TIME

FOR CREATIVES TO BE SEEN, HEARD & PAID

An Application Framework For The Creative Industries

B.

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eureka
innovation beyond borders

TIME

Beinghuman® developed the TIME app (v1.0) for iOS as part of a not for profit initiative. With powerful CRM segmentation, an intuitive interface & streamlined design, the app captures users as they record creative messages that then form a collective artwork within the virtual TIME gallery.

Time V1.0 Built a market reach direct to 5M via partner network including BFI, Creative UK, Featured Artist Coalition etc.

Beinghuman is developing TIME, (v2.0) an innovative for profit app for iOS & android that enables micro SMEs & freelancers across the Creative Industries to build, manage, communicate & collaborate creatively with their audience, clients, customers & team.

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TIME

GOALS: Affordable, creative CRM, marketing, IP & comms solutions for micro SME's & Freelancers in the Creative Industries

PROBLEM STATEMENT: Many creative sector micro SMEs/freelancers lack business/tech backgrounds, & are unaware they are giving IP/data/time/money to support Big Tech rather than skilfully supporting their businesses. Also, they lack the time/money/in-house capacity to build & manage branded/bespoke/efficient/affordable marketing/CRM/comms strategies.

A VIRTUAL DIGITAL GALLERY: Differentiates TIME, increases audience & revenue. Quality content industry creators can use TIME to grow their businesses & manage their 'tribe' outside of the IP ecosystem of dominant yet predatory Big Tech solutions that are no longer fit for purpose & cost too much time & money. They exhibit, collaborate & can perform in this virtual space.

CELTIC-NEXT: Supports CELTIC NEXT's vison of an inclusive digital society & advances the development & uptake of advanced ICT solutions: connectivity & telecoms, also supports live stream, collaboration as 5G moves into 6G & latency issues improve, digital twins, connected virtual industries

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TIME

Beinghuman® is an award-winning production company, founded in 2000, an SME working in TV, film, theatre, art, music & technology. Founded by artist Gaynor O'Flynn, Beinghuman® are CreaTech innovators & have worked with many luminaries including Bjork, STOMP, New Order, PJ Harvey, Radiohead & The Dalai Lama.

Beinghuman® & our brilliant team also work with organisations including the BBC, C4, Canal Plus, NESTA, Mall Galleries, British Council, UNESCO, Sadlers Wells & RSC. In 2019 & 2022 Beinghuman® won UK Government Audience of The Future Awards, 2022/23 Innovate UK Design & SMART Awards.

Founder, Gaynor O'Flynn, is a British Film Institute Female Founder, selected for BAFTA Connect, UK UN Woman Delegate, 2023 & has a MA in Text & Performance, (Distinction) from RADA, 2021. Beinghuman works globally with industry networks, reputation & contacts built over 25+ years, a 22,000+ strong mailing list & 5,000+ Linkedin network.

Beinghuman has a reputation for ethics, sustainability, (B Corp Pending) & Gaynor O'Flynn has spoke to millions globally on creators rights in the digital age on BBC, Sky, C4 & events including SxSW, Google Campus & Mexico Design Week.

