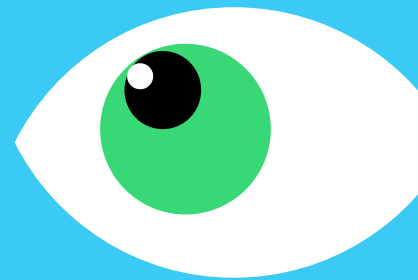
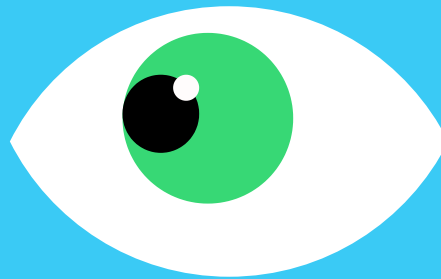
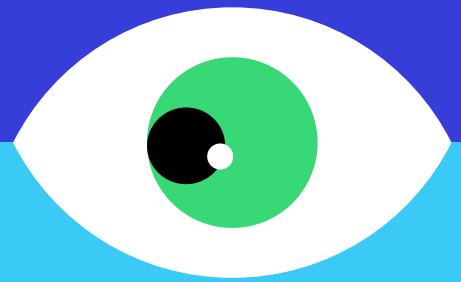




CreaTech Report 2022

An Analysis of Behavioural Traits and
Personalities Observed in CreaTech Entities



In partnership with:

MUSEL

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An Analysis of Behavioural Traits and Personalities Observed in CreaTech Entities

Executive Summary

Etic Lab's new technologies reveal a phenomenology of the emerging CreaTech sector. They give unexpected and unique insights into the diverse strategies that make up the sector's success. The unique characteristics of CreaTech companies stand out in our graph showing the fates of the CreaTech100's 2020 cohort, which is entirely unlike our graphs of any other sector analysed. Other sectors follow the same patterns of behaviour; the CreaTech100 2020 cohort display an entirely different set of behaviours, revealing their extraordinary capacity for imaginative adaptability and resilience.

“The CreaTech 2020 cohort seemed, on the face of it, to have fallen off a cliff; in fact they had changed themselves so completely as to become unrecognisable“

The companies analysed display a distinctive set of behavioural traits or characteristics, organised below into a series of personae ‘personalities’ and illustrated through thumbnail case studies: **The Tortoise / The Hare / The Fox / The Chameleon / The Honey-Bee / The Butterfly / The Phoenix / The Dodo**. This set of key characteristics combined with CreaTech’s combination of creativity and technological proficiency enable the continued resilience and growth of the sector.

Note on Methodology

Our tools apply new digital metrics to the task of acquiring, measuring, monitoring and analysing online economies, to a high degree of granularity. They gather and assemble empirical quantitative and qualitative, historic and practically real-time, information derived from publicly available digital sources using big data and AI, and generate phenomenological insights through an analytical framework based on new digital metrics. This report is unique in its research methodology and its approaches to analysing and organising the information as a set of phenomenological personae.

Traditional methods and data such as surveys, financial results and so forth cannot capture what is happening very quickly if at all, in a sector where change is the only constant and companies will often rise in fall in months not years.

“using traditional data sources can make it difficult to describe new and emerging phenomena” (Tech Nation, The CreaTech Report 2021 Part 2)

The very recent emergence of the sector means that traditional evidence-based methods and data are scarce.

As befits a CreaTech company, this report is the result of designing, building and applying new and creative technologies to the problem of collecting and quantifying intelligence about an emerging sector. We have designed, built and used these new and creative technologies to examine the progress made by companies included in the Createch 100 awards in 2020 and 2021, which provides our set of case studies. Full disclosure: we are ourselves one of the CreaTech 100 companies from 2021.

Our tools offer a new means of analysing emerging digital economies, and provide new evidence to support the claims made for this sector.

