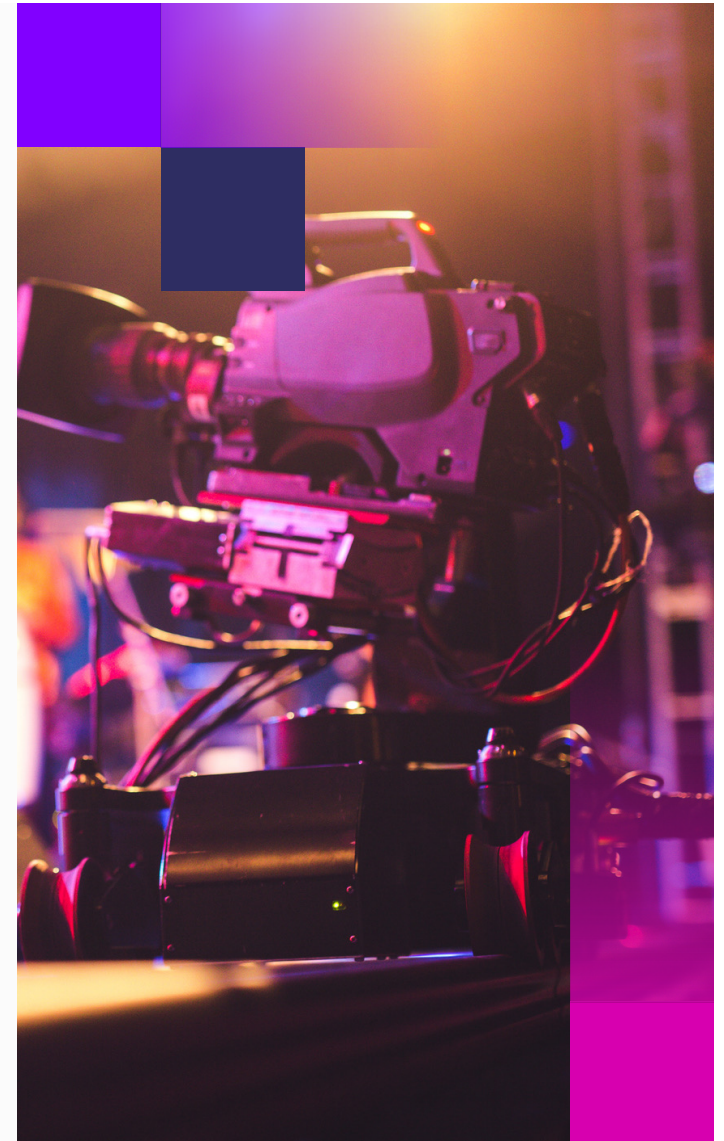
John Thornewill - Red Nought Ltd

5. Creative sector plan, thematic focus and suitability

Alina-Faith Cameron - Innovation Lead, Creative Industries

6. GBIP dates, application process

Nghia Tran - GBIP Lead, Innovate UK Business Growth





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Global Business Innovation Programme