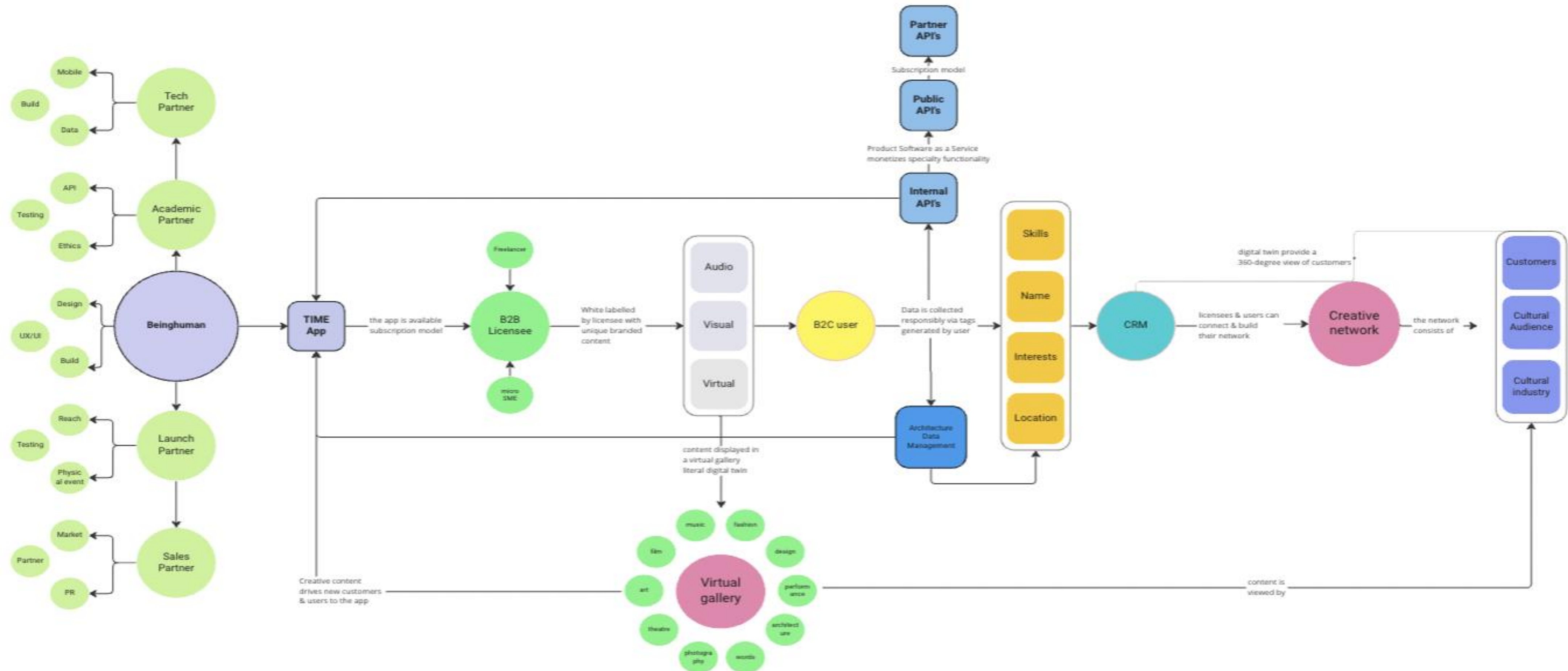GAYNOR O'FLYNN, FOUNDER, BEINGHUMAN, INFO@BEINGHUMAN.COM

TIME

CORE BENEFITS:

An affordable, easy to use CRM designed for micro SME's & freelancers across the creative industry, that gathers users, data and creative content via a virtual, bespoke white labelled virtual, digital art gallery.

WIDER BENEFITS:

- Allows users to find each other via location/video/sound/shared interest tags
- Allows owners to build audience, clients, customers & teams via location/video/sound/shared interest tags
- UX/UI suited to Creative Industry aligned with sector's language, terminology, marketing, branding & ethics
- Ability for micro SMEs & freelancers to easily & affordably white-label, brand the app, reach & connect
- Digital assets co-created by owners & users "exhibit" in a virtual TIME gallery, a virtual digital twin
- Users do not need a headset to visit the gallery as the content outputs as both an interactive 3D and 2D environment
- Uses 5G to 6G to create both live performances & collaborations in the virtual "gallery"

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FLOW

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TIME

The TIME app solves the problem of building effective, affordable CRM, marketing, IP & comms solutions that are sector specific.

Many creative sector micro SMEs/freelancers lack business or tech backgrounds & are unaware they are giving IP, data, time & money to support Big Tech rather than skilfully supporting their businesses. Also, they lack the time, money & in-house capacity to build & manage branded, bespoke, efficient, affordable marketing, CRM & comms strategies. CRMs are difficult to use and expensive; hidden costs across integration/training/maintenance mean real costs to make a business work range from £12K-£400K (Salesdorado,2023). Additionally, CRM solutions do not help creative, cultural industry fans, users & licensees to connect via location & interest. TIME supports them to solve these issues in an easy to use affordable way.

