

# Digital Upscaler

## Case Study

### SEED CREATIVITY LTD

**Sector:** Animation/Video

**District:** Leicester City

**Support Accessed:** : 1-to-1 Digital Technology Advice

**Getting a high-level network in motion: How the Digital Upscaler Project helped Seed Creativity Ltd connect with the right minds and have the right conversations to access major growth opportunities.**



After a significant shift in channel strategy in 2019, Seed Creativity Ltd embarked on a journey to completely transform their business model. In a move that was further necessitated by the pandemic, the business, which previously operated as a training academy, had its sights on developing a unique creative media agency proposition, which would see it focusing on harnessing their skills, resources, and roster of worldwide creative expertise to fundamentally contribute to the protection of the planet and its people.

Today, Seed's direction of travel is informed by its founders' own long-held environmental values. They work with organisations in highly specialised 'space tech' and 'clean tech' areas, including universities and social responsibility think tanks. Utilising brand strategy, technical animation, and video, they help clients harness advanced creative media to articulate research insight around key areas such as:

- Climate change
- Circular economies
- Food waste reduction

Their involvement in the Digital Upscaler project has been multi-faceted. It's included advice on making significant improvements to their digital systems and utilising Digital Upscaler adviser, Tom Conway's many years of experience

#### Summary of Outcomes:

- **Highly influential connections established.**
- **High-performance database integrated**
- **Route map to evolve business strategy and reach business goals created**

to gain access to some of the most influential tech minds in the world, as co-founder and brand strategist, Jonny Prest explained:

*"Working with Tom Conway and becoming involved with the Digital Upscaler project has given us the inside track. With Tom's support, we've been able to identify the right contacts to engage and in doing so, tap into high value intelligence needed to realise our growth potential."*

### About the business

Seed is a purpose-driven, creative brand and marketing agency, founded in 2011 by Jonny Prest. Jonny was later joined by his partner in business (and in life), Natalie Squance, who came on board in 2018.

The business employs two full time members of staff, bolstered by a roster of specialist animators and videographers from around the globe and prides itself on providing advanced brand communications for progressive thinkers and innovators.

Seed has built an enviable reputation in these specialist areas and is fiercely determined to stay true to its principles, so much so, they now only work with clients that share its passions and beliefs as co-founder, Jonny Prest explained:



“

**The Upscaler Project helped us tap into the right networks and have the right conversations at the right level. Tom was able to signpost us to the right contacts, but more importantly, he was also able to actually connect us to them**

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Jonny Prest  
Seed Creativity

*"We've made it our mission to use our resources for the greater good by contributing to the protection of the planet and its people. We have a restless appetite to grow, invest in and nurture a world-class team of creative talent. We're committed to only working on projects that mirror Seed's ethics and have a stringent new client criterion, which in essence, asks 'is it protecting people or the environment' - if it isn't we don't take it on."*

### Why did Seed decide to engage with the Digital Upscaler Project?

During its days as a training academy, Seed worked with adviser, Tom Conway on several funding projects. So, in 2019, when the business embarked on a major shift, focusing intently on using their skills and resources to contribute to the protection of the planet and its people, they called on Tom for guidance, as Jonny went on to tell us:

*"We'd decided to 'niche down', to maximise our growth potential and much of our work has a digital focus and we needed to align ourselves with experts like Tom. For an agency like Seed to get in front of the right people, we knew we needed to engage with the right kind of specialist support. It was essential for us to find the right interaction settings and prominent introducers to raise our profile visibility amongst the world's leading academic research centres and institutes, leading in significant areas such as bioscience and ecology. "That meant growing our network of high-level connections significantly and building a robust CRM to capture and utilise their credentials. Having previously been involved with the Digital Growth Programme, Tom made us aware of the Digital Upscaler Project. We're so glad he did, the resources available match our aspirations and It's provided us a unique opportunity to tap into an exceptional network of expertise."*

## What tangible results have Seed seen from their close involvement with Digital Upscaler Project?

- **Efficiency boosted:** Highly influential connections established: "I'd describe Tom as a 'super networker' – without him, we wouldn't have been able to have the high-level conversations we've been having."
- **Expert one-to-one advice and guidance, which has been instrumental in Seed's digital transformation:** "Tom's more than just an adviser – he's become our mentor. I'd describe him as a 'critical friend', who has a huge breadth of experience in transforming and growing tech businesses."
- **Commercial objectives achieved at pace:** "With the help of the Digital Upscaler Project we've been able to successfully accelerate our entry into niche markets."
- **Technology embraced:** "Tom's made a substantial contribution to helping us mobilise and upgrade our IT infrastructure and procure solutions that are right for us and our strategy. He understood our roadmap and had the patience and knowledge to help us get there, in a way that's right for us as individuals. He didn't try to 'shoe horn' us into a 'one size fits' all solution and thanks to the technical know-how provided, we're excited to soon be commissioning a re-build of our entire CRM system, which will be pivotal in taking Seed to the next level."



## What's next in Seed's journey?

Seed have worked with adviser, Tom Conway from the outset and this has culminated in establishing a database of game-changing connections. Looking to the future, Jonny and the team aim to continue harnessing the Digital Upscaler Project's support through specialised diagnostic consultancy.

*"Based on our current trajectory, there's every opportunity for us to diversify further in the future, accessing innovative new projects and continuing to make a real difference to people and the planet,"* said Jonny.

## Adviser summary

"I have worked with Jon over a number of years, providing advice as well as funding via our previous digital programme. I invited him to enrol on the current Digital Upscaler Programme, as I believe the business could potentially benefit from the intensive support on offer.

Seed's use of digital technologies to turn vision, imagination, and ideas into great outcomes is both an exciting and challenging context to work in. Our discussions around new project ideas and opportunities are at an early stage, and other support through our innovation team along with further exploration relating to business opportunities and associated digital development are planned."

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