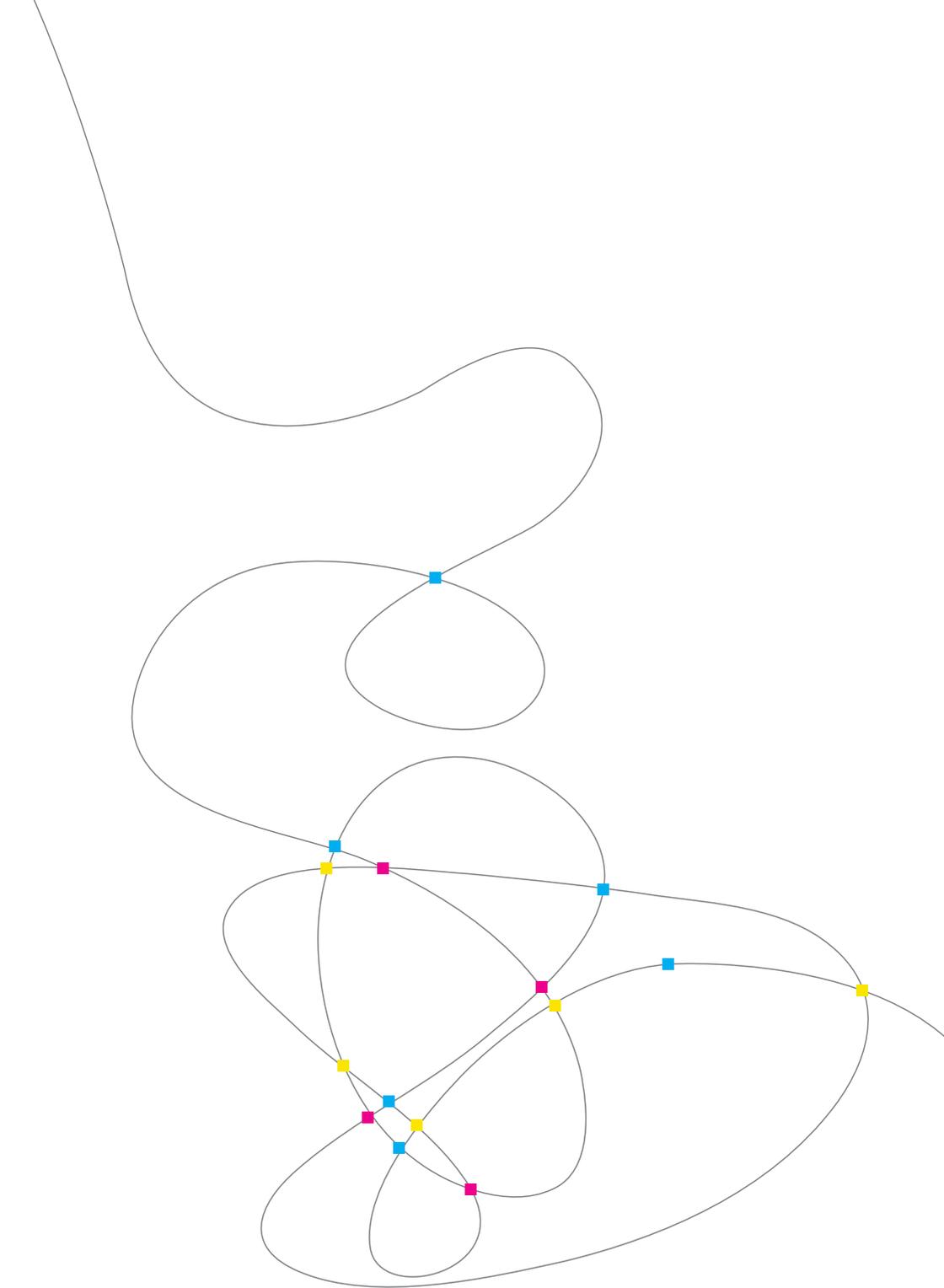


# DESIGN IN ACTION BUSINESS SHOWCASE

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FRIDAY 12TH DECEMBER 2014 - THE LIGHTHOUSE, GLASGOW





# DESIGN IN ACTION NEW BUSINESS SHOWCASE 2014



Showcasing these amazing businesses is both a pleasure and an honour for Design in Action. We also think of it as a strong validation of both our methods and our ethos. Bringing together business people, academics and designers for radical innovation events we call Chiasma is no traditional way to start a commercial venture. Yet our showcase features an array of talented and inspired people looking for collaboration, funding and the next steps for fantastic products and ideas.

We met all of these people early on in their business journey and have lived a little bit of it with them. Obviously the real achievement of coming this far is down to their hard work. A lot of graft, much of it found in the hours when others are relaxing, have got them to this point.

If Scotland is to develop a more diverse, resilient economy we need to think more about how we help more people like those you meet here to be dynamic and entrepreneurial. Too often the obsession is with great scale rather than great success. Our SMEs of very size contribute to a strong economy with stable roots and searching branches. Some 97% of our private sector economy in Scotland is made up of SMEs. We do not hear enough about them and many do not receive sufficient support to innovate effectively. They drive our economy today and are the hope for our economy tomorrow. We can find real inspiration in their stories.

Every one of these business stories is unique. We are delighted that Design in Action has been a pivotal character in the early chapters of all those featured herein. We hope that you might feature in the chapters yet to be written or even in a sequel that surpasses all that has gone before.

