

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA080920-3605

5 October 2020

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA). Your request has been dealt with under the Freedom of Information Act 2000

On 8 September 2020, you said that your email should be treated as an instruction to 'reissue the FOI request for a second time'. The FOI request we understand you were referring to was made on 2 September 2019 and sought "all City Hall paperwork relating to Jennifer Arcuri, Innotech, Playbox and Hacker House".

Please find attached the information the GLA holds within scope of your request. Please note:

- The company Innotech is also referenced within the May 2013 Mayor's report¹ on the GLA website.
- Information which is out of the scope of your request has been redacted.
- The names / identifiable information / personal information of members of staff, third parties and is exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

[REDACTED]
Information Governance Manager

¹ - <https://www.london.gov.uk/about-us/londonassembly/meetings/documents/s25223/Mayors%20Report.pdf>

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

From: [REDACTED]@canarywharf.com]
Sent: 11 March 2013 11:09
To: economicdesk
Cc: [REDACTED]
Subject: Opening of Level39, Canary Wharf

Dear [REDACTED]

As discussed with [REDACTED] this morning, the Mayor is due to visit Level39 at Canary Wharf on the evening of 18 March [REDACTED]

This is at the suggestion of [REDACTED], who came to Level39 himself recently and suggested that the Mayor come to formally open the space in advance of another proposed visit at the London Innotech conference on 26 April.

[REDACTED]

From: [REDACTED]
Sent: 02 August 2013 12:05
To: [REDACTED]
Subject: Notes from L&P WIEF meeting - Fri 2 Aug

Hi [REDACTED]

Notes from London & Partners WIEF meeting this morning below, let me know if anything's unclear. As you mentioned, a lot of it you will have heard before. Some actions are shown in bold font.

Thanks,

[REDACTED]

Jennifer Arcuri – Innotech
[REDACTED] WIFE advisory board
[REDACTED] L & P
[REDACTED] – Tech City
[REDACTED] – GLA

[REDACTED]

JA met with Boris yesterday and he was receptive but JA didn't feel able to articulate what [REDACTED] wants.

[REDACTED]

What funding is needed to enable Jennifer's plan (ie google hangout, start-up showdown) – she needs at least £50k, preferably £100k

- Needs fierce digital marketing campaign, website and app ASAP
- We need to identify hardware and software companies to take part in the start-up showdown

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] – Business Engagement
Development, Enterprise and Environment
GREATERLONDONAUTHORITY
City Hall
The Queen's Walk
London SE1 2AA

[REDACTED]
[REDACTED]@london.gov.uk
w: www.london.gov.uk

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Hi [REDACTED]

Feedback from meeting with [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED] mentioned the meeting with [REDACTED] last week. She has also spoken to Jennifer Arcuri, who is continuing to run with her Google Hangout plan. L&P will input to this to make sure it reflects our priorities.
- [REDACTED]

[REDACTED]

Ta,

Business Engagement
Development, Enterprise and Environment
GREATERLONDONAUTHORITY
City Hall
The Queen's Walk

[REDACTED]

From: [REDACTED]
Sent: 29 August 2013 10:18
To: [REDACTED] (UKTI Strat Trade)
Subject: RE: [REDACTED] Meeting [REDACTED]

Thanks [REDACTED] will pick up with [REDACTED] this morning. It may be that we use that evening time to tie in with Jennifer Arcuri's Google Hangout/start-up piece.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] – Business Engagement
GREATERLONDONAUTHORITY

[REDACTED]
Join in the conversation at www.talklondon.london.gov.uk

[REDACTED]

From: [REDACTED]
Sent: 06 September 2013 14:34
To: [REDACTED] (UKTI Strat Trade)'
Cc: [REDACTED]
Subject: RE: Tech Event

[REDACTED]

Yes, you're right in terms of limited resource to actively deliver a session on our own, though we would obviously support an event on the tech agenda as far as possible if another organisation was interested in taking the lead.

I'm not sure on the extent of our relationship with [REDACTED]; whether we have had recent contact. [REDACTED] of Tech City was keen on Jennifer Arcuri's 'google hangout'/start-up challenge proposal around a month ago, so it may be that TechCity would be interested in hosting a session (and the means). Forgive me if I'm remembering it wrong, but didn't [REDACTED] decline an opportunity to speak on a WIEF digital session?

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Business Engagement
GREATERLONDONAUTHORITY

[REDACTED] at www.talklondon.london.gov.uk

[REDACTED]

From: [REDACTED]
Sent: 10 October 2013 12:12
To: Jennifer Arcuri [REDACTED]; Jennifer Arcuri [REDACTED]
Subject: Letter from Boris Johnson re WIEF
Attachments: ARCURI Jennifer.pdf

Hi Jennifer –

I hope you are well. Please find a letter from the Mayor of London attached regarding WIEF.

Kind regards,

[REDACTED]

[REDACTED] | [REDACTED] - **Business Engagement**

City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED]
GREATER **LONDON** AUTHORITY

MAYOR OF LONDON

Jennifer Arcuri
[REDACTED]

Date: 09 OCT 2013

Dear Jennifer

Thank you so much for your recent emails to my office.

I am delighted to hear you are running the Google Hangout at the World Islamic Economic Forum in October. I have a very full schedule during the event and will be unable to participate fully, but I will definitely aim to drop in to take a look at the Hangout during the course of the day.

With best wishes.

Yours ever,



Boris Johnson
Mayor of London

[REDACTED]

From: [REDACTED]
Sent: 22 October 2013 18:09
To: [REDACTED]; Jennifer Arcuri
Cc: [REDACTED] (UKTI Strat Trade); [REDACTED] (MPST MIN)
[REDACTED]@ukti.gsi.gov.uk
Subject: RE: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF

Hi [REDACTED] – Sorry I missed your calls today and thank you for below , this definitely helps clarify things.

Jennifer - Any further information on the location of the event, format and audience would be welcome.

Kind regards,

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement
City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED] | [REDACTED]
GREATER LONDON AUTHORITY

From: [REDACTED]
Sent: 22 October 2013 13:58
To: [REDACTED]
Cc: [REDACTED]; Jennifer Arcuri; [REDACTED]
Subject: Re: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF

[REDACTED]

I think I can clarify this. As I was not copied on the original email perhaps you would be kind enough to forward this to [REDACTED] as I don't seem to have their email addresses.

Some time ago the notion that Boris would "Host" was dropped due to the obvious pressure on his time. So your suggestion of a "drop in" is exactly what is envisaged. Initially it was to be at ExCel but WIEF ran out of space so Aloft was suggested (I understand it is approx 100 metres from the main entrance to ExCel). Not ideal for anyone but the best compromise that could be agreed given the pressure on space.

[REDACTED] and I spoke on Friday and yesterday. He has now I believe spoken with [REDACTED] to indicate No.10's strong support for the Mayor to "drop in" in the manner that you suggested.

As to logistics, I'm sure Jennifer can fill in any gaps for you.

This is the position as I know it. I hope this helps and fits with your other plans.

All the best,

[REDACTED]



[REDACTED] | [REDACTED] | Quantum Capital Partners Limited

London ♦ 94/3 Whitehall Court, London SW1A 2EL ♦ Tel: [REDACTED] | [REDACTED] | [REDACTED]

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From: [REDACTED]@london.gov.uk]
Sent: 21 October 2013 12:09
To: [REDACTED] (UKTI Strat Trade)'
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED] (UKTI Trade Dev); [REDACTED] (MPST MIN); [REDACTED] (UKTI Strat Trade); [REDACTED]
Subject: RE: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF
Importance: High

Thanks for this [REDACTED].

As far as I am aware it has not been agreed with us that Boris will host this event. We are aware of the event and have confirmed that the Mayor will drop in (although we were led to believe it would be in Excel, I hear it is not in the same location)?

[REDACTED] – do you have details of the event, timings, format, location and audience?

Happy to discuss.

Kind regards,

[REDACTED]

[REDACTED] | [REDACTED] - **Business Engagement**
City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED] | Mobile: [REDACTED]
[REDACTED]
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From: [REDACTED] (UKTI Strat Trade) [[mailto:\[REDACTED\]@ukti.gsi.gov.uk](mailto:[REDACTED]@ukti.gsi.gov.uk)]
Sent: 21 October 2013 11:14

To: [REDACTED]
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED] (UKTI Trade Dev); [REDACTED] MPST MIN); [REDACTED] (UKTI Strat Trade)
Subject: [REDACTED] [UNCLASSIFIED]

sorry - undercopied here

From: [REDACTED] (UKTI Strat Trade)
Sent: 21 October 2013 11:00
To: [REDACTED]
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED] (UKTI Trade Dev)
Subject: RE: [REDACTED] [UNCLASSIFIED]

[REDACTED]

[REDACTED] has been part of this and can give you more colour.

UKTI is supporting a web-enabled discussion on "Why London can help accelerate young companies from the Muslim world". [REDACTED] and Jennifer Arcuri have been circulating a concept note for this saying it will be hosted by Boris so slightly surprised if this is news to you [REDACTED] is leading here.

The event, as I understand it, is aimed at drawing in people from across the Muslim world who will share their experiences and describe initiatives that are already happening in countries such as Malaysia, Saudi Arabia and the UAE and how those countries might partner with the UK in this endeavor. There will also be a live web-cast interview with Christopher Schroder to discuss what is happening in the Middle East inviting the online audience to participate through twitter feeds etc.

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 26 February 2013 09:56
Cc: [REDACTED]
Subject: The InnoTech Summit

Dear [REDACTED]

Hello. I am following up from the introduction from last week. We are actively trying to get all the speakers and slated schedule on the website. A big part of the day are the logistics of the hang out with the Mayor so I would very much like to touch base with you before making any decisions. I don't want to do anything that put anyone off at the Mayors Office but do need to get moving on promotion. As you know we have all of Los Angeles and San Fran tuning in and for this event so must work logistics with them as well.

If you could follow up with me at your earliest convenience so we can have a quick chat, I would greatly appreciate it. Any question about the validity of this event please talk to Boris himself as he has been my point of contact.

Thank you very much.

PS: Everyone I meet tells me "We love [REDACTED]" so I am very much looking forward to finally meeting you.

Warm regards,

Jennifer Arcuri

Founder, The InnoTech Summit

www.innotechsummit.com

[REDACTED]
Sent from the most awesome iPad in the world!

On Feb 21, 2013, at 8:49 AM, [REDACTED] [@londonandpartners.com](mailto:[REDACTED]@londonandpartners.com)> wrote:

[REDACTED]
I should like to introduce you to Jennifer Arcuri, the founder and driving force behind the Innotech Summit and who was also part of Boris [REDACTED] election campaign team. Her contact details are

Jennifer Arcuri

Founder, The InnoTech Summit

<https://www.youtube.com/watch?v=ahx5zhc5VUY>

www.innotechsummit.com

Boris attended Innotech last year and I understand has agreed to do so again this year; 26 April.
Please see the background below

What is the InnoTech Summit?

In 2013, the InnoTech Summit focuses on disruptive technologies, vertical enterprise, and a cross fertilization of innovative technologies within second stage start ups. The entire day will focus on discussing the prospects of growth in small businesses: creating the environment to support communication between policy makers and entrepreneurs. By showcasing those entrepreneurs with patentable innovation, the InnoTech Summit serves as the premiere platform in "connecting the dots" between investment, tech entrepreneurs, and game changing technologies.

When - 26 April 2013

The Google Hangout at InnoTech 2013

This would be a platform to raise London's profile to a wide online audience. Jennifer recently met [REDACTED] of Google + in Mountain View to discuss promoting a Google Hangout at The InnoTech Summit 2013 with the Mayor of London. Through this meeting, Jennifer has secured promotion and marketing efforts from Google in the US to help raise the awareness of the Mayor in San Francisco and Silicon Valley. Additionally, Jennifer has met UKTI Los Angeles and Digital LA to promote and market the hang out at InnoTech for southern California. The Hangout would be late afternoon, say 1600 or so to hit early morning on the West Coast.

I leave the two of you to connect

Best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

London & Partners

6th Floor

2 More London Riverside

London SE1 2RR

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

London & Partners is the official promotional organisation for London. Our company attracts and delivers value to business, students and visitors. London & Partners is a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners.

[REDACTED]

From: [REDACTED]@quantumcapital.co.uk>
Sent: 06 August 2013 14:56
To: [REDACTED]
Cc: [REDACTED] 'jennifer [REDACTED] com'; [REDACTED]; [REDACTED] techcityuk.com'
Subject: Re: Meeting tomorrw with [REDACTED] / Jennifer Arcuri

Firstly, tomorrow's meeting is not intended to deliver a fully formed plan. I do not want to present [REDACTED] document - it will take too long. That said, I do like [REDACTED] document. It is a good thought provoking starting point highlighting many of the issues that need to be considered. Tomorrow is about making the point that we need a top down focus on the fact that currently the WIEF show will role into town at the end of October and may easily role out again without leaving anything tangible behind if we do not put some serious effort in now.

Secondly, I think it is important to say that while I have concentrated us all on the youth and entrepreneurship, [REDACTED] and his masters may want to pass the hat round for some completely separate initiative.

Once we have a clear signal that No. 10 and perhaps No. 11 could be on board, we can then answer the questions of how big the fund should be and what it gets used for. This is when [REDACTED] document becomes very relevant.

Regards,

[REDACTED]



[REDACTED] | [REDACTED] | **Quantum Capital Partners Limited**

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Dubai ♦ Hilton Dubai The Walk, Dubai Marina, PO Box 2431 Dubai ♦ [REDACTED]
Web ♦ [REDACTED]@quantumcapital.co.uk ♦ www.quantumcapital.co.uk

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On 6 Aug 2013, at 14:40, [REDACTED] > wrote:

On Friday I sent round a proposal I did a year ago for a £100mill fund for London. This can be used as a starting point.

[REDACTED]
[REDACTED]
Tech City Investment Organisation
Mob: [REDACTED]
[REDACTED]
www.techcityuk.com
Twitter [REDACTED]

From: [REDACTED]@london.gov.uk]
Sent: Tuesday, August 06, 2013 02:36 PM
To: 'jennifer@[REDACTED]' <jennifer@[REDACTED]>
Cc: [REDACTED]@quantumcapital.co.uk'; [REDACTED]@quantumcapital.co.uk>; [REDACTED]@london.gov.uk>; [REDACTED]@techcityuk.com
[REDACTED]@techcityuk.com>
Subject: RE: Meeting tomorrrw with [REDACTED] / Jennifer Arcuri

Is there an updated document/ proposal that is being shared with [REDACTED]

Thanks,

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement

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From: [REDACTED]
Sent: 06 August 2013 14:36
To: 'jennifer@[REDACTED]'
Cc: [REDACTED]@quantumcapital.co.uk'; [REDACTED]@techcityuk.com'
Subject: Re: Meeting tomorrrw with [REDACTED] / Jennifer Arcuri

Hi [REDACTED]

Thanks for the update. Copying my colleague [REDACTED] from TCIO so we are all joined up.

[REDACTED]

[REDACTED]
Tech City Investment Organisation

Mob: [REDACTED]

Twitter: [REDACTED]
www.techcityuk.com

[REDACTED]
Tech City Investment Organisation

[REDACTED]@techcityuk.com

www.techcityuk.com

Twitter [REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: Tuesday, August 06, 2013 02:32 PM
To: [REDACTED]@london.gov.uk>
Cc: [REDACTED]@quantumcapital.co.uk); [REDACTED]@quantumcapital.co.uk>;

[REDACTED]@london.gov.uk>
Subject: Re: Meeting tomorrw with [REDACTED] / Jennifer Arcuri

Dear [REDACTED]

I am keen to follow up with you after the meeting tomorrow on all of this so that I understand exactly what needs to be done to achieve the objectives we need. Thank you for following up.

See you tomorrow.

Warm regards,

Jennifer Arcuri

Sent from the most awesome iPhone in the world!

On Aug 6, 2013, at 14:12, [REDACTED]@london.gov.uk> wrote:

Dear [REDACTED] / Jennifer,

You have both been in touch about the meeting tomorrow at 12pm. I will be in attendance and have received the invite from [REDACTED] direct also.

The current available opportunity/ platform at W.I.E.F will be the Wednesday evening at the British Business Pavilion however it is worth noting there is also conversations about a potential women's event taking place at this time.

I am keen that we do not overlap/ undermine any of the W.I.E.F activity taking place on the main stage. Let's see how the discuss goes tomorrow.

Look forward to seeing you both.

Kind regards,

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement

City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED] [REDACTED]

[REDACTED] |

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[REDACTED]

From: [REDACTED]
Sent: 02 October 2013 17:38
To: 'jennifer@[REDACTED]'; [REDACTED]@quantumcapital.co.uk';
[REDACTED]@londonandpartners.com'
Cc: [REDACTED]
Subject: Re: Mayoral Hangout WIEF

Follow Up Flag: Follow up
Flag Status: Completed

Hi Jennifer,

Thanks for getting in touch about W.I.E.F. I have been in touch with [REDACTED] Sadly the Mayor is unable to attend the Google Hangout on 30th October. Perhaps we could discuss alternative representation?

We will be providing a quote direct to W.I.E.F about the conference itself.

Many thanks,

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement City Hall | The Queen's Walk | London | SE1 2AA | Tel:
[REDACTED] | GREATERLONDONAUTHORITY

----- Original Message -----

From: Jennifer Arcuri [mailto:[REDACTED]]
Sent: Wednesday, October 02, 2013 01:01 PM
To: [REDACTED]@quantumcapital.co.uk>; [REDACTED]
[REDACTED]@londonandpartners.com>; [REDACTED]
Subject: Mayoral Hangout WIEF

Dear [REDACTED]

Lovely to see you this week. Sorry to send this when I know you are leaving for out of town.. But just to kept hints moving---

[REDACTED] has confirmed with [REDACTED], who I have been working with in hosting InnoTechs participation in the WIEF this year. I'm not sure if you knew but InnoTech is hosting two Google hangouts and a Startup showdown n days 2 and 3 of the forum.

[REDACTED] has confirmed we are hanging out with the Mayor on the 30th at 10:30 AM at WIEF at the ExCel Center.

My understanding is that he is already there at the event speaking and is meant to join us on the hangout for 15 min at 10:30 as we host a discussion for the youth of the Islamic world to help champion entrepreneurs and job creation in the Middle East.

I would like to

a) confirm this with you

b) request who I can speak to about getting a quote for the hangout and WIEF event.

Thank you very much. Should you have any questions, I'm always here.

Speak soon,

Jennifer



Sent from the most awesome iPad in the world! *copyright 2009

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[REDACTED]

From: [REDACTED]
Sent: 23 October 2013 18:29
To: [REDACTED]
Cc: [REDACTED]
Subject: WIEF/ Google Hangout/ Innotech
Attachments: InnoTech_WIEF.pdf
Importance: High

[REDACTED]

Note the time on the flyer attached – 10:30 start and the wording of course.

Is he now doing words as per her email below? Need to think what he is saying if so.

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement

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From: Jennifer Arcuri [REDACTED]
Sent: 23 October 2013 18:10
To: [REDACTED]
Cc: [REDACTED] (@uktispecialist.com); [REDACTED] (UKTI Trade Dev) [REDACTED] (@ukti.gsi.gov.uk); [REDACTED] (@quantumcapital.co.uk); [REDACTED]
Subject: Re: Hp Awards
Importance: High

Dear [REDACTED]

I apologise--I have just spoken to [REDACTED].

Please see the attached one pager. All details of panelists and further information is on the website:
www.innotechsummit.com

I think wording is causing confusion. I tried your cell and left a message.

The panel discussion happens after Boris leaves. Boris drops in to start the hangout-- to say a few words about how amazing London is-- and then he jumps off.. Just as we did last time, only 2-5 minutes total.

I completely agree about managing expectations.

If you have any questions about the event, feel free to give me call back and we can discuss.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit
[REDACTED]

[REDACTED]
www.innotechsummit.com
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechsummit

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On 23 Oct 2013, at 16:35, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk) wrote:

Hi Jennifer –

Hope all is well. I have received below email from [REDACTED]

As you know Boris is dropping in to the Google Hangout and is sadly not able to take part in a panel discussion.

Could you advise why people are being asked to sit on a panel with the Mayor at this late stage? Conscious we need to manage expectations.

It would be great to have more info about the event so we can include in the Mayor's briefing pack.

Many thanks,

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement

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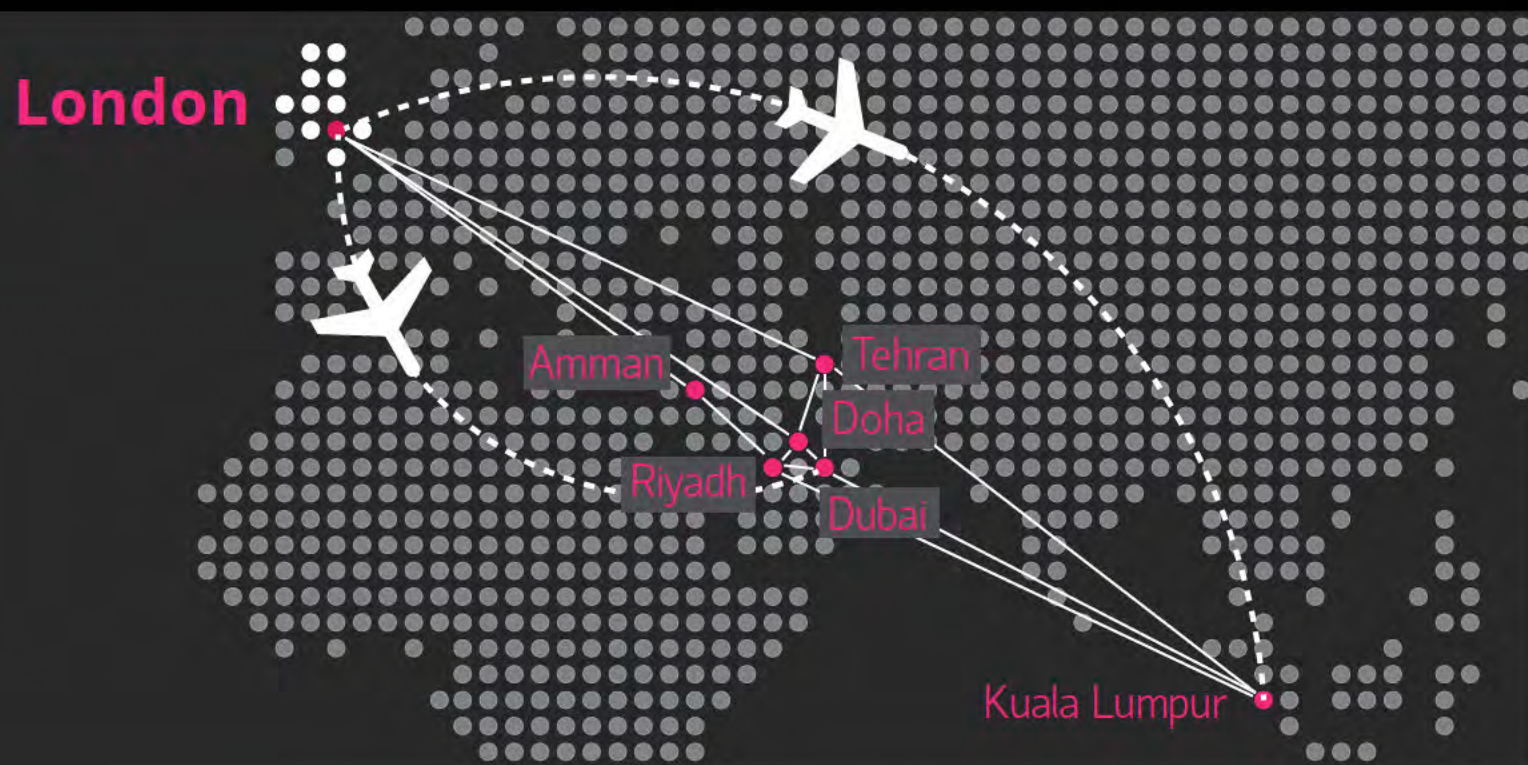
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The InnoTech Summit targets cities as a platform to connect policy makers, entrepreneurs, and investors to develop innovative technologies, create jobs and grow small business.

InnoTech at #9thWIEF:
Trending entrepreneurship from London to the Middle East.

