

# CASE STUDY

# Business Start Up

Business Startup Community (BSC) is part of the Prysm Group based in Bristol. Its aim is to empower, inform and encourage entrepreneurs in their journey to business success. BSC required an eye-catching powerpoint presentation to be shown at the Peter Jones (Dragons' Den) stand at the Business Start Up Exhibition, Olympia introducing prospective members to their services.

Ichikoo designed a Flash-based film based on a 3D electronic network chip with incidental sounds to suggest connectivity between members. Limiting text to salient points only and animating simple graphics to maintain viewers' interest, BSC services were effectively transmitted to over 11,000 members over the 2 day event and was subsequently used on the BSC website.



**"Ichikoo really brought the BSC to life with a stylish and creative presentation that didn't lose the gravitas of what we needed to get across."**

**Katie Moore (Managing Director)**

presentations