Language Matters

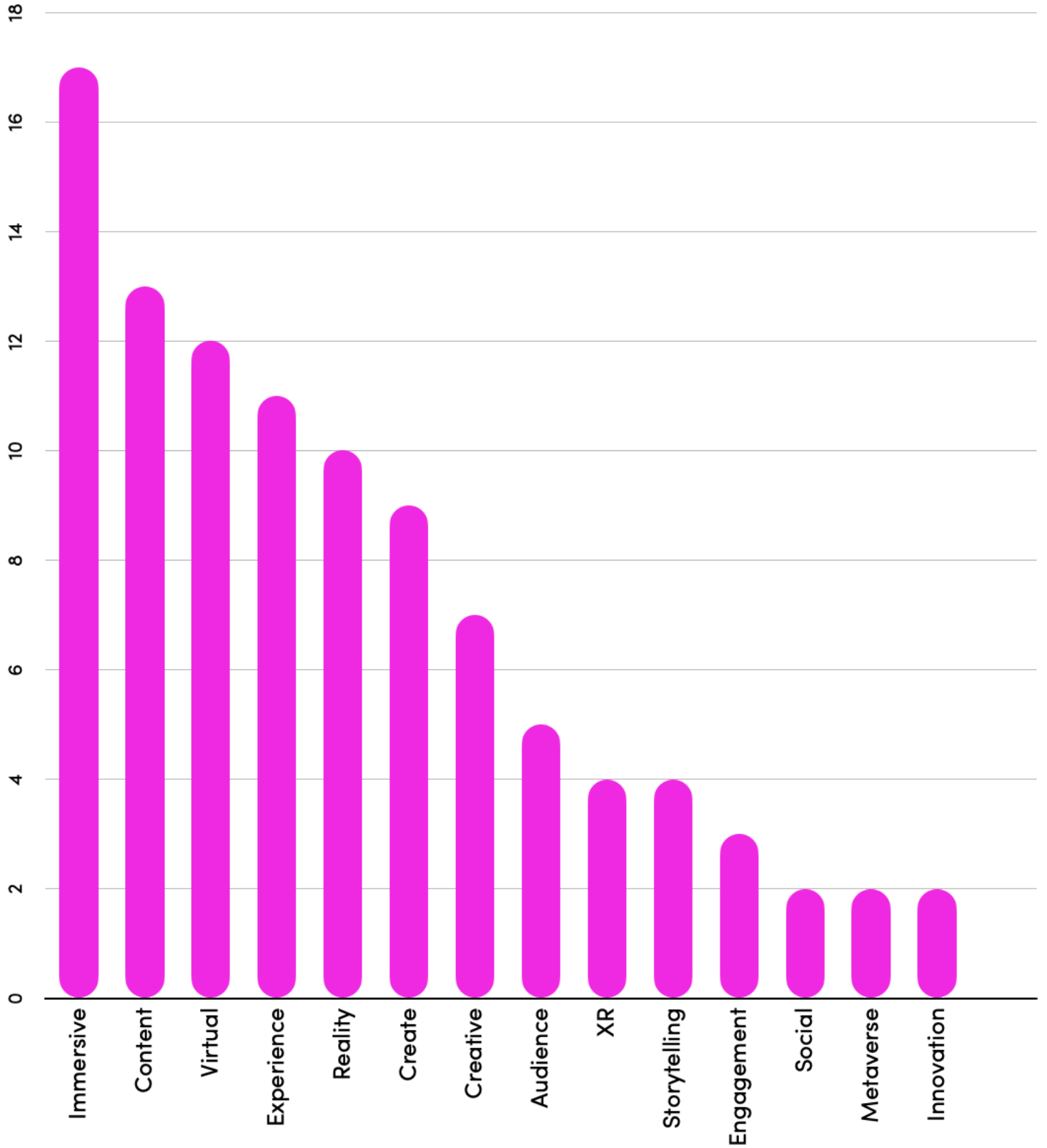
We scanned every version of all of the Createch company websites as far back as they had existed, looking to see which of the concepts we decided were important in respect to Createch 2020 and 2021 they had actually used. Unsurprisingly, immersive, virtual, experience, virtual and real were amongst the most frequently present of our significant concepts.