Jon Hazell



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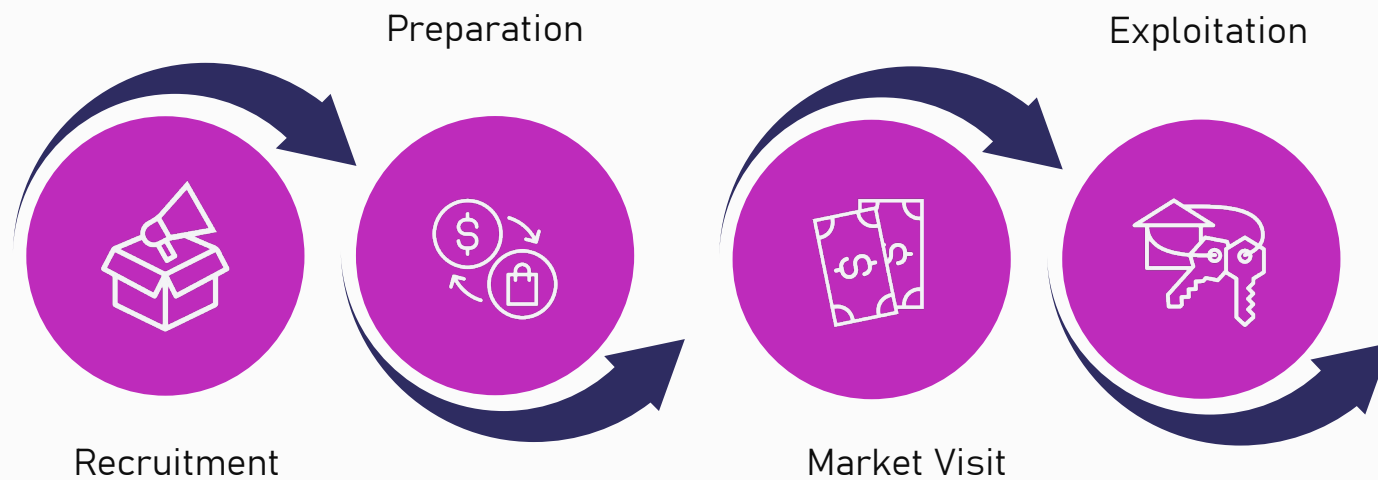
Turning Breakthrough Ideas into Industry Giants

Global Business Innovation Programme

A programme for up to 15 innovative SMEs to collaborate and explore global markets, accelerating business growth, providing detailed market knowledge, cultural insight, and introductions and connections, opening doors that SMEs might find difficult to do themselves.



GBIP process: 9-12 month programme



GBIP programme overview



Raising Awareness

Expanding global visibility and understanding of new markets



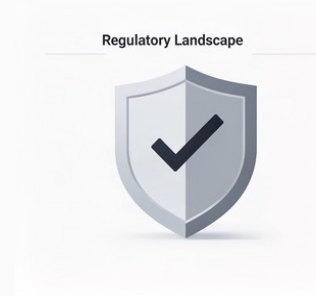
Innovation

Discovering new ideas to meet customer needs and development of new collaborations



