

Guardian Media Group and Founders Factory kick off search for new MediaTech start-up successes

London 31 August: Guardian Media Group (GMG) and Founders Factory are today issuing a new call for promising MediaTech start-ups to join their accelerator programme.

GMG is the exclusive global media partner of Founders Factory, the accelerator and incubator founded by Brent Hoberman and Henry Lane Fox. As part of the partnership which began in 2016, GMG and Founders Factory support the growth of five early stage MediaTech start-ups, every year for five years.

We are particularly seeking businesses focused on the next generation of media technology: artificial intelligence tools for journalism, virtual reality and augmented reality models for publishers, natural language processing and translation technologies, new ways of distributing audio and voice content, and technologies that support advertising and marketing.

The five MediaTech start-ups selected for the accelerator programme between 2016-17 have raised significant funding and are now working with major corporates to lead the way in digital disruption:

- [Vidsy](#) enables global brands to create mobile video ads at scale and is working with clients such as Unilever and Diageo. Vidsy is now one of Facebook's and Snapchat's marketing partners and was recently awarded Facebook's Innovation Spotlight award for Creativity Around Video. Since graduating from Founders Factory, it has secured a £1.3 million investment round with investors including GMG which took a substantial part of the round.
- [Flourish](#) is an innovative new platform to visualise and tell stories with data, which announced a \$1m seed round in March 2017 and is now partnering with Google's News Lab.
- [People.io](#) gives people control of the access, use and value of their personal data. Since releasing a beta version in early 2017, [people.io](#) has already grown to 100,000 UK users and recently launched in partnership with Telefónica Germany making [people.io](#) available to their 44m customers. To date, [people.io](#) has raised £2m in funding.
- [Fanbytes](#) enables brands to reach younger audiences via Snapchat and has worked with global brands such as Universal.

- [Alegra](#), a software as a service company that enables publishers to build their digital platforms instantly on multiple devices, is expecting to achieve strong growth in 2017.

In the first year of GMG's partnership with Founders Factory, the startups have benefited from intensive support from Founders Factory's 60 strong team of digital experts as well as close collaboration with GMG and Founders Factory's other corporate backers.

Alan Hudson, Chief Investment Officer, Guardian Media Group, said:

"GMG has a long history of investing in digital innovation, and our partnership with Founders Factory is already helping us to keep ahead of disruptive media trends and nurture a remarkable selection of MediaTech talent.

"We now want to hear from the next wave of start-ups who are keen to join the Guardian and Founders Factory on this exciting journey. "

Henry Lane Fox, Co-Founder and CEO of Founders Factory said:

"We've had a great mixture of startups in our first year of work with the Guardian and we're pleased that Founders Factory has been able to accelerate their development. Each start-up has benefited from our unfair advantage; operational support in different areas from our team and hands on support from GMG. We're excited to see how they scale their businesses from here."

For full details and how to apply, visit: <https://foundersfactory.com/accelerator/> or <https://www.theguardian.com/gmg/Founders-Factory>

The deadline for applications is 29 September 2017.

-Ends-

About Founders Factory

For all enquiries related to Founders Factory please contact Amy Grimshaw, Head of PR & Communications: amy@foundersfactory.co 07817240004

- Founders Factory is a new model in business creation, with genuine ambition and breadth, backed by some of the world's leading corporates across six sectors: Aviva (Fintech), CSC Group (Artificial Intelligence), easyJet (Travel), Guardian Media Group (Media), Holtzbrinck (Education) and L'Oréal (Beauty).

- Founders Factory's in-house team is also composed of digital experts, many of whom are successful entrepreneurs themselves.
- Positioned at the very heart of the global tech community and benefiting from its strong links to Founders Forum, Founders Factory will build and scale over 200 early stage technology companies across six sectors over the next five years.
- As part of their partnership, GMG and Founders Factory support the growth of five early stage tech startups and co-create two new businesses within the incubator programme every year for five years. Those incubated companies are:
 - [HelloCar](#), the new way to buy used cars online, launched in February 2017
 - [Entale](#), the technology platform to revolutionise the production, discovery and listening experience of podcasts launched in August 2017.

About GMG

GMG is amongst the UK's leading media organisations. Its core business is Guardian News & Media, publisher of theguardian.com, one of the largest English-speaking quality news websites in the world. GMG has an Endowment Fund, the sole purpose of which is to secure the editorial independence and financial security of the Guardian in perpetuity. The business conduct of the Group is guided by The Scott Trust values.