We were not measuring only how often these concepts were used, but rather how salient they were in use. That is, how important they are to the company's narrative, not just how frequently are they deployed.

The chart (overleaf) shows how many of the different concepts we thought important were salient on each companies website, most companies included only one such concept and in fact many had none. It was very interesting to look at the other concepts that were significant for these businesses, although there is no space to do so in this short taster report.

Our top-level report findings are outlined in rest of this document; we have a very great deal more data than can be covered in this summary, and more in-depth case study material. If you are interested in learning more do [get in touch](#).

CreaTech 2022 - Core Concepts





**Behavioural
Traits and
Personalities
Observed in
CreaTech
Entities**

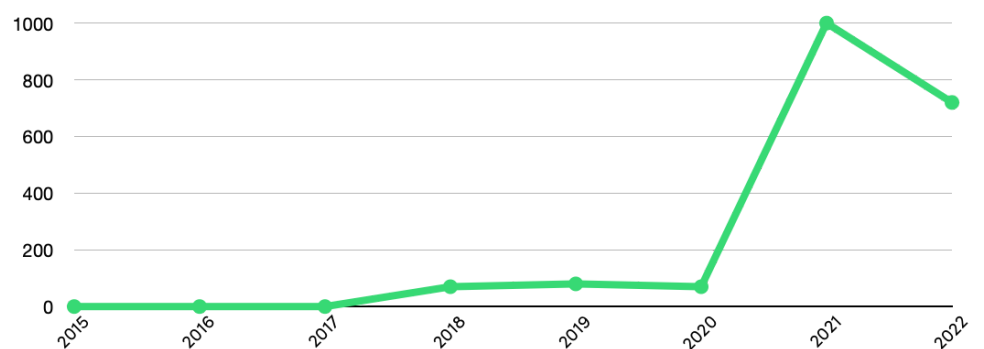
The Tortoise: Slow Burn Start Up to Sell Up

The behaviour of the Tortoise company is that of a small startup. It develops unique intellectual property and is then successful in attracting partners for novel applications in an established industry. This is a scenario perhaps more common in other tech sectors. In CreaTech we see this 'overnight success' that may take seven (or more) years to achieve and ultimately leads to the sale of the business to a Technology Major. In our review of the Createch finalists we note only a handful of companies that have exited in this way.

Case Study: AI Music

We can see that AI Music first established a website in 2015. Our metric measures the level of sophistication of the website and its overall quality. By contemporary standards the launch website contained very little and this remained the case for the next few years. This early version of the website served as a placeholder and perhaps played little part in attracting attention to their offer, or the acquisition of partners and business.

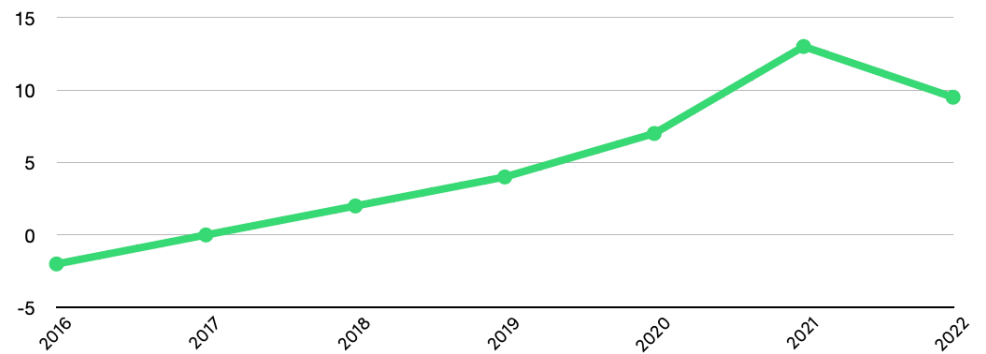
Chart: Overall Digital Growth



However, we can see how AI Music upgraded their website quickly at or around the time of the CreaTech competition. Our Digital Growth score is designed to show the rate at which a company is investing in its web properties and we can see how in 2019–2020 they picked up the rate of investment significantly.

