

ROCKET*foundry*

ideas in action

A NEW KIND OF CREATIVE COMPANY

**FUELLING INSPIRATION, INNOVATION,
AND IMPLEMENTATION**

ROCKET FOUNDRY IS A VENTURE STUDIO – A NEW VENTURE ADVENTURE – WHERE CONCEPTS GROW INTO COMPANIES AND PROJECTS TURN INTO PROFITS.

FROM PERSONALISED CHILDREN’S SPACES TO EDUCATION PLATFORMS, PUBLISHING VENTURES, ENTERPRISE TOOLS, AND COMMUNITY INITIATIVES,

ROCKET FOUNDRY, TURNING IDEAS INTO ACTION.

WHILE MILLION POUND VENTURES LIKE CAZOO AND BRITISHVOLT BURNED THROUGH VAST SUMS, WE BELIEVE IN SMART CAPITAL,

MODEST INVESTMENTS THAT DELIVER MEANINGFUL RETURNS.

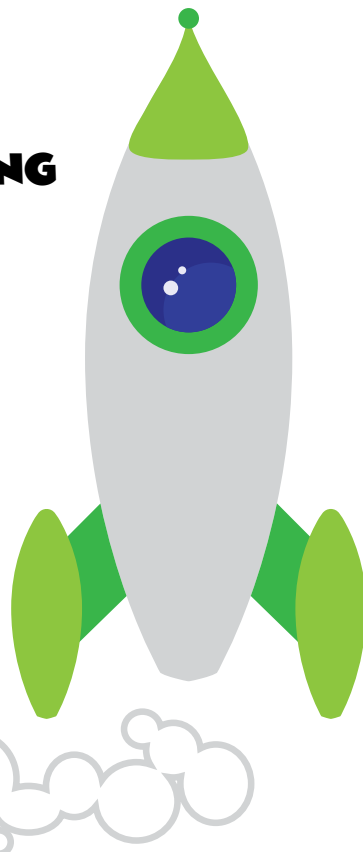
**JOIN US. LET’S LAUNCH SOMETHING EXTRAORDINARY...
...TOGETHER.**

ROCKET*foundry*
ideas in action

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TAKE TIME TO EXPLORE A SNAPSHOT OF OUR LATEST MISSIONS. HIGH-IMPACT VENTURES, AND SMART CAPITAL OPPORTUNITIES, FROM CONCEPTS TO COMMERCIAL REALITY. LAUNCHING TO THE FUTURE AND BEYOND.

FLIGHT PLAN. LINKS

ENTERPRISE ►

Enabling businesses to stay compliant, boost efficiency, strengthen social impact, and increase profitability.

EDUCATION ►

Educating, enlightening, and empowering young people. Innovators, not influencers.

CONSUMER ►

Smart products for everyone, everywhere – serving consumers of all nationalities with, innovative, ideas that enthral and excite.

PUBLISHING ►

Hard hitting, fun, accessible publications for adults and young people, offering enjoyable, entertaining topical content.

INNOVATION ►

Transforming social challenges and traditional industries through innovation, improvement, and future-ready solutions.

MARKETING ►

ABOUT US ►



In today's complex and competitive business environment, digital solutions are transforming how organisations operate and grow. From smarter recruitment and real-time stock management to data-driven DEI initiatives, technology is enabling companies to work smarter, hire more fairly, and build high-performing, inclusive workplaces.

The following innovative enterprise concepts show how these opportunities can be turned into practical solutions that drive growth and real-world impact.

SKILLSMATCH

Many companies have untapped skills hidden within their existing workforce. Employees may have talents, certifications, or experiences that aren't reflected in their current roles – whether it's coding knowledge, language fluency, leadership potential, or side-project experience.