9TH WIEF
EXCEL LONDON, UNITED KINGDOM
29 - 31 OCTOBER 2013



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DAY 2: GOOGLE+ HANGOUTS ON AIR - INNOTECH BROADCASTS LIVE



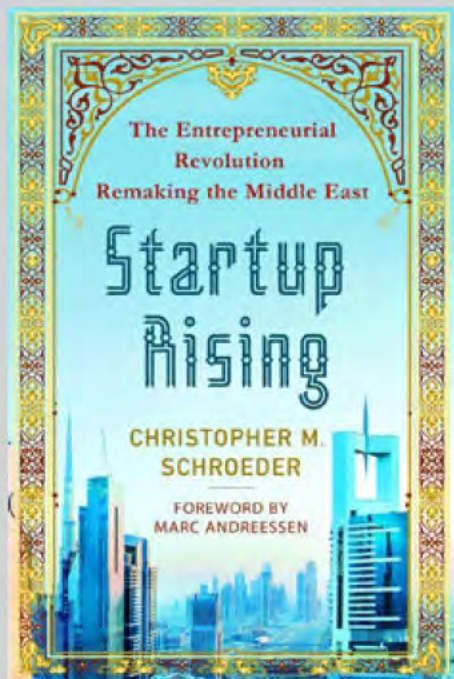
10.30 AM - 12.00 PM

Tech Connecting Talent

LONDON - MALAYSIA - MIDDLE EAST
For the first time in history, tech becomes the facilitator to bring together the next generation of entrepreneurs, job creation, and digital economies.

Join us as we hang out with Mayor of London Boris Johnson and an all-star panel of speakers.

"A" LOFT



6.00 - 7.00 PM

Startup Rising - Entrepreneurial Revolution

REMAKING THE MIDDLE EAST
Christopher Schroeder, author of the novel "Startup Rising", describes the Middle East as a hotbed of innovation, and talent - creating thousands of new jobs over the next 20 years. Join us as we discuss the generation of entrepreneurial risk takers.

MAIN STAGE

Interested in moving, expanding, talent pooling, or just seeing what's going on in the burgeoning Middle East tech scene?
Tune in on www.innotechsummit.com

[REDACTED]

From: [REDACTED]
Sent: 23 October 2013 18:55
To: 'Jennifer Arcuri'; [REDACTED]
Cc: [REDACTED] (@uktispecialist.com); [REDACTED] (UKTI Trade Dev)
[REDACTED] (@ukti.gsi.gov.uk); [REDACTED]
[REDACTED] (@quantumcapital.co.uk); [REDACTED]
Subject: RE: Hp Awards

Thanks Jennifer, I will let [REDACTED] speak to you about logistics.

[REDACTED]

[REDACTED] | [REDACTED] - Business Engagement

City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED] | [REDACTED]
GREATER LONDON AUTHORITY

From: Jennifer Arcuri [REDACTED] (@innotechsummit.com]
Sent: 23 October 2013 18:10
To: [REDACTED]
Cc: [REDACTED] (@uktispecialist.com); [REDACTED] (UKTI Trade Dev) [REDACTED] (@ukti.gsi.gov.uk);
[REDACTED] (@quantumcapital.co.uk); [REDACTED]
[REDACTED]
Subject: Re: Hp Awards
Importance: High

Dear [REDACTED]

I apologise--I have just spoken to [REDACTED]

Please see the attached one pager. All details of panelists and further information is on the website:
www.innotechsummit.com

I think wording is causing confusion. I tried your cell and left a message.

The panel discussion happens after Boris leaves. Boris drops in to start the hangout-- to say a few words about how amazing London is-- and then he jumps off.. Just as we did last time, only 2-5 minutes total.

I completely agree about managing expectations.

If you have any questions about the event, feel free to give me call back and we can discuss.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit

[REDACTED]
www.innotechsummit.com
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechsummit

[Remainder of email chain not relevant
to the request or duplicated above]

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 11 June 2015 11:00
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Playbox - Updated Form

Dear [REDACTED]

Please let me know if you need anything else.

Thank you very much again for organising the trip to Malaysia. It was extremely valuable for us to understand the product we had developed and to ultimately scale the technology through our online publishing and events.

Updates to Playbox Ltd:

We are now moving into a security space with a new piece of tech, as an extension to Playbox to be utilised for our events and cyber security. We have purchased a piece of NFC technology to use for data analytics within video who attend events and stream content.

The name "Playbox" will no longer be used but will be a spin off brand as part of the Innotech Network Ltd. We have had to assign IP to the Innotech company, which will function as the parent holding company for the new technology we are launching.

As a result we have had to hire new team members:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Jennifer Arcuri
Founder, The InnoTech Summit

[REDACTED]

www.innotechsummit.com
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechlive



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On 10 Jun 2015, at 13:53, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk) wrote:

<Playbox - Post-Market.pdf>

[REDACTED]

From: [REDACTED]
Sent: 14 July 2015 14:03
To: [REDACTED]@londonandpartners.co.uk'
Subject: Fw: Hacker House: Israeli model
Attachments: Israels cyber spy agency - FT.com.pdf; ATT00001.htm

FYI

From: [REDACTED]
Sent: Tuesday, July 14, 2015 01:09 PM
To: [REDACTED]
Subject: Fw: Hacker House: Israeli model

FYI

From: Jennifer Arcuri [REDACTED]
Sent: Monday, July 13, 2015 09:39 PM
To: [REDACTED]
Subject: Hacker House: Israeli model

Dearest,

Can I apply to go on this mission trip in October? I really really need to go visit this Hacker house!!! Come with me when we go ;-) ??!!!!

Xxx

Sent from the most amazing iPhone in the world!

Begin forwarded message:

From: [REDACTED]@hansonam.com>
Date: 13 July 2015 04:08:33 GMT-4
To: [REDACTED]@gmail.com>, Jennifer Arcuri
<jennifer@film-band.co.uk>
Subject: Israeli model

From [REDACTED] - a HNWI who has expressed his interest.

Best,

[REDACTED]

[REDACTED]
Hanson Asset Management
8th Floor, 1 Grosvenor Place, London, SW1X 7HJ

[REDACTED]

Includes link to article: <https://www.ft.com/content/69f150da-25b8-11e5-bd83-71cb60e8f08c>

[REDACTED]

From: [REDACTED]
Sent: 26 September 2013 12:50
To: [REDACTED]
Subject: FW: Hangout of the Mayors

fyi

From: [REDACTED]
Sent: 26 September 2013 10:51
To: [REDACTED]@londonandpartners.com'; [REDACTED]
Cc: [REDACTED]
Subject: Fw: Hangout of the Mayors

[REDACTED]

Please can we discuss internally (GLA and L+P) the proposed 3 Mayors event at GLA in June 2014 about which you sent us a note in August before responding to this proposed Google Hangout in May 2014. Are these one and the same?

I thought from your earlier note that this was an initiative between the three Mayors' offices so I am unclear about Google or Jennifer A's involvement.

To note that Jennifer seems unaware of the NYC Mayoral election in November 2013 in which Michael Bloomberg is not standing.

From: Jennifer Arcuri [REDACTED]
Sent: Thursday, September 26, 2013 10:37 AM
To: [REDACTED]@londonandpartners.com>
Subject: Hangout of the Mayors

Dear [REDACTED]

I met [REDACTED] yesterday at Volta's opening of its new data center and spoke to him briefly of the series of videos, "stackable content" for online distribution of the policies the government has done for the tech ecosystem. We want to streamline the message of the London tech scene into viral video content.

Additionally, I am hosting another InnoTech Summit in San Francisco and London for 2014.

San Fran: Feb 20th
London: May 7-8th

We have already started planning a Google Hangout of the Mayors. One with Edwin Lee in Feb at SF and then all three mayors: Lee, Bloomberg and Boris for one massive Hangout on the 8th of May.

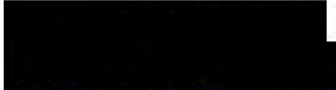
As you may already know, I am doing a Google +Hangouts On Air at the World Islamic Economic Forum at the end of October at the ExCel Center. We have confirmed Boris for day 2 of the event as well as second hangout on day 3 in discussions with Saudi Arabia, Malaysia and London on Intellectual Property.

[REDACTED] had mentioned that you were talking about doing one at City Hall. Maybe there is a way for us to work together on this project? Would love to meet with you to discuss this opportunity as I will be able to deliver the audience and the video apps, streaming, Mayors, and story for that hangout.

Thank you for your time.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit



www.innotechsummit.com

<http://www.youtube.com/watch?v=ZyLKG733sz8>

@jennifer_arcuri @innotechsummit



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[REDACTED]

From: [REDACTED]
Sent: 23 September 2014 14:43
To: 'Jennifer Arcuri'; [REDACTED]
Subject: RE: Innotech Bafta: Follow up: Quote from the Mayor

Hi Jennifer,

Great to meet you – Please can you give me a little more information on exactly why you would like a quote – is it to be included in a press release? – and if so, please can we see a draft so we can ensure we provide something in context?

Many thanks,

[REDACTED]

[REDACTED]
Mayor of London's Press Office
[REDACTED]

[@LDN_PressOffice](#)

Out of hours: 020 7983 4000

www.london.gov.uk

GREATERLONDONAUTHORITY

City Hall, The Queen's Walk, London SE1 2AA

From: Jennifer Arcuri [REDACTED]
Sent: 23 September 2014 14:30
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Innotech Bafta: Follow up: Quote from the Mayor

Thank You [REDACTED]

Would you like to attend the Innotech BAFTA event as my guest?

Dear [REDACTED]

Pleasure to meet you- looking forward to making it the best quote ever! :)

Thank you again,

Jennifer

Jennifer Arcuri
Founder, The InnoTech Summit
[REDACTED]

[REDACTED]
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechsummit



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On 23 Sep 2014, at 14:26, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi Jennifer,

Thanks for your email. Best to speak to [REDACTED] (cced) about quotes.

Hope you're well and I'm sure I'll see you around soon.

[REDACTED]

[REDACTED]

GREATER LONDON AUTHORITY

City Hall, The Queen's Walk, London, SE1 2AA

T: [REDACTED]

E: [REDACTED]

t. [@LDN_Economy](https://twitter.com/LDN_Economy)

From: Jennifer Arcuri [REDACTED]
Sent: 23 September 2014 13:48
Cc: [REDACTED]
Subject: Innotech Bafta: Follow up: Quote from the Mayor

Hello hello [REDACTED]

I have been hoping to see you at some of these events around town—but I never see you these days!

How are you? Just following up to first ask you to save the date for the upcoming Innotech Bafta event from 2pm- 7:00 pm— at least I know there is one event I can host to see you. :)

If you could also help us with facilitating a quote approved from the team for our upcoming Innotech Bafta event on the 14th October. The theme of the event is a focus around cyber security, privacy and personal data. I will be speaking to him today about it but wondering what is the easiest way to get an approval from your team? If we wrote a quote on the topic to send to you guys, would we be able to get an approval for a press release?

He is confirmed for 5:00 with [REDACTED] as of a few weeks ago.

Thank you very much for all your help.

xJennifer

Jennifer Arcuri
Founder, The InnoTech Summit



www.innotechsummit.com

<http://www.youtube.com/watch?v=ZyLKG733sz8>

@jennifer_arcuri @innotechsummit

<image001.png>

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[REDACTED]

From: [REDACTED]
Sent: 10 March 2014 11:42
To: 'Jennifer Arcuri'
Cc: [REDACTED]
Subject: RE: Meeting today

Thanks Jennifer

From: Jennifer Arcuri [REDACTED]
Sent: 10 March 2014 10:06
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Meeting today

Lovely to meet you girls on Friday.

Thank you for the Mayors plan— stay in touch and please do not hesitate if there is ever anything I can do to support you.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit

[REDACTED]
www.innotechsummit.com
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechsummit



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On 7 Mar 2014, at 16:02, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk) wrote:

No problem

From: Jennifer Arcuri [REDACTED]
Sent: 07 March 2014 15:56
To: [REDACTED]
Subject: Meeting today

Dear [REDACTED]

Apologies my meeting with home office went a bit later- I am in a cab on my way over to city hall cafe now. I will be 10 minutes late. I am so sorry.

Warm regards,

Jennifer Arcuri
[REDACTED]

Sent from the most awesome iPhone in the world!

On Mar 4, 2014, at 9:41, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Great. City Hall café ok?

From: Jennifer Arcuri [REDACTED]
Sent: 03 March 2014 22:15
To: [REDACTED]
Subject: Re: Connect in March

Dear [REDACTED]

Yes of course! I look forward to meeting you and [REDACTED] on Friday at 4:30. Shall I come to City Hall or would you prefer to meet somewhere else?

Warm regards,

Jennifer

Sent from the most awesome iPad in the world! *copyright 2009

On Mar 3, 2014, at 5:27 PM, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Yes Friday would work well. 4:30 pm ok? Can I bring [REDACTED] as she is the policy lead?

Best,
[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 03 March 2014 17:05
To: [REDACTED]
Subject: Re: Connect in March

Yay! Would friday work? Otherwise sometime next week?

Thank you.

Jennifer

Sent from the most awesome iPad in the world! *copyright 2009

On Mar 3, 2014, at 4:53 PM, [REDACTED]
[REDACTED]@london.gov.uk> wrote:

Sure! When would work for you?

Best,

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 25 February 2014 19:43
To: [REDACTED]
Subject: Connect in March

Dear [REDACTED]

Hello [REDACTED] did an intro email for us a long time ago and now I am following up again to meet.

Would you have some time to meet with me when I am back in London in March? I have been in SF the past three months and am now coming back to London to continue to grow some of the tech initiatives with tech entrepreneurs in the UK. Would love to connect with you guys on this.

Please just meet with me. If you hate me afterwards, I will never bother you again.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit

[REDACTED]

www.innotechsummit.com
<http://www.youtube.com/watch?v=ZyLKG733sz8>
@jennifer_arcuri @innotechsummit

<image001.png>

SME Registration Form

Please type your answers and return to: missions@uktilondon.org.uk or UKTI London Region, International Trade Team, 10-12 Queen Elizabeth Street, SE1 2JN

Company Detail

Event Title:	Event Date:
Pre-Market Visit briefing Malaysia	10 November 2014
Name of Attendee:	Company Name:
Jennifer Arcuri	Playbox Ltd Playbox Ltd
Company Address:	
Borough SME Location:	
Telephone:	
Email:	

Is your business majority owned by:

Are you an Independent Small or Medium Enterprise (SME)? Your business is defined as an independent 'small' or 'medium' Enterprise if it has less than 250 employees and either an annual turnover not exceeding €50m or an annual balance sheet total not exceeding €47m. The business must not be owned as to 25% or more of the capital or the voting rights by one enterprise, or jointly by several enterprises, falling outside the definition of an SME.		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
I am happy to be contacted for evaluation purposes: Please note that your data will be used as part of our project evaluation and will be passed to an external third party nominated by ourselves.		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Is your business involved with the effective protection, improvement or monitoring of the natural environment and its resources?		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Company Start Trading date 28 Feb 2013	No. Of Employee: 5
Company Annual Turnover ± 250k	Company Sector: Media

"De Minimis" State Aid


This project employs the De Minimis exemption regulation. We are required to ensure that the €200,000 limit will not be breached when an application for grant/given public support. Have you received any public grants/ state aid in the last 3 fiscal years? (If yes, please specify below). This includes any assistance you may have received from a public body. I declare that the amount of aid received by my organisation is as follows, if no support previously provided put 0 in the amount box below.

PLEASE WRITE '0' IF NECESSARY

<u>Funding Body</u>	<u>Purpose</u>	<u>Amount €</u>	<u>Amount €</u>
Total	Press the tab key here if you need to add further rows	— 0	

Sign Here

By signing you ascertain that you have supplied true and accurate information regarding your company and its business

Signed  Date 10/11/14

Name Jennifer Arcuri

Conditions and Data Protection

If circumstances change and your organisation's services or products are no longer suitable for export, or no longer meet the Mayor's Export Programme, UKTI and European Regional Development Fund (ERDF) eligibility criteria UKTI reserves the right to withdraw support. The Mayor's Export Programme and UKTI will only use your personal data fairly and lawfully and will take all reasonable measures to ensure that it is accurate and up to date and ensure it does not retain it any longer than necessary and that it is protected from destruction, loss, alteration, unauthorised disclosure or other unlawful use. Your information may be shared with the European Commission in connection with the ERDF programme.

You have the right to request and be provided with a copy of the information we hold about you, and to have any inaccuracies amended. There may be a charge for this service. The information provided will be treated in the strictest confidence. Information regarding the use and processing of personal data is to be found in the privacy statement at the Greater London Authority's website www.london.gov.uk and on the UK Trade & Investment website (www.gov.uk/government/organisations/uk-trade-investment/about/personal-information-charter). UKTI would like to send you UKTI news and event information, please tick here if you prefer not to receive this information by email []. Occasionally UKTI works with carefully selected third parties; please tick here if you prefer not to receive information by email from carefully selected UK based Trade Association/Chamber of Commerce/Business partners [] Please tick here if you would prefer not to receive information by email from our overseas offices []

For Internal Use only: Eligibility Checked ☐



Application Form

Market Visit London Region

Applicants must be UK based companies seeking to promote UK goods and/or services. Please type your answers and return **the original signed form** to:
UKTI London Region International Trade Team, 10-12 Queen Elizabeth Street, SE1 2JN.

Section A. To be completed by all participants:

Market Visit Organiser: ICE List	Market Visit Title: Entrepreneur Mission to South Africa
Dates of Visit: 16 th – 24 th Nov	Destination Market(s): South Africa
Name of Person Participating: Jennifer Arcuri	Company: InnoTech Network Ltd
Job Title: Founder	Company Address:
Mobile Number: [REDACTED]	[REDACTED]
London Borough: Hackney	Postcode: [REDACTED]
Assistant's Name/Alternative Contact: [REDACTED]	[REDACTED]
Alternative Tel No: [REDACTED]	Email: [REDACTED]
Alternative Email: [REDACTED]	Website: www.innotechsummit.com
How did you find out about this Market Visit? ICE List	

Company Information:

Q1. Are you a Small or Medium Enterprise (SME)? Your business is defined as 'small' or 'medium' if it has less than 250 employees and either an annual turnover not exceeding €50m or an annual balance sheet total not exceeding €47m.	Yes X	No <input type="checkbox"/>
Q2. Is your business "New to Export" or have you been exporting for less than 10 years? Your business is defined as a "New to Export" if, during the previous 12 months, less than 10% of your turnover results from proactive exports and no more than 25% of your turnover results from a combination of proactive and reactive exports.	Yes X	No <input type="checkbox"/>
Q3. Is your business "new" to any of the markets to be visited by this mission? Your business is defined as "new to market" if it has not exported to the market (which may be any market where UKTI has a presence) within the previous 12 months and do not have established representation there.	Yes X	No <input type="checkbox"/>
Q4. Is your business a UK university or a UK Government-funded centre of higher or further learning, or a UK Government-funded research establishment?	Yes <input type="checkbox"/>	No X
Q5. Are you currently working with an ITA on our Passport to Export or Gateway to Global Growth Programme?	Yes <input type="checkbox"/>	No X

MV/Issue 2.1/11.07.13

If you have answered no to all of the above, you may not be eligible to access the UKTI financial support which is available on select market visits. Please contact your International Trade Adviser to discuss further.

Please describe your business:

The Innotech Summit is the first and only worldwide network of events to bring entrepreneurs, investors, and policy makers together under one roof in order to improve communication, develop understanding, spur action and encourage positive change.

Taking place in major cities around the globe, with both local and international participants, the Innotech Summit aims to support the development of tech economies on city, country and global scales.

What is your unique selling point and focus for this market?

We are the only tech event to bring together policy makers, investors and entrepreneurs.

We also have had over 500,000 hits to our videos on youtube in the last 9 months. We are a good business to scale both on and off line as the events can fit into any city and the online video platform is where we can showcase content. The video serves as the extension of the events themselves.

What is your objective for participating in this Market Visit?

To create business, explore new market, and build relationships with other UK entrepreneurs. We have started meeting people in South Africa within the tech scene as to where might be the best city to host the event. There is nothing like InnoTech in South Africa at the moment and we are very keen to explore the area.

Have you commissioned research into this market?

No, not yet to date.

Will you be arranging your own visit program (business meetings) for those days allotted for individual meetings or would you like UKTI to set-up meetings for you?

Please ask [REDACTED] for this regarding the Innotech Summit.

** See full details on Overseas Market Introduction Service in Section D 'Researching the Market'*

Section B. To be completed if you are applying for financial assistance for the market visit and/or are an SME

Applicants for grants or financial assistance must be an SME under the standard EU definition (see Section A, Q1), based in the UK and seeking to promote UK goods and/or services. Market visit support may be available to those new to export or new to market UK universities or UK Government funded centres of higher or further learning and UK Government funded research establishments.

UKTI provides financial support to eligible companies. Your eligibility to participate in the market visit will be assessed by your International Trade Adviser. Only one representative per company or business may receive a financial package although others are welcome to participate at their own expense.

In the event you have already been in touch with someone at the UKTI London Region please write their name and contact details in the box below.

Contact at UKTI London: [REDACTED]	Telephone (if known): [REDACTED]
Email Address (if known): [REDACTED]@ukti.gsi.gov.uk	Other Comment:

Company Information:

Date of Incorporation: Feb 2013	Company Registration Number or Unique Tax Code: 08424712					
Number of Employees Full Time: 6	Number of Employees Part-Time: 2					
Annual Turnover: ?	Export Turnover: na					
Annual Sales: na *We don't have this stuff yet?!	Profit Before Tax: na					
Total Wages: [REDACTED]	Depreciation: na					
Business Sector: Technology, Transmedia, events, video content and distribution.	Is your business involved with the effective protection, improvement or monitoring of the natural environment and its resources?	<table border="1"> <tr> <td>Yes</td> <td>No</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No					
<input type="checkbox"/>	<input type="checkbox"/>					

Section C. "De Minimis" State Aid

The European Commission recognises any type of support given from any public funds as State Aid and it is therefore subject to State Aid restrictions. However, we are allowed to exempt this grant under the De Minimis exemption regulation, which allows a business to receive up to a cumulative €200,000 over any rolling three year period.

This section of the form is necessary because any grant giver (in this case UKTI), which employs the De Minimis exemption regulation, is required to ensure that the €200,000 limit will not be breached when they agree an application for grant.

Therefore you will need to record here any public aid you have received over the past three years that may need to be included in your De Minimis threshold. You need not list any aid that has already been specifically exempted in any way other than by the De Minimis regulation or any aid that has been previously "notified" to the Commission.

PLEASE WRITE N/A IF NECESSARY		
<u>Funding Body</u>	<u>Purpose</u>	<u>Amount £</u>
NA		
<u>Total</u>	Press the tab key here if you need to add further rows	_____

Section D.

Researching the Market

Our Overseas Market Introduction Service (OMIS) is a flexible, subsidised, chargeable service that can provide you with an overview of the market. It is available through our embassies, consulates and High Commissions overseas, who can help you identify contacts, organise events, make appointments, undertake tailored research and feedback on the likely demand for your product or service. In many cases the potential challenges you could face in entering your chosen market will be identified. OMIS can be a valuable tool that can assist you in making decisions about your next steps.

Free online business opportunities and market information

Registration at the UK Trade & Investment website is free and will enable you to receive alerts about sales opportunities in overseas countries, free up-to-date country overviews provided by our overseas network, details of UK government support for overseas and London-based events and contact details to help you navigate through our global network. You can choose how much or how little information you receive.

www.ukti.gov.uk

Section E.

Terms and Conditions

- All UK based businesses and organisations that are promoting UK goods and services may participate in a UKTI supported sector Market Visit.
- The financial package will be available from UK Trade & Investment London for companies based within the 32 London boroughs and the City of London. Companies from other regions may participate in the visit but will need to approach their local International Trade Team for support.
- Overseas representatives of UK companies are welcome to apply to join supported market visits but will not receive a financial package. Practical help and support is available.
- Business' meeting the UKTI eligibility criteria will be able to receive up to six MVS grants from 1 April 2009 but may not visit one market more than twice.
- Companies receiving a travel grant from any other UK Government or national or local government source or from European sources of funding in respect of this market

visit may not claim an additional financial package.

- Companies must submit their claims for the Market Visit Support grant within 30 days after date of travel. All claims submitted must have a valid Purchase Order number entered on the invoice. This will be provided to you by UKTI.
If claims are received after this period they will not be processed.
- UK Trade & Investment reserves the right to withhold any or all of the financial package or require part or full repayment of any financial package already paid if any participant: ceases trading; goes into liquidation, administration, receivership or bankruptcy; becomes the subject of a proposal for a winding up order or any other informal insolvency procedure; is or becomes indebted to any government department.
- UK Trade & Investment reserves the right to withhold any or all of the grant or require part or full repayment of any grant already paid if any participant: fails to comply with the conditions or causes embarrassment to Her Majesty's Government, the host country or other participants of the group.
- UK Trade & Investment reserves the right to change or alter the programme of activities
- If you book non-refundable flight and travel arrangements this is at your own risk and UK Trade & Investment will not bear the cost
- Please note that under the Government initiative to improve the transparency of how public funds are used, all Market Visit Support payments (including the identity of the recipient and the amount) will be published from 1 January 2011 (details of payments over £500 have been published since April 2010). By making an application to participate in the Market Visit Support scheme you agree that details of any payments made to your company can be published.

