

Big Bit Ltd

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Mobile Gaming Business to Race Ahead with Extra Funding

A Brighton business which produces games for mobile phones and other devices is set to grow with help from the Coast to Capital Funding Escalator.

Big Bit Ltd has been designing and developing high quality games from its base at Sussex Innovation Centre (SINC) since 2011. It has been doing this on behalf of some of the world's largest games companies, including Disney, Nintendo and Activision – producer of games such as Call of Duty and the Tony Hawks skateboarding series.

On the back of its extensive experience and the success gained over the past three years, Big Bit has now shifted its focus towards producing and distributing its own titles directly to gamers. This huge market, currently consisting of over 1 billion gamers worldwide, continues to grow at a rapid pace and mobile gaming alone is expected to be worth around \$60 billion by 2017.

Big Bit Director, Ian Monaghan says: "The ease with which pretty much anyone can now create an app means that, although the mobile gaming market is vast, for a new title to achieve real success the execution of the idea must be exceptional. We produce games that have a superior quality, not only in the way they look and respond to the gamer on mobile devices, but also in the back-end tools we use to analyse, de-bug and create an overall enhanced gaming experience for the user."

To fully maximise its growth and accelerate the distribution of its first title, Race Team Manager, Big Bit has been successful in securing a £200,000 Expansion Loan from the Coast to Capital Funding Escalator. This will see the company more than double in size over the next two years, from its current 15 staff, to 37 by the end of 2016.

Richard Holmes, Fund Manager at The FSE Group which manages the Funding Escalator on behalf of the Coast to Capital Local Enterprise Partnership (LEP), comments: "To date Big Bit has built up an impressive list of gaming industry customers based on its reputation for technical expertise, innovative problem solving and product quality. But it is the move to creating its own games that will provide a platform for real scalability. We are delighted to be supporting Big Bit on its journey towards becoming a major developer and publisher of mobile gaming titles."

The Coast to Capital Funding Escalator is a £5million initiative funded by Coast to Capital LEP. The escalator, which includes an expansion loan scheme and a growth equity fund, provides eligible companies with loans and equity funding between £50,000 and £200,000 for activities that will deliver high-growth and employment opportunities.

For more information about the Coast to Capital Funding Escalator please visit <http://www.thefsegroupp.com/coast-capital-funding-escalator> or contact Martin Coomber at martin.coomber@thefsegroupp.com tel: 01276 608525.