The virtual, digital 'gallery' differentiates TIME, increases audience & revenue. Quality content industry creators can use TIME to grow their businesses & manage their 'tribe' outside of the IP ecosystem of dominant yet predatory Big Tech solutions that are no longer fit for purpose & cost too much in both time & money. Users/Licensee can exhibit, collaborate & can perform in this virtual space. TIME supports CELTIC NEXT's vison of an inclusive digital society & advances the development & uptake of advanced ICT solutions: connectivity & telecoms, also supports live stream, collaboration as 5G moves into 6G & latency issues improve, digital twins, connected virtual industries

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MARKET

TOM — 30M TOTAL AVAILABLE MARKET CREATIVE INDUSTRY WORKERS

SAM — 20M SERVICEABLE AVAILABLE MARKET CREATIVE INDUSTRY COMPANIES

SOM — 1M SERVICEABLE OBTAINABLE MARKET CREATIVE INDUSTRY MICRO SME'S & FREELANCERS

- 30+ million people across the globe work in the Cultural & Creative Industries
- 33% of workers in the Creative Industries are self-employed & 95% of businesses are micro
- The creative economy is a key driver of long term, global economic growth
- TIME has a subscription model reaching 1M B2B licensees in identified, key, cultural urban, hotspots globally
- With API generating further revenue streams
- (Stats Sources UNESCO, Deloitte & DCMS)

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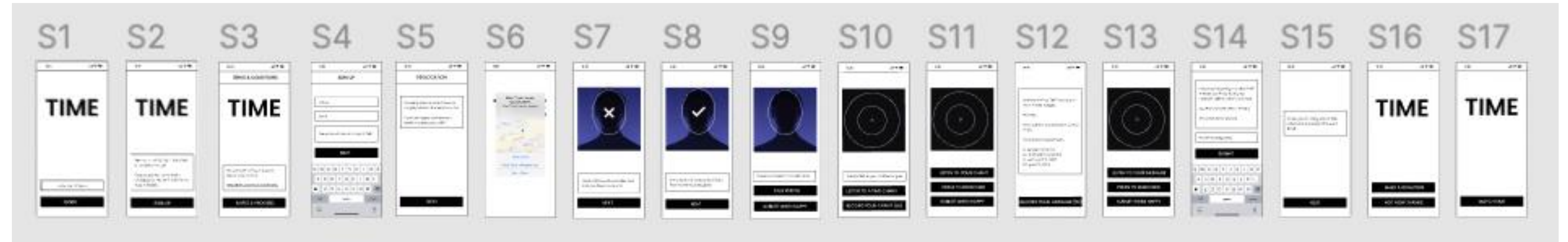
TIME

Beinghuman® has built v1.0 of the TIME app gathering creative industry partners with a 5M reach including BFI, Creative UK & AIM & also 1,000 women across the creative industries who can test & market TIME V2.0.

The TIME app has a streamlined, simple, beautiful interface that talks to owners & users in a creative, simple language whilst driving powerful CRM segmentation, business, comms & sales that suits the sector, as owners devise & users engage via creative recordings & messages that then form a bespoke exhibition in the TIME gallery. With an intuitive interface, streamlined design, the app captures users as they record creative messages that then form a collective artwork within the virtual TIME gallery, pre-recorded or live.

TIME gathers meaningful data, encourage digital co-creation & form professional networks & collaborations at the convergence within the 'CreaTech' sector.

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TIME creates a virtual gallery where users can exhibit their work, collaborate, rehearse or perform live.
In turn each paying app licensee can also white label a room, creating their own branded 'gallery' or virtual space, where the creative work of that licensee's & users, recordings & images can be exhibited

For TIME v1.0 we made a digital twin of London's TATE Modern's tanks.

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TIME

We are looking for industry & academic partners with expertise, skills, knowledge & contacts across:

- Mobile app development to create a future proofed digital infrastructure/framework
- Data set, architecture design, methodologies & expertise across content management systems
- API economy, API product management, ecosystems, value dynamics & product strategy & Internal, Public & Partner API launches
- Intellectual Property, API, Contractual Law & Trademarks experts
- Marketing, PR & launch experts with Tech for Good experience & ethos
- Tech start up eco systems, funding & routes to market

We have in house expertise in:

- API Construction
- Immersive Experience Economy
- Virtual Production
- Immersive, Interactive Technology
- Digital twins – simulations of environments
- Gaming Engine technology – Unity and unreal Engine
- Film/Theatre/Music/TV/Art Production
- Software engineer: C/C++, Java, Javascript, Python, Clojure, Groovy, Perl. HTML, PHP, XML, CSS, JS/CS.
- Content management systems, data feeds, backend production, XSLT rendering. Cocoon, Linux/Solaris.
- Development : MaxMSP, C/C++, audio processing and analysis. Java, Clojure, Git, dev. tools.
- Open-source software authoring: rendering libraries, Clojure utilities, Clojure/Python/Java interop for MaxMSP.
- UX/UI
- 5G/6G live stream/collaborative live integration
- Latency expertise