- As businesses struggle to fill roles or re-skill staff for evolving needs, there's a major opportunity to discover and utilise these internal capabilities rather than hiring externally or engaging costly consultants.*
- Recruitment and staff retention cost UK companies an estimated £45–£65 billion annually (CIPD¹). With employee loyalty in decline, organisations face a constant churn of hiring and a struggle to retain staff.*

***SkillsMatch** is an internal talent app discovery platform designed for HR departments and team leads. It uses AI and self-assessment tools to map hidden or underutilised skills across a company's workforce.*

REVENUE POTENTIAL – £90M



GREENTRACK

***GreenTrack**, a simple, affordable carbon footprint tracker offers SME's a chance to cut costs, meet legal and statutory requirements, and boost competitiveness.*

REVENUE POTENTIAL – £4.5M

DEITRYING

*Businesses commit to diversity and inclusion but struggle to identify blind spots or measure real progress. **DEITrying** pinpoints gaps and provides actionable insights, creating a clear opportunity to turn intentions into measurable outcomes.*

REVENUE POTENTIAL – £5M

PARTNERSUP

***PartnersUP**, an easy-to-use app that connects nearby businesses, run joint promotions, and share services creating a strong opportunity to strengthen local economies and boost community loyalty.*

REVENUE POTENTIAL – £10 to 15M

SMARTstock

*With growing pressure on firms to reduce supply chain risk, cut lead times, and demonstrate sustainability, there is a clear opportunity for a real-time platform that connects businesses with nearby suppliers. **SmartStock** offers a real-time way to connect companies.*

REVENUE POTENTIAL – £20M

REUseIT

***ReUseIT**. A platform that enables internal redistribution and external donation creates clear opportunities for savings, sustainability, and stronger community partnerships.*

REVENUE POTENTIAL – £25M

SHOUTOUT!

***ShoutOut**. A platform that gives employees a safe, continuous voice while providing leaders with actionable insights offers a powerful opportunity to build healthier cultures, improve retention, and boost performance.*

REVENUE POTENTIAL – £9M



*UK critical industries even with substantial, business and government investment urgently need fresh young talent, yet social and mainstream media glamorise influencers and celebrities, making real careers seem dull and being successful and wealthy is easily attainable. Where as, online fame is fleeting and short. We want to show that having, and making a career in more traditional roles is just as, exciting and, if not more fulfilling. By using games, AI, social media and peer influence with real people in real jobs we can show how rewarding and relatable these careers are. **Inspiring a new generation of innovators — not influencers.***

AGRICULTURE

*The **UK agricultural industry** underpins food security, rural communities, and a £120 billion agri-food economy, yet faces an ageing workforce and acute skills shortages. With fewer than 3% of farmers under 35 and growing demand for tech-driven expertise, attracting young talent is critical to secure the future of sustainable, high-tech farming.*

REVENUE POTENTIAL – £12M

CONSTRUCTION

*The **UK Construction industry** is facing a huge labour shortage, especially post-Brexit. There's a lack of awareness about modern construction roles like digital planning, surveying, and modular design.*

REVENUE POTENTIAL – £16M

CREATIVE

*The **UK's creative sector** is globally respected, but access and awareness remain unequal – especially for those outside major cities. By exposing young minds to animation, game design, fashion, and film, we can nurture new voices and future-proof a thriving industry.*

REVENUE POTENTIAL – £8M

EDUCATION

*With rising pupil numbers and teacher shortages, especially in STEM subjects, **education** is a critical area for talent development. Helping students see the impact educators have – and how teaching connects with technology, creativity, and leadership– can inspire future teachers.*

REVENUE POTENTIAL – £10M

EDUCATION

CONSTRUCTION

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
BUILD BETTER
TOMORROW**

HOSPITALITY

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TO CREATE
EXPERIENCES
TOMORROW**

LOGISTICS

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TO NAVIGATE
TOMORROW**

HEALTHCARE

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TO CARE FOR
TOMORROW**

SUSTAINABILITY

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TO PRESERVE
TOMORROW**

INFORMATION
TECHNOLOGY

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TRANSFORM
TOMORROW**

FINANCE

**EDUCATE
ENLIGHTEN
EMPOWER**

**LEARN TODAY,
TO INVEST IN
TOMORROW**

EDUCATION

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AGRICULTURE

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**LEARN TODAY,
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MANUFACTURING
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**LEARN TODAY,
TO DESIGN
TOMORROW**



BACK TO LAUNCH PAD ►



The demand for personalised spaces and custom decor for children is booming, contributing to a global home-decor market exceeding £200 billion. With digital innovation, AI personalisation, and interactive experiences, we can create immersive, magical environments that captivate young people from Europe to Asia.