## Contact Details

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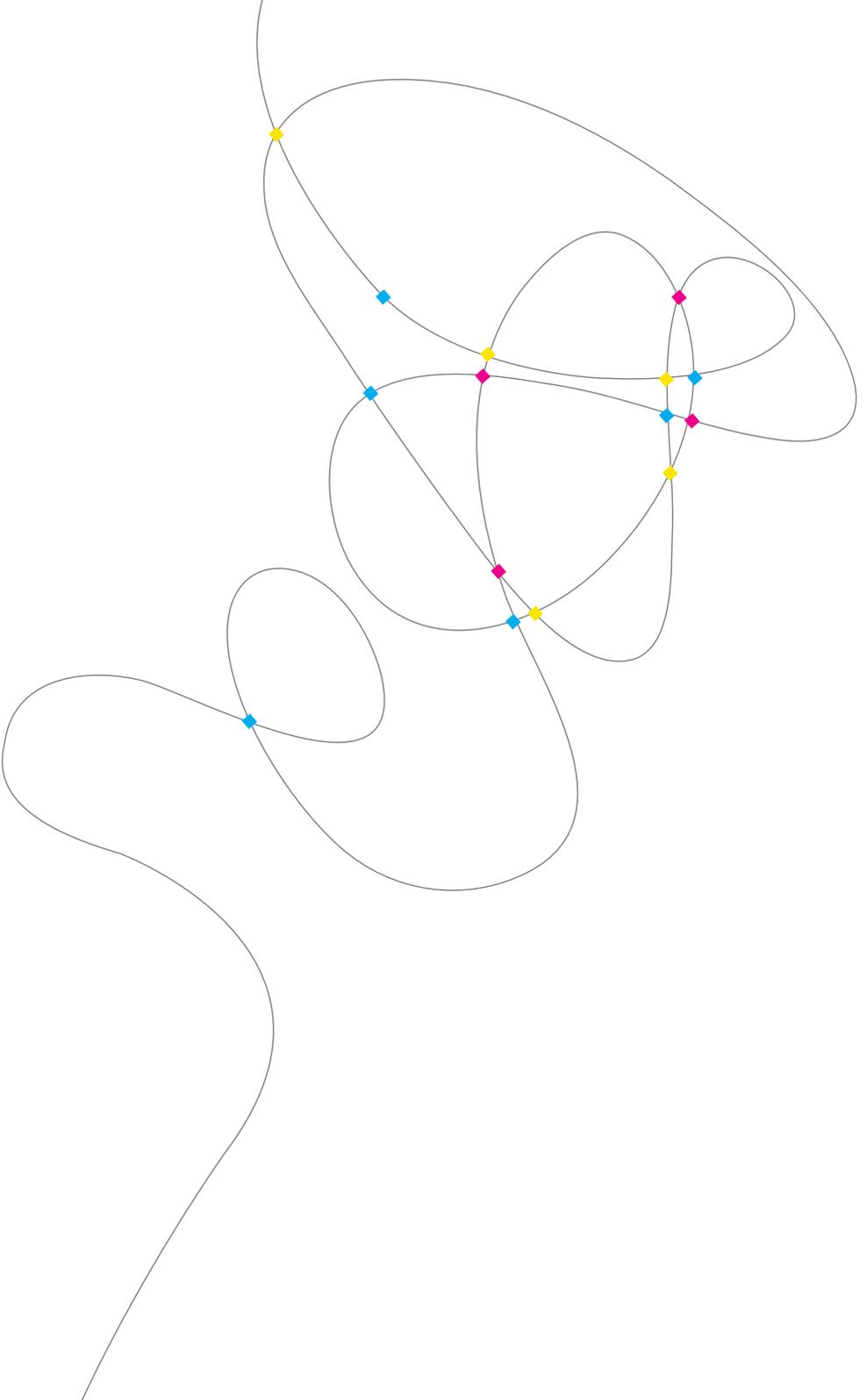
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