Data Protection:

By completing this form I explicitly consent to supply UK Trade & Investment with business information which will be shared with the European Regional Development Fund (ERDF) and our subsidiary and associated organisations under the terms of the Data Protection Act. Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website: www.ukti.gov.uk/uktihome/privacypolicy.html If you later wish to change your permissions please visit the website. I further consent to the supply by UK Trade & Investment of the information provided by me to third parties involved in the promotion of exports from the United Kingdom so that they may contact me directly by mail, fax or e-mail about further services which may benefit the business. All information provided to UKTI and the ERDF will be treated in the strictest confidence and in accordance with the Data Protection Act. The Company also agrees for the support they have received from UK Trade & Investment to be used for publicity purposes and to accept information and marketing material from UK Trade & Investment.

General Information:

Completion of this form does not mean that you are either accepted on the mission nor that you will receive financial assistance. Formal acceptance of your application will be given to you by the Market Visit Organiser following confirmation of your eligibility and suitability by your UKTI International Trade Adviser.

Signature Required: (To be signed by all applicants)

If accepted for inclusion in this outward Market Visit I agree to observe and comply with the conditions laid down by UK Trade & Investment, on behalf of the Department for Business, Innovation and Skills, as notified to me by the Market Visit sponsor.

Signed

06/11/13

Signed

Date

Name

Jennifer Arcuri

06/11/13

By signing this document, you ascertain that you have supplied true and accurate information regarding your company and its business.

INTERNAL USE ONLY: International Trade Adviser authorises company's eli ☐ ility:

ITT Manager Authorisation:

Financial package: £



Post Market Visit Outcomes Form

Please type your answers and return to: missions@uktilondon.org.uk or UKTI London Region, International Trade Team, 10-12 Queen Elizabeth Street, SE1 2JN

Market Visit to Malaysia

- The Mayor is supporting a two year long programme, delivered in partnership with UKTI London and support from ERDF and the LEP – to increase the number of London SMEs trading internationally, particularly to fast growing economies.
- The Mayor's Export Programme will provide practical assistance and trade missions. The Programme will also host events and workshops focused on the practical skills needed to get London businesses ready to sell their goods and services to overseas markets.

In order to assess how well we do this, we are monitoring the companies that used our service. This will aid us to have a better understanding of the value of our programmes and ensure further funding.

Company Details

Event Title: Market Visit to Malaysia	Event Date: 30 November – 02 December 2014
Name of Attendee: Jennifer Arcuri	Company Name: Playbox Ltd

Number of Sales in New Markets [LO17]

☒ I confirm that, through support of the Mayor's Export Programme, our company has made new sales

Are those sales new for your company because you: (Please Circle)

- | | |
|---|---------|
| a) Generated sales in a new geographical market | Yes/ No |
| b) Signed up new buyers in an existing market: | Yes/ No |
| c) Introduced new products into a new or existing market: | Yes/ No |

Other Funding

Please confirm how this market is new to your business and also attach PR or marketing materials.

We are looking to develop onto existing product with IDA to implement with Toggle Media Corp (SG) + Astra (Malaysia).

In partnership with:

SUPPORTED BY

MAYOR OF LONDON



**UK Trade
& Investment**

New Sales Generated [LR12]

Value of the sale(s) in New Market (£):

TBA

Details of the buyer(s):

Media Corp / Astra

This can be measured as a level of sales assisted SMEs by the end of the whole ERDF project minus the baseline level prior to intervention.

Where the project activity concentrates on new SMEs the gross annual sales outcome can be measured as total annual sales at the end of the project.

Employment Information

All these jobs are

a) located in London.

b) full-time jobs of 30 hours or more per week

c) offered for a period of 12 months or more.

d) Contracts corresponding to the jobs created with Mayor's Export Programme assistance will be made available (if required).

NEW JOBS CREATED [R1]:

A new job created is due to growth of business and/or contracts through support by the Mayor's Export Programme

Name:

Job Title:

Description of duties:

Date of Employment:

Number of Positions:

* This is non applicable at the moment

Name:

Job Title:

Description of duties:

Date of Employment:

Number of Positions:

but we will be hiring new staff as a result of this trip.

Name:

Job Title:

Description of duties:

Date of Employment:

Number of Positions:

MAY I check back over the next six months?

Name:

Job Title:

Description of duties:

Date of Employment:

Number of Positions:

New Employee(s) diversity details (optional - please write number):

Sex: Female ☒

Male ☐

Number of employee(s) considering themselves having a disability: NA

How many of these jobs have been created in the Environment Sector: NA

Please enter relevant number to confirm ethnicity of new employees: NA



JOBS SAFEGUARDED [R2]:

A job safeguarded is a permanent full-time position that was at risk of being lost within a year and after the Mayor's Export Programme assistance is no longer at risk:



Sex: Female ☐ Male ☐

Number of employee(s) considering themselves having a disability: NA

Please enter relevant number to confirm ethnicity of safeguarded employees: NA

Business Support Action Plan

Business Need Identified	Tick to confirm
Build relationships with potential new customers in export market	✓
Identify and build relationships with new local business partners in export market	✓
Better understand local business practices in new or existing export market	✓
Support Required	
Attend trade mission networking sessions, support with setting up meetings, acquire contact details, assist with marketing potential.	✓
Attend trade mission networking sessions, research new local business partners, assist with marketing & trade potential.	✓
Attend trade mission to new or existing export market. Research and explore business practices with new contacts or tap into local experts introduced by the Mayor's Export project.	✓

Mission Support:

Date	Support	Hours
30 November	Visit to Pinewood Studio, Johore Malaysia Informal Market Briefing	2 hour
01 December	Networking Setia International Center Sub-sector programmes Networking reception	10 hours
02 December	1-2-1 Commercial Meetings Investor Pitching	9.5 hours
TOTAL:		12.5 hours

Please note that your data will be used as part of our project evaluation.

I confirm that the Mayor's Export Programme made a significant contribution to the winning of this business and that I received 21.5 hours of assistance.

Please note that your data will be used as part of our project evaluation.

I confirm that the Mayor's Export Programme made a significant contribution to the winning of this business

Signed on behalf of the Mayors Export Programme On behalf of the Company

Name:

Jennifer Arcuri

Name (PRINTED):

Date:

2/12/14

Date:

16/12/14.

Signed on behalf of the GLA

Position:

Date:

21/08/15

Please provide an overall rating for your Market Visit Support experience:

	Extremely Satisfied	Very Satisfied	Average	Poor	Very Poor	N/A
Overall, how successful was the visit for your company?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the visit organisation and administration?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the assistance provided?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the assistance provided by mission support staff?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the assistance provided by the overseas Post during the visit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, how would you rate the package of support provided by the organiser(s) for this visit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the quality and relevance of the contacts you made?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments on Market Visit support experience including how this visit improved your firm's ability to trade

THANK YOU FOR A WORLD CHANGING experience for PLAYBOY. [redacted] went out of their way to ensure their team not only be available to me before the trip - but to help advise/assist me throughout the journey. At least with Playboy, I felt as though there was so much value added with our team - not only the meetings abroad in prospective markets but with the other companies on the trip, ^{selected as part of delegation.} There is such a nice synergy between all of us - & what's been really great is to be able to network/connect with other UK based companies together - to go into new markets. [redacted] ^{team} stayed on top of all our progress and engaged with us the entire time. Any time I had questions - both went out of their way in time & personal investment to help me make fast decisions on the trip. I am a bit different as a company since Playboy is so brand new so it made ^{a world of difference} ~~it was~~ to have this kind of hands on support "on the go" in a new market.

* The one part of trip that didn't seem to work so well happened Tuesday AM w/ the 1 to 1 meetings - I believe these could have been better ^{curated}.

[REDACTED]

From: [REDACTED]
Sent: 16 July 2015 15:44
To: [REDACTED]
Subject: FW: Playbox - Updated Form

Jobs created

FYI

From: Jennifer Arcuri [REDACTED]
Sent: 11 June 2015 11:00
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Playbox - Updated Form

Dear [REDACTED]

Please let me know if you need anything else.

Thank you very much again for organising the trip to Malaysia. It was extremely valuable for us to understand the product we had developed and to ultimately scale the technology through our online publishing and events.

Updates to Playbox Ltd:

We are now moving into a security space with a new piece of tech, as an extension to Playbox to be utilised for our events and cyber security. We have purchased a piece of NFC technology to use for data analytics within video who attend events and stream content.

The name "Playbox" will no longer be used but will be a spin off brand as part of the Innotech Network Ltd. We have had to assign IP to the Innotech company, which will function as the parent holding company for the new technology we are launching.

As a result we have had to hire new team members:

[REDACTED]
[REDACTED]
Founder, The InnoTech Summit
[REDACTED]

www.innotechsummit.com

<http://www.youtube.com/watch?v=ZyLKG733sz8>

@jennifer_arcuri @innotechlive



info@innotechsummit.com Please also delete the message from your computer. The sender believes that this e-mail (including any attachments) is free from any virus or similar defect. However, it is the responsibility of the recipient to ensure that it is virus free. InnoTech Network does not accept any responsibility for any loss or damage resulting from the recipient receiving, opening or using this e-mail.

On 10 Jun 2015, at 13:53, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

<Playbox - Post-Market.pdf>

This message has been scanned for viruses by the Greater London Authority.

Click [here](#) to report this email as spam.

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 10 August 2015 12:06
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Mayor's Export Programme feedback

*Jobs
Safeguarded*

Hi [REDACTED]

Is it ok that it's not called Playbox anymore? Playbox has since been turned into a new piece of NFC tech using RFID readers and scanners. We don't know what to call it yet- as it could be a full on security tool, but is also a cool piece of tech for vendors to provide major event trade shows for all delegates attending.

[REDACTED]

Let me know if you need anything else.

Warm regards,
Jennifer

Sent from the most amazing iPhone in the world!

On 10 Aug 2015, at 10:16, [REDACTED]@london.gov.uk> wrote:

Hi Jennifer,

I'm sorry I couldn't join you and [REDACTED] in your meeting the other week! Thank you for providing us with so much feedback on the programme and updating us on how well Playbox has been doing. I know we got the names of the new people hired from you, but would you also be able to send over the names and job titles of the jobs safeguarded you listed on the outcomes form if possible? There were 5 in total! Sorry to be a bother and thanks again for your help!

Best
[REDACTED]

Sign up for a monthly email from the Mayor of London for the best of the capital delivered to your inbox [http:// www.london.gov.uk/mayor@mail](http://www.london.gov.uk/mayor@mail)

Want to stay in the loop about the latest Mayor of London festivals and events?
Sign up to our events newsletter at [http:// www.london.gov.uk/get-involved/events/event-newsletter](http://www.london.gov.uk/get-involved/events/event-newsletter)

Briefing

What: INNOTECH Summit

When: 26th April, 16:45 – 17:45

Where: Level 39, 1 Canada Square, E14 5AA

To: Boris Johnson

CC: [REDACTED] [REDACTED]

From: [REDACTED]

1. Introduction

You spoke at Innotech 2012. This year you will be concluding the programme with a speech on the capital's tech scene. There will be 250 delegates - a mixture of tech innovators and investors. During the proceedings, you will also host a live 'Google HangOut' with investors from California.

Agenda:

08.00 Registration and Breakfast

09.00 Welcome | [REDACTED] - Opening Remarks

09.30 Opening Keynote Speaker | [REDACTED] - UK Government's Impact on Technology

10.00 Keynote Speaker | [REDACTED], Disruptive Technology: Wake up & Invest

10.20 Coffee Break

10.30 Policy Panel - Establishing the UK's Exit Strategy: From SME to IPO?

11.45 Game Changer | Holition - Augmented Reality: A Revolution of Retail

12.00 Lunch

13.15 [REDACTED] - The StartUp StandUp Master of Ceremonies

13.30 Data Game Changers Panel - Extreme Data

1. Big Picture (with Flying Binary)

2. Defining Data (with Import.io)

3. Practical Discussions (with Datownia)

14.30 Education Policy Panel - The Growth of the UK's super power: Education in Tech

15.30 Game Changer | Optimity | Anthony Impey - Wibre Wireless

15.45 TBA

16.00 TBA

16.30 Coffee Break

16.45 Keynote Speaker | Boris Johnson - Rise of the Digital Economy

17.00 Google Hangout with the West Coast - British Breakfast with California

18.00 PARTY launch of Level 39

Breakout Sessions

14.00 BVCA - "Tech Country" and "The Growth Initiative"

15.00 Thomas Power - Quantifying Social Media

15.30 Penningtons - Immigration: Bringing Your Business to the UK

16.30 City Meets Tech - Lightning Pitches

2. Key messages for speech

- London is like all the great cities of the US wrapped in one. Like Washington DC, London has national government. Like New York, it has financial services and thriving art, fashion and media scenes. Like LA, it has creative industries. Like Chicago and New York, it has the advertising world. Technology is playing an increasingly meaningful role in all of these sectors.
- With more than a third of London's current population born outside the UK, the city is global, and everything you need is here.
- There are many other examples of London's diversity and complexity being reflected in the companies being created in the city. TweetDeck, bought by Twitter for a reported \$40 million in 2011, was built by [REDACTED], who previously developed technology systems for banks. Last year, London's fast-growing high-speed-trading specialist Fixnetix sold a 25 per cent stake to NYSE Euronext in a deal valuing the company at £100 million. And Busuu, a 25-million-member online language-instruction service, recently relocated from Madrid to London, choosing the UK capital over Berlin and New York.
- London is Europe's tech capital, with 24k ICT firms we are way ahead of any other European city
- London has a well known reputation as one of the world's best start-up hubs, but we need to also be known as the place to grow tech firms to scale
- This is why we are focusing our energy on e.g. the London Fund which we announced a few weeks ago to provide funding for early stage businesses that can generate significant levels of economic growth and create jobs [the fund will co-invest alongside other venture capital firms, business angels and other MMC funds – partly financed by a grant from the ERDF]
- ...and why we lobbied hard for stamp duty to be scrapped for AIM shares. AIM is home to three times as many companies as the FTSE 350, many of these are developing the technologies and products of the future and looking for growth capital. The abolition of stamp duty should speed up the movement of capital into smaller company equities.
- The technology sector in particular is forecast to account for a substantial proportion of London's future jobs growth over the next two decades from the fusion between technology and other sectors of London's economy – from fin tech (which can be seen right here at Level 39, which housed the Mayoral supported 'Fin Tech Innovation programme'), to clean tech, to med tech to smart cities (all of which I am actively supporting).
- Tech City is a key part of this future, but (as you can see) the London tech scene is rapidly evolving. It is our ambition to be a leader in smart city innovation in the next five years (and I have set up a Smart London board to help realise this).
- Together with the board's help I aim to build on London's creativity, innovation and technology strengths and combining this with smart use of information (from open data to big data) to make the capital as a whole work better for Londoners, investors, and businesses.
- The Olympic Park, for example, benefits from high bandwidth broadband fibres so the Park has the potential to be one of the best connected places in London. We [LLDC] are currently exploring ways to integrate smart technologies into the Park to improve the experience for businesses, residents and visitors.

What we are doing to support the rise of London's digital economy

Investing in the capital's digital infrastructure (e.g. London's Super Connected Cities plan will invest up to £25m in ultrafast broadband and wireless)

Investing in skills (e.g. we doubled the number of tech apprenticeships over the last yr, and will do more to double the number of higher level apprenticeships, and the involvement of smaller, younger firms)

Freeing public data (e.g. our pioneering London Datastore, now holds 564 datasets and over 2000 registered developers), **'iCity'** (a three year part EU-funded project where London is working

with Barcelona, Bologna and Genova to link datasets across Europe - widening the potential market for data applications).

Inward investment and global promotion (London & Partners helped 130 companies in tech related fields into London during the first year of 'Tech City' (Nov 2010/2011), creating 2,800 jobs over 3 years. The investment piece means we are working closely with TCIO).

Supporting small firms (last year the Prime Minister and I announced plans to create a flagship £50 million technical and creative institute to foster the next generation of leading digital entrepreneurs. The institute will place London at the forefront of technical creativity, and bring the latest innovations to people across the globe)

Leveraging smart cities innovation (in March this year I announced that we were establishing a Smart London board to bring together thought-leaders from London's innovative SME base, world-leading researchers, key investors and decision makers to provide strategic advice on the development and delivery of London's smart city strategy, and to help maximise the jobs and growth potential)

Maximising the Olympic Legacy (e.g. through a Joint Venture between Infinity and Delancey, iCITY will invest c.£50m into the Press Centre and Broadcast Centre area to create a new digital quarter for London. The aim is to create over 4,500 jobs in Press Centre and Broadcast Centre by 2018 and add £460m to national GDP - including £340m to the local economy).

3. Annex

Background to Innotech

Venue - Level 39

Level39 is the first technology accelerator at Canary Wharf. Sitting on the 39th floor of the iconic One Canada Square, Level39 is a coworking, office and event location that enables tech companies to test and market their products to some of the world's largest and most influential buyers, investors and mentors.

The location is key to what Level 39 does. Canary Wharf is one of the world's premier business and shopping districts, on the doorstep of the leading global players in finance, professional service and technology. E.g. the retail tech startups at Level39 will be able to use the huge malls here at Canary Wharf as a Live Lab. Their 'Office Hours' programme for Entrepreneurs connect members to experienced entrepreneurs and executives who have the knowledge and wisdom to accelerate startups & growups to the next level.

Their mission is for Level39 to be the place where the brightest talent in finance and retail technology come to grow and accelerate their businesses, and where business people come to see the tech that will transform their markets.

The British Breakfast Google Hangout

This will take place at the InnoTech Summit at 5pm BST. This live stream will connect the Mayor with venture capitalists in two locations in California (LA and San Francisco), at 9am PDT. This will be the first time anything like this has ever taken place and is designed to strengthen communications between the tech communities in London, and the finance communities in major US centres.

So far the following investors have confirmed:

- Seimer Ventures
- DN Capital
- Grey croft
- Sequoia
- Besemmer
- RackSpace

In addition to one entrepreneur - [REDACTED] [REDACTED]. This entrepreneur is the perfect example of a company that set up in London and then jumped ship to Silicon Valley to grow. This is what we need to stop - and we want to hear from these panellists about what London needs to keep 'good guys' like this company based and head quartered in London.

You will ask 3-5 questions time pending to these VCs. The script and biogs will follow separately.

Media articles:

Tech-novice Boris meets Silicon Valley online Mayor to promote London tech scene in a bid to strengthen economy

Boris Johnson has said that he's excited to be promoting London to top tech executives and venture capitalists in Silicon Valley and San Francisco. The Mayor of London will take part in a live, publically broadcast, 'Google Hangout' video group chat on 26 April.

The dialogue will take place as part of the forthcoming InnoTech Summit (26 April, Level39, Canary Wharf), a leading business event designed to promote the UK tech scene. From here, Boris will host the Google Hangout, joined by influential investors and venture capitalists at simultaneous InnoTech events in Silicon Valley (ROC) and San Francisco (Bloomberg office). Stateside panel members joining the 'British Breakfast', as its being dubbed, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] All are keen to see what London's tech hub has to offer.

Too often in the recent past, UK tech startups have been acquired by overseas giants and grown offshore, kissing goodbye to jobs and economic prosperity in Britain. Failure to up-scale UK startups into tech giants such as Google and FaceBook is becoming an increasingly recognised problem. Venture capitalists and industry analysts acknowledge that the UK is good at providing investment at business infancy, but it drops off at 'leader' stage – when companies need to grow. This is the point at which foreign powerhouses purchase them.

Earlier this year, Science and Technology Committee chairman, Andrew Miller MP, highlighted the issue by stating: "British entrepreneurs are being badly let down by a lack of access to financial support and a system that often forces them to sell out to private equity investors or larger foreign companies to get their ideas off the ground."

With this in mind, the Google Hangout has been devised to champion inward investment. UK tech startups need overseas entrepreneurs to invest in their potential. Yes, expand into markets such as Silicon Valley, but retain the headquarters, the knowledge and the wealth creation here in the UK.

At the same time, there is an opportunity to promote London to West Coast companies that want to expand here. London offers obvious alignment potential for Silicon Valley – after all, the internet economy is 8.4% of UK GDP, the highest of all major G20 countries. Furthermore, it is forecast to grow to 12.6% by 2016, turning London into Europe's tech 'capital'. Backed up by excellent Government initiatives, the EU's second highest number of high-sector workers, and the best time zone for trading with both eastern and western economies, why go anywhere else?

Of course, Boris will make this abundantly clear during the Google Hangout. Despite being Mayor of London, the impact and influence of Boris is far reaching. According to serial Silicon entrepreneur and InnoTech founder, Jennifer Arcuri, the 'Boris brand' is huge in Silicon Valley. "Boris is celebrated as a fierce, charismatic Brit; a politician with personality who drives change. Ever since Boris came to the InnoTech Summit last year, it's all I'm ever asked about by CEOs in California. Business leaders want to engage with him," she said.

Confirming the 'Boris effect' is Digital LA's founder (a network of over 45,000 digital startups in Los Angeles) and Silicon-side moderator of the InnoTech Google Hangout, [REDACTED]: "We are very excited to introduce Boris to the LA tech Silicon Beach community with the InnoTech Google Hangout. Digital can open doors and markets internationally, and having Boris involved in this event will help LA startups realise opportunities in London, and help connect London with LA's entertainment and startup community."

Incidentally, the InnoTech Summit coincides with Brit Week in California – a huge affair that celebrates British businesses.

ENDS

HOW TO PARTICIPATE IN THE MAYOR'S LIVE GOOLGE HANGOUT:

The British Breakfast Google Hangout with Boris Johnson and panel members in Silicon Valley and San Francisco will take place on April 26th at 5pm BST / 9am PDT.

It will be broadcast live as a Google 'Hangout On Air'. Anyone with a Google+ account, webcam and microphone can participate by signing up here:

<https://plus.google.com/events/coequ691ske2cqflosjo3n2svps>

WATCH IT ON LIVE STREAM HERE:

Those people unable to join the Hangout can watch it via a live YouTube steam on the InnoTech Summit website, as well as media partner sites, and Facebook:

<http://www.innotechsummit.com/hangout----> (**I AM SORTNG THIS TODAY!!)

OFFICIAL GOOGLE HANG OUT PAGE:

<https://plus.google.com/101811698305357796315/posts>

INNOTECHS HANGOUT HUB: (ask questions to VCs)

<http://www.innotechsummit.com/hangout>

CONFIRMED PANEL: <http://www.innotechsummit.com/sanfrancisco>

Tech city voices - <http://techcitynews.com/2013/04/16/working-with-not-against-the-silicon-valley/>

**Working with, not against Silicon Valley
By Jennifer Arcuri, Innotech Summit**

Tuesday April 16th, 2013

The UK produces some amazing startups. So amazing that they keep getting snapped up by also amazing investors in Silicon Valley. That's great – we WANT our talented tech startups to boom. But do they have to leave our shores to do it?

Wouldn't it be better if they had the support, skills and investment they needed to grow right here, set up headquarters, and then expand out into great markets like Silicon Valley? And wouldn't it be something if we could attract more West Coast tech startups to set-up shop in the East End?

Instead of competing with Silicon Valley (a bit like chalk competing with cheese), let's change the conversation – let's work with Silicon Valley. Let's benefit both economies, pool talent, and create jobs on both sides of the Atlantic.

"That's great!" I hear you cry,

"But what's Boris got to do with it?!"

I'm from Los Angeles. You may have noticed that we Americans love the Brits. We love Kate and William. We'd like to have tea with the Queen (no matter what anyone tells you). And, oh yeah, we think Boris is awesome. I'm serious.

Throughout the month of January I travelled around California meeting venture capitalists and CEOs of tech giants (including Google+ Mountain View) to talk about strengthening the relationship between the UK and Silicon Valley, in preparation for the InnoTech Summit.

The one thing they all wanted to talk about? Boris Johnson. The 'Boris brand' is huge in Silicon Valley. He is celebrated as a fierce, charismatic Brit, a person who drives change, a politician with personality. They want to engage with him.

The mayor's first Google Hangout

Boris' unique appeal in Silicon Valley makes him the ideal candidate to catalyse and foster relations between the East End and the West Coast. Don't believe me?

Do not adjust your monitors: Yes, Boris IS doing a Google Hangout with Silicon Valley

The InnoTech Summit coincides with Brit Week in California – a massive (you know we Americans like to do things 'big') affair that celebrates British businesses in the West Coast (that should be proof enough of our love for Brits).