CHARACADOOR



FUN, THEMED DOORS FOR CHILDREN

Creating bespoke, themed doors and bedrooms for children – transforming everyday spaces into magical worlds. With over a £200 billion home décor market across the UK, Europe and Asia, **Characadoor** is uniquely placed to capture families seeking imaginative, unique design solutions.

TIERED PRODUCT RANGE

- **Tier 1: ‘Characadoor’** – customisable character-themed bedroom doors, reflecting a child’s interests and imagination. (Princess, pirate, astronaut, footballer, etc.).
- **Tier 2:** Matching themed beds and furniture (e.g., car-shaped bed, flight – control desk).
- **Tier 3:** Full-room kits – a fully engaging bedroom transformation.
- **Tier 4:** Digital, interactive add-ons.

REVENUE POTENTIAL

- **UK/Europe:** Tier 1, Tier 2 and Tier 3 – **£264M**
- **Asia:** Tier 1, Tier 2 and Tier 3 – **£428M**
- **UK/Europe/Asia:** Tier 4 – **£50M to £100M**



CLOCKS AWAY

Personalised themed clocks, time telling, story telling, birthday greetings, reminders and more. **ClocksAway** taps into multiple growing markets.

Personalised children's products – increasingly popular in the UK, Europe and Asia, as parents seek unique items that reflect their child's personality.

Supports STEM education and learning tools – analogue clocks reinforce time-telling skills, which remain a part of primary curriculum globally, especially in Asia and the UK.

REVENUE MODEL

1. Direct-to-Consumer (D2C)

- Via branded website and online marketplaces.
- **Price point:** £350 per clock (premium, crafted product).

2. Custom Commissions & Limited Editions

- Seasonal or themed drops (e.g., Olympic sports, endangered animals).
- Celebrity/influencers for marketing traction.

3. Retail & Wholesale Partnerships

- High-end children's shops and department stores.
- Interior design firms specialising in kids' spaces.

4. Licensing and Franchising

- Licensing characters, themes, or IP (e.g., popular cartoons, cultural icons).
- Franchising model for international markets (starting with Japan, South Korea, and Singapore).

REVENUE POTENTIAL

- **UK** (£350 per unit x 10,000 – **£3.5M per annum**)
- **Asia** (x25K–50K) – **£8.75M – £17.5M**



4EVER M♥RE

In an era of fragmented digital footprints – spread across social platforms, cloud drives, and aging devices – there’s no central, secure, or enduring digital space where a person’s life story can be meaningfully preserved and shared across generations.

4everMore is a lifelong digital domain and curated memory time-line created from birth. Each site includes:

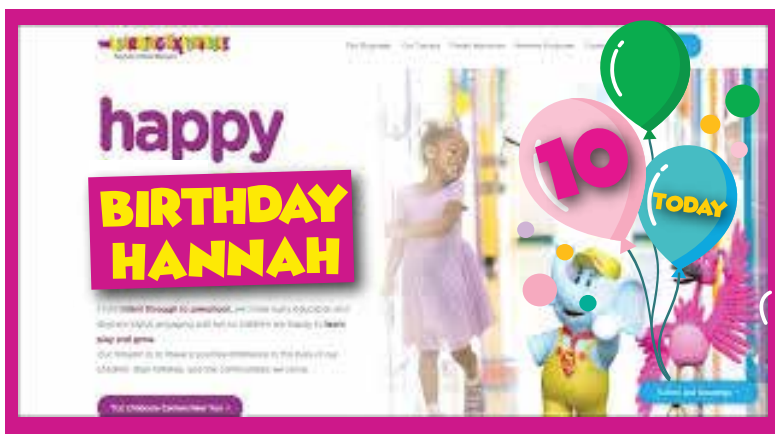
- A personalised domain (e.g. amelia.jones010125.uk) – Long-term hosting and backup.
- A time-line view, growing with the individual.
- Controlled contribution: Family, friends, teachers, mentors.
- Optional legacy handover to the individual upon adulthood.

REVENUE MODEL

- **Primary:** New parents (600,000 births per year in the UK).
- **Secondary:** Grandparents, godparents, and extended family as co-contributors or gift purchasers.
- **Thirdly:** Adult users building retrospectives, educators or institutions offering digital memory packages.

