Who are Kino-mo?
Kino-mo (previously Old Bond) is a joint venture between Artsiom Stavenka (PhD Politics, UCL) and Kiryl Chykey (Oxford PhD Machine Learning & Medical Imaging), incorporated in 2011. Together they developed an exciting and innovative technology that brings holograms to the mass market. Holograms are amazing but still rare, yet Kiryl and Artsiom have developed a portfolio of unique high tech devices that revolutionize visual technologies. This ‘disruptive solution’ uses 3D videos and images on bicycle wheels to create a breakthrough in international outdoor advertising. It creates 3D images and videos to appear floating in the air, at a cheaper cost than anything similar on the market. It has to be seen to be believed!

In 2012, Kiryl and Art took part in the BBC hit show ‘Dragons’ Den’ where after an impressive presentation and two hour grilling, they were offered a deal from three dragons for a 40% stake in the business. Both Kiryl and Art felt they didn’t want to give away such a large stake in the company and made the brave decision to turn down the Dragons’ offer. The show gave them excellent publicity and credibility, which they capitalised on. They have been quick to land some impressive clients including Samsung, General Electric and Intel.

How did UCL help?
Whilst working towards a PhD at UCL, Art became aware of the wide range of business opportunities offered by UCL Advances. Kino-mo entered the UCL Bright Ideas Award and won £7,500. Bright Ideas aims to bridge the gap between new university companies looking for their first round of funding. The competition was only the beginning of their involvement with UCL Advances. UCL Advances helped promote Kino-mo with a professional video production company and the competition prize helped with the payment. UCL Advances also provided them with free office space in the Student Business Hatchery.

Kiry and Art were mentored by UCL Student Business Advisor Lillian Shapiro who provided advice, guidance and encouragement to students starting and running their own business. Kino-mo has also received ongoing support from Tim Barnes, Director of UCL Advances.

“The mentors and teams really know about your business which makes their help even more valuable,” says Kiryl.

“I have been on many masterclass courses and/or business mentoring programmes, but where UCL’s approach is very different is they are the only ones who take a practical approach, not just theoretical. They look at the business in its entirety and put practical steps in place.”

A dazzling future
In 2015, Kino-mo was a winner in the Virgin Business Pitch to Rich competition, beating 2408 entrants to win the Start-Up category, chosen by Richard Branson and a team of judges. With this huge win in the bag, including a £150,000 marketing campaign plus mentoring from Virgin, the company is set to scale new heights in the future – so expect to see lots more holograms floating in mid-air around you!
About UCL

UCL is one of the world’s leading multidisciplinary universities, with 12,000 staff and 38,000 students from 150 different countries. Founded in 1826 in the heart of London UCL was the first university in England to open up education to all on equal terms. Today the university’s outstanding research and innovative teaching drive entrepreneurial solutions to the world’s major problems.

UCL is consistently ranked among the world’s top universities.

www.ucl.ac.uk

About UCL Advances

UCL Advances, UCL’s centre for entrepreneurship, helps anyone who wants to learn about, start or grow a business. Its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

About Student Engagement

UCL does more to help students learn about, start or grow a business than any other UK university, giving them the critical skills to get a job or start their own venture. UCL Advances offers a whole programme of support – taking them through their entrepreneurial journey. This includes access to training, mentoring, one-to-one business advice from our in-house advisors, access to loans and grant funding, placements and the use of our Hatchery space.

A few of the activities are detailed below:

• **The Student Business Advisers** can provide students (undergraduate and postgraduate) and recent alumni with support to start, build and grow their businesses. Their advice is impartial, confidential and practical – they’re known for no nonsense, pragmatic guidance that fully takes their personal aspirations and goals into account.

• **The UCL Bright Ideas Awards** aim to help bridge the gap that many new companies find themselves in when they search for their first funding. The winners of these awards will share up to a total of £50,000 in funding that will be offered as a loan to help get their businesses up and running. Specifically, it is hoped that the money will allow the winners to reach the next crucial milestone in their development, whether that be the first prototype or support for landing the first customer.

www.ucl.ac.uk/advances/students