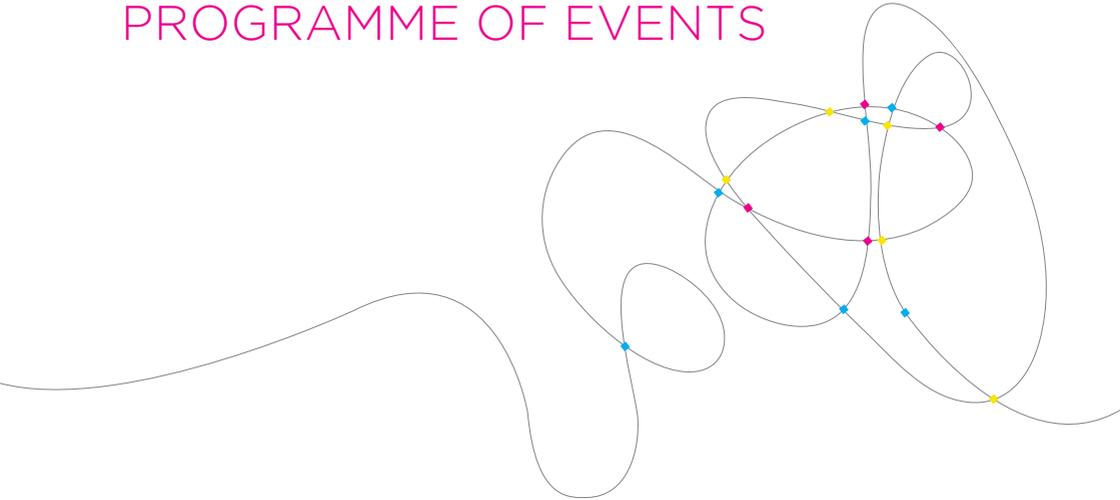
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# PROGRAMME OF EVENTS