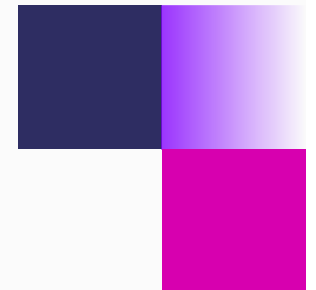
Market Strategy

Defining pathways to reach target customers and attract investment



Regulatory Landscape

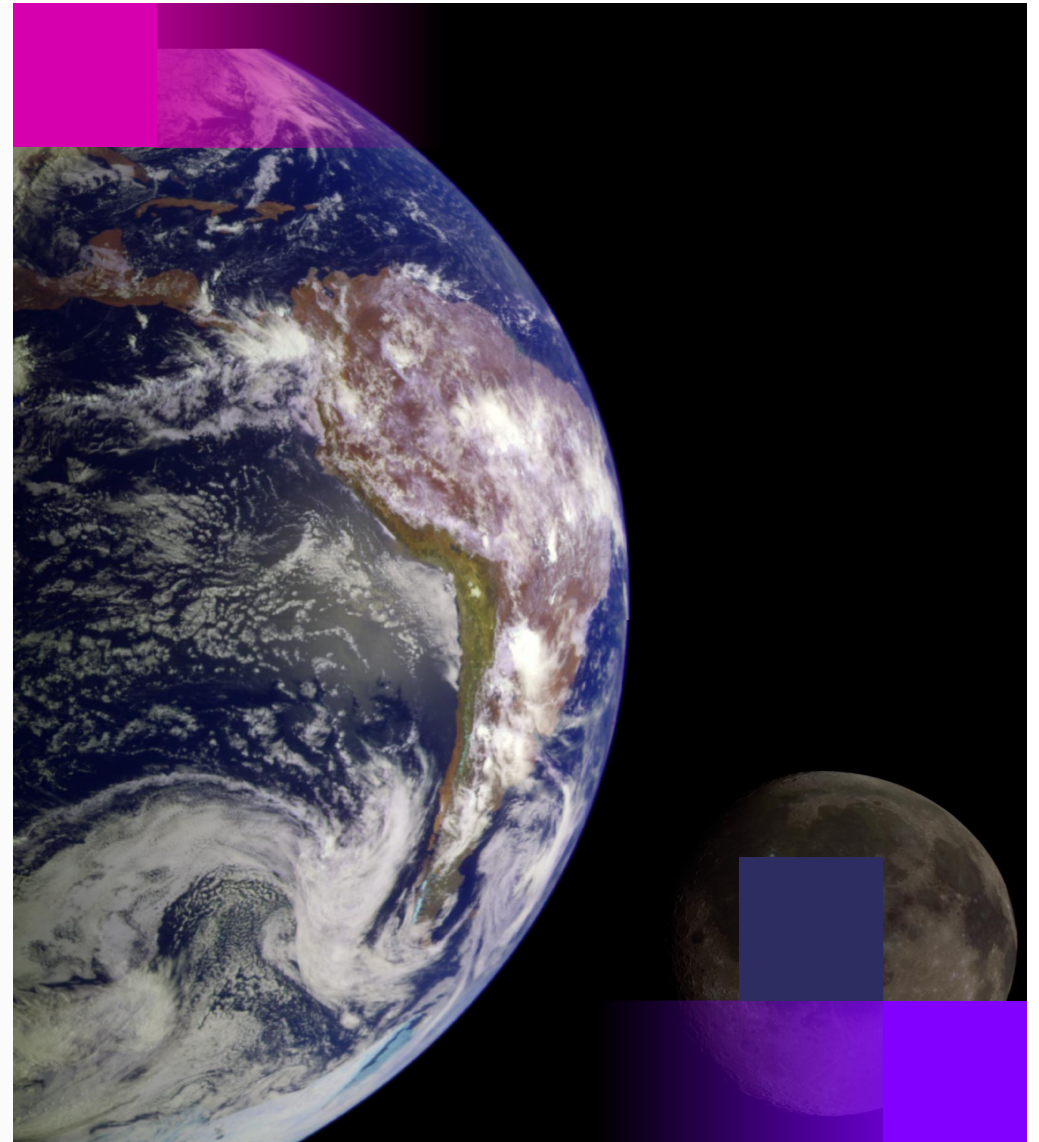
Navigating legal frameworks for market entry.



UK in a global world

The Opportunity:

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





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Thank you



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Why SXSW in USA?

Nghia Tran – GBIP Lead

Innovate UK Business Growth

Why SXSW in USA

- The most important event in the creative industries for the USA, that takes over the City of Austin
- An annual conference since 1987 when it started as a music festival
- 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, discovering new technologies and networking at the highest level
- Badge entry only

SXSW 2027

"A city-wide festival and conference across Downtown Austin rather than a single convention-centre event."

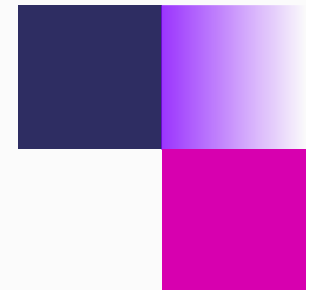
Conference & Connections

- 2,600+ speakers
- 700+ conference sessions
- 450+ mentoring and networking events
- Clubhouses for Innovation, Film & TV, and Music
- International Country Houses

