

The “STYLEPODS” Offer

Market-driven, intelligent platform for
ICT innovative creative industries SMEs

23rd January 2014

STYLEPODS

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HORIZON 2020

STYLEPODS™ Overview

- Commercially operating marketplace and collaboration platform for the creative sectors.
- Only platform of its kind that supports:
 - SMEs operating in the creative sectors.
 - Currently catering for arts, fashion, interior design, jewellery, gifts and designer accessories.
 - Extendable to other sectors (e.g. digital advertising, music, theatre artists, architecture, etc) and service types (e.g. 3D, language translation apps, etc).
 - Capable of building & supporting global creative communities.
 - International trade of creative goods and digital products and services.
- Full launch in Q1, 2014.

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Provides Excellent Fit with H2020 Objectives

- The STYLEPODS platform is **already**:
 - Aligned with the objectives of the Call ICT-18-2014 and others.
 - Supporting and facilitating the growth of ICT innovative creative industries SMEs.
 - Highly cost-effective & sustainable.
 - Designed and developed in the EU without any public funding.

Can work for all Creative Sector Stakeholders

- Useable by private, public, not-for-profit, social enterprises, trade bodies and research entities to establish further new dimensions and initiatives in partnership with STYLEPODS.
- The platform can also be extended (build-on) and used to trial new approaches or ideas incubators within a live community of creative sector users.
- Hence, capable of augmenting proposals covering:
 - Innovation Actions
 - Coordination & Support Actions

Platform Highlights

- Built on Excellis' Web2i Commerce™ platform.
- Cloud-based – capable of being deployed in single tenant, multi-tenants (marketplace), or “white-label” configurations.
- End users have an optimal selection of commercial and social features.
- A whole “menu” of pods.
- Add-on upgrades and services (readily extendible and expandable in future, as required).

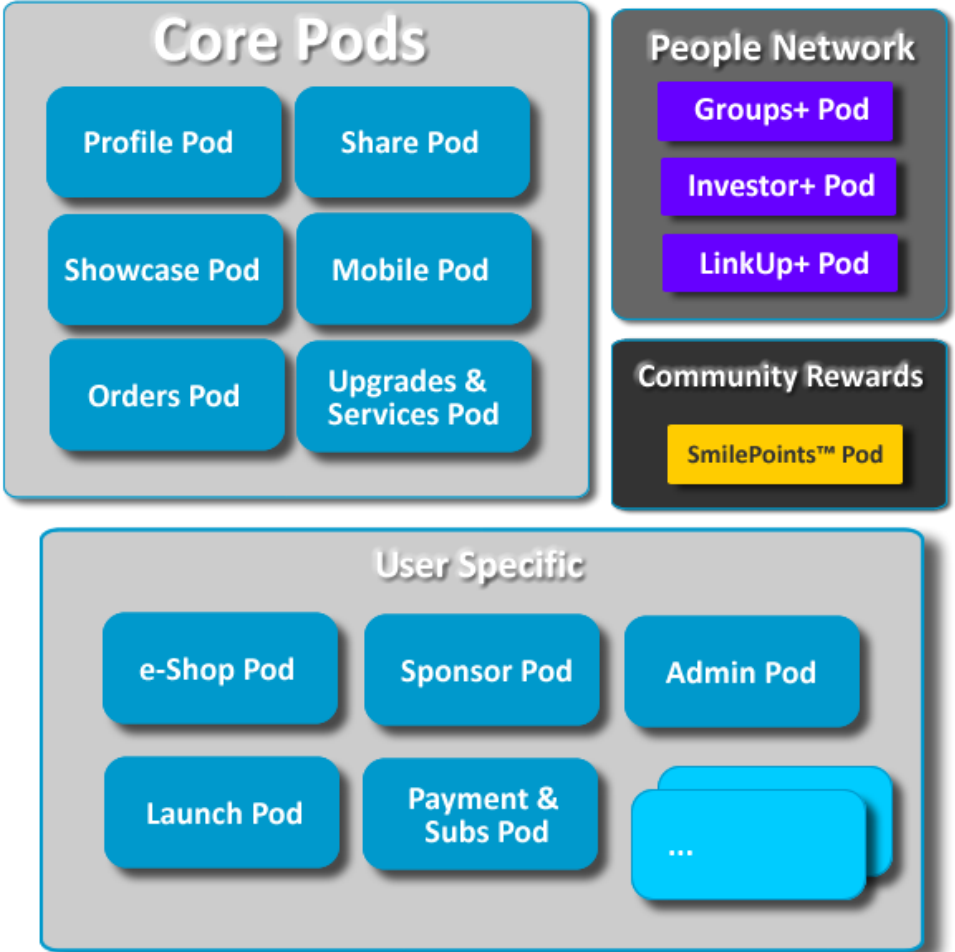
STYLEPODS Unique "Pod" Architecture
& Bottom-up Design Approach

The STYLEPODS platform's unique bottom-up design specifically caters for creative industries.

Each user account has a menu of pods depending on the type of user (e.g. Artist, designer, buyer, stylist, journalist, investor, etc.)

Users can pick and choose from the pods available to them.

The "pods" based architecture permits a very high degree of modularity, extensibility, scalability and end-user (needs driven) customisation.



* High level partial schematic

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Our Offer to H2020 Projects

- STYLEPODS can give a **head-start*** to H2020 projects that require or are aiming to:
 - Augment ICT innovation in creative industries SMEs.
 - Create synergies with creative sector entities.
 - Accelerate analysis, technical design, development & prototyping activities.
 - Establish and rapidly grow creative end-user communities.
 - Commercialisation & creative sector expertise.
 - Gain proactive support for dissemination activities & project impact multipliers.

** STYLEPODS is already commercially operational in the creative marketplace, with its unique state-of-the-art platform.*

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See and try it yourself

- Learn more:
 - Visit Stylepods.com. Sign-up or browse.
 - Read the article “How it works” at <https://stylepods.com/stylepods/share/4>
- Contact:
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