



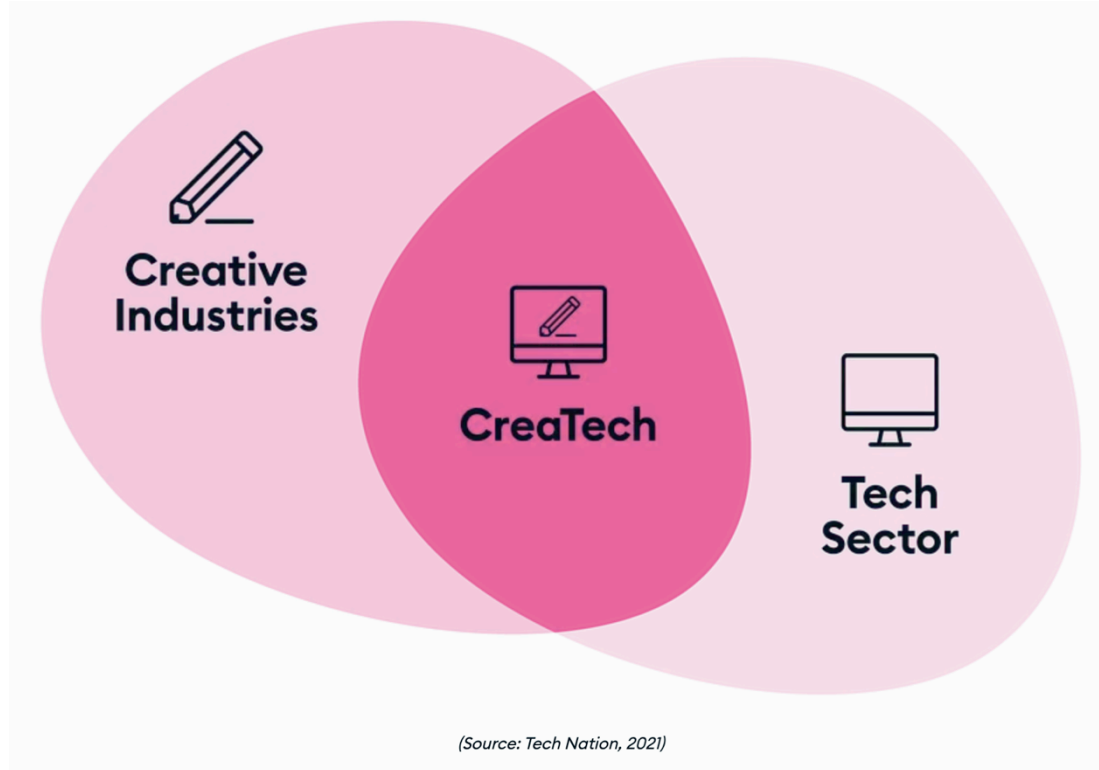
UK CreaTech

Mapping the intersection of technology and creativity

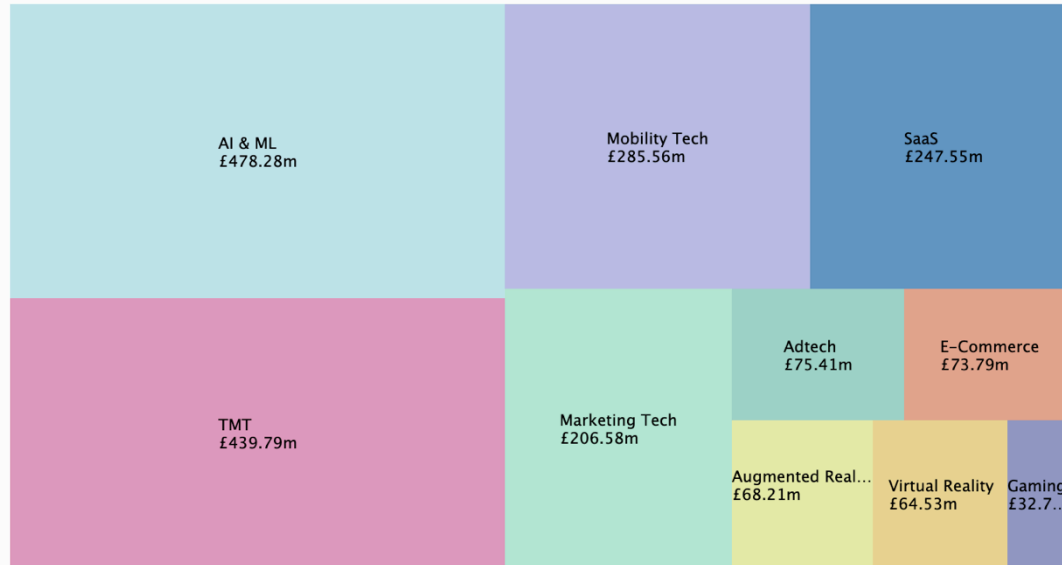
The West Midlands
One region, many worlds