The Tortoise: Slow Burn Start Up to Sell Up (continued)

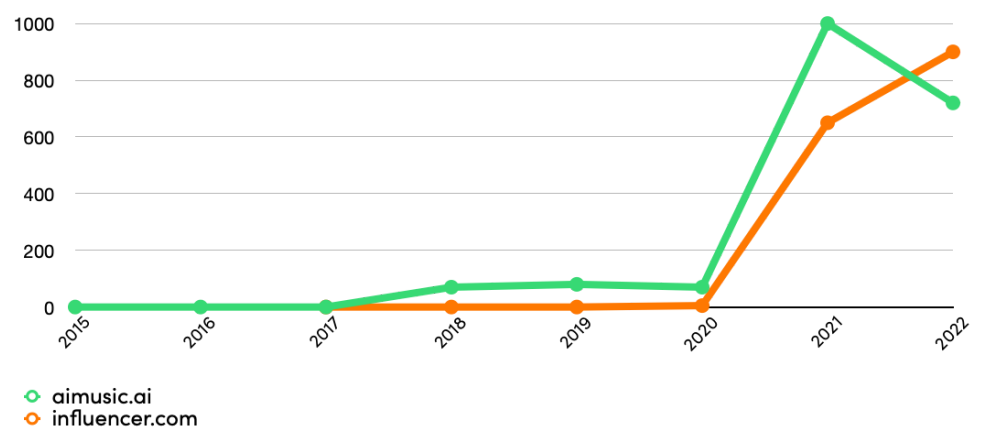
Chart: External Link Volume



Other data picked up by our analysis suggests how the company strategy changed as the momentum of the business grew. Our system monitored the number of outbound links from their website across the last six years and as can be seen from its chart (not shown here), at the point of greatest momentum the company greatly increased the number of outbound links on their website.

The charts below comparing AI Music with another Createch alumni, Influencer, which also succeeded in selling itself to a major company at around the same time, show that they follow a largely similar path to one another.

Chart: External link comparison



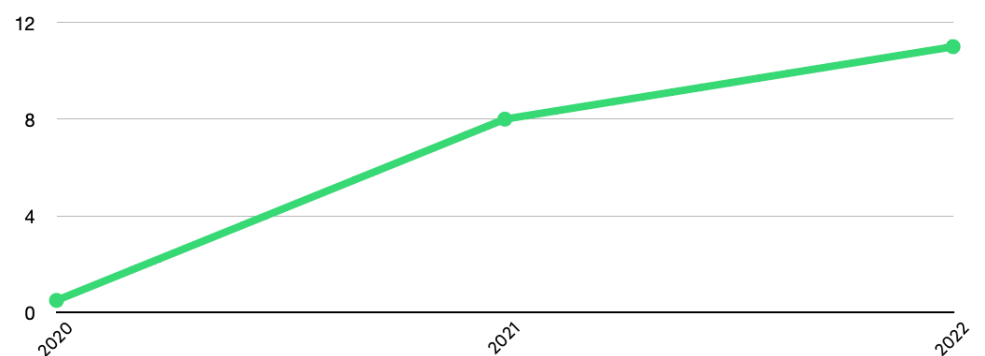
The Hare: Startup to Early Stage Investment

The Hare finds investment early on. Rather than the slow burn and rapid exit of the Tortoise, it grows and keeps running at pace. More frequently found in the cohort of CreaTech companies than those who sold the company outright, Hares are businesses that have been successful in raising investment during this period. We found more than a dozen companies which had raised investment at or around the time their exposure via the Createch process.

Case Study: Dragonfly Ai

Dragonfly Ai is one of the cohort's Hare's. It was successful in raising £3 million in series A investment shortly after the competition. Our system identified this company as having a very high capacity for innovation based upon its web materials, when it launched. The website itself was not particularly sophisticated until around the time of the inward investment when the size of the site and its sophistication, including newer web technologies, improved quickly.