15:00	Registration and tea / coffee / pastries
15:30	'Design in Action' - Michael Marra - DiA Deputy Director
15:35	'Introduction' - Brian McNicoll - DiA Business Partnership Manager
15:40	'The Story of DiA and Beer 52' - James Brown, Beer52.com Founder
16:05	'Know Sugar' - Ewan MacPherson, KnowCo
16:20	'My Story' - Bryan Beattie, Big Sky
16:35	Break
16:50	'Natural Woollen Duvets and Pillows' - Julie Hermitage, Uan Wool
17:05	'The Table Farm' - Jason Morenikeji, Urban Farming Company
17:20	'Baum' - Dan Allen, A Fox Wot I Drew
17:35	'Stonesoop' - Richard Byrne-Price, Stonesoop
17:50	Closing remarks - Ben Gray, DCT Thomson
17:55	Showcase and drinks reception
18:15	Winner of DiA Prize for Commercial Potential announced
19:00	Close



# Beer 52

*James Brown*

James Brown discovered his passion for craft beer during an epic road trip from Edinburgh to Faro, on the back of his dad's Harley-Davidson. Stopping at tiny pubs and brewhouses along the way, he found beers that were not only delicious, but that he'd never heard of before.

After attending the first DiA Food Chiasma, he shaped the idea and launched the business in September 2013. Beer52 has since secured backing from some of Britain's most successful entrepreneurs, as well as raising £100,000 in crowd funding. It is now the world's largest and fastest growing craft beer community with over 5,000 members in its first year and has promoted over 120 micro-breweries from UK, Europe and USA.

James, 24, has won numerous awards and most recently was named by Forbes as One of Britain's Top Six Most Exciting Young Entrepreneurs.

Beer52 recently launched partnerships with ShortList to run Craft Beer Clubs with Mr.Hyde, TimeOut and the Metro, and has enquiries from other key partners keen to enter the fast growing craft beer market in 2015.

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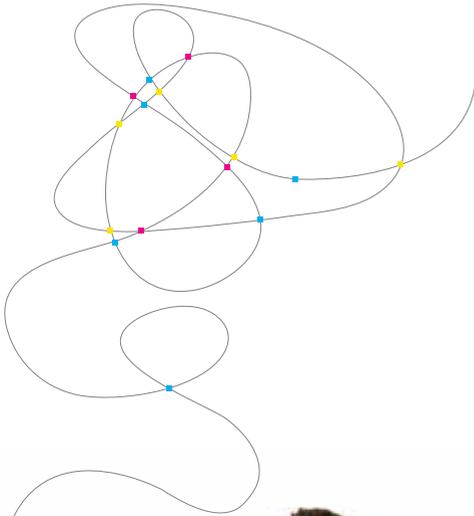
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# Baum

*A Fox Wot I Drew*

The company was formed to enter 2014's "Dare to Be Digital" competition, where "Baum" won the first "Dare / Design In Action Award for Commercial Potential".

As well as awarding the Prize, DiA has supported the team of 5 throughout their development process with business support, academic advice and research on business models, non-game design perspectives and psychologist-approved focus testing. This has helped the team to think very differently and create an intuitive, beautiful, relaxing and enjoyably challenging game.

"Baum", is due to be released in January 2015.

Going forward, A Fox Wot I Drew is seeking contract work, investment and business opportunities that will allow them to develop creative and engaging interactive experiences.

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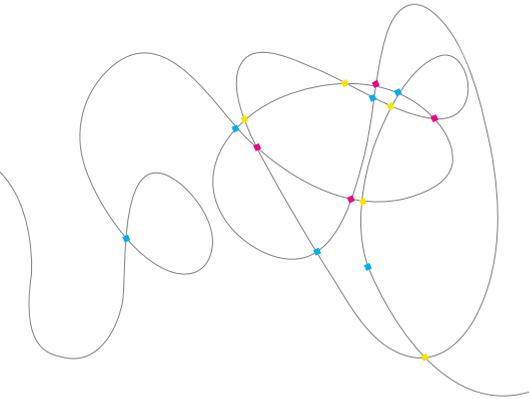
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**URBAN  
FARMING  
COMPANY**



## Table Farm

*Urban Farming Company  
Jason Morenikeji*

The UK is witnessing a tremendous cultural shift towards fresh and local food. The Urban Farming Company is responding to this societal change by offering the ability to grow locally... and you can't get more local than your own kitchen table.

