



Innovate  
UK



## GLOBAL BUSINESS INNOVATION PROGRAMME Creative Catalyst & Artificial Intelligence (AI) USA, Austin - South by Southwest (SXSW)

### About the Programme

Innovate UK's Global Business Innovation Programme (GBIP) aims to help ambitious innovative UK businesses to grow and scale on a global stage through building R&D, innovation collaborations and partnerships.

The 9-12 month programme consists of a **get ready** preparation stage, a five-day tailored **innovation visit** to connect with key stakeholders and potential partners, and an **exploit the opportunity** stage to help you maximise the benefits of the programme and to grow and scale your business.

Throughout the whole programme, you will:

- Have the support of an Innovate UK innovation and growth specialist
- Explore opportunities and better understand the market
- Find potential innovation partners and develop your network
- Improve your company value proposition

Innovate UK is committed to equality, diversity and inclusion, and encourages people from all backgrounds to apply.

### Why SXSW 2025 in Austin?

Austin is home to the **SXSW Conference** and provides an opportunity for the global community of digital creatives to learn cutting-edge ideas, discover new interests, and network with other professionals who share a similar appetite for forward-focused experiences.

The event features conference sessions, networking sessions, film festival screenings, music festival showcases, world-class exhibitions, and much more.

Creative industries from around the world will converge in Austin, Texas for SXSW 2025 to experience opportunities for learning and valuable discoveries that happen when diverse topics and people come together.

### Creative Catalyst & AI

The creative industries and AI are key sectors at the SXSW conference and offers exciting and significant growth opportunities for ambitious UK businesses.

To capitalise on the opportunity, working with the Creative Catalyst and Bridge AI programmes, we have organised a GBIP to support up to 30 businesses in the creative industries and AI.

### Creative Catalyst

We are looking for up to 15 businesses that focus on **creative projects** from the following areas:

- Metaverse
- Digital Advertising
- Music Tech
- Gaming
- Visual Effects (VFX)
- Immersive Technologies
- Film and TV

Innovations from across the creative industries are welcome and this programme presents the UK creative industries with an opportunity for significant global growth.

The GBIP is open to **all UK creative companies** from the sub-sectors supported by the [Creative Catalyst Programme](#) (*\*please see end of the flyer for more details*).

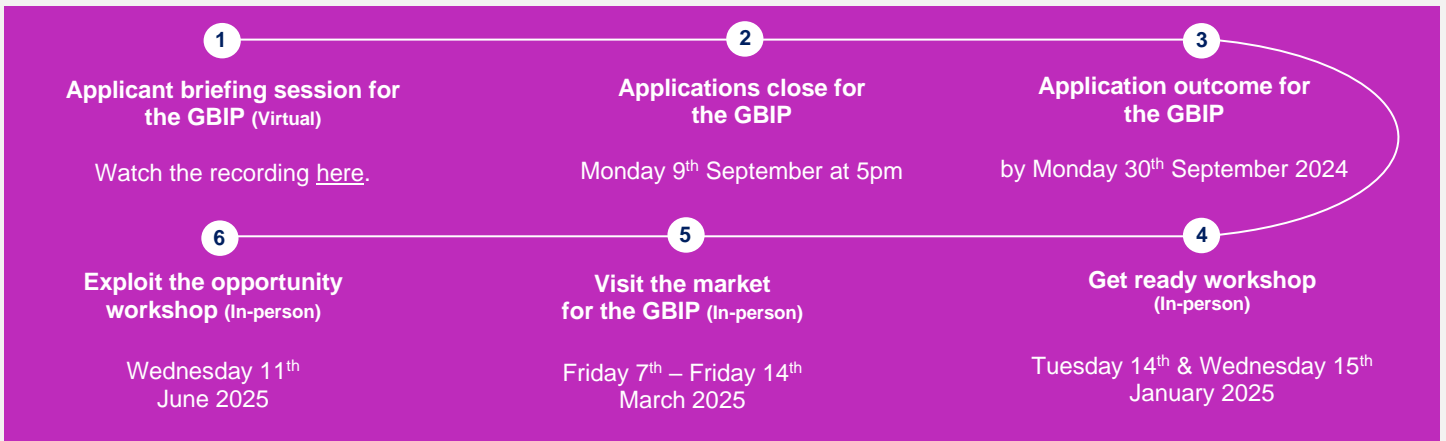
### Artificial Intelligence

We are looking for up to 15 businesses that focus on **developing AI solutions** from the following areas:

- Broadcasting
- Arts and Culture
- Design
- Fashion & Beauty
- Film and TV
- Gaming
- Music
- Extended Reality (XR) / Virtual Reality (VR)

**Applications are open to all UK businesses focusing on the above sub-sectors.**

## PROGRAMME DATES:



## WHAT TO EXPECT:

The Global Business Innovation Programme (GBIP) is structured around three stages. Each participating business will be allocated an Innovate UK innovation and growth specialist who will support them, including developing a work plan to capitalise on the opportunities identified. **The three stages include:**

- **Get ready:** Two-day workshop in the UK to build knowledge and a deeper understanding of the market and potential opportunities, including how to do business effectively, develop cultural awareness, protect your intellectual property, and support to better articulate your value proposition, important when meeting with potential partners in-market.
- **Visit the market:** Explore the innovation, R&D and business opportunities first-hand through meetings with key companies, research organisations and potential collaborators through pre-arranged meetings and organised matchmaking.
- **Exploit the opportunity:** An exploitation workshop and one-to-one bespoke support from an Innovate UK innovation and growth specialist to help you follow up and maximise the opportunities identified through the programme.

## INNOVATION VISIT – EXAMPLE ITINERARY (subject to change):

| Market | Date   | Activity   |
|--------|--|--|
| USA    | Friday 7 <sup>th</sup> March 2025  | Depart the UK and arrive in Austin, USA  |
|        | Saturday 8 <sup>th</sup> – Thursday 13 <sup>th</sup> March 2025                | Opportunities for B2B meetings, networking, pitching and panel sessions including attending the SXSW 2025 conference |
|        | Thursday 13 <sup>th</sup> March afternoon - Friday 14 <sup>th</sup> March 2025 | Depart Austin, USA and arrive in the UK  |

## APPLICANT BRIEFING SESSION

You can watch the online applicant briefing session to learn more about the SXSW GBIP opportunities and understand how they can benefit your business.

Please [click here](#) to view.

## TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a business focused on developing innovation solutions in the Creative Industries or AI sector.

Be a UK-based innovation-led company with ambitions to grow and internationalise.

Be a company with fewer than 250 employees.

Be the CEO, founder, or a senior decision maker in the business able to attend and complete all activities.

## WHAT IS THE COST?

Innovate UK will fund and organise flights, accommodation, and any conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded.

On acceptance, a **commitment fee of £1000** will be obtained from each delegate, which will be **refunded on completion** of the full activities and agreed work plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fees.

## HOW TO APPLY AND GUIDANCE

To apply, please use the online application form >> [click here to apply](#). The Global Business Innovation Programme is a competitive programme and applications must be made by **Monday 9<sup>th</sup> September at 5pm**.

We reserve the option to adopt a portfolio approach to ensure a wide range of businesses represented across the sub-sectors.

A business can only take part in two GBIPs in any rolling 12-month period (measured by the date of the Get ready workshop) unless there are exceptional circumstances.

If you have previously attended the SXSW conference with Innovate UK support, you are not eligible to apply.

Innovate UK is committed to improving the diversity of those we support. As such, we welcome applications from underrepresented groups.

## Contact us

For more information, assistance with your application or to discuss accessibility needs, please contact Innovate UK Business Growth team on [event.enquiries1@innovateukedge.ukri.org](mailto:event.enquiries1@innovateukedge.ukri.org).

## \*CREATIVE CATALYST GBIP OPPORTUNITIES

The Creative Catalyst element of the SXSW GBIP is open to **all UK creative companies** from the sub-sectors supported by the **Creative Catalyst Programme**.

Preference will be given to the Creative Catalyst cohort awardees (Creative Catalyst, Creative Industries Fund, Audience of the Future, SMART/Fast Start and Create Growth Programme). The intention is to have an equal split of (i) Creative Catalyst cohort awardees (ii) UK creative companies that have not yet received an award. We reserve the option to adopt a portfolio approach to ensure a wide range of businesses represented across the sub-sectors and regions. This GBIP is one of three Creative Catalyst opportunities: USA Austin - SXSW, [Finland Helsinki - Slush](#) and Singapore – Asia TV Forum.

**IMPORTANT:** A company is only able to participate in one of the three. Please apply for the most appropriate opportunity that will support your business.