



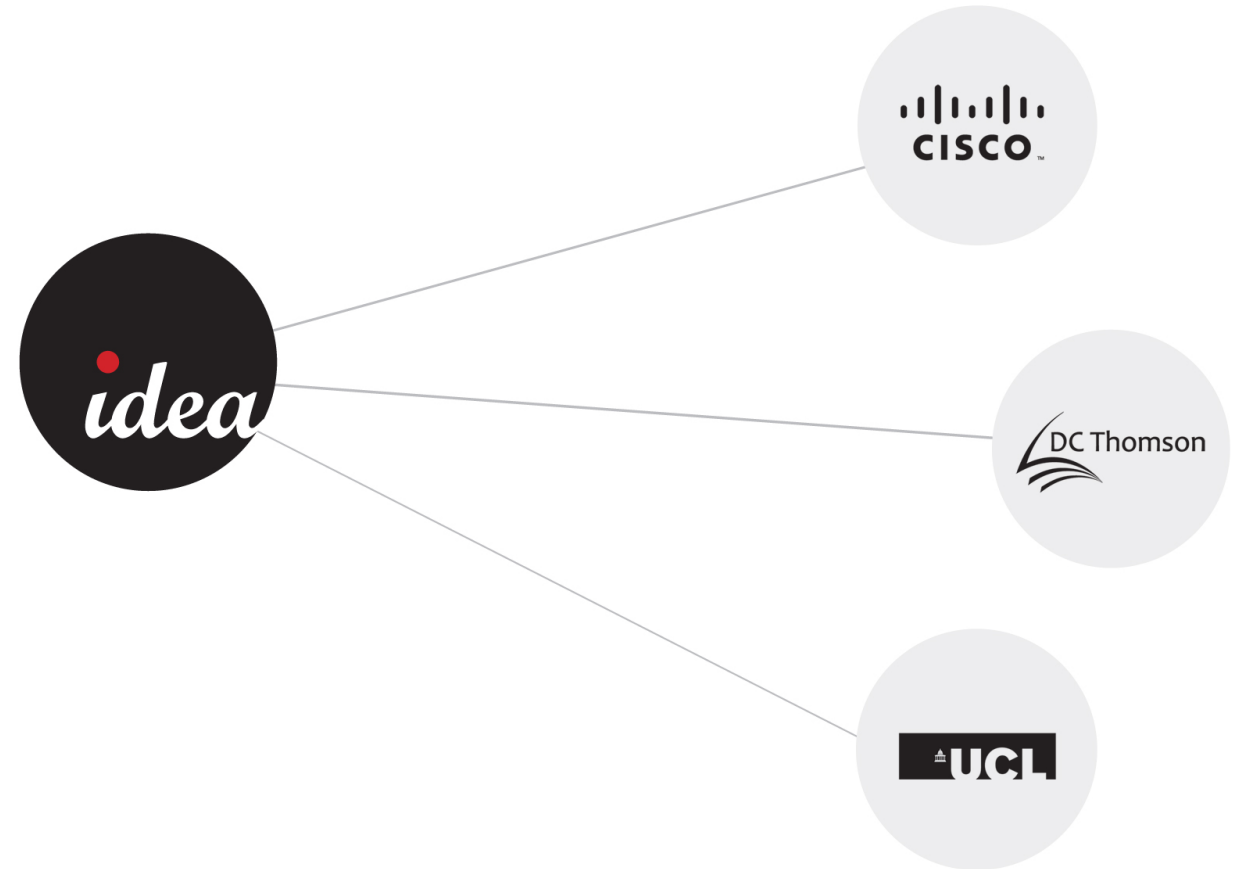
British Innovation Gateway (BIG)

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WELCOME to IDEALondon

The Innovation and Digital Enterprise
London.

IDEAL is a unique partnerships of three
leaders in their field: Cisco, DC
Thomson and University College
London. The alliance has established
an innovation center for start-ups,
aiming to support and accelerate their
growth, whilst nurturing British talent
and innovation.





- Innovation Centre – IDEALondon
- National Virtual Incubator (NVI)
- BIG Awards – start-up competition powered by Cisco i-Prize
- Cisco CREATE

Cisco's motivation

- Establish “growth” partner for UK Govt and Plc
- Boost high tech innovation and entrepreneurship
- Understand tech landscape & influence Develop new strategic eco-systems
- Identify new investment & acquisition activities
- Innovation process: build, buy, partner, integrate
- Areas of interest: IoT/IoE, big data, SDN, security, video



Cisco co-founders:

- Sandy Lerner
- Len Bosack

Founded in 1984



Start-ups [16*] @ IDEALondon

Retail
Healthcare
Construction
Advertising
Gaming
Finance
Education
Online Publishing



Wifi analytics - LBS
Geo-analytics
Interactive tech
Visual search
E-commerce
Personal healthcare
SW Defined Networking
Data visualization
Mobile learning

Thank you



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