The Urban Farming Co. has developed a small, integrated hydroponic growing platform, the TableFarm, which is able to cultivate fresh vegetables, plants and herbs inside the home.

Using wi-fi technology, the TableFarm can respond to plant needs, by adjusting the local environment. Wi-fi also allows info to be shared amongst family, friends and other growers, allowing people to supply to each other through exchange or trade with a range of vegetables and plants.

This is a smart solution to meet growing customer demand for fresh local produce, without the need for a garden or allotment as it can fit into the kitchen of a flat, studio or even workplace. And of course as any gardener will tell you, it is a rewarding and satisfying activity - and you get to eat what you grow.

### Contact Details

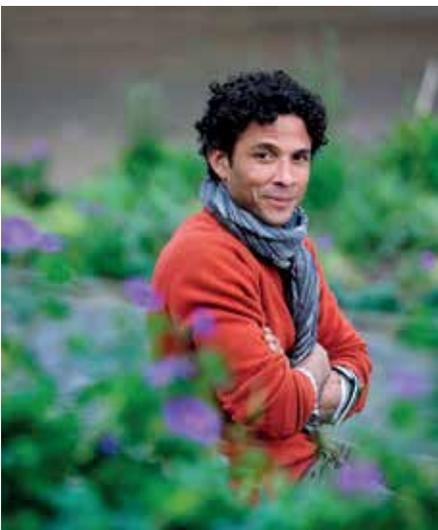
Jason Morenikeji  
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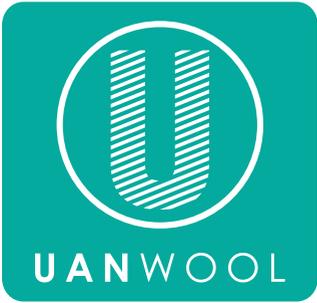
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# Natural Woollen Pillows and Duvets

*Julie Hermitage*

Uan Wool designs and will soon manufacture, in Scotland, natural woollen cushions pads, pillows and duvet bedding products.

Wool has natural properties that regulates temperature, is breathable, retains its shape and is naturally flame retardant. Made from specially selected Scottish sheep breeds, the wool fibre is matched to the requirements of pillows and duvets and can significantly improve quality of sleep.

Further research is being undertaken to investigate natural antimicrobial properties within different Scottish breeds of wools and the company is currently seeking official approval from Allergy UK. These will enhance the products health benefits.

Uan plans rapid expansion in the domestic market, followed by the commercial hotel and boarding market, with a view to then export internationally. It is anticipated that the products will be highly valued by its customers and that Uan will contribute to the sustainability of Scottish wool manufacture and production.

## Contact Details

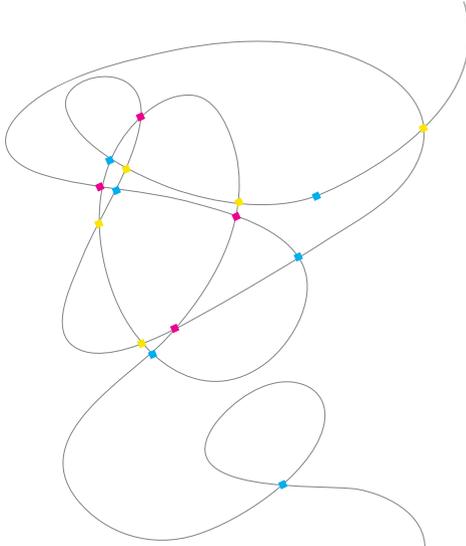
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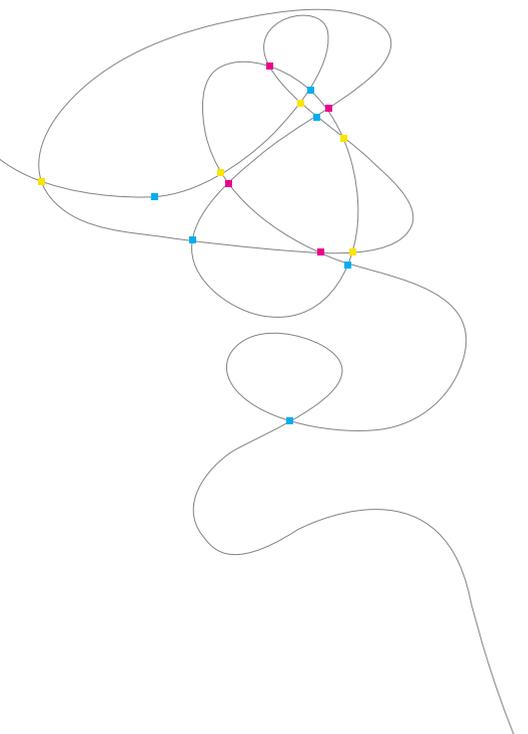
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# KNOW™ SUGAR