On the day of the InnoTech Summit, after having addressed the attendees, Boris will settle down into a live Google Hangout with a crowd of venture capitalists, investors and top tech execs in Silicon Valley (as organised by Digital.L.A., a network of over 45,000 digital startups in Los Angeles), for one purpose – to promote the UK tech scene.

Now we all know that Boris is not going to win any prizes for tech know-how. He's no tech geek. The Google Hangout at the InnoTech Summit will be his first. But, do you know what? It doesn't matter. He's doing it. And by doing so he's raising the profile of the UK tech scene and strengthening the relationship between Silicon Valley and the UK.

This is part of the path to real change – attracting foreign investment, increasing awareness of our tech startups, promoting what the UK has to offer, and attracting the attention of venture capitalists.

And doing via a Google Hangout? Well apart from just being cool, it demonstrates that policy makers are behind those businesses contributing to the 8.4% of UK GDP internet economy.

Fact sheet

UK TECH DRIVING ECONOMY

- Internet economy: The UK has the worlds most internet-based economy worth £121b in 2012, approximately 8.3% of GDP (Boston Consulting Group)
- Digital Growth: The UK's digital economy grew 10.9% in 2011, higher than the G20 average of 8.1% (Boston Consulting Group)
- Employment: in 2011, the UK had over 1.3 million people working in the high-tech sector, the second highest number in the EU (Eurostat)
- Leadership in High-Tech Exports: in 2010, the UK generated over \$58Bn worth of high-tech exports, making it the 8th largest high-technology exporter in the world (World Bank Data Indicator)
- Intellectual Property: In 2011, three out of five companies with the most UKIPO-granted patents were in the tech industry(IPO Fact Sheet- 2011)
- Government Support: The 2012 Budget introduced a cut to the main rate of corporation tax and a 10% tax rate for profits attributable to patents (Financial Times)

LONDON TECH

- High-Tech: in 2010, 26% of London's total enterprises were from the computer programming and information service sectors (ONS Inter-dept Business Register)
- Foreign Investment: In the final quarter of 2012, London tech companies attracted £151m from inward investors (Ascendant Corporate Finance)
- Tech Startups Investments: UK tech starts ups reached 10 year high in the first half of 2012 with investment of £600m (Ascendant Corporate Finance)
- Government Contracts: At the end of 2010 when the government launched Tech City, only 6% of government contracts went to SMEs. That figure has risen to 16% by April 2013 (Wired, PM's Senior Policy Advisor Rohan Silva)

LONDON DRIVING THE ECONOMY

- London Enterprises: In 2012, London had 359,870 enterprises (ONS, Inter Departmental Business Register 2013)
- Foreign Investment: n 2011 London attracted nearly half of all UK FDI projects (E&Y Attractives report 2012)
- Leader in Start ups: London is the seventh Global Startup Ecosystem and second only to Silicon Valley in the Support Index for quality of support provided to start ups (Digital Telefonica Report 2013)

4. Biogs of panellists for Google Hangout

[Exempt Section 40] - OUT OF SCOPE

Briefing

What: Innotech BAFTA
When: Tuesday 14th October 2014, 17:00-17:15
Where: BAFTA, 195 Piccadilly, London, W1J 9LN

To: Boris Johnson, Mayor of London
CC: [REDACTED]
From: [REDACTED] for Technology, [REDACTED]

This is your third time speaking/supporting an Innotech Event (Innotech Summit April 2013, World Islamic Economic Forum WIEF October 2013). The event is broadly about legislating for cyber security. You are dropping in to give a short five minute address to the summit.

Key Lines to Take

- **GROWTH IN DIGITAL:** London's digital tech sector has experienced amazing growth, and is predicted to deliver more of
 - There are **34,400 digital technology** businesses in London and **155,600 digital technology employees** in London
 - London's digital tech sector is expected to create an additional **£12 billion of economic activity** over the next decade. It's also expected to **create 46,000 new jobs** in the capital over the next decade
 - The tech and information sector in London and the Southeast – is **growing faster than that of California** and London employs more workers in financial tech than New York and San Francisco-Silicon Valley
- **SMART LONDON PLAN:** In my Smart London Plan I called on London's world-class researchers and entrepreneurs to harness London's technical prowess to help solve our city's infrastructure and growth challenges.
- **CITIZEN FOCUS:** Londoners must be at the core, and that means addressing citizen concerns about digital security and digital privacy. London's citizens are early adopters of technology, engaged and prepared to move to a new era, already using intelligent products, technologies and services swiftly, and at scale.
- **MARKET OPPORTUNITY:** This presents digital entrepreneurs and businesses with a market opportunity. You want technology companies and entrepreneurs to use London as a test bed for their new products and solutions to issues such as cyber-security. Events like the Innotech Summit, where views on the major issues and challenges facing our tech community can be exchanged, will hopefully help to articulate these market opportunities for innovators, and will help ensure our digital economy continues to flourish.

BACKGROUND

- **What is Innotech?**

The Innotech Summits aim to bridge the gap between entrepreneurs, investors and policy makers in order to stimulate the growth of tech clusters around the world. The dynamic events attract the brightest industry leaders, showcase the very best in tech innovation, inspire change and encourage investment.

- **What is Innotech BAFTA about?**

Following Innotech's Tech vs Brains at the Houses of Parliament, they have decided to host a follow up event around the reoccurring questions of digital skills in terms of cyber hacking, privacy, and the future of governments interference of citizens' data. What happens when we develop digital "super powers"? Is there such thing as global governance? Should all hacking be prosecuted the same?

A FULL AGENDA CAN BE FOUND IN **APPENDIX 1**

SOME RECENT ARTICLES ON CYBER SECURITY CAN BE FOUND IN **APPENDIX 2**

- **Who else is speaking at Innotech BAFTA?**

[REDACTED]

[Exempt Section 40]

FULL BIOGRAPHIES HAVE BEEN INCLUDED IN **APPENDIX 3**

- **London: A Digital Economy**

London leading in growth of innovative technology companies

- London companies have been **sold for £1billion in 2014** alone
- Since 2010 to end of 2013 **over 340 London-based Tech companies have attracted investment of over £1.47bn**
- Since 2010 London has experienced **a 75% increase** in the number of Information Communications and Technology companies **investing in London** from overseas
- London has over **70 co-working spaces** and some of the world's most successful incubators and accelerators starting from just £60 a month.
- **London has 32 accelerators/incubators for startup companies**, out of 50 in the UK. Spain as a whole has 38, France has 35, Germany 31.
- London has **more Fintech start ups** than anywhere else in Europe
- London is a leader in **visual effects companies** (Such as Framestore who win Oscars), and **video games** (Such as Bitmap Brothers who employ 2,000 development staff)
- There are **34,400 digital technology businesses** in London (a 26% increase over 10 years and 28% over last 5 years) and **155,600 digital technology employees** in London (a 29% increase over 10 years and 31% over 5 years)
- London has **more world class universities than any other city** in the world (6 of the top 100)

- **What is the future of digital in London?**

Statistics including future forecasts

- London's digital tech sector is expected to create an additional £12 billion of economic activity over the next decade.
- It's also expected to create 46,000 new jobs in the capital over the next decade
- The tech and information sector in London, Southeast and East England – including Oxford and Cambridge – is growing faster than that of California and London employs more workers in financial tech than New York and San Francisco-Silicon Valley
- In recent years the tech sector has played a crucial role leading economic recovery, accounting for 27 per cent of new job creation.

- **Smart London Plan**

In December 2013, you published the **Smart London plan**. Which is about using the creative power of new technologies to serve London and improve Londoners' lives

The Smart London Plan also sets out how you can harness London's expertise in science and technology, its research base and innovative milieu, to take advantage of this market opportunity in solving city challenges through better articulating to businesses where the market opportunities are; attracting investment; demonstrating these new approaches to technology; exporting innovations globally; and enabling the growth of our already strong tech firm base.

This year we will be launching the **Smart London Innovation Network** to identify and bring together the huge amount of existing and emerging smart city activity across the capital. The Network will support SMEs and London's innovation community to seize market opportunities and scale them up.

- **The General Tech Q&A has been included as **APPENDIX 4** should you decide to take questions**

APPENDIX 1
INNOTECH BAFTA AGENDA

13:30	Opening Remarks
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
17.00	Boris is back! Get ready – the Mayor of London, Boris Johnson, is back at Innotech to talk about his plans for sculpting a tech nation.

APPENDIX 2
BIOGRAPHIES OF INNOTECH SPEAKERS

APPENDIX 3

RECENT ARTICLES ON CYBER SECURITY

Telegraph.co.uk, 4th October 2014

MPs investigate financial system's cyber weaknesses

Head of influential Treasury Committee says recent JP Morgan hack underlines need for security after series of meetings with regulators amid fears that customer data is at risk

By [James Titcomb](#), and James Quinn

9:30PM BST 04 Oct 2014

An influential group of MPs is investigating whether the financial system is at serious risk of cybersecurity breaches, amid growing concerns that customers and businesses are inadequately protected.

The House of Commons Treasury Select Committee has held a series of high-level meetings with regulators and other experts on cyber crime in recent months and is working towards addressing the issue further in the coming months, the Telegraph understands.

It follows one of the biggest security breaches in banking history last week, when the US's biggest bank JP Morgan Chase [admitted that 76m households and 7m businesses had their private information compromised in a cyber attack](#).

The breach, which is believed to have originated from hackers in southern Europe, saw customers' names, addresses, telephone numbers and email addresses compromised, although the bank said no financial information had been stolen.

Andrew Tyrie, the chairman of the cross-party Treasury Committee, said the incident underlined how banks are at an almost constant risk of security breaches.

"The Treasury Committee has been looking at this issue for a number of years," Mr Tyrie, the Conservative MP for Chichester, said. "The JP Morgan case illustrates the scale of the risks and the importance of ensuring that firms, regulators and, where appropriate, the intelligence agencies are taking all reasonable steps to prevent cyber crime."

The committee is one of the most powerful forces in the financial sector, responsible for scrutinising the activities of the Bank of England and the Government. It is understood that members have raised the issue of cybersecurity at a number of private discussions with senior individuals, including at a recent meeting with policymakers at the Bank.

Although the sensitive nature of the matter means the talks are held behind closed doors, the MPs have been looking at the matter for several years and Mr Tyrie has repeatedly raised the matter with both banks and regulators.

The committee has held just one public hearing, with the City of London police, in 2010.

However, it may call representatives from the financial supervisory bodies, the Financial Conduct Authority and the Bank of England's Prudential Regulation Authority, for public hearings in the coming months.

Despite a number of initiatives from intelligence agencies, financial authorities and the institutions themselves, vulnerability to cyber crime remains one of the key threats facing the financial sector.

[Some 93pc of large organisations have suffered security breaches in the last year](#), according to a recent report from the British Bankers' Association, with the majority of bosses identifying the issue as an impediment to growth.

Among the concerns are that while banks are investing hundreds of millions in defences, certain parts of their systems remain out of date or contain chinks in their armour.

The MPs are understood to be concerned about cyber crime on two levels – both about attacks on the financial system from rogue states and terrorists, and on customers' individual data.

Last year, the Bank of England conducted the biggest-yet test of the banking system's exposure to potential hacks, known as [Operation Waking Shark 2](#). It responded to the tests in June by creating a new operation that will use data from banks, the Government and agencies to better cope with cyber threats.

The unit, [known as CBEST](#), will stress test systems to determine whether banks are vulnerable. Such centralised security initiatives are not without their critics, who argue that the large number of participants involved inevitably increases the chance of a potential weak point.

<http://www.telegraph.co.uk/finance/newsbysector/banksandfinance/11140037/MPs-investigate-financial-systems-cyber-weaknesses.html>

Businesses spend less on cyber security despite rise in attacks

By Hannah Kuchler in San Francisco

Corporate cyber security budgets are falling despite a huge rise in the number of [attacks](#) and an increase in the financial losses they cause, according to a new report from PwC, the professional services group.

In spite of recent high-profile [attacks](#) on [Target](#) and [Home Depot](#), the US retailers, and [JPMorgan](#), the investment bank, and widely reported vulnerabilities in the [basic architecture of the internet](#), many companies have not increased their investments in cyber security.

Global security budgets fell 4 per cent in 2014, compared with the year before, according to the survey of almost 10,000 executives and IT directors released on Tuesday.

But the number of reported security incidents increased 48 per cent to 42.8m, the equivalent of almost 120,000 attacks a day. PwC estimates the average cost of managing and mitigating breaches rose to \$2.7m per incident, over a third more than in 2013.

David Burg, PwC's global and US advisory cyber security leader, said the decline in spending – after three years of increases, including a jump last year – was “disappointing”.

“There is a misconception out there that the security spend is this colossal block,” he said. “But it really is not. A lot of executives don’t have that level of awareness.”

Security budgets at companies with less than \$100m in revenues fell by an average of 20 per cent, while at medium and large businesses they edged up by 5 per cent.

But Mr Burg warned large companies that their security also depends on the processes of their smaller vendors and suppliers. In the Target attack in late 2013, cyber criminals entered the computer network using access provided to a refrigeration and air conditioning supplier.

“Many small and midsize companies themselves are connected to larger companies so the reality is the system in its totality is not more secure because large companies spend more,” he said. “There is no such thing as a standalone company.”

Information security budgets fell most steeply among aerospace and defence companies, where they were cut by a quarter from the year before, which Mr Burg said could be a function of the financial pressures faced by the sector. The technology

industry saw the second worst declines – down 21 per cent – with the motor industry suffering a 16 per cent fall in its security budgets.

But funding for cyber security protections soared by two-thirds in the [healthcare sector](#), as it woke up to the threat of cyber criminals targeting providers for their increasingly valuable patient data. The growth of a lively underground market in identity information has made healthcare companies even more of a target as they tend to hold a vast amount of personal information, from financial to medical.

<http://www.ft.com/cms/s/0/1f8d1436-45c9-11e4-ab10-00144feabdc0.html#axzz3FjrOsERH>

UK government to give lawyers & accountants free cyber security training

Ed Vaizey announces launch of free, online cyber security training course for legal & accountancy sectors

The legal and accountancy sectors are to be offered access to a free, online IT security training course to help members of these professions learn how to avoid cyber attacks.

It is also hoped the government-backed initiative will enable lawyers and accountants to advise their clients on cyber security best practice.

The course's launch is being announced in a speech by digital economy minister Ed Vaizey today at the Law Society in London.

In a [statement](#), he said the sensitive data the legal and accountancy sectors handle makes them a prime target for cyber attacks.

Therefore, it's vitally important that people working in these industries are clued-up on cyber security issues.

"The new course we are launching today makes cyber security part of the day job for lawyers and accountants. It provides members of both professions with tailored and relevant guidance on how they can better protect themselves and their clients from cyber threats," said Vaizey.

"It's essential government and industry work together to protect UK companies from online attacks that can cause millions of pounds of damage."

The course content has been jointly created by the government, The Law Society, the Institute for Chartered Accountants in England and Wales, and the Solicitor's Regulatory Authority.

Robert Bourns, deputy vice president of the Law Society, said cyber crime poses not just a threat to solicitors and accountants, but to clients as well.

"Training to raise awareness and understanding for all involved in practice is an important part of protection," he said.

"That is why we are supporting our members by providing this bespoke training package, developed in partnership with the government and other [professional](#) bodies."

It will cover a wide range of issues, including how to protect digital information, avoid workplace data breaches and prevent cyber attacks occurring.

Funding for the training course will come from the government's five-year, £860 million National Cyber Security Programme, which aims to make the UK one of the safest places in the world to do business online.

Further details on the course can be found [here](#).

Read more: <http://www.itpro.co.uk/security/23250/uk-government-to-give-lawyers-accountants-free-cyber-security-training#ixzz3Fjr9FZXm>

APPENDIX 4

GENERAL TECH Q&A

- **Many tech firms say London's high rental prices are putting them off establishing in the capital? What is being done about this?**

Actually, London's start-up scene is the best in Europe. London has 32 accelerators and incubators for start-up companies, which is more than the whole of Germany. We have more fintech startups than anywhere else in Europe and will soon have two new fintech accelerators opening in London in the summer. And London has over 70 co-working spaces that provide cheap desk space to new businesses – often for as little as £300 per person per month – which is actually very reasonable for office space in the centre of the greatest city in the world. Where companies do begin to struggle with rental prices is when they have grown – ie when they are no longer a start-up, but have a few more people and need to find more substantial office space. That's why spaces such as this TechHub facility, which offers office space for growing companies [note: for around £2000 for an office of 8] are such valued additions to the city, as they provide space for start-ups to mature in a cost-effective way. In addition, there are many places in London outside of the Tech City hub that offer extremely competitive rents for larger companies – from Queen Elizabeth Olympic Park to Wembley to Croydon.

- **Many tech firms in London complain about a skills shortage? Is it a problem and what is being done about it?**

London has a very deep pool of talented tech staff, which is one reason why Tech City has been so successful. In addition, we have some of the world's best universities – and there are currently 23,000 students across London studying computer science and Maths. However, the extent of growth recently has meant that many companies have had trouble finding the workers they need. The Mayor has worked hard to increase the number of technology apprenticeships within the capital and is eager to encourage firms to get involved with initiatives such as London apprentice week. In the past two years the Mayor has invested over £2.5m on promoting and helping to create new apprenticeships of all kinds, and is working closely with the National Apprenticeship Service and employers to hit his target of a quarter of a million apprenticeship positions [in all industries] across London by the end of his Mayoral term. [can we make this tech specific?]

- **What is the difference between what London & Partners will be doing for tech in London and Tech City UK? Isn't there duplication?**

Tech City is becoming a UK-focused organisation. Its role will be advocacy for tech entrepreneurs and growing business throughout the country, including in London. It will contribute to issues facing industry, such as government policy for tech start-ups, access to capital and skills, and mentoring for businesses. It will continue to run programmes such as its Future Fifty and Cluster Alliance initiatives. London & Partners has always been an integral part of the Tech City initiative – it has attracted a lot of the investors that have joined the cluster, for example. From 1 April, London & Partners will lead on inward investment into, and overseas promotion of, London's tech economy. It will continue to work with partners such as UKTI, as it does for other sectors of London's economy. London & Partners will continue to encourage job creation and further growth by attracting tech companies from around the world to move to the capital, and will continue to work to enhance London's reputation as a world class, high technology economy. While the two organisations will continue to work closely together – as they have done over the past three years – their roles do not duplicate each other.

- **What are the you actively doing to encourage the tech industry in London?**

In addition to the creation of the London Tech Ambassadors group, the Mayor is very keen to encourage the tech industry's development in London. The Mayor recognises that for many companies, finding skilled workers is an important issue. As a result, he has encouraged apprenticeship schemes and coding clubs in schools across the capital and encouraged the creation of the new exceptional talent visa. He has also encouraged the development of high-speed broadband and commissioned the capital's first Long Term Infrastructure Investment Plan, to ensure London has the infrastructure needed to remain one of the best cities in the world to live, work and do business in, and the Smart London Plan, which will use the power of new technology to serve London and improve Londoners' lives. Since 2010, London & Partners, the Mayor's promotional board for London, has encouraged 288 information communications and tech companies to invest in London from overseas, creating or safeguarding over 5,100 jobs in the capital. Today we are highlighting two companies that they have attracted who are now starting operations in London – Deya Tech, a software company that is the second Chinese firm to come to Tech City [after Rekoo, a mobile gaming company] and Park Jockey, a US firm that has created a free app that allows drivers to find a parking space in advance.

- **What has the impact of Tech City been?**

Over the last 5 years, the number of digital technology companies based in London has risen by 28%. Effectively, this means that the strategies put in place by the Mayor and by government to attract tech companies to London have been a big success and that tech now plays a key part in the London economy, and the UK economy.

Tech City has also helped London to become a world leader in specific areas of tech. London is the centre of the world's fintech [financial tech] industry, and also leads in advertising tech, gaming, retail tech [online], and education tech. It also leads in fields such as visual fx, as seen by the recent success of Framestore at the Oscars. These are areas of rapid development and innovation that are now major factors in London's economy, and which can provide well-paid jobs for the next generation of bright tech graduates being produced by our universities.

In addition, London is now Europe's digital capital, and is the springboard both for US companies seeking to expand their operations in Europe, and for European companies looking to reach world markets. We now have two Chinese companies in Tech City and we expect more to follow.

- **Why are companies coming to Tech City?**

Factors include: London's exceptional pool of creative and technological talent; access to markets and to capital, and the attractive incentives that have been put in place by government such as tax credits and patent schemes. But also the sense that what is happening in London right now is really exciting and that companies need to be here.

- **What happens next?**

We hope that we can build on the success of Tech City by attracting more and more companies to London, making the tech sector a cornerstone of the UK and London economy. Tech City and London & Partners will continue to work with companies from around the world to make them aware of the benefits and opportunities of being in London.

- **Some say what Tech in London lacks is strong ties to a world class university (like Cambridge) is this true?**

No - London has more world class universities than any other city in the world and is a beacon for world class IT related research. We have six universities in the top 100 of The Times Higher Education World Reputation Rankings 2014, more than any other city in the world, and there are currently 23,000 students across London studying computer

science and Maths. In addition, universities such as Imperial are really engaging with the tech sector through their Imperial Innovations commercialisation programme, which has raised £370 million through spinning out companies since 2006.

- **Why haven't you had any Tech City IPOs yet?**

Although Tech City has been incredibly successful in recent years, it is still very young in comparison to the US tech sector, and the lack of IPOs so far reflects that. As the UK tech sector matures and gains more credibility, investors will gain more confidence and we hope that that will translate into listings here. Last year, the London Stock Exchange also changed the rules to encourage a new route to market for fast growing companies like tech firms, and we hope that that will provide companies with greater choice when they look for a share listing. Looking at the broader picture, on the London Stock Exchange 2013 was the strongest year for technology IPOs since 2007, as 36 firms raised £1 billion. This shows that London can draw capital to tech share offerings and should inspire confidence in the sector that listing here is possible.

- **Are the recent sales (DeepMind, sold to Google) a sign that companies can't get bigger in London – that they will get bought out by other companies?**

No, this is evidence of London companies being successful. It is also exactly what we need to show investors that you can have a great idea and turn it into a thriving company in London, realising substantial returns for you and your company. More deals like Google buying DeepMind will highlight to the wider world that London's tech sector is capable of producing big returns, helping the sector to mature and encouraging even more investment here.

- **Can we contend with Silicon Valley/ Why are we so far behind San Francisco?**

Clearly, Silicon Valley leads the world in terms of tech and innovation. One reason for that is that the culture of entrepreneurship in the US. While not on the same scale, that same spirit is increasingly taking root in Tech City and tech entrepreneurship is increasingly being seen as a potential career path for bright young people in the UK. One natural advantage for London is that everything a tech business needs to be successful – finance, office space, creativity, skills – can be found within London's boundaries, and London is not particularly large in geographical terms

- **How to we compare with the rest of the UK/what does this mean for the rest of the UK?**

Growth in London's tech sector is great for the rest of the UK as it will encourage similar growth in tech sectors around the rest of the country. Other areas of the UK have competitive advantages that they can bring to the table and they will benefit from the tech boom – this is not a game that only London will win. Indeed, Tech City's move to become a body focused on encouraging the development of the tech sector across the UK shows how success in London may be a springboard for other areas of the country.

- **Where are the other tech hubs in London other than tech city?**

Tech growth is London-wide. There are hubs in Croydon, Wembley, Queen Elizabeth Olympic Park, Tottenham, Brixton, Hammersmith, Canary Wharf (fintech) and Soho (special fx).

- **What does the Mayor mean when he says tech?**

We are talking about technology, technological innovation, and how to encourage the same. The impact of London's tech industry is being felt in fields as diverse as financial services to film production, from education provision to hardware creation. It crosses a lot of traditional sectors

- **Why are the tech figures from the GLA different to those of Tech City UK?**
Tech is a difficult subject to classify. Whereas Tech City used a broad definition of what comprises a tech company or tech position, the GLA's parameters are much tighter. This unfortunately makes it difficult to compare the two organisations' figures. We are talking
- **Are you concerned about big tech businesses behaving responsibly?**
As always, companies operating in the UK are governed by national laws and regulations and they must abide by those.

Innotech Programme

Day 2 – 10.30-11.30am – Start-up Rising (Google+ Hangouts on-air)

For the first time in history, tech becomes the facilitator to bring together the next generation of entrepreneurs, job creation, and digital economies. Join this exciting discussion with Christopher Schroeder, author of the novel 'Startup Rising: the Entrepreneurial Revolution Remaking the Middle East'. Get up and go build the next big thing.

