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Accelerator Case Study



Built for Good



Sector: Information Technology **Location:** Derbyshire Dales **Size:** Micro **Turnover:** £145k

About the business

[Built for Good Ltd](#) is based in Wirksworth, Derbyshire and was founded in 2020. The company, which employs three people, uses technology to extend and deepen engagement in arts and entertainment. Its products – WatchWord and WatchWord Live – provide always-on closed captions on smart glasses in cinemas and theatres so deaf, deafened and hard of hearing audiences can attend any screening or performance they choose. [View a short film about WatchWord Live](#)

Challenges faced

In terms of exports, Built for Good's primary target is the USA, so the changing tariff landscape is proving extremely challenging.

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Its market - cinemas and theatres - is extremely price sensitive and its customers often need to seek external funding to invest in the product. This means certainty is required around pricing which has been incredibly difficult to provide over the last 12 months.

Internally, the biggest challenge for Built for Good has been that of capacity. The small team of three has to split itself into many pieces to meet demand but profits are not yet at a point where the business can invest in new personnel. It is hoped this will change during 2026.

Solution - Support Given

Built for Good's Co-founder and Chief Operating Officer, Tabitha Allum has been working with East Midlands Chamber Business Adviser, Andy Bunn and the Accelerator project. Through guidance from Andy, the business successfully applied for the Export Accelerator grant to support its theatre business in America.

This has enabled Built for Good to:

- Invest in external expertise to help them clarify the commodity codes and countries of origin for their product so that they could offer more certainty around the application of tariffs. This information has been used to shape its pricing strategy for the USA.
- Situate portable WatchWord Live equipment in the States so they can demonstrate the product without having to get on a plane. The business found the most compelling way to introduce its product is by enabling theatre personnel to put on a pair of glasses so they can see closed captions rolling in their own auditorium, but this is hard to do remotely and costly to do in person. By being able to ship a demo kit to prospective customers, Built for Good can couple an in-person experience with its remote sales presentation.
- Support has also enabled the business to roll out software improvements which are proving attractive to US customers, including the ability to run multilingual captions.

Impact - The Difference it's Made

Tabitha comments: "We know that we have a really good product and that it's a product the theatres in the United States are interested in buying, but we needed to improve our ability to make a compelling case to them, without (the cost) of getting on a plane to follow up leads."

Through its more competitive pricing strategy, increased functionality and improved remote promotional pathway for its product, the business has boosted its ability to meet demand and will be delivering three new installations in America over the next 10 weeks. The profit



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generated from these new sales will be reinvested, primarily in increasing its capacity through additional personnel.

A word from the business:

“We are so grateful for the support received from the Export Accelerator. It’s helped us to maximise our ability to sell our product in the US by clarifying the application of tariffs to our product so that our prospective customers can feel more confident about the overall cost of their purchase, improving the functionality of our software so that it better meets the needs of American theatres, and situating demonstration equipment in the States so that we can continue to deliver most of our sales remotely, reducing costs and improving efficiency.”

Tabitha Allum, Co-Founder and COO

Accelerator has provided:

- 1 to 1 Advice
- Export Accelerator

Impact to business:

- New Sales
- Reduced Costs
- Improved Efficiency
- New Market Entry
- Improved Productivity

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

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