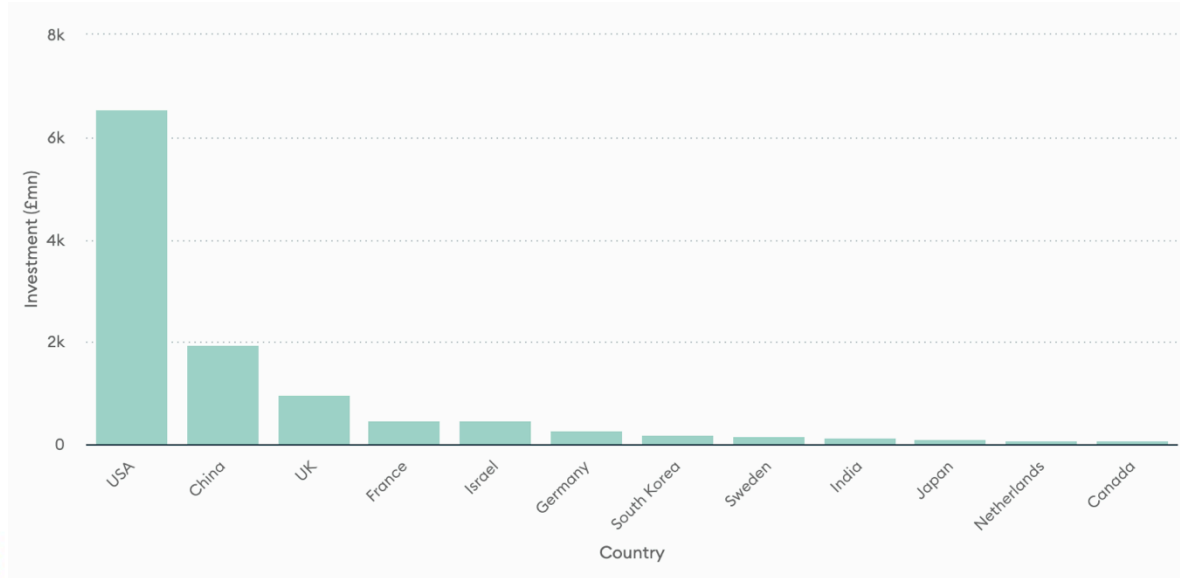
CreaTech is the interface between technology and creativity



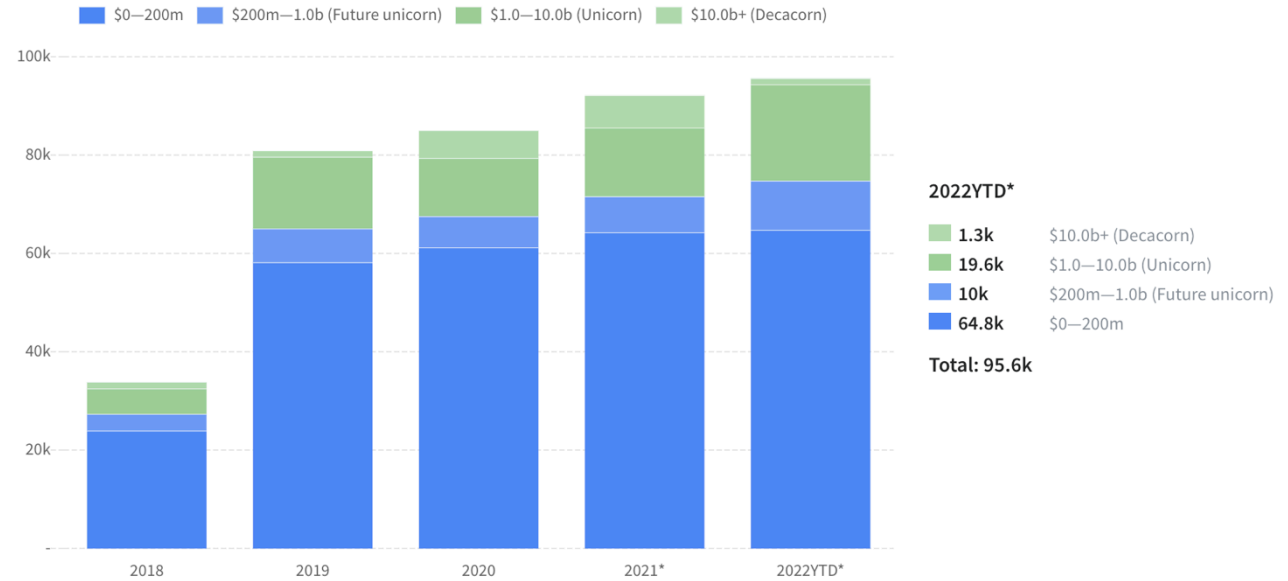
CreaTech spans areas of activity like AI and Machine learning, E-Commerce, and Gaming.



