

Station12



EXISTING PORTFOLIO AND FUTURE PIPELINE

Station12

Station12 was founded by Patrick Bradley in 2014. The team combines operational, investment and advising experience to give us a unique and deep understanding of the Sports, Entertainment and Knowledge market. We have worked across and led investments in television, advertising, music and film, gaming, live events and theatre, as well as sports and education.

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.

Existing portfolio

Nocturne – Live Events, Venture Build

Nocturne Live turns The Great Court at Blenheim Palace into a grand arena for 4 nights of summer concerts, bringing live music to the palace and entertaining up to 40,000 fans. Artists who have performed include Elton John, the Jacksons and Kylie Minogue. Nocturne is profit generating and preparing to expand to other palace locations.

(www.nocturnelive.com)

Parade Media – Broadcast Media, Venture Capital

Parade Media is a producer and distributor of premium lifestyle and factual entertainment to a global audience. Founded by Matt Ashcroft, formerly of Shine, Parade works with leading producers and broadcasters around the world, leveraging off the continual demand for new content. Parade is profit generating.

(www.parade.media)

InSport – Sports & Education, Venture Build

InSport aims to be the leading business school for sports. InSport provides undergraduates and executives with practitioner led education around the business of sports as well as a unique networking hub to enable them to further their sports careers. The first courses focus on football, driven by the expansion of the Premier league worldwide and the growth of football in the US and Asia, as well as women's football. Courses are hosted at leading Premier League clubs. The company is revenue generating.

(www.insport.education)

All of our existing pipeline have capacity for follow on funding.

Pipeline

Immersive, visitor experiences

A content production studio leading a consortium of seven prominent British organisations to reimagine the future of museum visitor experiences using immersive technology (VR). Parties involved are Sir David Attenborough, the National History Museum, the Science Museum and Magic Leap. The first events will allow paying visitors to enter the world of dinosaurs and robots.

Augmented Reality, B2C marketing

A ground-breaking app which converts a simple video of a person into life-like Augmented Reality 'holograms' to be viewed through smartphones and deployed direct to consumers globally. Recently raised pre-seed round and signed partnerships with 6 leading global retailers.

Live event, festival

A festival of ideas and music built by the promoter of Nocturne and one of the world's most exciting news and political media companies.

Womens' sports marketing agency

An agency representing emerging womens' sports talent (football, rugby, surfing, climbing and running). It is the first of its kind and lead by some of the most prominent women's executive talent.

eSports, B2C, platform

A fan driven eSports platform to capture and share content and organise tournaments to build a community, as well as creating its own esports teams. It is expected to address 2.6 billion gamers globally.

Lead generation, internet of things

This new concept enables consumers to hire items for temporary periods as opposed to buy them, whether garden tools through to specialist kitchen items and household cleaning equipment, on a drop and collect service. An Uber eats of needed items - but with the ability to buy and retain at the consumers option.

Innovate UK

Station12 have been appointed as Investor Partner to the government funded Immersive Accelerator programme, which focuses on VR, AR, mixed reality. Under this programme, Station 12 will have access to significant deal flow of emerging companies in this sector. Two companies are already under consideration:

VR live events platform

Created by a founder with an exceptional track record in computer games, this platform will enable players to meet and play in virtual worlds, as well as multiple other use cases in sports and education.

VR Haptics

Developing touch sensing technologies to complement VR, allowing users to feel the weight of objects they pick up in virtual reality – attractive both to gaming solutions as well as the fast growing VR market in professional training and medicine.

Average investment per company of £500,000. All above companies have received or are waiting to receive advance assurance. Above pipeline is subject to change at the Managers discretion. Portfolio selection may differ based on timing, due diligence and approvals. New opportunities may also be added.

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