REVENUE POTENTIAL

- **UK** (£500 per site x 50,000 (5%) – **£15M per annum**
- **US** (£500 per site x 37,000 (1%) – **£18.5M per annum**



With public trust in institutions and politicians at historic lows — and with our own history increasingly marginalised — there is a unique opportunity to revive bold, illustrated, “Marvel-style” critiques that inform, entertain, and re-engage readers. Just as classic titles like *Victor and Hotspur* once captivated millions, and as the modern *Ladybird Books* revival generated more than £30 million in sales, the appetite for intelligent, visually driven storytelling is stronger than ever.



MONARLARKY

Monarlarky – The Crown, the Cash, the Cover-Ups, With growing public scepticism, less deference, and rising questions about the monarchy’s value, there is strong appetite for bold, satirical non-fiction that applies real scrutiny to how the Crown has sustained influence and amassed fortunes for centuries.

REVENUE POTENTIAL: £4M TO 7M



The VATICON Files

Amid declining church attendance and rising demands for accountability, there is strong appetite for a bold, investigative publication – vibrantly illustrated in black and white – that exposes how faith, finance, and power intertwine behind closed doors.

REVENUE POTENTIAL: £8M TO 10M

Power Privilege



There is a resurgent appetite in the UK for hard-hitting, investigative, and culturally reflective storytelling – particularly when it challenges entrenched institutions. Public sentiment is increasingly critical of opaque power structures, and the Church of England (CoE) sits at a unique and under-scrutinized interaction of religion, wealth, and politics.

REVENUE POTENTIAL: £3M TO 5M





REEDIT AND WEEP

Charting 50 years of British political failure with the drama of a graphic novel and the insight of a historian. Through striking art, sharp commentary, and interactive diary pages, it shows how we got sadly where we are – and invites readers to add their own story and experience.

REVENUE POTENTIAL: £6.5M TO 8M



Britain's character was forged through courage, sacrifice, and daring deeds. Yet too many of these stories are being forgotten – erased from our streets, our monuments, and our collective memory. During the sixties and early seventies, Victor and Hotspur comics sold 500,000 copies weekly – proving mass appetite for heroic storytelling. Today, there is both a cultural necessity (as surveys show most Britons feel their history and culture are under threat) and a market opportunity with a series of collectible inspiring publications to revive this genre.

REVENUE POTENTIAL: £15M TO 25M



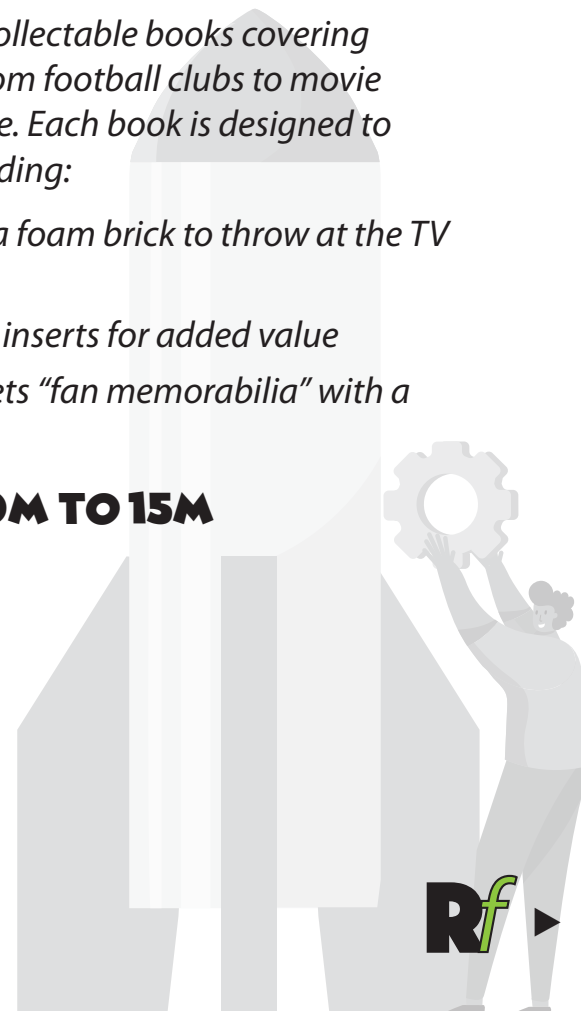
Ü WANT TO KNOW?