Chart: Digital Maturity Score



The Fox: Strategic Hires

Fox behaviour is seen all across the sector: Createch companies are analysing their challenges and populating for long-term success with strategic new hires. Finances permitting, strategic investments are being made into talent that brings opportunity. Createch companies are expanding their teams as quickly as they are growing, adding both the capacity and necessary skills to scale.

Investments are also being made into people who can provide access to new and difficult to enter networks. Other significant aspects of new appointments are diversity and interdisciplinarity. It appears important to the sector for employees to share certain values but not to think the same way. Foxes build teams taking the best talent from a range of previously distinct sectors. These not only combine technologists with creative content producers such as VR development, marketing and theatre production but bring immersive and creative approaches into a range of other areas, from medicine to .

Case Study: Influencer

Influencer is one of the the new Createch organisations whose rapid growth highlights skills gaps that founders simply cannot fill. Senior hires provide the support required to maintain operations whilst enabling founders to focus on growing & establishing networks and bringing in new opportunities. Influencer has set up new offices and made new hires in Dubai and Manchester this year, expanding out from their London HQ.

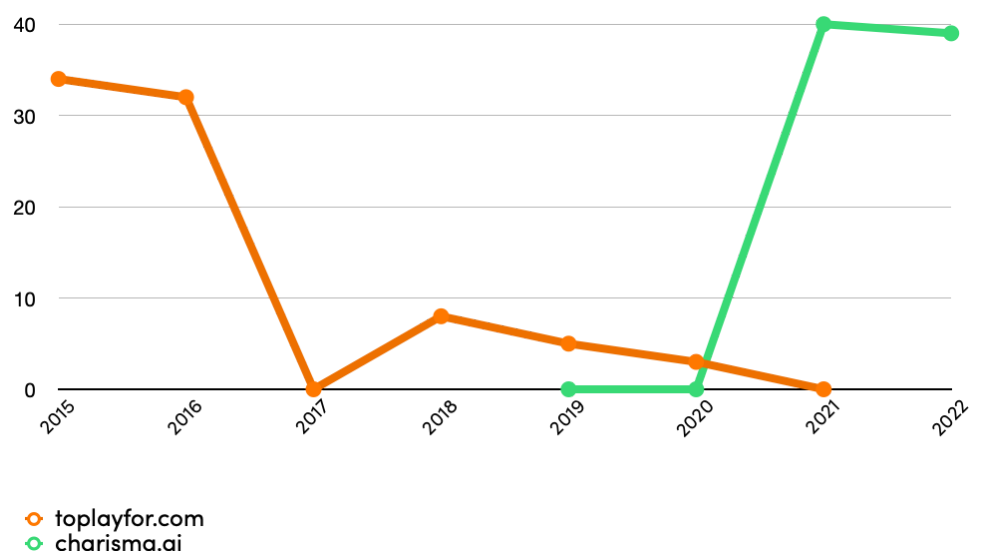
The Chameleon: Identity Change

The Chameleon's multiple identities and changes of identity are common behaviours of the CreaTech companies analysed. Their dynamic and creative capacity to change in response to changing markets and conditions makes them resilient. This case study below compares two identity-changing entities that initially appear as four (from their websites), and are represented as three separate entries in 2020's CreaTech awards.

Case Study: To Play For / Charisma AI and DrumRoll HQ / Erase all Kittens

To Play For Limited was a creative technology company that developed interactive immersive stories on its proprietary AI-powered platform, Charisma.ai. To Play For and Charisma AI were both on the CreaTech 100 list in 2020, each with a separate, linked website. However, Charisma AI emerges as the successful entity only a year later, benefitting from the timing of opportunities. To Play For Limited changed its name to Charisma Entertainment Limited in July 2021; both websites are still active at time of writing. Similarly, Erase All Kittens began life as a product of the company Drumroll HQ Limited but in a markedly similar trajectory eventually displaces its parent to become the company itself, focused on a much more specific niche. Our technology shows the trajectories of both; the build-up to and moment of swap-over is reflected in the metrics and can be seen represented in the graphs.