## KNOW SUGAR

*Know Co.*

Know Sugar is a design-led response to the rising numbers of Type 2 Diabetes sufferers in Scotland. As the world's first change agent for sugar, the initiative was formed after the first Design in Action Chiasma in Feb 2013.

It has already taken the form of a pop-up shop in Dundee's busy Wellgate shopping centre allowing the public to drop in, and learn about diabetes prevention and challenge themselves about their lifestyle habits and there are also plans to branch out into the digital world and form an online community.

Regardless of the platform, visitors will be able to access low-sugar recipes, buy grab-bags of healthy ingredients and get advice from health professionals such nutritionists in a positive and non-judgemental way.

With over 700 people visiting the pop-up store and many more joining in online, the future looks bright for Know Sugar.

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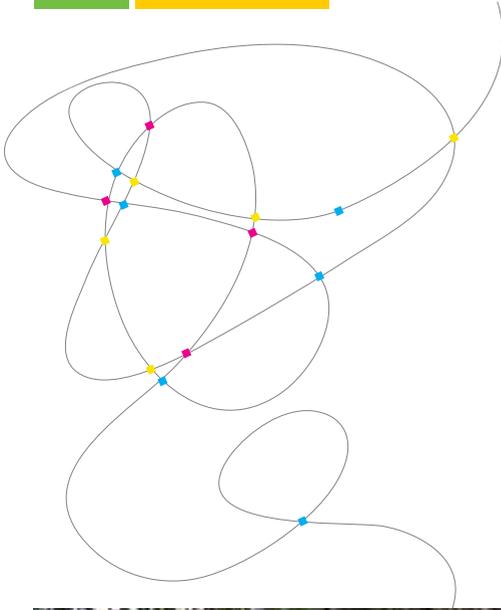
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**f** [facebook.com/knowsugar](https://facebook.com/knowsugar)

**S** [storify: wearesnook/knowsugarshop](https://storify.com/wearesnook/knowsugarshop)





# scrAPPbooking

*Verity Walker*

## **We're scrAPPbooking...are you?**

Conceived by Verity Walker and Alison Williams, scrAPPbook is a new web-based collaborative process, with app to follow, that enables any community, anywhere, to create a strong online identity.

scrAPPbooking is creative, fun and easy to use. Responding to a topic or question, the community will provide images, comments and sound, creating their own online scrapbook. Once completed, it can provide a fascinating insight into a community, a collation of views on a local issue, and could be a powerful communication tool.

We are currently piloting scrAPPbook in Badenoch, working closely with the Cairngorms National Park Authority and Badenoch Heritage.

Post-pilot we will design the app, which we envisage being available as a licensed product for a specific number of participants, with the enhanced option to have its use (and scrAPPbook production) facilitated by one of our team.

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# Stonesoop

*Richard Byrne-Price*

Stonesoop is a mealsharing community enabled through an online site and mobile app.

