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Accelerator Case Study

Kyoto Digital



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Sector: Digital Marketing/ Advertising **Location:** Derby **Size:** Micro **Turnover:** <£250,000

About the business

An idea that started on a backpacking trip around the world a few short years ago has now become a growing business. Kyoto Digital, based in the historic Old Post Office building in Derby, was founded by Simy Choudhary in 2023. The agency specialises in paid media, with a core focus on pay per click (PPC) and social media advertising. From a standing start, the business today has three full time employees and one contractor.

It primarily works with healthcare businesses, particularly pharmacies and regulated health services, helping them reach more patients and drive sustainable revenue through effective paid advertising. Through its partners network, Kyoto Digital supports companies both nationally and internationally.

Challenges faced

The business has been built without any external investment and while this has allowed the company to maintain control, it has also meant growth has been slower and every decision has had to be financially disciplined.

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Another key challenge has been the steep learning curve that comes with starting and running a business. From operations and hiring, finance and client delivery much of the journey has involved learning in real time and building processes as the business scales. This has required constant adaptation and resilience.

In addition, rising operating costs have added to the pressure. Increasing ad platform costs, software tools and general business expenses, have made profitability and efficient client acquisition even more critical.

Despite these barriers the business has continued to grow steadily, proving the strength of its offer and the team's ability to stay lean, agile and performance focussed.

Solution - Support Given

Kyoto Digital has strengthened its foundations through one-to-one business adviser support and practical workshops, helping the team move from founder led momentum to a more structured approach to growth. Simy has been working closely with East Midlands Chamber Business Adviser, Lisa Baggott and the Accelerator project.

A key area has been financial planning. Simy comments: "Lisa has highlighted the importance of cash flow forecasting and budgeting, which was a new discipline for us in a real business setting. Implementing it properly gave us far more confidence in decision making, resourcing and planning."

Beyond strategy and finance, Lisa has connected the business to like-minded individuals with similar challenges which has provided reassurance, perspective and a stronger peer network as it continues to grow.

Through sharing helpful HR guidance and practical documents, Lisa has helped Kyoto Digital with structure around managing people and building a team in the right way. Along with the workshops and digital/AI conferences, it has reinforced key learning around planning and operational structure, supporting the business to build stronger systems for sustainable growth.

Impact - The Difference it's Made

The impact of this support has been transformative for Kyoto Digital helping it to strengthen its position across both the UK and US markets. With clearer organisational objectives and improved structure, it has been able to operate with more focus and consistency, which has supported its growth through its partner network and increased its reach internationally.

Support has also helped strengthen its reputation within the pharmacy sector, helping Kyoto Digital attract more industry leading partners and clients than ever more. As a result,

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the business has evolved from a sole trader to a growing agency with staff, giving it more capacity and stability to support clients at a higher level.

Financially, the biggest difference has been gaining stronger control and visibility. With improved cash flow forecasting and budgeting, it is now managing finances more effectively than ever before, crucial in the current climate.

Simy adds: “Over the last two years we have been using this support, our revenue has grown by four times, and we have scaled from working with around 15 clients to supporting over 50 businesses now. That growth has also translated to job creation.

“Overall, the foundations put in place have helped me as the founder build and guide the vision of the company with greater confidence and freed up more time and headspace to focus on scaling Kyoto Digital.”

A word from the business:

“If you run a company or you are thinking about starting one, using Accelerator support is a no brainer. It gave us the tools, structure and confidence to scale Kyoto Digital properly, and I have no doubt it will do the same for you.”

Simy Choudhary, Founder

Accelerator has provided:

- 1 to 1 Advice
- Workshops/Conference

Impact to business:

- Improved Cash Flow
- Job Creation
- Increased Revenue
- Improved Structure

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

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