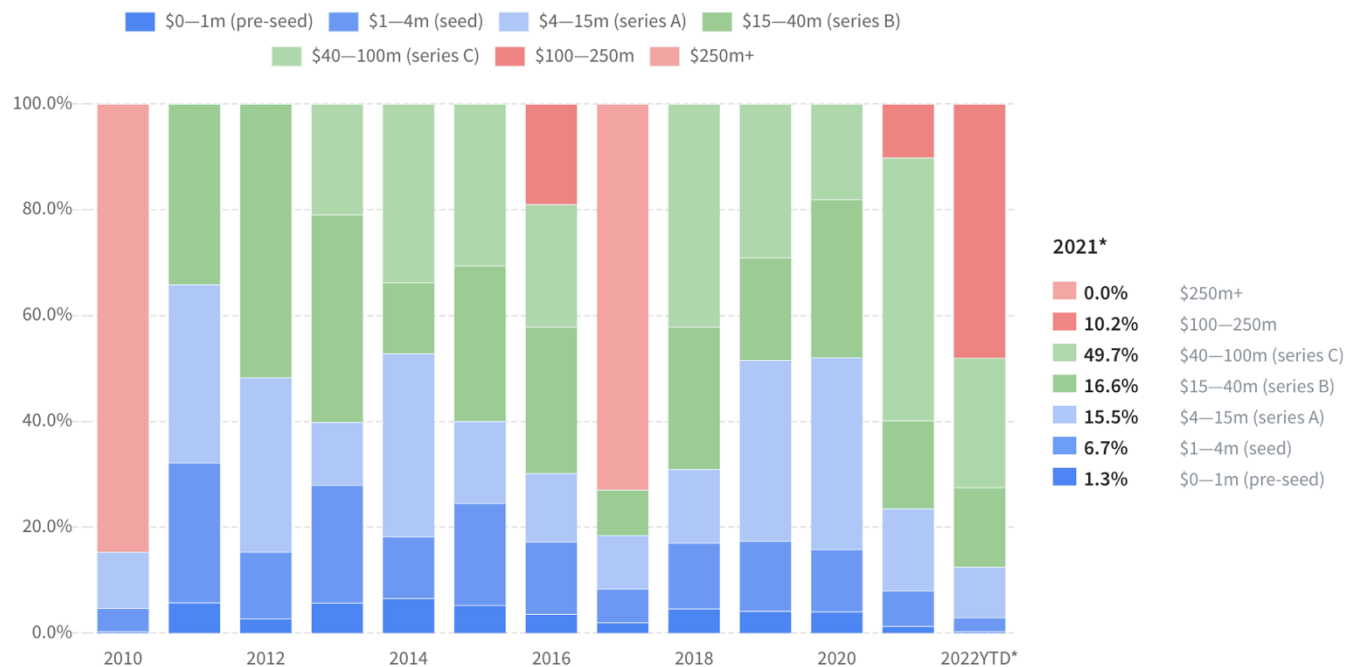
UK CreaTech investment was third globally behind the US and China in 2020, given trends, it is likely that the UK will move through the rankings in the next few years