A series of illustrated, hardback A4 collectable books covering broad-interest and niche topics – from football clubs to movie genres, racing, pop culture, and more. Each book is designed to entertain, inform, and engage, including:

- Quirky novelty pop-ups (e.g., a foam brick to throw at the TV during a football match)
- Brand-sponsored vouchers or inserts for added value

Think “Guinness World Records” meets “fan memorabilia” with a novelty twist.

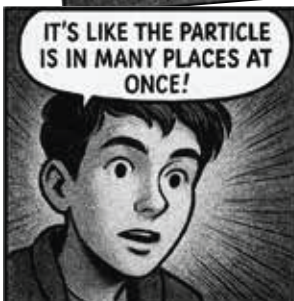
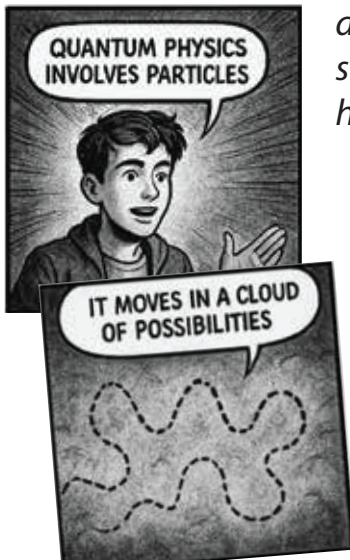
REVENUE POTENTIAL: £10M TO 15M



KIDUCATIONAL

There is a significant gap in the market for fun, accessible, premium-quality educational content that explains complex topics to children aged 8–14. Both parents and teachers increasingly seek engaging alternatives to dense, textbook-style materials that fail to capture children's imagination or curiosity.

The success of retro re-issues like the Ladybird Books for Grown-Ups (over £30 million revenue) demonstrates a strong appetite for distinctive, well-branded, illustrated books with a fresh take on serious subjects. Kiducational leverages this insight for a younger, highly neglected audience.



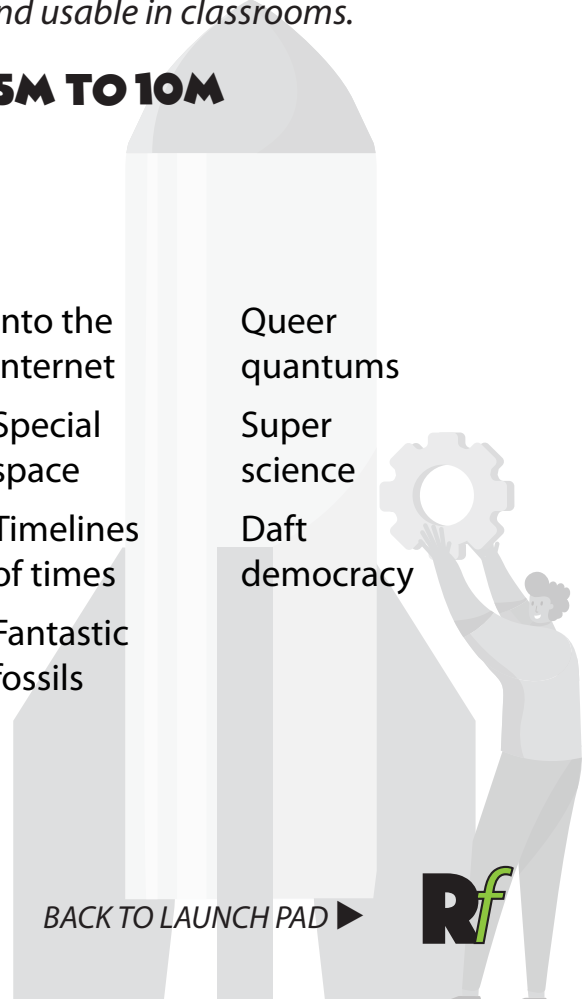
- A series of approximately 30 premium A4 hardback comic-style books (think: Horrible Histories meets Scientific American) titled Kiducational books – Big Ideas, Small Words. Each book tackles a complex, important topic—e.g. **Quantum Physics, Climate Change, The Internet & AI, The Human Brain, Money & Debt, Democracy** – through smart storytelling, visual humour, and rich, accessible illustrations.