Day 2 – 3.30-4.15pm – Start Up Showdown

Innotech's Startup Showdown is a live virtual crowd funding platform making its first appearance at the World Islamic Economic Forum 2013. The Showdown features entrepreneurs looking to promote their business, meet investors and expand to new markets. The startups chosen operate at different stages of growth.

Day 3 – 11.30am-12.30pm – Innovation and Intellectual Property (Google+ Hangouts On Air)

We are going to 'hanging out' to discuss the importance of innovation in a digital economy. Learn what every entrepreneur must know in protecting intellectual property. Connect to a global network of innovators.

The InnoTech Summit targets cities as a platform to connect policy makers, entrepreneurs, and investors to develop innovative technologies, create jobs and grow small business.

InnoTech at #WIEF9:
Trending entrepreneurship from London to the Middle East.

9TH WIEF
EXCEL LONDON, UNITED KINGDOM
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DAY 2: GOOGLE+ HANGOUTS ON AIR

10.30 - 11.30 AM
Startup Rising



For the first time in history, **tech becomes the facilitator** to bring together the next generation of entrepreneurs, job creation, and digital economies.

Join this exciting discussion with the **Christopher Schroeder**, author of the novel "Startup Rising: the Entrepreneurial Revolution Remaking the Middle East". Get up and go build the next big thing.

DAY 2: STARTUP SHOWDOWN

3.30 - 4.15 PM

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DAY 3: GOOGLE+ HANGOUTS ON AIR

11.30 AM - 12.30 PM

Innovation & Intellectual Property

We are going to "hanging out" to discuss the importance of **innovation in a digital economy**.

Learn what every entrepreneur must know in **protecting** intellectual property.

Connect to a **global network** of innovators.



Mayor's Office

Jennifer Arcuri
 Founder, The Innotech
 Summit

City Hall
 The Queen's Walk
 More London
 London SE1 2AA
 Switchboard: 020 7983 4000
 Minicom: 020 7983 4458
 Web: www.london.gov.uk

Our ref: SL

Date:

Dear Jennifer,

Thank you for your recent emails to my office kindly inviting me to participate in the Google Hangout as part of the Startup Showdown you are organising at the World Islamic Economic Forum.

I have a number of engagements throughout the Forum which mean I am unable to participate in the Hangout. However, I would be delighted to drop-in to your space at Excel at some point during the Forum. I would be grateful if you could keep [REDACTED] informed as to the timings of your event.

I am so sorry but, much as I am very grateful for the invitation to the 2014 Innotech Summit, unfortunately it is not possible for me to accept on this occasion as my diary is already filling up with engagements in May.

I hope that the Innotech Summit is a fantastic success and I look forward to seeing you at the World Islamic Economic Forum.

Yours ever,

Boris Johnson
 Mayor of London

"I am delighted to welcome the World Islamic Economic Forum to London. The choice of the city as the first outside the Islamic world to host the Forum is testament to our position as a global centre for Islamic finance. I also welcome the opportunity to showcase London's expertise in a wide range of industries beyond finance, such as technology, education and professional services. I encourage delegates to support the Start-up Showdown and Google Hangouts hosted by Innotech Summit, which will demonstrate the power of technology to connect businesses and young entrepreneurs globally, build new collaborations and meet investors."

ADVICE NOTES

Drafted By: XXXX Or (delete either option as appropriate) Drafted by: XXXX obo XXXX (enter name of team or officer)	XXXX
Organisation / Team:	XXXX
Cleared by (Line Manager): This includes approval of text used in ' as appropriate ' section - <i>commending their work e.g. relevance/importance/value to community/City/society xxxxx</i>	XXXX
*Cleared by () - (): *NB: If correspondence to a Government/Shadow Minister, Council Leader, Council Chief Executive or Borough Mayor it must be cleared by () before going up to the Mayor's Office. Email draft to her at () and confirm clearance in box opposite	XXXX (enter date draft cleared). Leave blank if not applicable.
Telephone Extension:	XXXX
Draft to be cleared by (Policy Advisor/Director):	XXXX

Background/Comments:

Add additional information here: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

If correspondence is urgent:

Provide reason(s) for urgency and specify if correspondence needs to be sent out by a certain date (if different to Write On 20-day deadline).

Outputs and Results Form (ERDF-Forms-8-006)



RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Capital Accelerator Programme
Priority	P2 Access to New Markets and Access to Finance
Project Reference No.	13/604
Claim Number	Claim 6
Claim Period	14/Q4

Target Code / Description	03C	Total number achieved in claim period	93			
Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved
		Playbox Ltd		Agenda, sign in, event advertisement	13/12/2014	1

Outputs and Results Form (ERDF-Forms-8-006)



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Mayor's Export Programme
Priority	Priority 2 Axis 2
Project Reference No.	ERDF 13/610
Claim Number	Claim 6
Claim Period	October - December 2014

Results

Output Code / Description	Jobs safeguarded (R2)	Total number achieved in claim period	
			8

Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved
		Playbox		Post Market Visit Outcomes Form	02/12/2014	5

Outputs and Results Form (ERDF-Forms-8-006)



RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Mayor's Export Programme
Priority	Priority 2 Axis 2
Project Reference No.	ERDF 13/610
Claim Number	Claim 7
Claim Period	January - March 2015

Target Code / Description	Businesses Assisted (O3C)	Total number achieved in claim period	
			160

Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved
		Playbox				1

[REDACTED]

From: [REDACTED]
Sent: 17 November 2015 14:05
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Mayor's Export Programme Article 13 PAV Report
Attachments: 2015 10 19 PAV Verifications Actions Annex V1.xls; 2015 10 19 PAV Procurement Check Record GLE V3.docx; 2015 10 19 PAV Procurement Check Record Uniglobe V2.docx; 2015 10 12 PAV Record V2.docx

Hi both,

Please find attached the reports for the MEP PAV carried out in October.

We have re-risked the project as medium following the visit mainly due to the procurement concerns following checks on the OJEU exercise. Please see the details in the report attached. We are hoping that [REDACTED] will arrange a meeting with the TfL procurement team so we can discuss the outstanding information and clear the actions quickly.

Our main concern, as discussed, was that we were unable to verify how they arrived at their decision in light of the scores provided to us at the visit.

There were no concerns on the finances. We were able to verify all of the expenditure in the sample. We did identify some issues in the output evidence. We have requested a full review of the outputs and asked for the project to return their findings to us.

Please do not pay any further claims until we have clarified the procurement issues.

If you wish to sit down and discuss the findings of the report, please let me know and we can arrange some time in our diaries.

Regards,
[REDACTED]

From: [REDACTED]
Sent: 17 November 2015 13:09
To: [REDACTED]
Cc: [REDACTED]
Subject: Mayor's Export Programme Article 13 PAV Report

Good afternoon,

Please find attached the Article 13 PAV report for the Mayor's Export Programme ERDF project. You will find the following attached:

1. PAV Record (report)
2. Verification Annex
3. Procurement Check Record – Uniglobe
4. Procurement Check Record - GLE

Once you have read the PAV Record, please sign and return page 19 of the PAV Record by the 30th November.

Please note, the deadline for actions is the 4th December. Please send all evidence together clearly labelled with action numbers by c.o.p. on this date.

Any questions, please get in touch.

Regards,

[Redacted]

[Redacted] | **European Programmes Management Unit**
City Hall | The Queen's Walk | London | SE1 2AA | Tel: [Redacted] | www.london.gov.uk/eu | Twitter [@LondonEUfunds](https://twitter.com/LondonEUfunds)
GREATER **LONDON** AUTHORITY

PAV Verifications Annex (ERDF-Forms-4-005)													
1c Outputs													
MCIS Visit reference:	030/8/14 744												
Project Name:	The Mayor's Export Programme												
Project Ref:	ERDF 13/610												
Grant Recipient	Grater London Authority (Beneficiary)												
Date of Visit:	19 October 2015												
ESIF Compliance Officer	[REDACTED]												
Claim Number(s) and period tested	6 (Oct-Dec 2014), 7 (Jan - Mar 2015), 8 (Apr - Jun 2015)												

Beneficiary Name	SME Status confirmation Annual Turn Over Employee No 25% ownership	State Aid Declaration De minimis Letter	BAME	Women	Disabled	Borough	A13 Comments	O3 C	R1	R2	LR12	LO 17	Claim Number
Playbox	Y	Y/Y	Y	Y	N	Hackney	<p><u>R2 - description is very short, please make sure any future forms gives more details or an proper JD and person Spec is provided. Please request further information from the SME.</u></p> <p>O3c - total hours are not included on the sheet e.g. 30/11/14 only 2 hours claimed and event was all day, times states 'close' unable to tell when this was, some errors e.g. 2/12/14 is 9 hours, not 9.5. 12 hours have been met, but please ensure forms are completed properly and carry out checks on all of the forms.</p>	1		5			6

[REDACTED]

From: [REDACTED]
Sent: 12 October 2015 17:56
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: MEP - Outputs
Attachments: Outputs and Results Form.xls

Hi [REDACTED]

Thank you for meeting with us today. I will try my best to arrange a meeting with finance for Monday. All other arrangements below are fine with me.

See attached the outputs spreadsheet for claims 6, 7 and 8. If you could let us know tomorrow which outputs you would like to choose so [REDACTED] can prepare these as soon as possible ahead of the audit next week.

Many thanks
[REDACTED]

From: [REDACTED]
Sent: 12 October 2015 16:16
To: [REDACTED]s
Cc: [REDACTED]
Subject: MEP - Outputs

Hi,

Thank you for the meeting just now. It was useful to know where and what we will be checking on Monday. As agreed, [REDACTED] and I will collect the expenditure files from [REDACTED] by 9am on Monday. We would also like the outputs files on Monday please. We can collect these in the morning or later in the day, it's not a problem. We will then work through what we have during the morning. It would be great to meet with finance in the afternoon to check the missing piece of the defrayment evidence if they can accommodate us.

Can you please send over the outputs spreadsheets for claims 6, 7 + 8 so we can choose the sample please?

Thanks again, see you both on Monday!

Regards,
[REDACTED]

Outputs and Results Form (ERDF-Forms-8-006)



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Mayor's Export Programme
Priority	Priority 2 Axis 2
Project Reference No.	ERDF 13/610
Claim Number	Claim 6
Claim Period	October - December 2014

Results						
Output Code / Description	Jobs safeguarded (R2)	Total number achieved in claim period				
			8			
Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved
		Playbox		Post Market Visit Outcomes Form	02/12/2014	5

Outputs and Results Form (ERDF-Forms-8-006)



RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Mayor's Export Programme
Priority	Priority 2 Axis 2
Project Reference No.	ERDF 13/610
Claim Number	Claim 7
Claim Period	January - March 2015

Target Code / Description	Businesses Assisted (O3C)	Total number achieved in claim period				
		160				
Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved
		Playbox				

[REDACTED]

From: [REDACTED]
Sent: 21 December 2015 08:47
To: [REDACTED]
Subject: FW: MEP A13 PAV Report Completion
Attachments: 2015 10 19 PAV Verifications Actions Annex V1.xls; 2015 12 15 PAV Record V4 FINAL.pdf

Hi,

Please note the removal of SME's ; we need to check the final claim spreadsheet.

Thanks,
[REDACTED]

From: [REDACTED]
Sent: 21 December 2015 08:40
To: [REDACTED]
Cc: [REDACTED]
Subject: MEP A13 PAV Report Completion

Good morning,

Please find attached the completion letter and the final versions of the reports for your records.

I just want to take this opportunity to thank you both for your help in closing this report timely. I am aware that you have both had other pressing issues at this time.

[REDACTED]

Kind regards,
[REDACTED]

[REDACTED] | European Programmes Management Unit
City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED] 295 | www.london.gov.uk/eu | Twitter
[@LondonEUfunds](https://twitter.com/LondonEUfunds)
GREATER LONDON AUTHORITY



PAV Verifications Annex (ERDF-Forms-4-005)													
1c Outputs													
MCIS Visit reference:	030/8/14 744												
Project Name:	The Mayor's Export Programme												
Project Ref:	ERDE 13/610												
Grant Recipient	Grater London Authority (Beneficiary)												
Date of Visit:	19 October 2015												
ESIF Compliance Officer	[REDACTED]												
Claim Number(s) and period tested	6 (Oct-Dec 2014), 7 (Jan - Mar 2015), 8 (Apr - Jun 2015)												
Beneficiary Name	SME Status confirmation Annual Turn Over Employee No	State Aid Declaration De minimis Letter	BAME	Women	Disabled	Borough	A13 Comments	O3 C	R1	R2	LR12	LO 17	Claim Number

	25% ownershi p												
Playbox	Y	Y/Y	Y	Y	N	Hackney	<p>R2 - description is very short, please make sure any future forms gives more details or an proper JD and person Spec is provided. Please request further information from the SME.</p> <p>O3c - total hours are not included on the sheet e.g. 30/11/14 only 2 hours claimed and event was all day, times states 'close' unable to tell when this was, some errors e.g. 2/12/14 is 9 hours, not 9.5. 12 hours have been met, but please ensure forms are completed properly and carry out checks on all of the forms.</p>	1	-	5	-	-	6

SME REGISTRATION														Outcomes						
Trip	Month	Year	Quarter	Company Name	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:



Company has attended more than one mission and can only be counted once.



Company was included in claim 6, 7, or 8

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

SME REGISTRATION

Outcomes

Trip	Month	Year	Quarter	Company Name	Claim	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	7	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250 000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:



Company has attended more than one mission and can only be counted once.

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

SME REGISTRATION

Outcomes

Trip	Month	Year	Quarter	Company Name	Claim	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	7	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:



Company has attended more than one mission and can only be counted once.

SME REGISTRATION														Outcomes						
Trip	Month	Year	Quarter	Company Name	Gender (Indicate Majority Gender of Business ownership)	Disabled (Indicate if Majority of Business ownership are Disabled)	Ethnicity (Indicate Majority Ethnic Group of Business ownership)	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox		No		Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

Outputs and Results Form (ERDF-Forms-8-006)

RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Capital Accelerator Programme
Priority	P2 Access to New Markets and Access to Finance
Project Reference No.	13/604

Target Code / Description	03C	Total number achieved in claim period	765				
Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved	Claim period
		Playbox Ltd		Agenda, sign in, event advertisement	13/12/2014	1	6

Outputs and Results Form (ERDF-Forms-8-006)

RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Capital Accelerator Programme
Priority	P2 Access to New Markets and Access to Finance
Project Reference No.	13/604

Target Code / Description	03C	Total number achieved in claim period	765				
Document Reference Number	Company Number	Company Name	Postcode	Type of Evidence / description	Date Achieved	Number Achieved	Claim period
		Playbox Ltd		Agenda, sign in, event advertisement	13/12/2014	1	6

SME REGISTRATION														Outcomes						
Trip	Month	Year	Quarter	Company Name	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:

Company has attended more than one mission and can only be counted once.

Company was included in claim 6, 7, or 8

250 SMEs supported

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

Playbox

Outputs and Results Form (ERDF-Forms-8-006)

RELATED DOCUMENTS

ERDF-WI-8-001

Programme	Capital Accelerator Programme
Priority	P2 Access to New Markets and Access to Finance
Project Reference No.	13/604

Target Code / Description	03C	Total number achieved in claim period		765					
Document Reference Number	Company Number	Company Name		Postcode	Type of Evidence / description	Date Achieved	Number Achieved	Claim period	A16 Sample
		Playbox Ltd	y		Agenda, sign in, event advertisement	13/12/2014	1	6	

SME REGISTRATION														Outcomes						
Trip	Month	Year	Quarter	Company Name	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:

 Company has attended more than one mission and can only be counted once.

 Company was included in claim 6, 7, or 8

SME REGISTRATION															Outcomes							
Trip	Month	Year	Quarter	Audit Sample	Categories to be tested	Company Name	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	79		Playbox	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250 000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

Playbox

SME REGISTRATION														Outcomes						
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Arcuri	www.playboxhd.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

GLA review of Indictors

KEY:

- Company has attended more than one mission and can only be counted once.
- Company was included in claim 6, 7, or 8
- 250 SMEs supported

SME REGISTRATION																	Outcomes							
Trip	Month	Year	Quarter	Company Name	Client Forename	Client Surname	Company Address 1	Web Adress	Gender (Indicate Majority Gender of Business owndership)	Disabled (Indicate If Majority of Business owndership are Disabled)	Ethnicity (Indicate Majority Ethnic Group of Business owndership)	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Arcuri		www.playboxhd.net				Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

KEY:

Company has attended more than one mission and can only be counted once.

Company was included in claim 6, 7, or 8

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

MEP SMEs 16 Follow up review v2 11 Nov 2016																										
Trip	Month	Year	Quarter	Company Name	Client Forename	Client Surname	Web Address	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded	Confirm State Aid Declaration form completed, confirmation the SME is not 25% or more owned by	Form Type	Economic & Business Policy Unit SME contact to acquire missing information	Economic & Business Policy Unit outcome of follow up action	EPMU/GLA Sample Review Comments 9 Nov 2016	Review complete confirm SME eligible Y/N
Singapore/Malaysia	November	2014	3	Playbox	Jennifer	Adu	www.playboxhi.net	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5	Completed	Registration				Yes

KEY:

Company has attended more than one mission and can only be counted once.

Attended one mission

A16 Kayhan Sample

Ineligible SMEs

y

SME REGISTRATION											Outcomes						
Trip	Month	Year	Quarter	Company Name	Company Sector	No. of Employees within Company (including owner):	Date Company started trading	Company Turnover £	Total Hours of support	Env. Sector	LR12 New sales generated (£)	LO17 Generated sales in a new Geographical Market	Signed up new buyers in an existing market	Introduced new products into a new or existing market	Detail of Buyer	R1 Number of Jobs Created	R2 Number of Jobs safeguarded
Singapore/Malaysia	November	2014	3	Playbox	Media	5	28/02/2013	250,000	21.5	No	N/A	Yes	Yes	Yes	N/A	4	5

Title
Founder

Firstname
Jennifer

Surname
Arcuri

Email



Account
My Hacker House

UKN Taskforce
64

PI Name	Surname	Organisation	Title	Stakeholder type	Contact email	Business	Notes	Potent Strain	Do not fill
Jenni Arcuri		My Hacker House	Founder	Skills Provider		0			

URN
64 Taskforce

Prefix	Name	Surname	Organisation	Title
	Jennifer	Arcuri	My Hacker House	Founder

Stakeholder type	Contact email	Phone number	RACI	Government
Training provider				

Education

Corporate

SME

Business

0

Notes	Potential bidder?	Strand
-------	-------------------	--------

		Do not ITT
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From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Computer science and LSEF
Date: 25 January 2013 09:37:06

Hi [REDACTED]

Not sure who is "in charge" of the Mayor's digital comms.

[REDACTED] - can you check and get back to [REDACTED]

or [REDACTED] - can you advise?

Thanks, [REDACTED]

From: [REDACTED]@google.com]
Sent: 24 January 2013 17:22
To: [REDACTED]
Subject: Re: Computer science and LSEF

Sorry [REDACTED] quick question

Who handles the Mayor's PR?

I've been approached by the InnoTech Summit to arrange some Google + Hangouts on behalf of the Mayor. They say that they are 'in charge' of the Mayor's digital communications but I just wanted to check that with whomever does PR within the GLA. I don't want to be misled!

If you can give me the email address for his PR team then I can follow it up with them
Many thanks!

On Wed, Jan 23, 2013 at 1:29 PM, [REDACTED]@london.gov.uk> wrote:

Dea [REDACTED]

Thank you so much for the meeting this morning and showing us round Google Campus. Some really interesting initiatives in relation to new start ups, mentoring and potential to scale up the quality and range of computer science teaching in schools. I'll ask my colleague [REDACTED] to forward a link to the Final Report of the Mayor's Education Inquiry and further detail on the London Schools Excellence Fund.

We'd be particularly interested in supporting effective partnerships between teachers, computer science specialists and engineers. I look forward to hearing further from you on any specific ideas you might have on this.

Do forward any further links you might have on the range of other projects we discussed and I'll make sure these are passed on to the appropriate people here.

Best wishes,

[REDACTED]

[REDACTED]

Children and Young People's Unit

[REDACTED]@london.gov.uk
www.London.gov.uk/Priorities/Young-People

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--

[REDACTED]
Google
Central St Giles
1 - 13 St Giles High Street
London
WC2H 8AG

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: FW: InnoTech Summit: Google Hang out and Keynote
Date: 05 March 2013 12:31:44
Attachments: [The InnoTech Summit InfoSheet_EmailSmall.pdf](#)
[ATT00001.htm](#)

[REDACTED]
[REDACTED] and I need to discuss this with you.
[REDACTED]

From: [REDACTED]@level39.co]
Sent: 05 March 2013 12:29
To: [REDACTED]
Subject: Fwd: InnoTech Summit: Google Hang out and Keynote

Dear [REDACTED],

Thank you both very much for visiting - we were delighted with your reaction.

Please see below initial details of the event on the 26th, onto which we were planning on adding an official launch. But our conversation has made me wonder whether we should consider an additional separate launch event, so as not to diminish the value of Level39.

Do you think this is feasible - ideally beforehand or should we stick with the current plan?

Best,
[REDACTED]

Begin forwarded message:

From: Jennifer Arcuri <[REDACTED]>
Date: 5 March 2013 12:08:12 GMT
To: [REDACTED]@googlemail.com>
Subject: InnoTech Summit: Google Hang out and Keynote

Dear [REDACTED]

Thank you very much for your assistance in accommodating our VVIP guest Boris Johnson, The Mayor of London, attending the InnoTech Summit 2013.

On the day of the 26th of April we are proud to welcome him for an a short keynote and Google Hang out at the event at 5:00 PM.

We will have an elevator reserved at 1 Canada Square to travel

up to Level 39 for the afternoon of the InnoTech Summit 2013.

When: 26th of April

Time of Arrival: 4:45 PM

Keynote Speech and Google Hang out: Starts at 5:00 PM

*the 5:00 start in the day is to ensure the 9AM streaming live for both Los Angeles and San Francisco to tune in and engage with the event in London.

We will ensure our staff at the venue and event organisers will be there to greet and escort the Mayor of London from the lobby of One Canada Square to the VIP guest Lounge on Level 39, should he prefer, for before and after his speech.

Enclosed in this email is a one sheet to briefly illustrate an overview of the expected agenda for the day.

Should you have any questions feel free to contact me. I am available at any time to answer any and all your concerns.

Thank you again for all your correspondence.

Warm regards,

Jennifer Arcuri

Founder, The InnoTech Summit

www.innotechsummit.com



THE OFFICIAL SHOWCASE OF GAME CHANGING TECHNOLOGY

26 APRIL 2013
LEVEL 39, CANARY WHARF LONDON

WHAT IS THE INNOTECH SUMMIT ABOUT?

Showcasing some of the world's most promising tech start ups, the InnoTech Summit is a day-long event with one purpose: to grow and support London's tech economy.

How are we going to do it? By connecting the dots between small businesses, powerful investors, and highly influential policy makers to make London a leading IPO market.

This is tech entrepreneurs meets the City of London. The Mayor of London, Edmund Truell, Thomas Power, Rohan Silva and a host of second stage start ups will be participating in the InnoTech Summit. Make sure you're there too.

HIGHLIGHTS FROM THE AGENDA

POLICY PANEL WHAT CAN LONDON DO TO CREATE AN ENVIRONMENT FOR A BETTER IPO MARKET?

GAME CHANGER SHOWCASE MEET THE COMPANIES THAT ARE CHANGING THE LONDON TECH SCENE

KEYNOTE FROM EDMUND TRUELL - INVESTING IN DISRUPTIVE TECHNOLOGY

EDUCATION POLICY PANEL IS EDUCATION HOLDING LONDON BACK FROM TECH SUPER POWERS?

KEYNOTE FROM ROHAN SILVA - UK GOVERNMENT'S IMPACT ON TECHNOLOGY

GOOGLE HANGOUT WITH THE MAYOR OF LONDON

From: [REDACTED]
To: [REDACTED]
Subject: FW: Jennifer Arcuri, Innotech Summit
Date: 26 March 2013 17:13:46

This is confirmed. Event on 26th April with Boris. Think it is in the calendar already but now agreed.

[REDACTED]

[REDACTED] - **Business Engagement**

City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED]
[REDACTED]

GREATER LONDON AUTHORITY

From: [REDACTED]
Sent: 26 March 2013 17:10
To: [REDACTED]
Subject: RE: Jennifer Arcuri, Innotech Summit

Do you have her email?