The recent phenomenon in sharing such as Air B'n B and couch surfing has inspired this mealsharing idea. Why eat alone or make food for one when you can meet new people, share recipes, enjoy great food and conversation and make new friends?

Stonesoop is the hub for, and facilitates, this community and helps it to grow. Through the mobile app one can respond to a call out to join a meal, or place a call out for someone to join you. You can provide comments after a meal, and, by referring others, you grow the network. Instead of scribbled down recipes on bits of paper, recipes can be shared through the app and rated.

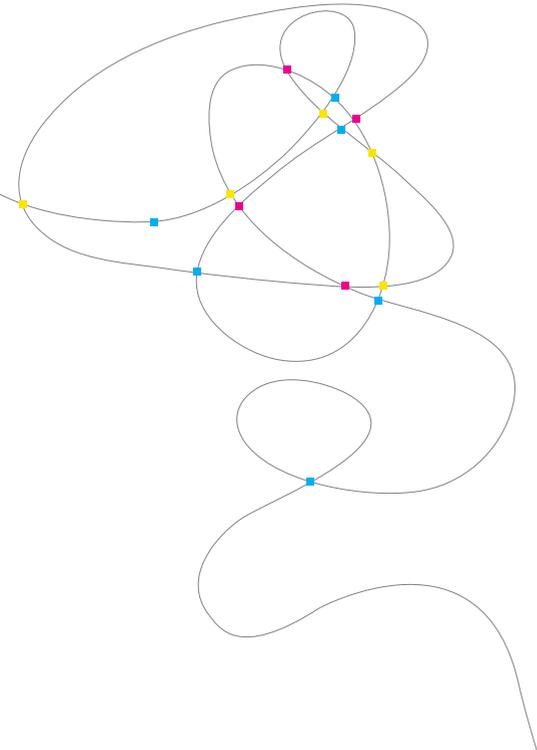
But don't worry you don't need to be a great chef, you can just provide the venue if you want. Everyone contributes something to the meal even if it's just cleaning up afterwards!

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# The Kitchen Table

*Lynne Wardle & Karen Lyttle*

The Kitchen Table provides a local restaurant in communities affected by poverty, providing good, affordable food, in a well-designed setting, with warmth and understanding.

Over a million people in Scotland live in relative poverty including over 200,000 children. For these families, food and eating is seen as a source of stress and financial burden, and not as a focal point for family gathering, socialising, celebration or even to enjoy cooking as a hobby.

Through the Food Chiasma in May 2014, Lynne and Karen used the design process to address this societal challenge, to create The Kitchen Table. At present the company generates income, has secured funding and has negotiated subsidised food inputs. However the emerging model they are considering is the operation of a social enterprise franchise that puts control and profit back to the community.

With opportunities for volunteering, time-banking, training, employment and social connection, The Kitchen Table provides more than good food. It takes steps towards reducing poverty and inequality.



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# My Story

*Bryan Beattie, Big Sky*

MyStory was created when, after attending DiA's rural Chiasma in June 2013, Bryan combined the technical knowledge of Linknode, the design skills of Pulse North, the marketing of features writer, Greg Gordon, and the product design and retail experience of Knockando Woolmill.

MyStory is an augmented reality app that is activated automatically when a mobile device (phone or tablet) touches a product label.

Tested in partnership with Knockando, the app was shown to be an easy and memorable way of demonstrating the quality, authenticity and heritage of Knockando products.

As the mobile device immediately displays product information - video, images, text - it tells the story of Knockando products from how it was made, why the design was used, and the historical significance of that fabric or design. In this way customers have an enhanced shopping experience.