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TIME

Months 1-9 - Design
- API infrastructure
- API framework
- API contractual infrastructure
- UX/UI App
- Future proofed app
- Marketing Strategy

Months 10-18 - Build
- Beta Test
- Revisions
- Build / prepare partner network
- Build / prepare ambassador network 1,000 women
- Build Marketing Strategy using TIME app

Months 19-24 - Launch
- TIME event with key partners UK, Berlin & Barcelona
- Marketing launch focused on 1,000 key ambassadors & partners reach 5M
- TIME app
- PR strategy focus on 100 key freelance journalists offered free app
- Focus UK & EU

Month 25 + - Launch
- Marketing, PR & Partnerships as above Focus Americas, India then Global
- Key events in NY, Austin, San Francisco, Mexico City, Delhi & Shanghai

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TIME

Consortium (TBC)
- LOOP Barcelona, Spain
- CODE, Berlin, Germany
- Video Museum, Paris, France

Current Partners include:
- The API Collective
- Video Museum
- She Said So
- Creative UK
- Audiences of The Future
- BAFTA
- Birmingham City University
- BFI

Paid advisory board
- Anna Lowe – Tech – Co-Founder Smartify, Trustee at The Tate, 40M users globally
- Zillah Watson – TV – Emmy-nominated creative leader ex Head of BBC VR Hub.
- Erica Wolfe Murray – Film / TV / Tech – Runs Female Founders, Creative England/BFI,
- Marsha Meredith – Former Creative Director, Aesop, Saatchi and Saatchi
- Professor Kenny Mitchell, Edinburgh Napier University – Tech – Former Disney head of research.
- Ben Lumsden – Epic / Unreal – Former Head of Studio at Imaginarium now Business Development at Epic Games
- Mehdi Medjaouid – Founder at www.ALIAS.dev and API Days conferences. Author, Lecturer & investor in the API tooling space.
- Guy Holmes – Guy Holmes is a venture capitalist, business strategist and music industry veteran based between London & LA.
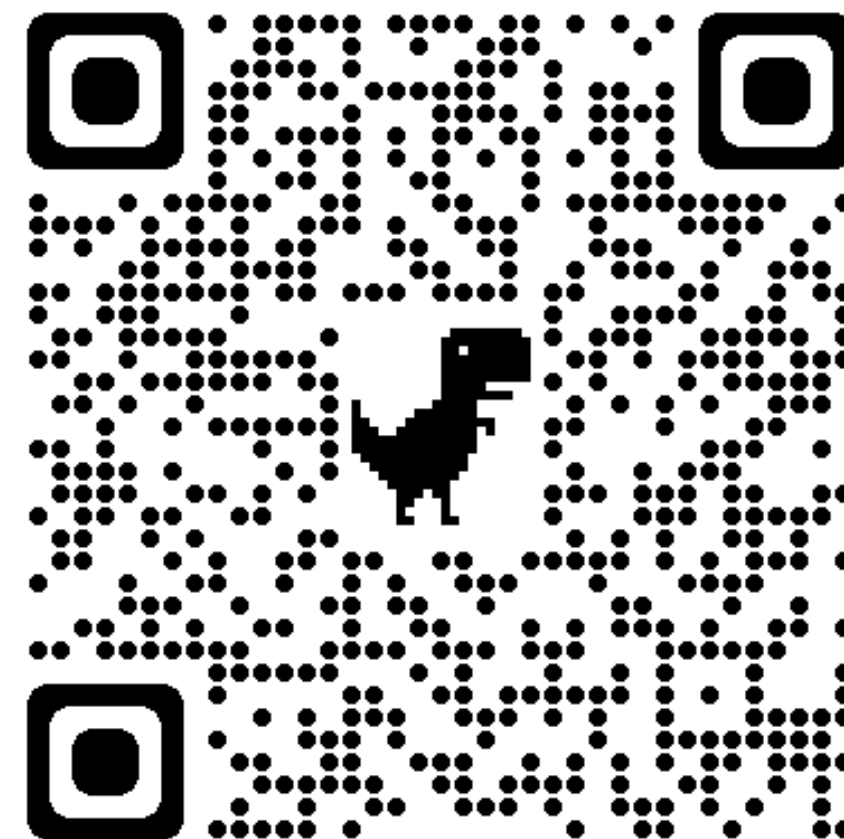
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