- All content is written by subject experts and adapted by children's writers and illustrators. The visual language is graphic-novel inspired, with simplified but accurate explanations tailored for independent readers aged 8–14 and usable in classrooms.

REVENUE POTENTIAL: £8.5M TO 10M

TOPICAL TITLES

- | | | | |
|-----------------------|---------------------|--------------------|----------------|
| Amazing animals | Marvellous machines | Into the internet | Queer quantum |
| Prehistoric partytime | Deep sea stuff | Special space | Super science |
| Crazy cartoons | Super solar system | Timelines of times | Daft democracy |
| Incredible inventors | Fantastic forces | Fantastic fossils | |



LovinLocal

more than a home

The UK estate agency sector is overdue for a meaningful transformation.

While Purplebricks and other online models changed how homes are sold, they didn't change why people move. Property marketing still focuses on square footage, not quality of life.

Buyers now search YouTube, TikTok, and Google for real insight into schools, hospitals, restaurants, commuting, and communities before they even contact an agent.

Local councils, developers, and businesses all want to showcase their areas but lack a unifying, engaging platform.

LovinLocal bridges that gap – an estate agency and digital platform that combines property listings with curated local offers, guides, and community connections:

1. KEY MARKET DRIVERS

- **Lifestyle-led buying:** 72% of movers prioritise amenities and community over property features.
- **Digital-first discovery:** 90% of buyers research locations online before contacting an agent.
- **Local business alignment:** Post-pandemic, over 60% of consumers prefer to support local independents.
- **Content engagement:** Video marketing drives 400% higher interaction in property and tourism.



**PURPLEBRICKS
DISRUPTED FEES,
NOT THE BUYING
EXPERIENCE**

lifestyle context: schools, cafés, parks, restaurants, transport, and social opportunities.

• Buyers see the full value of moving to a neighbourhood, not just the house.

- **Untapped regional promotion:** Councils and tourism boards spend millions annually with limited impact on property marketing.

2 VALUE PROPOSITION

- **Homes presented with**



• **Innovative Valuations**

- **AI + Big Data:** Prices based on sales history, local amenities, and lifestyle factors.
- **Lifestyle-Adjusted Scores:** Amenities, schools, parks, and social opportunities influence valuation.
- **Predictive Insights:** Future value projections based on local development and infrastructure.
- **Hybrid Human + AI:** Combines expert judgment with algorithmic analysis for credibility.
- **Interactive Tools:** Buyers can adjust factors (distance to schools, nightlife, parks) for personalised pricing.
- **Community Input:** Residents' feedback contributes to a "Neighbourhood Quality Index."

• **Media-Led Discovery**

- YouTube, TikTok, and social content featuring towns, villages, schools, restaurants, hospitals, and transport links.
- Sponsored features for councils, developers, universities, and tourism boards.

• **Local Offers & Welcome Pack**

- Digital welcome packages with exclusive local deals.
- Encourages new resident integration and drives local business revenue.

• **HAMPSHIRE LAUNCH**

- **Pilot Region:** Hampshire, UK – high-value, lifestyle-driven property market.

• **REVENUE POTENTIAL**

- Hampshire: **Year 1, £3.8 – £4.0 million**



GO TO MARKET STRATEGY

1. Core Principles

- **Use data to guide decisions:** track what works, test ideas, and improve campaigns over time.
- **Reach people in different ways:** online, in-person, and through partners.
- **Keep the brand consistent:** Rocket Foundry feels unified, while each venture has its own look and message.

2. Sector Marketing – Education

Goal:

- Inspire and enthuse young people to explore careers in key UK industries.

Approach:

- Curriculum-linked content for seamless school integration.
- Social-first campaigns (TikTok, YouTube, Insta) featuring real young role models in STEM, construction, healthcare, IT, and more.
- Experiential, quirky activations: pop-up labs, VR/AR tasters, challenges, and competitions.
- Partnerships with STEM hubs, charities, and youth organisations to amplify reach and credibility.