[REDACTED] (**Operations**)

Mayor of London's Office | City Hall | The Queen's Walk | London | SE1 2AA
[REDACTED] |

From: [REDACTED]
Sent: 26 March 2013 16:30
To: [REDACTED]
Subject: Jennifer Arcuri, Innotech Summit

Let me know and I will then email [REDACTED]. Thanks

Jennifer Arcuri
Founder, The InnoTech Summit
www.innotechsummit.com
[REDACTED]

[REDACTED] - **Business Engagement**

City Hall | The Queen's Walk | London | SE1 2AA | Tel [REDACTED]
[REDACTED]

GREATER LONDON AUTHORITY

From: [REDACTED]
To: [REDACTED] [\[REDACTED\]@level39.co](mailto:[REDACTED]@level39.co); [REDACTED] [\[REDACTED\]@canarywharf.com](mailto:[REDACTED]@canarywharf.com)
Cc: [REDACTED]
Subject: Mayor of London - Innotech Summit at Level39
Date: 26 March 2013 18:10:18

Dear [REDACTED], an update.

I have been liaising with Private Office and they have agreed for Mayor to arrive at One Canada Square at 4.45pm although he **must** leave at 5.15pm.

I would be very happy to discuss messaging with you on this event as the team here will provide his briefing.

Kind regards,

[REDACTED]

[REDACTED] - **Business Engagement**

City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED]

[REDACTED]

GREATER LONDON AUTHORITY

From: [REDACTED]
To: [REDACTED]
Subject: FW: Mayor of London - Innotech Summit
Date: 27 March 2013 14:11:02

To discuss when you are back.

[REDACTED]

[REDACTED] - Business Engagement

City Hall | The Queen's Walk | London | SE1 2AA | Tel [REDACTED]
[REDACTED]

GREATER LONDON AUTHORITY

From: [REDACTED]
Sent: 27 March 2013 14:08
To: 'Jennifer Arcuri'
Cc: [REDACTED]
Subject: RE: Mayor of London - Innotech Summit

Jennifer,

Thanks for this. In terms of liaison with messaging on tech, as I said in my previous email [REDACTED]
[REDACTED] the person to speak to.

Any questions about the logistics of the Mayor's attendance should come through me. However, I am away for the next fortnight, so in the meantime please deal my colleagues [REDACTED]
[REDACTED] on this.

Best wishes,

[REDACTED]

[REDACTED] Operations)
Mayor of London's Office | City Hall | The Queen's Walk | London | SE1 2AA
[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 27 March 2013 11:35
To: [REDACTED]
Subject: Re: Mayor of London - Innotech Summit

Dear [REDACTED]

Thank you for your email.

If I am now to come to the Private Office- I would like to know with whom it would be best to discuss the "live stream" with corporate venturers/vc's on the day of the event in which the Mayor of London is meant to be "hanging out with" online.

It is imperative we speak about this- there is Los Angeles, San Francisco and Silicon Valley preparing a "british breakfast" to hang out online with the Mayor of London. I have been planning this for a few months now. The Mayor is very aware of this and has agreed to do it. Now that you have come to me three months after the fact of me organising with other people in other cities-- it is very important we speak about what messages you may want to make clear to all of the investor community of Silicon Valley.
The InnoTech falls right in the middle of "brit week" in CA; this is why they are hosting a

"British Breakfast" in honour of the Mayor of London.

I don't want to make life any more difficult on you in negotiating the Mayors diary and thank you most sincerely for your phone call yesterday. Please let me know when you have a few minutes to speak.

Warm regards,

Jennifer Arcuri

On 26 Mar 2013, at 18:00, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Dear Jennifer,

Following on from our conversation, I have got this now confirmed in his diary. He will arrive at One Canada Square at 4.45 and must be away without exception at 5.15 to head to another event – he will say a few words.

As per our conversation, the Mayor is incredibly busy and we would appreciate any requests for the Mayor to speak, coming through the Private Office. The Mayor does not have sight of his diary at times and I have had to rearrange the diary significantly to accommodate this event. Please can you refrain from going via the Mayor direct.

Also as discussed, please feel free to list the Mayor as a speaker on the website but please can you remove him as a partner or sponsor.

[REDACTED] so if you have any questions about the event from our side. please can you contact my colleague [REDACTED] (copied in) who will be happy to help.

In terms of messaging [REDACTED] [REDACTED] will lead in terms of the messaging from our Business Team.

Best wishes,

[REDACTED]

[REDACTED] (Operations)
Mayor of London's Office | City Hall | The Queen's Walk | London | SE1 2AA
[REDACTED] |

From: [REDACTED]
To: [REDACTED] <[REDACTED]@level39.co>
Cc: [REDACTED]
Subject: Re: Mayor, coding, [REDACTED], Innotech
Date: 08 April 2013 15:24:05

Hi [REDACTED]

Unfortunately [REDACTED] make this Let's discuss an alternative

[REDACTED]

----- Original Message -----

From: [REDACTED]
Sent: Friday, April 05, 2013 05:26 PM
To: [REDACTED] <[REDACTED]@level39.co>
Subject: Re: Mayor, coding, [REDACTED], Innotech

[REDACTED]

[REDACTED]

----- Original Message -----

From: [REDACTED] <[REDACTED]@level39.co>
Sent: Friday, April 05, 2013 05:18 PM
To: [REDACTED]
Subject: Re: Mayor, coding, [REDACTED], Innotech

Hi Any news?

Best,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Level39 Technology Accelerator at Canary Wharf

[REDACTED]@level39.co

W: www.level39.co

T: @level39cw

On 3 Apr 2013, at 17:17, [REDACTED] <[REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

Just back and picked up your voicemail I am checking [REDACTED] diary and will come back to you

Let's discuss coding/Boris Could get him to reference if useful for you but very tricky to get anything in the diary before Autumn at the moment

Kind regards,

[REDACTED]

[REDACTED] - Business Engagement
City Hall | The Queen's Walk | London | SE1 2AA | Tel: 020 7983 4296 | Mobile: 0779 858 1272 |
GREATER LONDON AUTHORITY

-----Original Message-----

From: [REDACTED] <[REDACTED]@level39.co>
Sent: 30 March 2013 09:10
To: [REDACTED]
Subject: Mayor, coding, [REDACTED], Innotech

Hi [REDACTED]

Now we have had the chance of a few days to think about it, do you think it is even possible to try the Boris/coding thing by then? An alternative is for us to sign him up to do it, he announces it at Innotech, then he can launch it - maybe at Leweb in June? Or just let him do his own thing for Innotech?

Anyway - the other thing was that as we just have him for 30mins I was goon to suggest that maybe [REDACTED] joins the hangout part so [REDACTED] can continue when the Mayor has to leave? Seems polite as the West Coast folks are doing a lot (their own mini events) for a few minutes Just a thought - what do you think?

And to confirm - the whole session will be streamed

Hope you are getting a break!

Best,

[REDACTED]

From: Jennifer Arcuri
To: [REDACTED]
Subject: Re: Great to speak to you the other day!
Date: 16 April 2013 16:33:11

Thank you!

Maybe this article will help to give an idea of what we are doing with California? Will follow up with the confirmation of the panelists in Los Angeles and San Francisco!

Working with Silicon Valley Not against it!

<http://techcitynews.com/2013/04/16/working-with-not-against-the-silicon-valley/#>

On 16 Apr 2013, at 16:28, [REDACTED]@london.gov.uk wrote:

> Hi Jennifer,
>
> Could you give me an idea of audience number and make up please so I can add to the brief?

> Thanks
> [REDACTED]
>

> -----Original Message-----

> From: [REDACTED]
> Sent: 11 April 2013 13:36
> To: [REDACTED]
> Subject: Fw: Great to speak to you the other day!

> May I commission the briefing for this one to you? Copied you in on earlier meetings. A lot of info on website for the event. Suggest you speak to Jennefer A next week. Can I introduce you on email?

[REDACTED]
>
>
>

> ----- Original Message -----

> From: Jennifer Arcuri [REDACTED]
> Sent: Thursday, April 11, 2013 01:34 PM
> To: [REDACTED]
> Subject: Great to speak to you the other day!

> Dea [REDACTED]
>

> Hello. I can only imagine how busy you are and appreciate you taking the time to hear about the InnoTech Summit. Thank you.

> As mentioned on the conversation I am forwarding you a one page over view of the event; just to give you a better idea of the day.
> Thank you for your support and interest in the tech scene.

> Additionally, I am happy to announce [REDACTED] will be moderating the Policy Panel at 10:30 that morning.

> Please let me know what else I can do to help promote your team, the Mayor, and any of your initiatives. I met with the Conservatives Business team yesterday about exhibiting at the event as well. I want to do whatever I can to promote business in this city.

> I will be in touch soon regarding updates with the Google Hangout panels in Los Angeles and Silicon Valley. Perhaps we can speak next week.

> Warm regards,
>

> Jennifer Arcuri
> Founder, The InnoTech Summit
> www.innotechsummit.com
> [REDACTED]
>
>
>
>
>
>
>

From: [Jennifer Arcuri](#)
To: [REDACTED]
Subject: UPDATE: QUOTE APPROVAL for the InnoTech Summit
Date: 22 April 2013 12:20:27
Attachments: [Tech-novice Boris meets Silicon Valley online draft 1.docx](#)
[UK TECH DRIVING ECONOMY.docx](#)

Dear [REDACTED]

Thank you for your email!

Please see the following:

Dear [REDACTED]

Hello.

As of right now, Boris is the one asking the questions to VCs abroad. He is the one championing the inward investment of these serious game changing investors. (see links below for the first public confirmation of these investors.

(We have confirmed investors [REDACTED]
[REDACTED] and 1 or 2 more to potentially announce as well.)
Reddit, Facebook and Google are promoting the event.

Will send over final questions by the end of the working day today in California.

If I may ask you to approve the following quote and press release and let me know ASAP as to if this works:

“This is a genuine opportunity to convince the tech superpowers that London is the emerging force on the world tech scene,” said Boris.
“The event will be my first ever Google Hangout, but I’m looking forward to seeing how the latest tool in video chat can be exploited to help promote London tech startups to potential investors on the USA’s west coast.”

Once approved I will follow up with everything else before we send this out.

Tech-novice Boris meets Silicon Valley online

Mayor to promote London tech scene in a bid to strengthen economy

Boris Johnson has said that he's excited to be promoting London to top tech executives and venture capitalists in Silicon Valley and San Francisco. The Mayor of London will take part in a live, publically broadcast, 'Google Hangout' video group chat on 26 April.

"This is a genuine opportunity to convince the tech superpowers that London is the emerging force on the world tech scene," said Boris. "The event will be my first ever Google Hangout, but I'm looking forward to seeing how the latest tool in video chat can be exploited to help promote London tech startups to potential investors on the USA's west coast."

The dialogue will take place as part of the forthcoming InnoTech Summit (26 April, Level39, Canary Wharf), a leading business event designed to promote the UK tech scene. From here, Boris will host the Google Hangout, joined by influential investors and venture capitalists at simultaneous InnoTech events in Silicon Valley (ROC) and San Francisco (Bloomberg office). Stateside panel members joining the 'British Breakfast', as its being dubbed, [REDACTED]

[REDACTED] All are keen to see what London's tech hub has to offer.

Too often in the recent past, UK tech startups have been acquired by overseas giants and grown offshore, kissing goodbye to jobs and economic prosperity in Britain. Failure to up-scale UK startups into tech giants such as Google and FaceBook is becoming an increasingly recognised problem. Venture capitalists and industry analysts acknowledge that the UK is good at providing investment at business infancy, but it drops off at 'leader' stage – when companies need to grow. This is the point at which foreign powerhouses purchase them.

Earlier this year, [REDACTED], highlighted the issue by stating: "British entrepreneurs are being badly let down by a lack of access to financial support and a system that often forces them to sell out to private equity investors or larger foreign companies to get their ideas off the ground."

With this in mind, the Google Hangout has been devised to champion inward investment. UK tech startups need overseas entrepreneurs to invest in their potential. Yes, expand into markets such as Silicon Valley, but retain the headquarters, the knowledge and the wealth creation here in the UK.

At the same time, there is an opportunity to promote London to West Coast companies that want to expand here. London offers obvious alignment potential for Silicon Valley – after all, the internet economy is 8.4% of UK GDP, the highest of all major G20 countries. Furthermore, it is forecast to grow to 12.6% by 2016, turning London into Europe's tech 'capital'. Backed up by excellent Government initiatives, the EU's second highest number of high-sector workers, and the best time zone for trading with both eastern and western economies, why go anywhere else?

Of course, Boris will make this abundantly clear during the Google Hangout. Despite being Mayor of London, the impact and influence of Boris is far reaching. According to serial Silicon entrepreneur and InnoTech founder, Jennifer Arcuri, the 'Boris brand' is huge in Silicon Valley. "Boris is celebrated as a fierce, charismatic Brit; a politician with personality who drives change. Ever since Boris came to the InnoTech Summit last year, it's all I'm ever asked about by CEOs in California. Business leaders want to engage with him," she said.

Confirming the 'Boris effect' is Digital LA's founder (a network of over 45,000 digital startups in Los Angeles) and [REDACTED] "We are very excited to introduce Boris to the LA tech Silicon Beach community with the InnoTech Google Hangout. Digital can open doors and markets internationally, and having Boris involved in this event will help LA startups realise opportunities in London, and help connect London with LA's entertainment and startup community."

Incidentally, the InnoTech Summit coincides with Brit Week in California – a huge affair that celebrates British businesses.

ENDS

HOW TO PARTICIPATE IN THE MAYOR'S LIVE GOOLGE HANGOUT:

The British Breakfast Google Hangout with Boris Johnson and panel members in Silicon Valley and San Francisco will take place on April 26th at 5pm BST / 9am PDT.

It will be broadcast live as a Google 'Hangout On Air'. Anyone with a Google+ account, webcam and microphone can participate by signing up here:

<https://plus.google.com/events/coequ691ske2cqflosjo3n2svps>

WATCH IT ON LIVE STREAM HERE:

Those people unable to join the Hangout can watch it via a live YouTube steam on the InnoTech Summit website, as well as media partner sites, and Facebook:

<http://www.innotechsummit.com/hangout>---- (**I AM SORTNG THIS TODAY!!)

OFFICIAL GOOGLE HANG OUT PAGE:

<https://plus.google.com/101811698305357796315/posts>

OFFICIAL HANGOUT EVENT LINK:

<https://plus.google.com/events/coequ691ske2cqflosjo3n2svps>

INNOTECHS HANGOUT HUB: (ask questions to VCs)

<http://www.innotechsummit.com/hangout>

TO JOIN THE CA EVENTS:

UK TECH DRIVING ECONOMY

- Internet economy: The UK has the worlds most internet-based economy worth #121b in 2012, approximately 8.3% of GDP (Boston Consulting Group)
- Digital Growth: The IK's digital economy grew 10.9% in 2011, higher than the G20 average of 8.1% (Boston Consulting Group)
- Employment: in 2011, the UK had over 1.3 million people working in the high-tech sector, the second highest number in the EU (Eurostat)
- Leadership in High-Tech Exports: in 2010, the UK generated over \$58Bn worth of high-tech exports, making it the 8th largest high-technology exporter in the world (World Bank Data Indicator)
- Intellectual Property: In 2011, three out of five companies with the most UKIPO-granted patents were in the tech industry(IPO Fact Sheet- 2011)
- Government Support: The 2012 Budget introduced a cut to the main rate of corporation tax and a 10% tax rate for profits attributable to patents (Financial Times)

LONDON TECH

- -Evolution: In 2010, there were approximately 200 digital companies in East London. Today there are over 1,340. (Tech City Map)
- High-Tech: in 2010, 26% of London's total enterprises were from the computer programming and information service sectors (ONS Inter-dept Business Register)
- -Foreign Investment: In the final quarter of 2012, London tech companies attracted £151m from inward investors (Ascendant Corporate Finance)
- Tech Startups Investments: UK tech starts ups reached 10 year high in the first half of 2012 with investment of £600m (Ascendant Corporate Finance)
- Government Contracts: At the end of 2010 when the government launched Tech City, only 6% of government contracts went to SMEs. That figure has risen to 16% by April 2013 (Wired, PM's Senor Policy Advisor Rohan Silva)

LONDON DRIVING THE ECONOMY

- -London Enterprises: In 2012, London had 359,870 enterprises (ONS, Inter Departmental Business Register 2013)
- Foreign Investment: n 2011 London attracted nearly half of all UK FDI projects (E&Y Attractives report 2012)
- Leader in Start ups: London is the seventh Global Startup Ecosystem and second only to Silicon Valley in the Support Index for quality of support provided to start ups (Digital Telefonica Report 2013)

From: [Jennifer Arcuri](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: Questions/Script/Quote/Press Release: The InnoTech Summit 2013
Date: 23 April 2013 10:49:18
Attachments: [FINAL DRAFT-GOOGLEHANGOUT.docx](#)

Dear [REDACTED]

Thank you for your patience.

Just to follow up to our emails from yesterday. I have confirmed the questions we are asking the VCs on the panel. Enclosed in this email is the script for the basic overview of how the day will work with the scheduled allotted time for the Mayor to visit the InnoTech Summit.

For a quick overview the questions are as follows: (*Otherwise please refer to script for full detail)

BORIS QUESTIONS to be addressed to LA and SF panels:

1) Technology, huh? How are these start ups changing the economies of California over the next 10 years? **How will that success encourage the world over to continue to grow these tech clusters?**

2) How do you see **London being an extension of that technology growth** that you both are experiencing?

3) Everyone keeps saying that Tech City is nothing like Silicon Valley. We are our own beast over here. And yet, I am fascinated as to what we can do to simulate that same success. **What makes Silicon Valley the place it is?**

4) I am very happy you are interested in the greatest city on earth for business. As the leader of this great city, **I would like to know what we can do to make our city even more attractive for you to come and invest over here?**

5) [REDACTED] Please tell me why you had to go to Silicon Valley to build your business. **What can London to better support our tech starts up so that they can head quarter here in London and then expand abroad?**

6) How can London ensure these funds have some place to scale to? **Is listing on the London Stock Exchange's new high growth segment enough to help push these initiatives?**

Please let me know if you need anything else. Otherwise we will wait to hear back from you for approval of the quote and press release. Thank you very much.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit
www.innotechsummit.com
[REDACTED]

On 22 Apr 2013, at 17:02, [REDACTED]@london.gov.uk> wrote:

Press team will come back with some amendments on the press release and quote tomorrow – [REDACTED] or I will keep you posted.

Best,
[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 22 April 2013 12:20
To: [REDACTED]
Subject: UPDATE: QUOTE APPROVAL for the InnoTech Summit

Dear [REDACTED]

Thank you for your email!

Please see the following:

Dear [REDACTED]

Hello.

As of right now, Boris is the one asking the questions to VCs abroad. He is the one championing the inward investment of these serious game changing investors. (see links below for the first public confirmation of these investors.

(We have confirmed investors from [REDACTED], and 1 or 2 more to potentially announce as well.)
Reddit, Facebook and Google are promoting the event.

Will send over final questions by the end of the working day today in California.

If I may ask you to approve the following quote and press release and let me know ASAP as to if this works:

“This is a genuine opportunity to convince the tech superpowers that London is the emerging force on the world tech scene,” said Boris.
“The event will be my first ever Google Hangout, but I’m looking forward to seeing how the latest tool in video chat can be exploited to help promote London tech startups to potential investors on the USA’s west coast.”

Once approved I will follow up with everything else before we send this out.

Additionally on this email is a list of some facts I have put together for you guys to use in anyway to reference what is going on in Tech on this side of the pond. This is just a reference for you. Let me know if there is anything else I can help contribute for your assurance and comfort when preparing for this google hangout next friday on the 26th of April.

CCed on this email is my Publicist for the event who can answer any press or media concerns you may have.

Thank you very much,

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit
www.innotechsummit.com

The InnoTech Summit 2013

Google Hang out with Boris Johnson, San Francisco, London, and Los Angeles

Written by: Jennifer Arcuri

RUN TIME: 4:45 PM BST -5: 10 PM BST

PRESS CONFERENCE: LEVEL 39 MEMBERS LOUNGET: 5:10-5:15 PM BST

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The InnoTech Summit 2013 Google Hang out

FADE IN:

INT. LONDON. L39. 4:45 BST [8:45 PDT]- 26 APRIL 2013

JENNIFER ARCURI

A man who needs no introduction- The Mayor of London, Boris Johnson!

Boris Johnson, Mayor of London, addresses London audience. Live stream of the keynote to LA, SF, and LONDON from THE INNOTECHSUMMIT 2013.

BORIS JOHNSON

I am excited about Technology.
Creates jobs.
Increase trade.
Builds the economy.
Digital Apprenticeships.

Yay for London.

CUT TO:

INT. LONDON. L39. 5:00 BST [9:00 PDT]

JENNIFER ARCURI

(to audience)

Thank you for joining us today for the InnoTech Summit. The reason we are doing this hang out is that each city represents a different branch of the tech cluster. Los Angeles is the creative content capital. San Fran and Silicon Valley are the birth place of the internet and the first pioneers of the tech cluster. London boasts the capital of financial services as well as a very unique, exponentially growing tech community. As our British Businesses set up headquarters here in London and then look to expand to new markets, we want to make it as easy as possible to transition to California. The same way we see California's best interest to be taken care of over here in London. There are many avenues and support systems here to not only bridge the gap in financing business, but the accessibility to talent, consumers, and a tech savvy environment to support the constant shifting demands of technology.

The purpose of bringing together Boris Johnson with the venture capitalists is that we want to hear from you, California. Our amazing leader of the city is excited to know more about technology and has come today to listen and to know what you care about in investments and what we can do to continue to champion London to make a more attractive place for you to invest in British Business.

(to Boris Johnson)

Would you like to join us to hang out with our very special guests from across the pond, Digital LA in Los Angeles and the InnoTech Network in San Francisco at the offices of Bloomberg?

BORIS JOHNSON

Yes of course. I am happy to hang out.

JENNIFER ARCURI

Digital LA, San Francisco, it gives me great pleasure to introduce to you today one of the greatest leader London has ever had, the Mayor of London Mr. Boris Johnson.

SF and LA both say hello to Boris Johnson. LA City Council Member welcomes BORIS JOHNSON directly.

SET UP of chairs to the side of the stage. BORIS JOHNSON sits in middle chair.

JENNIFER ARCURI

I would like to welcome [REDACTED] to host the Google Hang out with us today.. [REDACTED] well versed in business on both sides of the pond...He has been an integral part of working with me to prepare the panels in California and is very excited to be able to promote the London tech initiative. Welcome [REDACTED]

[REDACTED] joins the three chairs on stage behind set up with BORIS JOHNSON.

[REDACTED]
Thank you Jennifer. Mr. Mayor, in the past few years the London tech scene has been watched with an exciting eye as start ups are popping up all over the city, particularly in east London's Tech City.

We have some of the world's finest investors sitting on our panel today to talk to you about the future of the London Tech economy. What would you like to ask these investors?

CUT TO:

INT. LONDON. L39. 5:02 BST [9:02 PDT]

BORIS QUESTIONS to be addressed to LA and SF panels:

- 1) Technology, huh? How are these start ups changing the economies of California over the next 10 years? **How will that success encourage the world over to continue to grow these tech clusters?**
- 2) How do you see **London being an extension of that technology growth** that you both are experiencing?
- 3) Everyone keeps saying that Tech City is nothing like Silicon Valley. We are our own beast over here. And yet, I am fascinated as to what we can do to simulate that same success. **What makes Silicon Valley the place it is?**
- 4) I am very happy you are interested in the greatest city on earth for business. As the leader of this great city, **I would like to know what we can do to make our city even more attractive for you to come and invest over here?**
- 5) [REDACTED]: Please tell me why you had to go to Silicon Valley to build your business. **What can London to better support our tech starts up so that they can head quarter here in London and then expand abroad?**
- 6) How can London ensure these funds have some place to scale to? **Is listing on the London Stock Exchange's new high growth segment enough to help push these initiatives?**

CUT TO

INT. LONDON. L39. 5:10 BST [9:10 PDT]- 26 APRIL 2013

[REDACTED]

Thank you very much for your questions and for your time today. We thank you for being such a great leader and thank you for caring so much about the technology clusters in the UK and California.

SF and LA panellists thank the Mayor and say goodbye.

CUT TO

Mayor BORIS JOHNSON and JENNIFER ARCURI exit to press conference in back.

██████████

To further our discussions today we have a few questions from the London Audience. Our first question today is from ██████████ in Tech City.

INT. LONDON. L39. 5:10 BST [9:10 PDT]- 26 APRIL 2013

CUT TO

██████████ joining the Google Hang out in London to ask Investor X a question.

Discussion continues with ██████████ and panellists in SF and LA.

.....

INT. LONDON. L39. 6:00 BST [10:00 PDT]- 26 APRIL 2013

Blackout.

From: [REDACTED]
To: [REDACTED]
Subject: RE: Innotech release for ok
Date: 25 April 2013 10:27:10

Also [REDACTED] – I take it you're doing his brief for this?