Exhibitions & Festivals

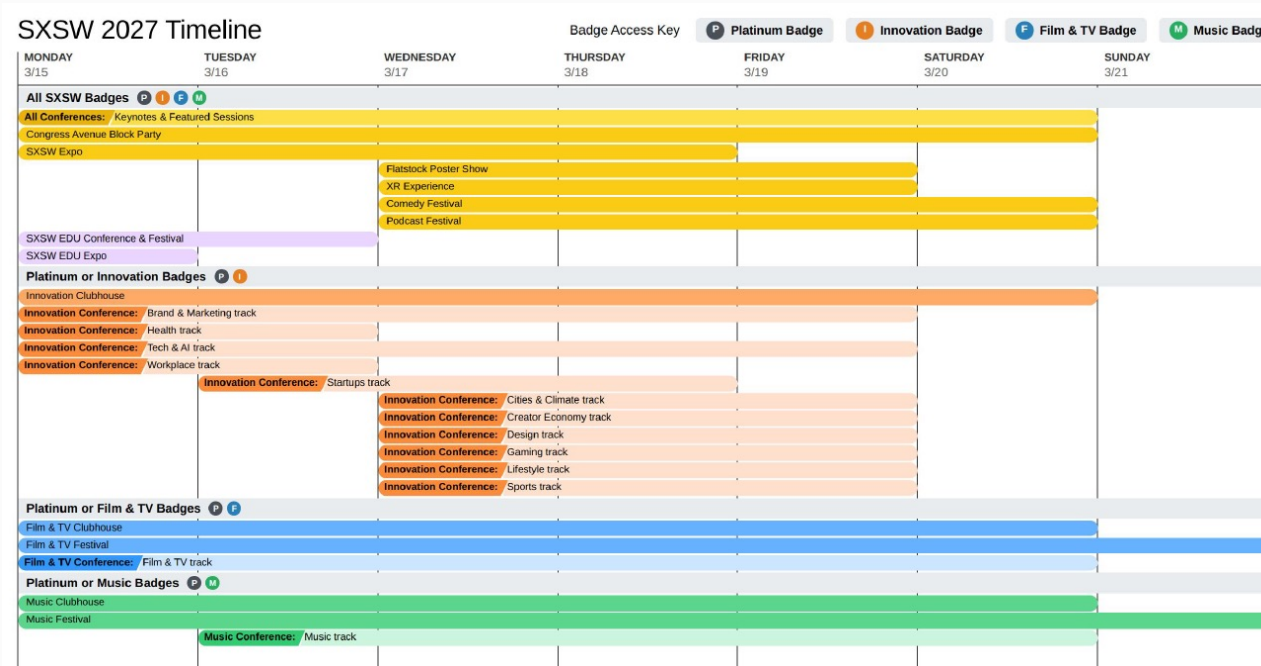
- SXSW Expo
- Film & TV: 350+ screenings and 150+ world premieres
- Music: 1,000+ bands from 85+ countries across 57 stages

At various venues: hotels, theatres, music venues, cultural centres



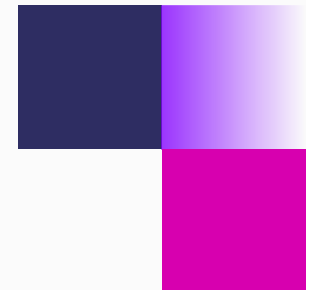
SXSW 2027 tracks

Badge system covering 13 tracks



2026 daily highlights

SXSW 2026 Daily Highlights: Volume Five



Typical activity at SXSW

Have a plan

- 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!



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Story from a previous GBIP delegate

John Thornewill - RED NOUGHT

What to expect

- A full-on experience that you will never forget!
 - Serendipity rules (but make it happen!)
 - Late nights and early starts
 - Money-can't-buy contact opportunities
 - Life-long contacts within the cohort!
-
- Rodeo is the most American thing you will ever do!

Preparation

- A workshop to get your pitch straight
- A cohort to listen to your pitch and bring new perspectives
- A cohort that makes you feel like you do belong
- Make contacts before you go (and all the sleep you can, you won't get much during the event!)