Consumer

Goal:

- Build awareness, excitement, and trust among parents in the UK and Asia.

Approach:

- Story-driven social content showcasing products in real family life.
- Collaborations with authentic parent-creators and design-focused influencers.
- Sampling, pop-ups, and retail activations: trials, limited editions, and experiential events.
- Bold, off-the-wall ideas: celebrity door drops, giant clocks, home makeovers, travelling design vans, and kids' maker labs.

Publishing

Goal:

Grow audiences for books, stories, characters, enlighten and inform

Approach:

- Partnerships with complementary organisations and individuals.
- Cross-promotion of themed titles with digital extra, social media, newsletters, interactive content, and live/virtual events.
- Collaborations with authors, illustrators, educators, and cultural voices who embrace wit, satire, and critique.

- *Nostalgia and hard-hitting campaigns: retro covers, cheeky social commentary, mini comic-strips, and shareable storytelling.*

Business

Goal:

- *Build awareness, trust, and adoption among small businesses while highlighting efficiency and profitability.*

Approach:

- *Social-first campaigns and influencer collaborations showing apps in action through short videos, reels, and case studies.*
- *Live online demos, interactive webinars, and “try before you buy” experiences to showcase real-world impact.*
- *Highlight success stories: real-time metrics, business transformations, and customer testimonials.*
- *Partner with trade bodies, local networks, and business events to amplify reach and credibility.*
- *Targeted B2B outreach using email, LinkedIn, and webinars.*
- *Attend trade shows and sector-specific events.*

Note on Strategy Development

This is a broad-brush approach - a high-level outline of goals and marketing angles across sectors. We will refine and target these strategies more precisely through in-depth research, audience analysis, testing, and feedback to ensure maximum relevance, engagement, and impact.



ABOUT US



Jenni



Adrian

Rocket Foundry is a venture creation studio founded by Jenni and Adrian Boxall to originate, develop, and scale commercially viable ideas. Built on more than a decade of award-winning creative delivery through 360 Create, **Rocket Foundry** represents a strategic shift from client services to venture production and ownership.

They both bring a proven track record working with blue-chip organisations and public bodies including Sky, IBM, Homebase, The Crown Estate, the Port of London Authority, 3M, and Parkinson's UK. Past work spans brand transformation, digital platforms, educational technology, and mission-critical applications.

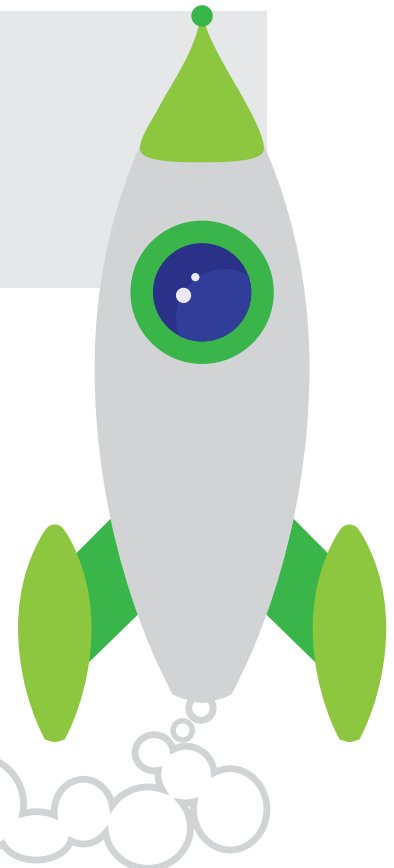
Jenni Boxall is a first-class Visual Communications graduate, D&AD typography award winner, and brand identity specialist with agency experience at Luxor Cara and Enterprise IG. Adrian Boxall brings over 30 years of senior creative leadership, including large-scale re-branding and enterprise communications programmes.

Rocket Foundry combines strategic thinking, design excellence, and execution capability to create, validate, and launch original ventures, targeting scalable markets with clear routes to revenue and exit.

Established personal and business networks in Hong Kong and China, with native Cantonese and Mandarin capability for effective local engagement.

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