



WE CLIK – ENTERPRISE PAVILION CASE STUDY

Sponsoring innovation and leading edge development is one of the underlying aims of the eP and WeClik Limited is an excellent example of this. As one of the newest arrivals at the eP, founded in 2007, the company specialises in an online electronic page turning solution called ClikPages. This innovative process enables product brochures, magazines, newspapers, sales leaflets and promotions to be published as ClikPages to engage with the reader, or the customer in a new and exciting way.

Unlike web pages there is no scrolling, or downloading, users can identify the pages that they wish to access and with one klik they can find what they need. Adding in movie clips and audio means that a catalogue, or publication really comes to life. This is an enormous growth area in the new media marketplace and WeClik have the potential to really succeed in this space. Many publishers are recognising that using print solutions solely is no longer viable and that they have to look to electronic solutions, and page turning coupled with video and audio is the future.

They are also the exclusive UK agent for Image Portal. Image Portal is the market leading digital image management software developed in the US that empowers organisations to efficiently create, manage, distribute and archive digital content.

Partners Daniel Rawles and Paul O’Grady may be new to the eP, but not to business, they have already gained experience in other companies before deciding to set up on their own. The eP facilities provided the perfect start-up package to enable them to fast track the start of their company. It was recommended to them by a friend, and while Paul had extensive experience of starting companies, ‘The atmosphere at eP has really helped’ said Daniel, ‘the facilities are great, we meet with other like-minded people, and the opportunities to work with other companies in the building are among the reasons why we are really pleased to be here’
Their advice to other entrepreneurs is to really get their business plan to work, and to make sure that they don’t underestimate the effort that needs to go into marketing and sales.

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Like many of the other young companies within eP, WeClik has ambitious plans for the future. In today's media rich environment, with much wider access to broadband, WeClik are uniquely positioned for growth. Their offer to their clients is leading edge and with their global partnerships they are already talking to leading UK and European organisations about touch screen technology, which will enable them to move even further ahead in their field.

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Contacts

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Notes for Editors:

- The Enterprise Pavilion (eP) is a new business centre for the creative industries which is developed and managed by the Arts Institute at Bournemouth. It is funded by the South West Regional Development Agency and its aim is to increase graduate retention and support the growth of creative businesses in the area.
- The eP enables graduates in the creative industries to benefit economically from their knowledge by giving them advice, resources and support to set up and run their own businesses. As part of this package the eP offers affordable and flexible high quality office/studio accommodation on an easy-in, easy-out basis. It also provides conference and exhibition facilities for companies, and others, with links to the creative industries. Technical resources are available for creative media and training companies.