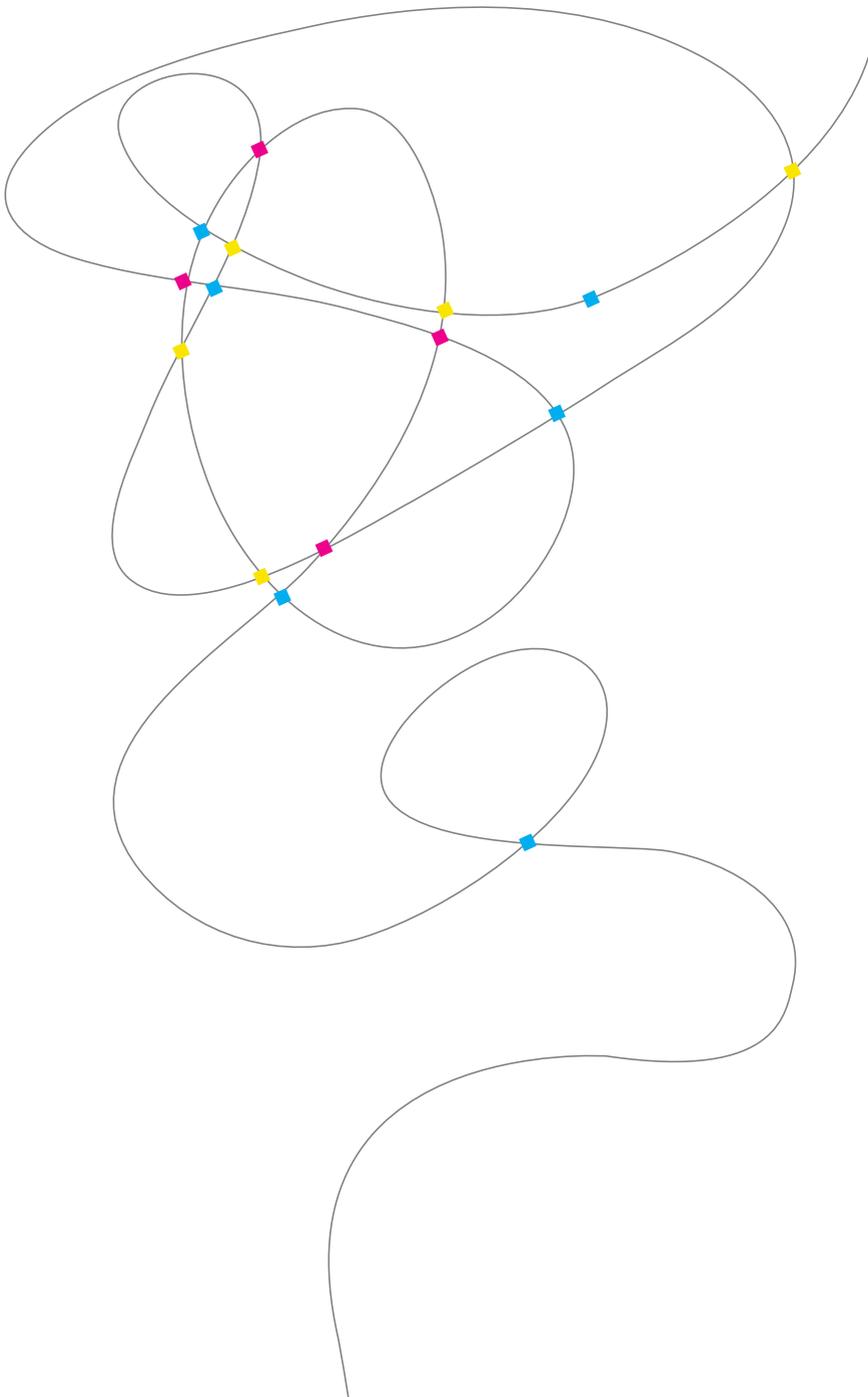
The app will allow other retailers and manufacturers to tell their story to their clients using 'My Story'.

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Design in Action would like to thank everyone who has attended our New Business Showcase and gives special thanks to



And, of course, a big thank you to all of the businesses who have presented and exhibited today:



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