Chart: Digital Maturity Score



The Honey-Bee: Creative Production and Communication

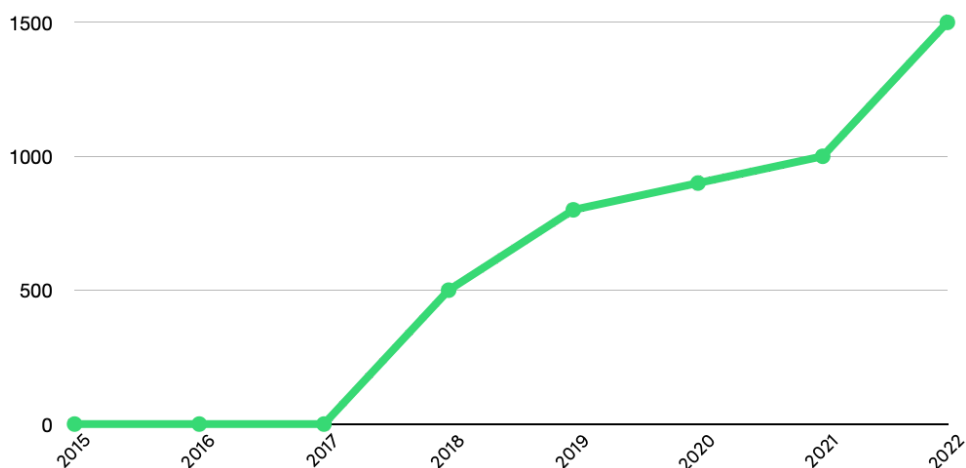
Honey-bee companies produce beautiful, creative content; they are prolific and highly articulate about what they do. Unlike product focused and intellectual property based startups these companies use their website to showcase their creative output. However, the creative content of highly commercially successful Honey-bees is often invisible, either behind paywalls or distributed across the websites and venues of the clients they have produced it for.

Case Study: Bright White Ltd

Bright White Ltd had been operating for several years before Createch came along and is very much focussed upon the production of creative materials/ settings. This approach is underlined by the digital snapshots our technology has captured of the company website and its development over time.

For five years before Createch, Bright White looked like an innovative company, and they still do. One of the minority of the CreaTech100 companies that are based outside London (in York). Since the website was first set up it has been enlarged and maintained but without any significant increase in complexity or functionality, with one exception. Today the mature company can showcase its impressive roster of completed projects and its place in a network of clients and projects. This is reflected in the very large and continuing increase in the number of outbound links from their business website.

Chart: Number of External Links over time



The Butterfly: Business Model Change

The Butterflies our technology has observed tend to take some downtime - to the outside world they have dissolved - from which they emerge as a different kind of entity, not a commercial business any longer. Interestingly, one species of caterpillar company that became Butterflies were Theatre businesses that turned into charities. In other cases we have seen digital content production companies dissolve their commercial businesses and revert to freelancers still working together under the umbrella name of their former company.

The Phoenix: Disappearance to Reemergence

The Phoenix, like the Butterfly, seems to disappear. It looks as if it's dissolved, but it's actually just changed its name. This tends to be associated with re-branding and re-focusing.

The Dodo: Dissolved

Although on the face of it, many of the CreaTech companies looked as if they had disappeared, in fact very few dissolved. And there were a very, very few companies that dissolved permanently without (at time of writing) re-emerging in a different form or with a new name.

About the Report Writers: Etic Lab

Etic Lab is a digital research and design consultancy operating at the forefront of the digital technologies that are transforming our culture, our politics and our daily lives. Our strength lies in our intellectual and disciplinary diversity; our teams's combination of scientific rigour and artistic creativity are brought into conversation through research and design. We are technologists and digital researchers from a variety of academic and industry backgrounds: from data science, social psychology, music, mathematics, physics, arts management, design, librarianship, cybersecurity and contemporary art practice.



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