

flyingstart

**FALLING
PIXEL**



Name: Jonathan Lloyd
Age: 23 years
Business: Falling Pixel Limited
Service: Digital agency
Website: www.fallingpixel.com
University: University of Portsmouth

Background:

Falling Pixel is Europe's leading 3D content marketplace, providing customers and digital artists with an online outlet to buy and sell computer generated 3D content. Sourced from top professional studios and artists from around the world. Purchasing directly from Falling Pixel speeds up workflow and saves significant development costs otherwise spent facilitating the creation of 3D content. With a bank of over 300 professional artists, there is a diverse range of 3D content suitable for the growing demands of industries.

For a 3D artist looking to sell work, Falling Pixel boasts one of the best artist commission rates in the industry.

Business achievements:

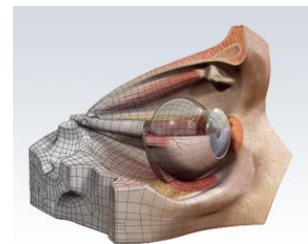
- Falling Pixel currently houses over 13,000 user created 3D Models from Aircraft to Weaponry, High Detail Photorealistic to Simulation and Game Ready models.
- Received the Runners Up Award in Stages 1 and 2 of the Portsmouth Enterprise Challenge in 2007.
- Received Award for best use of 3D Max in June 2008 from the University of Portsmouth.

At a glance....

Degree: B.Sc.-Computer Animation
Started Trading: 2007
Number of employees: 1
Funding: £5000

Jonathan on how FlyingStart has helped Pixelfish:

'(Having been selected for the NCGE-Kauffman FlyingStart Global Fellowship,) I was fortunate enough to be sent to America for 6 months to learn from top business minds. It was a life-changing experience in terms of developing business acumen, new partnerships and networks which will drive Falling Pixel forward.'



About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months of specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.