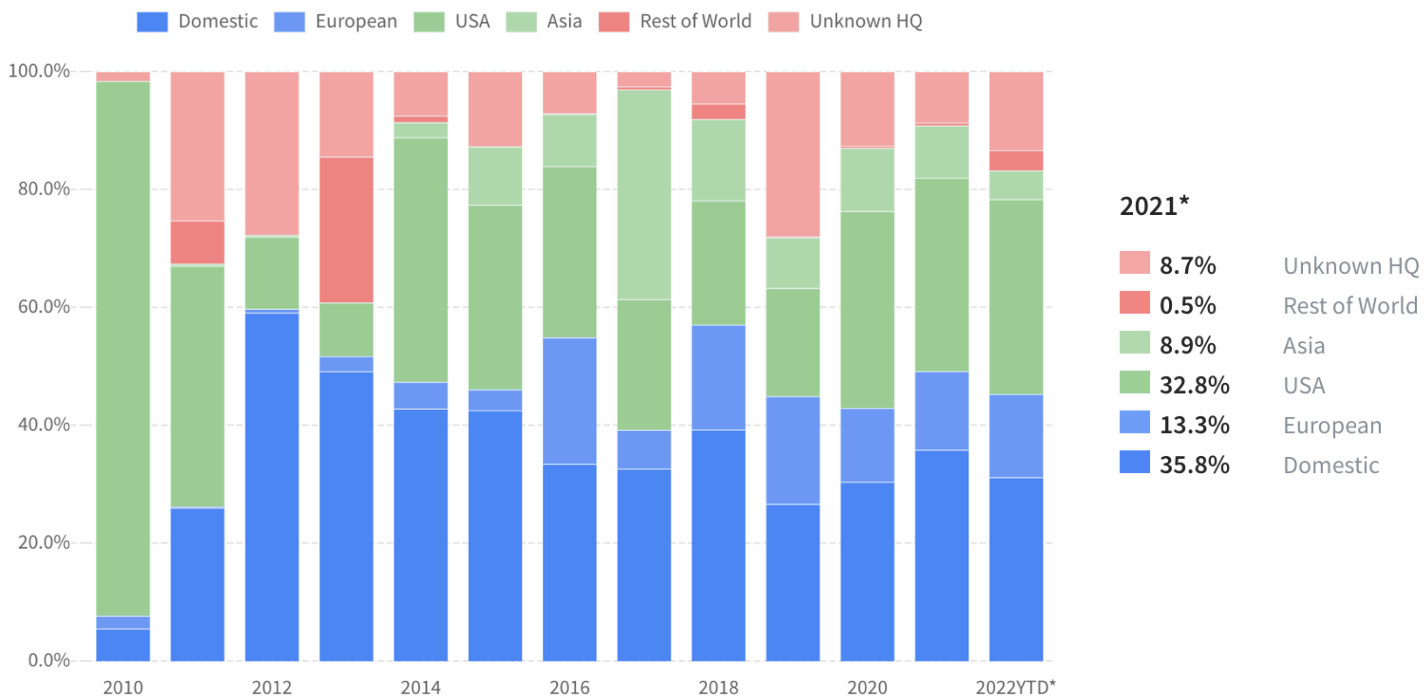
CreaTech employment has increased nearly 200% over the past 5 years from 33.9k in 2018 to 95k in 2022



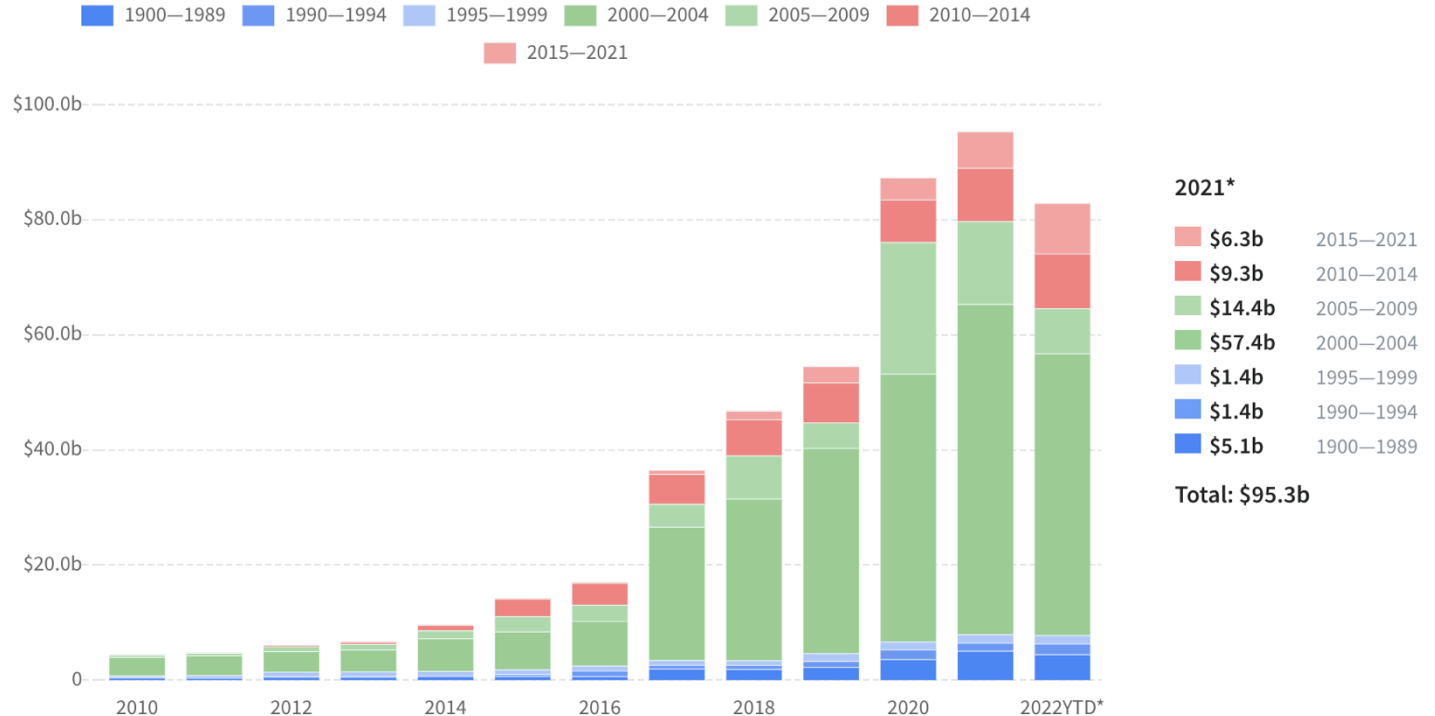
CreaTech investment exceeded \$1.2bn in 2021, and is on track for a record year in 2022, later stage rounds are expected to rise.