Could you make sure there's reference to BJ's trip to Dubai Internet City in there and the MOU we signed with them?

As here: <http://www.london.gov.uk/media/mayor-press-releases/2013/04/mayor-forges-stronger-links-between-london-and-dubai-s-thriving>

From: [REDACTED]
Sent: 25 April 2013 10:12
To: [REDACTED]
Cc: [REDACTED]
Subject: Innotech release for ok

[REDACTED] – here is amended release; much less odd. Happier?
[REDACTED] – see section in red; have we agreed to the format they outline? Thanks, [REDACTED]

The Mayor of London, Boris Johnson, said: "London's home-grown tech talent is attracting attention from around the world. International collaboration, notably with other centres of innovative such as the West Coast, is vitally important to help our native start-ups become tomorrow's digital giants. I am pleased to support InnoTech's drive to help London's high tech entrepreneurs forge these important links so we build on the capital's silicon success."

Boris Johnson to promote London's tech city in a Google Hangout

The Mayor will speak with major U.S. tech venture capitalists in San Francisco and Los Angeles in a live video chat

The Mayor of London is set to host his inaugural Google Hangout this Friday, live from London tech event, the InnoTech Summit. He is the first high ranking UK politician to use the multi-party video chat on Google +, popular with other world figures such as U.S. President Barack Obama and his wife Michelle Obama, Australian Prime Minister Julia Gillard, and South African President Jacob Zuma.

Boris Johnson will be exploiting the social media platform to help promote the UK's growing digital economy by attracting inward investment. Commencing at 5pm BST from London, the Hangout will connect the Mayor with highly influential U.S. venture capitalists who will be joining

the video chat from InnoTech Summits held at 9am PSD in Silicon Beach (ROC, Santa Monica, LA) and San Francisco (Bloomberg office). This includes [REDACTED] [REDACTED] [REDACTED]).

All are keen to see what London's tech hub has to offer.

"A Google Hangout is ideal for raising the profile of different issues, which is why it's becoming an increasingly popular tool for politicians. What better way could there be for Boris to promote the UK digital economy with tech minded investors from Silicon Valley, the original tech hub?" explained InnoTech founder, Jennifer Arcuri.

The Mayor is being invited to discuss current initiatives designed to attract overseas investment and to contribute to a debate regarding actions necessary to create a better environment for UK startups to scale up in the UK, learning from panel members whose companies have served hundreds of IPOs. The ultimate aim is to reverse the drought of European high-tech firms on the LSE's main market, none of which have floated since 2010.

"London offers obvious alignment potential for Silicon Valley – after all, the Internet economy represents 8.4% of UK GDP, which constitutes a bigger share than for any of the G20 major countries, including the USA. And it's forecast to grow to 12.6% by 2016. There's a lot of potential here for U.S. tech companies, and we want to make sure they expand to London and other tech hubs in the UK," said Jennifer.

The Hangout also creates a participatory model of governance – the Mayor has invited tech startups to submit questions, which he will answer directly or put to the panel members, for the chat. These can be submitted through the [InnoTech Summit Hangout page](#).

The dialogue will take place as part of the forthcoming InnoTech Summit (26 April), a leading business event designed to promote the UK tech scene. The Stateside 'British Breakfast' events, so called because they are scheduled for 9am PSD, take place during California's Brit Week – a major affair that celebrates British business on the West Coast. The Google Hangout video chat, hosted by Boris Johnson, will start at 5pm BST. It will be streamed live from the InnoTech Summit at Level39, Canary Wharf, and can be viewed via the [InnoTech Summit website](#) and [FaceBook page](#).

[REDACTED], Mayor of London
Covering issues relating to economic development, Olympic legacy, planning, sport

[REDACTED]
GREATER LONDON AUTHORITY
City Hall
The Queen's Walk
London
SE1 2AA
www.london.gov.uk

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Update on W.I.E.F
Date: 30 September 2013 16:28:37

Thanks for this [REDACTED]

On your points 2), 9) & 10)

- 2) Reception desk – I think we can offer them Thursday/ Friday and Monday. Agree this is a last minute request and doubtful that there will be much traffic but they will man the desks. I think we can get out of opening up City Hall at the weekend.
- 9) We asked L&P to produce a London specific document, similar to the China brochure but relevant for the W.I.E.F audience. I will send on as soon as I receive the mock up. I want this in conference packs or on chairs when Boris speaks.
- 10) We have agreed the forward in the magazine supplement. There are numerous brochures/ magazines being produced. I will come back to you on full detail of this.

Finally, are you aware of Boris taking part in a Google Hangout at W.I.E.F? Jennifer Arcuri of Innotech has pushed this idea and I believe [REDACTED] raised it at the Coordination Committee in KL? There is no time in the diary for this and I suggest we do not support.

To note: She may raise W.I.E.F/ Google Hangout with Boris direct at Party Conference as well as asking him about his commitment to her Innotech conference in May next year.

[REDACTED]

[REDACTED] - **Business Engagement**

City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED]
1272 |

GREATER LONDON AUTHORITY

From: [REDACTED]
Sent: 30 September 2013 09:37

OUT OF SCOPE

To: [REDACTED]
Cc: [REDACTED]

Subject: RE: Update on W.I.E.F

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF
Date: 22 October 2013 14:41:40
Attachments: [image001.png](#)

Good news. Thanks

Let's not mention at all what we may say re the fund until after the meeting tomorrow

From: [REDACTED]
Sent: 22 October 2013 14:40
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF

An update below. No mention of the fund. I want to ensure WIEF are aware/happy with this event going ahead and will advise.

[REDACTED]

[REDACTED] - Business Engagement

City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED]
GREATER LONDON AUTHORITY

From: [REDACTED] [@me.com](#)
Sent: 22 October 2013 13:58
To: [REDACTED]
Cc: [REDACTED] (UKTI Strat Trade); [REDACTED]
Subject: Re: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF

[REDACTED],

I think I can clarify this. As I was not copied on the original email perhaps you would be kind enough to forward this to [REDACTED] as I don't seem to have their email addresses.

Some time ago the notion that Boris would "Host" was dropped due to the obvious pressure on his time. So your suggestion of a "drop in" is exactly what is envisaged. Initially it was to be at ExCel but WIEF ran out of space so Aloft was suggested (I understand it is approx 100 metres from the main entrance to ExCel). Not ideal for anyone but the best compromise that could be agreed given the pressure on space.

[REDACTED] and I spoke on Friday and yesterday. He has now I believe spoken with [REDACTED] to indicate No.10's strong support for the Mayor to "drop in" in the manner that you suggested.

As to logistics, I'm sure Jennifer can fill in any gaps for you.

This is the position as I know it. I hope this helps and fits with your other plans.

All the best,

[REDACTED]



Quantum Capital Partners Limited

London ♦ 94/3 Whitehall Court, London SW1A 2EL ♦

Dubai ♦ Hilton Dubai The Walk, Dubai Marina, PO Box 2431 Dubai ♦

[@quantumcapital.co.uk](mailto:info@quantumcapital.co.uk) ♦ www.quantumcapital.co.uk

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From: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)
Sent: 21 October 2013 12:09
To: [REDACTED] (UKTI Strat Trade)
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED] (UKTI Trade Dev); [REDACTED] (MPST MIN); [REDACTED] (UKTI Strat Trade); [REDACTED]
Subject: RE: [REDACTED] [UNCLASSIFIED]/ Google Hangout event at WIEF
Importance: High

Thanks for this [REDACTED].

As far as I am aware it has not been agreed with us that Boris will host this event. We are aware of the event and have confirmed that the Mayor will drop in (although we were led to believe it would be in Excel, I hear it is not in the same location)?

[REDACTED] – do you have details of the event, timings, format, location and audience?

Happy to discuss.

Kind regards,

[REDACTED]

- Business Engagement

City Hall | The Queen's Walk | London | SE1 2AA | Tel: [REDACTED]

GREATER LONDON AUTHORITY

From: [REDACTED] (UKTI Strat Trade) [@ukti.gsi.gov.uk](mailto:[REDACTED]@ukti.gsi.gov.uk)
Sent: 21 October 2013 11:14
To: [REDACTED]
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED] (UKTI Trade Dev); [REDACTED] (MPST MIN); [REDACTED] (UKTI Strat Trade)
Subject: RE: [REDACTED] [UNCLASSIFIED]

sorry - undercopied here

From: [REDACTED] (UKTI Strat Trade)
Sent: 21 October 2013 11:00
To: [REDACTED]
Cc: [REDACTED] (UKTI Trade Dev); [REDACTED]
(UKTI Trade Dev)
Subject: RE: [REDACTED] [UNCLASSIFIED]

[REDACTED]

[REDACTED] has been part of this and can give you more colour.

UKTI is supporting a web-enabled discussion on "Why London can help accelerate young companies from the Muslim world". [REDACTED] and Jennifer Arcuri have been circulating a concept note for this saying it will be hosted by Boris so slightly surprised if this is news to you. [REDACTED] is leading here.

The event, as I understand it, is aimed at drawing in people from across the Muslim world who will share their experiences and describe initiatives that are already happening in countries such as Malaysia, Saudi Arabia and the UAE and how those countries might partner with the UK in this endeavor. There will also be a live web-cast interview with [REDACTED] to discuss what is happening in the Middle East inviting the online audience to participate through twitter feeds etc.

[REDACTED]

From: [REDACTED] @no10.x.gsi.gov.uk]
Sent: 18 October 2013 19:50
To: [REDACTED]
Cc: [REDACTED] (UKTI Strat Trade)
Subject: RE: [REDACTED] [UNCLASSIFIED]

We will help put on a side event, which we think the Mayor should come to and deliver a few words. I copy [REDACTED] who knows more about this and will speak to [REDACTED] on Monday. I will follow up with [REDACTED] too once we are squared with you. [REDACTED] – can you help wrap the Mayor into this event? Thanks [REDACTED]

From: [REDACTED]
To: [Jennifer Arcuri](#); [REDACTED]
Subject: Re: Follow up to the Mayors Team
Date: 26 October 2013 14:33:37

Hi [REDACTED],

I hope the introduction to [REDACTED] recently was useful. I wanted to also connect you directly to Jennifer Arcuri, Founder of Innotech Summit, the leading tech policy entrepreneurial event, born in London, going global, including being a part of WIEF (World Islamic Economic Forum) this week with Boris.

Please see email below which clearly defines benefits, objectives, benefits to London and asks.

I have copied Jennifer in so you can both follow up.

Thanks and regards,

[REDACTED]

[REDACTED]
Tech City Investment Organisation

[REDACTED]
www.techcityuk.com

On 10 Oct 2013, at 11:58, Jennifer Arcuri <[REDACTED]> wrote:

Dear [REDACTED]

Hello!

As you know we have run the InnoTech Summit for the past two years with the Mayor of London. This year, I would like to step up our initiatives by applying our entrepreneurs directly into the innovative sectors within which the city operates.

I would like to speak to the Mayors team about turning the Startup Showdown into a competition that supports and builds our companies in the London to provide solutions for the cities biggest problems. I have already started discussing this initiative with SF as well and they are on board with Mayor Ed Lee. We have the database and the outreach to entrepreneurs in London, we have the brand and the call to action. The Mayor has been an active part of the event for the past two years and now we would like to position InnoTech as the event of London to give back to the city.

InnoTech is a tech policy entrepreneurial event. We have innovators and investors who actively attend and get involved in our discussions. If we poised the event as the launch or the kick off of positioning these small companies to

solving London's biggest issues, we can continue to create a win/win to grow our companies as well as to help innovate London into the future.

We are also making a big difference at the World Islamic Economic Forum with the Mayor at the ExCel centre in October and running another InnoTech Summit in SF. Our outreach is fierce.

I know there are many initiatives and people in place trying to do what I am doing. I am confident though that because of the brand of InnoTech and the events I have produced over the past two years that Innotech is the organization that can make this happen.

What is InnoTech? Check it out:

<http://www.youtube.com/watch?v=ZyLKG733sz8&sns=em>

Thank you very much for your help.

Objective

Now is the time to unite the generation of innovators to provide better solutions for the cities. Invite London's active entrepreneurs, already making great companies and let them apply their technology for the betterment of London.

Benefits to London

The benefits have already been seen over the past two years, but now is the time to step up our game. We have already funded small companies at the InnoTech Summit in 2013...but what we need next is to apply those companies that want to contribute to the city- and give them the access to create solutions for transport, MedTech, education, infrastructure, connectivity, etc.

Benefits to Mayor's Office

The Mayor has already attend the event the past two years. The InnoTech Summit is in many ways, the Mayors tech event in that people love having him involved and speaking to entrepreneurs. I have also seen over 400,000 hits to my videos I have created with InnoTech since May 2013. For the event next year, I can sky rocket these views- particularly with the new speakers, investors and organizations involved for the 2014 event.

Outcomes

I want To create the Startup Showdown as a way to showcase innovative entrepreneurs not only coming from London but are giving back to grow and contribute to London. If we are going to continue to make this city the startup capital of Europe it's fundamentally important that we allow the resources for our companies to grow and be utilized within the city.

"Buy British" is what Boris said on our Google Hangout last year. This is directly in line with growing our British businesses and allowing our entrepreneurs the ability to be global leaders.

What are you asking for

I would like to meet with [REDACTED] and to talk about the Mayors team about potential collaboration. I would like to work with them and to collaborate working with them on the Mayors involvement in InnoTech and how we can best leverage his position within the event as a better way to surfeit the Mayors teams needs as well.

I have all the big business interest, banks, sponsorship. I just need to know that I can work with the Mayors team on formulating and positioning the competition.

Please let me know if there is anything else you may need from me.

Warm regards,

Jennifer Arcuri
Founder, The InnoTech Summit
www.innotechsummit.com
[REDACTED]

From: [Jennifer Arcuri](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Meeting today
Date: 07 March 2014 16:12:23

Hi girls, I am here in the cafe!

Sent from the most awesome iPad in the world! *copyright 2009

On Mar 7, 2014, at 4:02 PM, [REDACTED]@london.gov.uk> wrote:

No problem

From: Jennifer Arcuri [REDACTED]
Sent: 07 March 2014 15:56
To: [REDACTED]
Subject: Meeting today

Dear [REDACTED]

Apologies my meeting with home office went a bit later- I am in a cab on my way over to city hall cafe now. I will be 10 minutes late. I am so sorry.

Warm regards,

Jennifer Arcuri

[REDACTED]

Sent from the most awesome iPhone in the world!

On Mar 4, 2014, at 9:41, [REDACTED]@london.gov.uk> wrote:

Great. City Hall café ok?

From: Jennifer Arcuri [REDACTED]
Sent: 03 March 2014 22:15
To: [REDACTED]
Subject: Re: Connect in March

Dear [REDACTED]

Yes of course! I look

From: [REDACTED]
To: [REDACTED]
Subject: Thursday...
Date: 03 April 2014 17:14:22
Attachments: [image004.png](#)
[image007.png](#)
[Expression of interest.docx](#)

Hi [REDACTED]

- Jennifer Arcuri from Innotech Summit also wants to take a table with the advert, but not yet invoiced

**MAYOR'S
MUSIC
FUND**
FOR YOUNG LONDONERS



Registered charity no. 1141216

Mayor's Music Fund Letter of Interest – Brown Rudnick Charitable Foundation 2014-15 Relationship Grant

An Overview

The Mayor's Music Fund is an independent charity established in 2011 to address the gaps identified in a comprehensive review of London-wide music provision undertaken by the Institute of Education¹.

We are focused on tackling the inequality in the number of children in London who can afford to learn an instrument, while giving aspiring young musicians the experience of learning from and performing alongside professional musicians.

The effects of music education and participation in musical activities on children and young people can be truly transformative. Providing children from disadvantaged backgrounds the opportunity to learn an instrument can result in increased motivation and ambition, working in small musical groups can improve social skills and it has also been shown that musical training can enhance language, speech and memory.²

This why we channel our efforts into identifying where there is both a financial need and talent, directly funding 'Scholarships' for disadvantaged primary school children across all 32 London boroughs.

At the heart of our work is the belief that if a child or young person shows real aptitude and ambition, then neither their social nor financial situation should create a barrier to what they can achieve.

The Scholarships Project

Our Scholarship Project awards financial grants to children from non-fee paying schools who demonstrate musical potential and enthusiasm, but whose families cannot afford to pay for them to continue their music learning once free lessons stop (usually when leaving Primary School at 7 years old). We aim to fund each child for a total of 4-years at a cost of £1,000 per year, spanning the transitional period between leaving Primary School and the first years of Secondary School, as this is often the time when enthusiasm and talent is lost.

The Scholarship Grant enables the child 'Scholar' to access in-school and after-school tuition, the opportunity to give regular performances and attend live concerts, provides a 'Mentor' and an instrument which can be taken home for practice.

1. [REDACTED]
[REDACTED]
2. [REDACTED]
[REDACTED]?"

[REDACTED]

Scholars are encouraged to learn anything from orchestral instruments to electric guitar, sitar, African drums and everything in between.

Since our launch in 2011, we have awarded Scholarships to 230 talented children, helping families who struggle to meet the costs of musical tuition, children with special needs, children in care, disabled children or who have disabled parents, those who do not speak English as their first language and single parent families. The following is a quote by a teacher of a Scholar taken from an independent Impact Assessment report published in January 2014:

[REDACTED]

We propose that The Brown Rudnick Charitable Foundation provides funding for 25 one-year Scholarships for children from some of the most deprived inner-city boroughs in London at a total cost of £25,000.

Supporting us in this manner will help us expand this project as we aim to increase Scholarships awarded from 70 in the 2013/14 academic year to 100 in 2014/15, targeting Boroughs such as Hackney and Newham which are within the poorest 1% of England's local authorities³.

All of our Scholar sponsors and funders are provided with Scholar details such as names, instruments and photos, receive an end of year report, invitations to Scholars' performances when appropriate and will be invited to attend a special 'Scholars Day' at London's City Hall, hosted by our Founding Patron the Mayor of London Boris Johnson.

The Mayor's Music Fund gives much more to children than purely enabling them to fulfil their musical potential. They are developing transferable life skills such as self-discipline, commitment, teamwork, performance, and community engagement all of which will stand them in good stead as they continue their studies and seek employment.

Thank-you for considering our application,

[REDACTED]
[REDACTED]
[REDACTED] [@mayorsmusicfund.org](mailto:[REDACTED]@mayorsmusicfund.org)
[REDACTED]

³ Indices of Deprivation 2010, Department for Communities and Local Government

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Briefing for Thursday - Startupbootcamp Fintech launch
Date: 07 April 2014 18:53:36
Attachments: [14-04-10 - Briefing - Startupbootcamp Fintech Launch.doc](#)

Hi R [REDACTED] – Attached is the briefing for the Startupbootcamp Fintech launch on Thursday.

[REDACTED] – Please note, press will be in attendance.

[REDACTED]

Senior Policy Officer for Technology

GREATER LONDON AUTHORITY

City Hall, The Queen's Walk, London, SE1 2AA

T: [REDACTED]

[REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

t. [@LDN_Economy](#)

Briefing

What: Startupbootcamp FinTech Launch Event
When: Thursday 10th April, 09:15-10:00
Where: The Rainmaking Loft, 1 St Katherine's Way, London, E1W 1UN, UK

To: [REDACTED]
CC: [REDACTED]
From: [REDACTED]

1. Key attendees:

- Financial industry innovators, entrepreneurs, investors, press.
- A full list of attendees can be found in **Appendix 1**

■ [REDACTED] OUT OF SCOPE

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

■ [REDACTED]

- [REDACTED]
- [REDACTED]

■ [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Appendix 1: Full list of Attendees

Have highlighted likely press attendees

[illegible]

Appendix 2: London Technology Statistics

- There are **34,400 digital technology businesses** in London (a 26% increase over 10 years and 28% over last 5 years) and **155,600 digital technology employees** in London (a 29% increase over 10 years and 31% over 5 years)
- London companies have been **sold for £1billion in 2014** alone
- Since 2010 to end of 2013 **over 340 London-based Tech companies have attracted investment of over £1.47bn**
- Since 2010 London has experienced **a 75% increase** in the number of Information Communications and Technology companies **investing in London** from overseas
- London has over **70 co-working spaces** and some of the world's most successful incubators and accelerators starting from just £60 a month.
- **London has 32 accelerators/incubators for startup companies**, out of 50 in the UK. Spain as a whole has 38, France has 35, Germany 31.
- London has **more Fintech start ups** than anywhere else in Europe
- London is a leader in **visual effects companies** (Such as Framestore who win Oscars), and **video games** (Such as Bitmap Brothers who employ 2,000 development staff)
- London has **more world class universities than any other city** in the world (6 of the top 100)

From: [REDACTED]
To: [REDACTED]
Subject: RE: Innotech Summit: quote?
Date: 13 October 2014 15:12:37

Hi [REDACTED]

Are there any media expected at the event tomorrow?

Thanks,
[REDACTED]
[REDACTED]

From: [REDACTED]@fieldhouseassociates.com]
Sent: 13 October 2014 08:23
To: [REDACTED]
Cc: [REDACTED] Jennifer Arcuri
Subject: Re: Innotech Summit: quote?

Hi [REDACTED]

Many thanks for helping with this - we will be issuing this release at 9am this morning.

Thanks!
[REDACTED]

Sent from my iPhone

On 10 Oct 2014, at 16:58, [REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

The quote is copied below, with the release incorporating some of our tweaks.

Thanks
[REDACTED]
[REDACTED]

**Politicians, bureaucrats and tech community collide to discuss privacy,
data and policy for the digital economy**

*The latest Innotech Summit event is set to bring together policy makers and
tech entrepreneurs to discuss cybercrime and digital over-skill*

Friday 10th October 2014: Next week [Innotech Summit](#), the leading event bridging the gap between policy makers and tech entrepreneurs, will host a discussion focusing on cybercrime and digital over-skill. The event, which will take place at BAFTA on Tuesday 14th October, comes at a time when both cybercrime and digital over-skill are at the forefront of the news agenda as a result of scandals including The Snowden Affair and the hacking of personal images of celebrities.

Topics up for discussion during the event include, the ethics of hacking and the role of government in legalising and prosecuting, and what rights corporate giants have to own and use our personal data. Acclaimed speakers exploring these topics in depth include:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]s

The Mayor of London, Boris Johnson, will give a short address to the summit. He said: "In my Smart London Plan I called on our world-class researchers and entrepreneurs to harness the capital's technical prowess to help solve our infrastructure and growth challenges. I also said that Londoners' interests must be at the core of that work, and that includes addressing concerns about digital security and digital privacy. Events like the Innotech summit provide a forum to discuss these important issues."

Jennifer Arcuri, founder of the Innotech Summit said "This latest Innotech Summit provides us with a unique opportunity to bring together policy makers and tech entrepreneurs to discuss some of the most pressing issues which face the digital economy. We are extremely honoured to be holding this years event at BAFTA and hope that through our spectrum of speakers and topics, we can stimulate the growth of tech clusters around the world, as well as encouraging and securing the tech education of future generations."

Ends

About Innotech

The Innotech Summits are a key part of the Innotech Network, aiming to bridge the gap between entrepreneurs, investors and policy makers in order to stimulate the growth of tech clusters around the world. The dynamic events attract the brightest industry leaders, showcase the very best in tech innovation, inspire change and encourage investment.

For more information or to buy a ticket for the event please visit:

<http://www.innotechsummit.com>

Further quotes:

[REDACTED] There is currently little sign that the public's enthusiasm to consume "free" online services is diminishing. However there is limited recognition that the service is provided in exchange for personal data. Following the phone hacking scandal and the Snowden revelations, there is a dawning realisation that this data exchange has profound consequences for privacy. This is coming hard up against the threat from extremists' ever more sophisticated use of online tools, and the need of security services to monitor that activity. I predict that

this is likely to be one of the toughest areas of public policy debate in the next Parliament and beyond.”

“At the moment, the laws of conspiracy of computer misuse are very vague. For example, hacking someone’s Facebook and hacking Facebook itself is the same thing – it is worth exactly the same and it’s considered a threat to British national security. In some cases, this is considered an even higher risk than a potential nuclear threat by an enemy state.”

“There is definitely a need for greater understanding on a case-by-case basis – and there’s not real precedent for this yet. I think what people don’t understand yet is what cybercrime defendants do daily – what it means to chat online for 18 hours a day, for example. There needs to be greater education of lawyers and prosecutors around what the Internet is really about and how to use it.”

From: [REDACTED]@fieldhouseassociates.com]
Sent: 10 October 2014 16:44
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Innotech Summit: quote?

Hi [REDACTED]

Thanks - we will be aiming to issue first thing on Monday morning now.
Please do give me a call on [REDACTED] if you think there will be any further delays with the quote.