During the event

- Most opportunities come from side-events
- Network, network, network
- Be bold – everyone there is looking to do business
- Talking to people “in the queue”
- “Money-can’t-buy” events created by Innovate UK

What it meant for Red Nought

- A fundamental shift in the way we operate
- New business partnerships created
- Ongoing conversations with potential SXSW visitors
- A far better understanding of the way creative industries outside of games work
- Memories that will last a lifetime



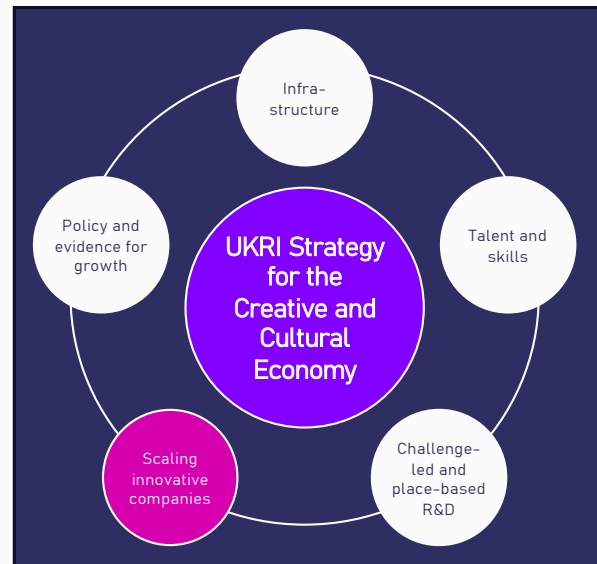
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Creative Catalyst Programme & GBIP Focus

Alina Cameron

Innovation Lead - Creative Industries

The foundations of Next Wave



Next Wave

Innovate UK's flagship programme for creattech MSMEs

Next Wave helps high-potential creative technology companies turn breakthrough ideas into industry giants delivering economic growth and societal impact.

Next Wave uniquely connects and strengthens all parts of the creattech innovation pipeline:

1. High-potential businesses become market-ready
2. Market shapers become demand-ready
3. Investors become investment-confident



Who is this GBIP for

To be eligible to apply for this GBIP, your business must:

- be a UK-registered, innovation-led company with ambitions to grow and scale internationally
- operate within at least one of the programme's focus sectors:
 - Film & TV
 - Music, Visual and Performing Arts
 - or Advertising & Marketing

Your proposed innovation must also align with the relevant sector specific scope and must not fall within any of the areas identified as out of scope

- be developing an innovative digital product, service or platform that:
 - is beyond minimum viable product (MVP) stage
 - has demonstrated commercial traction, including revenue generation
 - is ready, or preparing, for international commercialisation and market expansion
- have between 2 and 249 employees
- nominate a participant who is the CEO, founder, or another senior decision-maker with sufficient authority to pursue international commercial opportunities on behalf of the business
- be able to commit to the full programme, including all mandatory workshops, activities and the SXSW delegation
- not have previously attended SXSW, either independently or with support from a publicly funded programme
- not have been selected for Next Wave's GBIP to Slush

Focus Areas

Film and TV:

Innovative commercial digital platforms and services that support the development, publishing, distribution, monetisation, operation and commercial growth of film and TV, including but not limited to:

- Production
- Accessibility
- Motion capture
- Advanced VFX & simulation tools
- Synchronisation tools
- Pre-visualisation tools
- Cross-platform content monetisation
- Demand prediction

Not in scope:

- Applications without a clear link to the Film and TV industry
- Lack evidence that your proposed innovation is expected to lead to significant and positive societal and economic impact
- 3D assets, characters, levels, stories, worlds or IP development without a scalable technology, platform or service
- Content-only companies
- Creator marketplaces
- Cloud collaboration tools
- Loyalty programmes
- User-generated content platforms
- Internal workflow tools
- Script evaluation

Focus Areas

Music, Visual and Performing Arts:

Innovative commercial digital platforms, products and services that support the creation, production, distribution, monetisation, performance, audience engagement and commercial growth of music, visual arts and performing arts, including but not limited to:

- Live performance technologies
- Audience engagement platforms
- Fan experience platforms
- Rights and royalty management and licensing solutions
- Performance capture
- Venue and festival technologies

Not in scope:

- Applications without a clear link to the music, visual arts or performing arts sectors
- Content-only companies, artists, performances, exhibitions or productions
- Projects focused primarily on touring, recording, publishing or exhibition activity without a scalable technology, platform or service
- Ticket resale platforms
- Event management or venue booking systems
- Internal workflow tools

Focus Areas

Advertising and Marketing:

Innovative commercial digital platforms, products and services that support the creation, delivery, optimisation, measurement and commercial effectiveness of advertising, marketing, public relations and communications activity. Includes AdTech, MarTech and related creative technology where the primary use case is clearly linked to:

- Audience engagement
- Campaign performance
- Brand growth
- Customer acquisition, retention or monetisation

Not in scope:

- CRM or sales pipeline tools
- Customer service, helpdesk or call-centre platforms
- Payment, POS, booking or hospitality operations systems
- E-commerce operations, fulfilment or inventory tools
- Business intelligence dashboards
- AI productivity tools without a clear advertising, marketing or communications application
- Loyalty/rewards platforms where the innovation is mainly transactional rather than campaign, brand or engagement-led
- Lack evidence that your proposed innovation is expected to lead to significant and positive societal and economic impact



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GBIP Dates, Application Process

Nghia Tran – GBIP Lead

Innovate UK Business Growth

Application timeline dates

- Tuesday 6 October – applications open
- Thursday 22 October 2pm – applications close
- Friday 27 November – offer notification
- Friday 4 December – sign and return commitment letter
- December – innovation & growth specialist (IGS) allocated to the GBIP and action planning & wrap-around support commences



Key programme dates

- Wed 27 and Thurs 28 January 2027 – Get Ready Workshop
- Sun 14 March 2027 – Travel to USA
- Mon 15 to Sat 20 March 2027 – Visit the Market
- Sat 20 March 2027 – Return travel to UK
- Thu 17 June 2027 – Exploit the Opportunity Workshop (Virtual/In person)

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

Application guidance

Before You Apply

- ✓ Check the eligibility criteria carefully – GBIP opportunity page
- ✓ Ensure your business is within the programme scope
- ✓ Ensure you are available in person on all key dates
- ✓ No prior Innovate UK funding or support is required

Questions? Contact aman.sadhwani@iukbc.org.uk

Tips for your application

What you need to know:

- Answer **all questions** fully
- Keep your video to **2 minutes maximum**. A smartphone recording is sufficient
- **Address** all the specific points and questions provided. **Do not** submit a generic company video
- **Submit early** to avoid possible technical issues.

Deadline: Thursday 22 October at 2pm

Considerations

- CEO, founder or senior decision maker must apply
- Delegate Commitments - The named delegate must attend all stages of the programme, substituting delegates is not acceptable, Attendance at workshops is mandatory. in person. Failure to participate may result in removal from the programme
- Company resourced to maximise the opportunities created
- Commit to work closely with your innovation and growth specialist (IGS)
- Agree to report back on meetings and outcomes achieved

Costs

Innovate UK will fund:

- International flight – group return economy travel from the UK (London Heathrow) to USA
- Group hotel accommodation, incl hotel breakfast in Austin for only the visit dates
- Group airport transfers in the USA
- Welcome and/or farewell dinner (tbc)
- Conference fees as part of agenda – Platinum badges
- Hotel costs and dinner for get ready workshop – but **not** UK travel

Costs

Successful companies will fund:

- Travel within the UK (all workshops + UK airport transfers)
- Subsistence / meals that are outside of hotel breakfast and pre-arranged meals as part of programme
- Travel and medical insurance
- Visa fee

Additional information

For any enquiries, please contact us: aman.sadhwani@iukbc.org.uk

To view all GBIP opportunities please visit:

<https://iuk-business-connect.org.uk/opportunities/>

Thank you



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The UK's innovation agency

