

# Station12

## Sports, Entertainment and Knowledge SEIS/EIS Service Opportunities Pipeline 2021/22



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**Station 12 are currently evaluating the following companies for investment, each of which has S/EIS capacity available for deployment this tax year. Each company has or is in the process of receiving advanced assurance for SEIS/EIS.**

## Existing Companies Station12 has invested into with follow on capacity

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### **InSport Education – Sports and Education, Venture Build (EIS)**

InSport is an international challenger business school for sports providing courses designed to upskill sports professionals, and enabling executives who want to move into sport.

The pandemic has reinforced the importance of businesses like InSport that provide digital as well as in-person training and education. Since delivering their first fully online learning programme to unequivocally positive feedback last September, the company has gained traction with a growing number of US and UK universities, as well as launching new courses such as the Foundation of Sports Business course and an Introduction to Private Equity in Sport. In addition, it has delivered tailored modules to a number of Premier League clubs.

InSport is now planning to build out its marketing and sales resources to increase the number of programmes it offers and to add to the clubs, associations and universities it provides education to. It is also launching an Advisory Business to offer consulting services on sports policy for sovereigns.

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### **Creative Rights International – Rights Acquisition and Development, Venture Capital (EIS)**

CRI is a rights acquisition and development company, building a diversified portfolio of proprietary theatre rights with long term monetisation potential regardless of the medium (TV, movies, streaming, literature, original stories, song catalogues. Art, music, biographies). CRI identifies shows that have international attraction and can be toured. Since our initial funding round CRI have licensed concert rights for Bonnie & Clyde to a live events producer which launched in Theatre Royal Drury Lane on 17th January for two nights, tickets sold out in 6 minutes. Bonnie and Clyde goes to the West End for a 6 month run in April 2022, generating royalties for CRI. Further shows in development include Burlesque and Midnight Cowboy.

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### **WhyBuy – Lead Generation, Venture Capital (EIS)**

The concept is simple: Why Buy when you can get better for less? Everything you need, none of the clutter!

WhyBuy allows consumers to have items delivered (and then picked up) for short periods at a time of their choosing. WhyBuy customers are able to access high quality, top-of-the-range brands at a fraction of the cost of ownership avoiding all the hassle associated with storage and maintenance – and it's good for the planet.

The WhyBuy app launched within the M25 in June 2020 with test budgets for marketing and results exceeded expectations. WhyBuy have proven their model within the launch M25 area of London, with £1 of marketing spend attracting £3 of orders. In addition, WhyBuy has partnered with Tesco, showcasing its services within store locations.

The next chapter for WhyBuy is to expand nationally across the UK and then into continental Europe.

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## **New opportunities being offered by Station12 for the first time**

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### **Gone Wild Ltd – Live Events, Venture Capital (SEIS and EIS)**

Fronted by adventurer and TV personality, Bear Grylls, the Gone Wild Festival is a five-day adventure festival which encourages families and friends to try new, adventurous, outdoor experiences together in the magnificent surroundings of Powderham Castle, Devon. Launched in August 2021, its first, sell out, festival featured a host of exciting activities delivered by the Bear Grylls Survival Academy and the Royal Marines, alongside music performances from Razorlight, The Kaiser Chiefs and a host of chefs, comedians and naturalists delivering a programme of talks. Advance ticket sales are strong for this coming August.

The ambition is now to grow the event to multiple UK locations and license the festival internationally, including the US and China.

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### **WiSE Partners Ltd – Fund Management, Venture Build (SEIS and EIS)**

WiSE Partners will provide advisory services to early-stage businesses operating within multiple sectors within The Metaverse. These sectors include video games experiences, animation and streaming, digital humans, alternative reality and AI. WiSE will also provide fund management services to the WiSE Fund, a £250m fund which will invest into growth stage businesses within the same sectors. Station12 is setting up WiSE Partners alongside Andy Wood and Sean Brennan who have extensive and relevant sector networks and experience.

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### **The Seam UK – Sustainable Fashion Solution, Venture Capital (EIS)**

The Seam offers a digital platform that links makers to those in need of having clothes mended, altered and made. The Seam is dedicated to helping people reduce their impact on the planet by adopting a circular approach to fashion: repair, reuse, recreate. An estimated 350,000 tonnes of used clothes go to landfill in the UK every year. Extending the active life of clothes by nine months reduces our carbon, water and waste footprints by 20-30%. This is a service that is also very attractive to retailers wishing to minimise returned items. Already up and running and in high demand in London via their website, with some high profile partnerships already in place, The Seam requires funding to develop an app as well as expand to other UK cities.

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### **Charisma Entertainment - AI and Machine Learning, Venture Capital (EIS)**

Charisma Entertainment is a technology company creating interactive characters for media, games and education clients. Charisma has a core technology platform, which enables non-technical people to build characters quickly and easily, powered by AI and Machine Learning. Charisma Entertainment enables virtual avatars to have believable human behaviours in immersive narrative scenarios, including conversation, a range of emotions, memories, feelings and context. Charisma have already undertaken projects for clients such as Sky, Warner Bros and the BBC and are looking for funding to spend on the marketing required to win new and bigger contracts.

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### **CountryLine - Live Entertainment and digital membership club (EIS)**

A 'freemium' digital membership club, CountryLine is the 'one stop shop' for all things country - curating the best in video and audio, in partnership with the artists themselves. The CountryLine app is up and running and features exclusive interviews, sessions, playlists, podcasts, competitions, news and gigs, plus the best country boxsets and movies from the US. They have set up the UK's country radio station, Chris Country. CountryLine is looking for funding in order to acquire and develop premium content to be able to launch the premium membership tier featuring hit box sets from the US, including the iconic country show Nashville.

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### **BSpoke - Travel (SEIS)**

Bspoke is an On Line Travel Agency targeted at the luxury travel sector. Lead by a team of experienced executives from the travel industry it aims to make travel discovery and selection easier and better tailored to the needs of wealthy clients. This company has developed its own AI proposition, which enhances efficiencies and quality of travel recommendation through the use of its proprietary AI software platform. The emphasis of selection is on inspiration not destination, so that clients are served with ideas that are generated by the AI platform based on its interrogation of the clients needs, with emphasis on understanding the core desires of that client, whether it be for example a beach holiday, ski-ing, tour and cuisine lead.

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# Station12

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## Contact

**Hannah Cohen** Business Development Director

[hannah@station12.co](mailto:hannah@station12.co)

## General enquiries

**Station 12 Asset  
Management Limited**

98 Abinger Road  
London W4 1EX

[hello@station12.co](mailto:hello@station12.co)

[www.station12.co](http://www.station12.co)