Thanks!
[REDACTED]

On 10 October 2014 12:49, [REDACTED]@london.gov.uk>
wrote:
Hi [REDACTED]

Just to keep you updated – we’re still working on this and hope to have it over to you soon.

Thanks
[REDACTED]

[REDACTED]

From: [REDACTED]@fieldhouseassociates.com]
Sent: 09 October 2014 19:07
To: [REDACTED]
Cc: [REDACTED] Jennifer Arcuri; [REDACTED]

Subject: Re: Innotech Summit: quote?

Hi all,

Just a quick note to share the attached, which removes the Mayor from the list of panelists, and mentions his speech in the text. Hope this is okay! Please do share the approved quote when it is complete as we would love to issue the release tomorrow.

Thanks!

On 9 October 2014 16:24, [REDACTED] <[\[REDACTED\]@fieldhouseassociates.com](mailto:[REDACTED]@fieldhouseassociates.com)> wrote:
Hi [REDACTED]

That's fantastic - thanks for your help!

On 9 October 2014 16:23, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:
Hi [REDACTED] – a line in the mix over here – we'll definitely have it back for you by then.

Thanks

[REDACTED]
Mayor of London's Press Office
[REDACTED]

Follow the Mayor of London's Press Office on Twitter: @LDN_PressOffice

From: [REDACTED] <[\[REDACTED\]@fieldhouseassociates.com](mailto:[REDACTED]@fieldhouseassociates.com)>
Sent: 09 October 2014 16:23
To: [REDACTED]
Cc: [REDACTED]; Jennifer Arcuri; [REDACTED]
[REDACTED]

Subject: Re: Innotech Summit: quote?

Hi [REDACTED]

That shouldn't be a problem at all, thanks for giving us a heads up!

Do you think we're going to be okay to issue the release tomorrow morning?

Thanks!

On 9 October 2014 15:04, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi again [REDACTED]

We'll come back to you shortly with a quote.

In terms of the release, and mindful that you said further edits will be made, the Mayor will need to be removed from the main list of speakers and instead it should be noted in the body of the text that he will be giving a short address.

Any problems, let us know.

Thanks,
[REDACTED]

[REDACTED]

From: [REDACTED]@fieldhouseassociates.com]

Sent: 09 October 2014 11:10

To: [REDACTED] ds

Cc: [REDACTED]; Jennifer Arcuri; [REDACTED]

Subject: Re: Innotech Summit: quote?

Hi [REDACTED]

Please find attached the draft release, including a placeholder for (hopefully!) a quote from the Mayor.

Please note that this is not the absolute final version - there may be further edits yet - but it should give you a good idea of the context.

Thanks!
[REDACTED]

On 9 October 2014 09:46, [REDACTED]@fieldhouseassociates.com> wrote:

Thanks [REDACTED] - we'll get something to you in the next few hours.

Thanks!
[REDACTED]

a

On 9 October 2014 09:05, [REDACTED]
[REDACTED]@london.gov.uk> wrote:

Hi [REDACTED] – apologies for the delay coming back to you – we'll really need to see the news release for context please before we can circulate a quote for clearance here. But if you can provide that today we'll get something in the mix.

Thanks
[REDACTED]

[REDACTED]
[REDACTED]
Mayor of London's Press Office
[REDACTED]

Follow the Mayor of London's Press Office on Twitter: @LDN_PressOffice

From: [REDACTED]@fieldhouseassociates.com]
Sent: 08 October 2014 20:18
To: [REDACTED]economicdesk
Cc: [REDACTED]
Subject: Re: Innotech Summit: quote?

Hi there,

Sorry to contact the whole team, but I was wondering if someone could help me out with the below request?

The Mayor is speaking at the Innotech Summit next week, and where possible we are really keen to get an approved quote to include in a release which is going out on Friday.

We will have a draft release to share with you tomorrow, but it would be great if someone could get back to me tomorrow morning on how likely it is that we can get a quote.

All details of the Innotech Summit and the planned release can be seen in my original email. I'm around all day tomorrow on [REDACTED]

Many thanks,
[REDACTED]

On 6 October 2014 18: [REDACTED]@fieldhouseassociates.com>
wrote:
Hi [REDACTED]

So sorry to chase, but keen to bring this to the top of your inbox so we can try and get this signed off by Friday. Do please let me know if there is anything we can do to help.

Many thanks,
[REDACTED]

On 3 October 2014 20:19, [REDACTED]@fieldhouseassociates.com>
wrote:
Hi [REDACTED],

My name is [REDACTED] and I'm part of the PR team that is supporting Jennifer Arcuri with the upcoming Innotech event. Jennifer gave me your email address so we could work together on hopefully arranging a quote from the Mayor for our PR outreach around the event.

So far we have issued a Save the Date to journalists in the tech, IT, education

and enterprise sectors and have had confirmations from the Guardian, Wall Street Journal Europe and London Loves Business. However, we would love to put out a press release next week, alerting journalists and the wider community to the final line-up, talking points and, of course, pointing to the Mayor's talk at the end of the event.

Would it be possible to get a quote from the Mayor for this release?

The theme of the event is around privacy and data, looking at questions such as:

- What impact are digital skills (and digital 'overskill') having on policy and legislation? Are we doing enough to educate on the laws around online privacy and data?
- How can we create policy that both supports and protects innovation and skill development in the digital economy?

We have left a broad remit for the Mayor's talking spot, but envisaged it being around the importance of the digital economy for the future and why it is essential that we educate now to ensure Britain leads the way in the international digital market. We expect there to be a lot of talk on the day about 'scale-ups' (when a start-up is in high-growth mode) and the fact that we face a potential skills deficit if we don't do more to educate and skill-up (particularly in science, technology, engineering and mechanics - 'STEM' - subjects).

If the above talking points sound reasonable for the Mayor's speech, it would be fantastic if we could get an approved quote along these lines for our press release. I understand there are likely to be a number of sign-off processes your end, so do let us know if there is anything we can do to help get this over the line.

Also - today we had confirmation of a guest speaker at the event who the Mayor might be keen to hear about. [REDACTED] at the National Crime Agency, will be attending and speaking on a panel. In his role [REDACTED], working with a wide range of partners at home and overseas. I mention it because I thought the Mayor might be keen to meet with [REDACTED] and to learn more about the work of the NCA.

Apologies for the rather long email! I'm around on Monday if you would find it helpful to chat through any of the above. I can be reached on [REDACTED] I also attach the latest leaflet about Innotech.

Thanks so much [REDACTED]
[REDACTED]

--

[REDACTED] | [FieldHouse Associates](#)

[Golden Cross House | 8 Duncannon Street | London | WC2N 4JF](#)

From: [REDACTED]
To: [REDACTED]
Subject: Innotech running order - Boris 5pm
Date: 13 October 2014 16:33:17


[REDACTED]

As discussed, the agenda from the folks at Innotech is below.

[REDACTED]
[REDACTED]

INNOTECH BAFTA AGENDA

13:30	Opening Remarks
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

	
17.00	<p>Boris is back!</p> <p>Get ready – the Mayor of London, Boris Johnson, is back at Innotech to talk about his plans for sculpting a tech nation.</p>


Mayor's Press Office


(Out of hours: 020 7983 4000)
@LDN_pressoffice

From: [REDACTED]
To: [REDACTED]
Subject: Media for Innotech tomorrow
Date: 13 October 2014 16:43:44

Hi all,

Media confirmed for Innotech tomorrow:

[REDACTED], The Guardian
[REDACTED], The Times
[REDACTED], TechCrunch
[REDACTED], Wall Street Journal Europe
[REDACTED] London Loves Business
[REDACTED], Strategy Eye
[REDACTED], V3

It's also likely that Jennifer Arcuri will speak to BBC Radio 4 and the World Service today and tomorrow morning. I am waiting on their PR agency to let me know timings and I will try to listen in.

[REDACTED]

[REDACTED]

Mayor's Press Office

[REDACTED]

(Out of hours: 020 7983 4000)

@LDN_pressoffice

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Regeneration data - Super Connected Cities
Date: 28 November 2014 17:14:04
Attachments: [SCCP Voucher scheme data.xlsx](#)
[SCCP Public wifi data.xlsx](#)

Hi [REDACTED]

Following our meeting earlier in the week, I've attached two datasets here.

The first is applicants to the voucher scheme – as discussed, over 3,000. We have tried to limit our extract to the categories you were interested in. this is the data we suspect will be of most interest. If you have any questions about it please do ask.

The second spreadsheet is more straightforward – a list of our public wifi grant recipients.

Let me know if you need anything else.

Thanks,

[REDACTED]
[REDACTED]
Regeneration Unit
Development, Enterprise & Environment
GREATERLONDONAUTHORITY
City Hall
The Queen's Walk
London SE1 2AA

[REDACTED]
[REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)

[FILTERED RESULTS]

UARN	Status	Email	Forename	Surname	Company Name	Company Number	VAT Number	Voucher Value
LO02757_3	INPROGRESS		Jennifer	Arcuri	Innotech Network	8424712	163916689	

From: [REDACTED]
To: [REDACTED]
Subject: RE: Audit Meeting
Date: 24 February 2015 15:15:15
Attachments: [MEP Engagement Outcomes.xlsx](#)

Hi both,

Thank you for meeting with me this morning.

Please find attached the additional information we looked at during our meeting. I've attached the 'MEP Engagement Outcomes' spreadsheet and highlighted the four items we reviewed. I've also attached the evidence separately for those items we reviewed.

Do let me know should you require anything further.

Many thanks

From: [REDACTED]
Sent: 24 February 2015 10:47
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Audit Meeting

Good morning [REDACTED]

Great, we look forward to meeting you. Many thanks.

From: [REDACTED]
Sent: 24 February 2015 10:46
To: [REDACTED]
Subject: RE: Audit Meeting

Good morning [REDACTED]

Happy to meet you at the tea point on the 4th floor at 11am.

Thanks

From: [REDACTED]
Sent: 24 February 2015 10:33
To: [REDACTED]
Subject: Audit Meeting

Hi [REDACTED]

Many thanks indeed for agreeing to meet with June and I today to discuss the Mayors Export Programme, shall we meet at the 4th Floor tea point at 11.00am?

Kindest regards

[REDACTED] | Mayor's Office for Policing and Crime |
[REDACTED] [@mopac.london.gov.uk](mailto:[REDACTED]@mopac.london.gov.uk) | **Website**
www.london.gov.uk | **Address** Directorate of Audit, Risk & Assurance, 19th Floor North,
Empress State Building, Empress Approach, Lillie Road, London. SW6 1TR

Company	Mission/Sector	Sales in New Market	Enter New Market	Jobs	Jobs Safeguarded
Playbox	Malaysia		1		5

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: ALL data - 25032015
Date: 25 March 2015 09:04:04
Attachments: [ALL DATA 25032015.xlsx](#)

Thanks

[REDACTED]

Super Connected Cities

Greater London Authority, City Hall, The Queen's Walk, London SE1 2AA

[REDACTED]

UARN	Date Application Received	Date Approved	Date Rejected
LO02757_3	16/10/2014		

Company Name
Innotech Network

SME or Charity	Company Number
SME	8424712

Building Name or Number

[REDACTED]

Postcode

[REDACTED]

Name

Jennifer Arcuri

Email Contact

[REDACTED]m

Telephone Contact

[REDACTED]

SIC Code

M) Professional, scientific and technical activities

Company Size

5

Old Name of Supplier

Old Connection Type

Old Form of Connection

Old Product Name

Old Download Speed

Old Upload Speed

Old Setup cost

Old Monthly cost

Second Supplier Name	Second Supplier Cost	Is Joint No	Voucher Value	New Main Cost	New Supplier
----------------------	----------------------	----------------	---------------	---------------	--------------

New Connection Type

New Form of Connection

New Product Name

New Download speed

New Upload speed

New Monthly Cost New Length of Contract New Other Costs New Restrictions

Other Information

Claim value Paid Value Status
INPROGRESS

Rejected Reason

Withdrawn

Live Date

Invoice Number

Quote Assistance Required
Yes

Borough
Hackney



Hi [REDACTED]

11/11/2014

Tel: [REDACTED]

[REDACTED]

Bar Index	Approximate Length (Percentage)
1	15%
2	25%
3	40%
4	55%
5	100%
6	5%
7	15%
8	18%
9	25%
10	85%
11	20%


[REDACTED]

UARN	Date Application Received	Date Approved	Date Rejected
LO02757_3	16/10/2014		

Company Name
Innotech Network

SME or Charity	Company Number
SME	8424712

Name
Jennifer Arcuri

Telephone Contact


SIC Code

M) Professional, scientific and technical activities

Company Size

5

Old Name of Supplier

Old Connection Type

Old Form of Connection

Old Product Name

Old Download Speed

Old Upload Speed

Old Setup cost

Old Monthly cost

Second Supplier Name	Second Supplier Cost	Is Joint No	Voucher Value	New Main Cost	New Supplier
----------------------	----------------------	----------------	---------------	---------------	--------------

New Connection Type

New Form of Connection

New Product Name

New Download speed

New Upload speed

New Monthly Cost	New Length of Contract	New Other Costs	Status
			INPROGRESS

Rejected Reason

Withdrawn

Invoice Number

Quote Assistance Required
Yes

Borough
Hackney



A full data extract is attached. This has been taken from the system this morning.

Thanks,

[REDACTED]



□

[illegible]

UARN	Status	Joint Application	Terms and Conditions	Marketing Type
LO02757_3	INPROGRESS	No	No	Friends/colleagues/word of mouth

Forename
Jennifer

Surname
Arcuri

Position
Founder

Company Name	Charity	Is Compay House Registered	Company Number	Is VAT Registered
Innotech Network	SME	Yes	8424712	Yes

VAT Number	Number of Employees	Number of Volunteers	Company House Name or Number
163916689	5	1	

Company Street

Company Town Or City

Company County

Company Post Code	Eligibility	SIC Code	Borough
	Yes	M) Professional, scientific and technical activities	Hackney

Main Supplier Firm Quote

Main Supplier Company Name

Main Supplier Quotation Number

Main Supplier Product Name

Main Supplier Cost Main Supplier Estimated Date Current Connection Type

Current Leased or Other

Current Supplier

Current Product Name

Current Download Speed

Current Upload Speed

Current Contended Service

Current Monthly Cost Current Setup Cost Current Other Cost Text

Current Other Cost Value

Current Restrictions

New Connection Type

New Leased or Other

New Download Speed

New Upload Speed

New Contended Service

New Length Of Contract New Monthly Cost New Other Cost Text

New Other Cost Value

New Restrictions

Imapct Codes

One Year Turnover

One Year Jobs One Year Other

Three Year Turnover Three Year Jobs

Three Year Other

Phone Contact
No

Post Contact
No

Email Contact
No

Quote Percentage

Signed Joint T&C's No	Signed Single T&C's No	Signed Name	Signed Date	Incontract No	Reopen No	Voucher Value
--------------------------	---------------------------	-------------	-------------	------------------	--------------	---------------

Total Cost	Total Claim	Paid Value	Approved By	Approved Date	Rejected By	Rejected Date	Sent for Payment By
------------	-------------	------------	-------------	---------------	-------------	---------------	---------------------

Sent for Payment Date	Paid By	Paid Date	Created By	Created Date	Modified By	Modified Date	SDC Date
			System User	16/10/2014 11:10			

Withdrawn Live Date

Quote Assistance Required
Yes

Invoice Number

Carried Over Date

From: [REDACTED]
To: [Reception Desk - City Hall](#)
Subject: Visitor
Date: 11 June 2015 12:06:35

This message has been archived. [View the original item](#)

Hi there
A Jennifer Arcuri will be visiting today at 3 many thanks
[REDACTED]

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Playbox - Updated Form
Date: 21 July 2015 12:12:31

Yes that works!

Sent from the most amazing iPhone in the world!

On 21 Jul 2015, at 09:28, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi,

Would Monday afternoon be suitable? Say 2pm?

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 20 July 2015 22:14
To: [REDACTED]
Subject: Fw: Playbox - Updated Form

Hi [REDACTED]

Can you get a date in the diary for next week for us all?

Many thanks,

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: Monday, July 20, 2015 07:54 PM
To: [REDACTED]
Subject: Re: Playbox - Updated Form

Might we be able to get together next week- or after your vacation!? Give me a date for the diary x

Sent from the most amazing iPhone in the world!

On 10 Jun 2015, at 11:34, [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Thanks Jen for getting back in touch and really good to hear that you have had to hire another three people!

For the three new team members, could you list out the following so that we can count as a success of the programme. And for each of the five jobs safeguarded.

<!--[if !supportLists]-->1. <!--[endif]-->Name of employee
<!--[if !supportLists]-->2. <!--[endif]-->Job Title
<!--[if !supportLists]-->3. <!--[endif]-->Description of duties
<!--[if !supportLists]-->4. <!--[endif]-->Date of employment

I really appreciate this!

Best,

■

From: Jennifer Arcuri [■]
Sent: 10 June 2015 14:21
To: ■
Subject: Re: Playbox - Updated Form

Dear ■,

So--- Playbox will probably be bought out from me. Won't know exact how that deal would be done as we are doing a reverse merger of this piece of tech into another security thing with NFC technology. Do you want me to explain this?

We are basically getting another piece of tech to merge into Playbox for data analytics around video--- but we've had to hire another three people to build it out so YaY!!!

None of this would have been possible had I not gone on your trip btw - and the NY trip as well! You red amazing !! Xx

Sent from my iPhone

On 10 Jun 2015, at 13:53, ■ <■@london.gov.uk> wrote:

Hi Jen,

I hope all is well with you. Could you please update your feedback form from Singapore/Malaysia – we are currently updating our outcomes for the Mayor & ERDF and it would be really good if you could list out any revised outcomes.

For example, every job or job safeguarded we report must include:

<!--[if !supportLists]-->1. <!--[endif]-->Name of

employee
<!--[if !supportLists]-->2. <!--[endif]-->Job Title
<!--[if !supportLists]-->3. <!--[endif]-->Description
of duties
<!--[if !supportLists]-->4. <!--[endif]-->Date of
employment
<!--[if !supportLists]-->5. <!--[endif]-->Number of
positions

In addition, these jobs must be:

<!--[if !supportLists]-->A. <!--[endif]-->Located in
London
<!--[if !supportLists]-->B. <!--[endif]-->Full time jobs
of 30 hours or more per week
<!--[if !supportLists]-->C. <!--[endif]-->Offered for a
period of 12 months or more
<!--[if !supportLists]-->D. <!--[endif]-->Contracts
corresponding to the jobs created with the MEP
assistance will be made available (if required)

If you did not include the above in the first form, could
you please update into the attached and return to me (if
there is no room on the form, you can do this in an
email).

Many thanks,

■

■ | ■
■ **Business Engagement**

Sign up for a monthly Mail from the Mayor for
the best of London delivered to your
inbox. <http://www.london.gov.uk/mayormail>

GREATER**LONDON**AUTHORITY

From: [Jennifer Arcuri](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Mayor's Export Programme feedback
Date: 10 August 2015 12:26:26

Startup life = changes daily ;-)

Thank you so much for your support. The truth is that with out the Mayors export programme I would never have been able to gain traction to build Hacker House- this will be the most exciting project of all!

Warm regards,

Jennifer Arcuri

Sent from the most amazing iPhone in the world!

On 10 Aug 2015, at 12:22, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi Jennifer,

Thanks for getting back to me so quickly. That's no problem at all! Thanks for sending over those details. We'll include them in our final submittal. Good luck with everything and keep us updated.

Best,

[REDACTED]

From: Jennifer Arcuri [REDACTED]
Sent: 10 August 2015 12:06
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Mayor's Export Programme feedback

Hi [REDACTED]

Is it ok that it's not called Playbox anymore? Playbox has since been turned into a new piece of NFC tech using RFID readers and scanners. We don't know what to call it yet- as it could be a full on security tool, but is also a cool piece of tech for vendors to provide major event trade shows for all delegates attending.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Let me know if you need anything else.

Warm regards,
Jennifer

Sent from the most amazing iPhone in the world!

On 10 Aug 2015, at 10:16, [REDACTED]@london.gov.uk> wrote:

Hi Jennifer,

I'm sorry I couldn't join you and [REDACTED] in your meeting the other week!
Thank you for providing us with so much feedback on the programme and updating us on how well Playbox has been doing. I know we got the names of the new people hired from you, but would you also be able to send over the names and job titles of the jobs safeguarded you listed on the outcomes form if possible? There were 5 in total! Sorry to be a bother and thanks again for your help!

Best,

[REDACTED]

Sign up for a monthly email from the Mayor of London for the best of the capital delivered to your inbox
<http://www.london.gov.uk/mayormail>

Want to stay in the loop about the latest Mayor of London festivals and events?

Sign up to our events newsletter at <http://www.london.gov.uk/get-involved/events/events-newsletter>

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Broadband Grant - new joint application
Date: 03 September 2015 09:38:59
Attachments: [latest data extract.xlsx](#)
Sensitivity: Confidential

Hi all

Latest data extract attached [REDACTED].

Let me know if you require anything further

Thanks

[REDACTED]

Super Connected Cities

Greater London Authority, City Hall, The Queen's Walk, London SE1 2AA

[REDACTED]

UARN	Date Application Received	Date Approved	Date Rejected
LO02757_3	16/10/2014		

Company Name
Innotech Network

SME or Charity	Company Number
SME	8424712

SIC Code

M - Professional, Scientific and Technical Activities

Company Size

5

Old Name of Supplier

Old Connection Type

Old Form of Connection

Old Product Name

Old Download Speed

Old Upload Speed

Old Setup cost

Old Monthly cost	Second Supplier Name	Second Supplier Cost	Is Joint No	Voucher Value	New Main Cost
------------------	----------------------	----------------------	----------------	---------------	---------------

New Supplier

New Connection Type

New Form of Connection

New Product Name	New Download speed	New Upload speed	New Monthly Cost	New Length of Contract	New Other Costs
------------------	--------------------	------------------	------------------	------------------------	-----------------

Paid Value	Status	Borough
	INPROGRESS	Hackney

From: [Jennifer Arcuri](#)
To: [REDACTED]
Subject: Re: Mayor's Export Programme: Company Information
Date: 01 December 2015 09:00:45

Theres not much more I can describe. The roles are exactly as the title suggests. You can use any job description- I dont have one for you.

On Tue, Dec 1, 2015 at 8:52 AM, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi Jennifer,

We are finally completing our final submittal of everything for the Mayor's Export Programme. I'm aware you sent over loads of information on the jobs you were able to 'safeguard' through the trip to Malaysia not too long ago but we have been asked to provide a brief job description for the positions safeguarded if you are able to provide this? The roles were listed as head of content (x2) and lead developer (x3).

Sorry to bother you again for information! I hope all is going well and Hacker House is going from strength to strength!

Best,

[REDACTED]

The way that you register to vote has now changed. It's important that you are on the register to vote in the elections for London's Mayor and Assembly next May.

Read our blog post and find out what you need to do. <http://londonelects.org.uk/news-centre/news-listing/way-you-register-vote-changing>

GREATERLONDONAUTHORITY

EMAIL NOTICE:

The information in this email may contain confidential or privileged materials. Please read the full email notice at <http://www.london.gov.uk/email-notice>

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Jennifer Arcuri
Founder, The InnoTech Network and Hacker House Ltd

www.innotechsummit.com www.myhackerhouse.com
@jennifer_arcuri @innotechlive @myhackerhouse
<https://www.youtube.com/watch?v=h12luTrx7sY>

From: [REDACTED]
Sent: 06 October 2014 11:08
To: [REDACTED]@london.gov.uk>; economicdesk
[REDACTED]@london.gov.uk>
Cc: [REDACTED]@london.gov.uk>; [REDACTED]@london.gov.uk>
Subject: Re: LulzSec, NCA, Boris Johnson & BBC are coming to Innotech - are you?

This message has been archived. [View the original item](#)
Oh I see! I just assumed it would be an enormous waste of his time.

From: [REDACTED]
Sent: Monday, October 06, 2014 11:01 AM
To: [REDACTED]; economicdesk
Cc: [REDACTED]
Subject: Re: LulzSec, NCA, Boris Johnson & BBC are coming to Innotech - are you?

Hi [REDACTED]

My understanding is that the Mayor will be attending for 15mins.

[REDACTED]

From: [REDACTED]
Sent: Monday, October 06, 2014 10:55 AM
To: economicdesk; [REDACTED]
Cc: [REDACTED]
Subject: FW: LulzSec, NCA, Boris Johnson & BBC are coming to Innotech - are you?

All, Jennifer Acuri of Innotech is advertising that the Mayor is attending her summit, which I am pretty sure he is not. She did this last year too. Is there someone in the GLA whose job it is to stop false advertising in the Mayor's name, such as this?

[REDACTED]