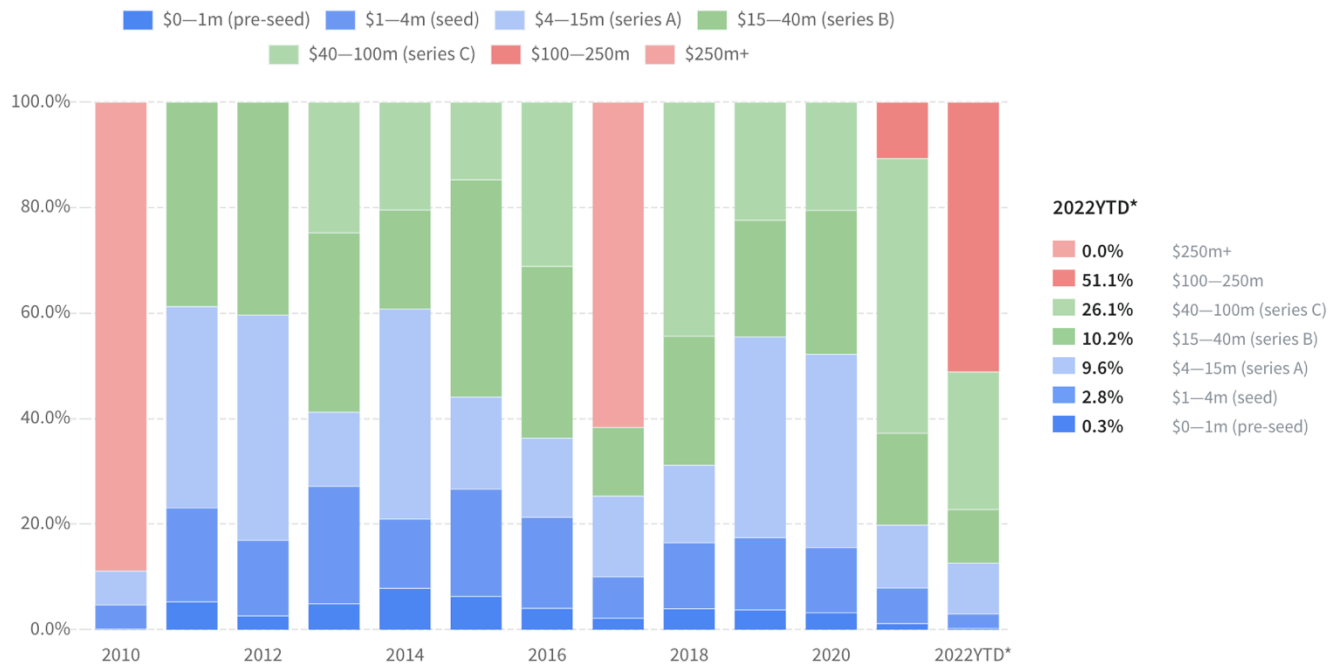
CreaTech companies continue to attract a higher proportion of domestic investment than tech as a whole, 36% in 2021 versus 26%



CreaTech companies were cumulatively valued at \$95.3bn in 2021; the value of the CreaTech ecosystem has increased by 161% since 2017



The UK CreaTech ecosystem is nascent, but steadily maturing. As a proportion of all investment, seed investment is becoming lower, and later stage rounds are starting to dominate.



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