



# READ AFTERCLOUD's STORY



## A BIT ABOUT AFTER CLOUD

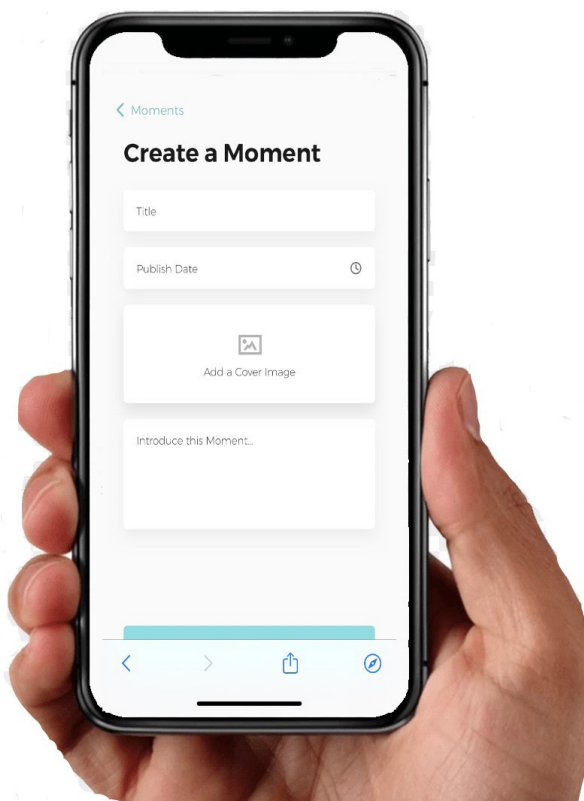
After Cloud is a purposeful business for social good. Their flagship app, 'After Cloud Moments' allows you to create a digital memory box – within the end of life and palliative care space – where you can preserve family history, relay important information to family and friends or create your daily journal.

Since launch in July 2020, founder Darren Evans has been working to develop the After Cloud app even further, as well as creating new, exciting apps which are targeted at different demographics.

Darren explains "Our new app 'Timelines' gives you the ability to build a chronological representation of your life story, it's targeted at everyone. And more recently, we've been working on a pilot version of an app called 'Journals' which is mostly targeted at Children in the residential care sector. It's really exciting to be moving into different verticals with our apps by empowering users with digital technology and positively assisting with their mental health and wellbeing".

## BUILDING A GREAT RELATIONSHIP WITH OXLEP

Darren's relationship with OxLEP started in 2020 when he engaged with the ISfB and eScalate business support programmes. "The support from OxLEP has been exceptional throughout. The ISfB 'Go Create' grant helped us create our first prototype. Then when we were ready to create our first commercial product, we applied and moved across to the eScalate programme for further support. The OxLEP team have been so fantastic, their one-to-one support and webinars are brilliant and offer so much value, I highly recommend them, not only for start-ups but for established businesses also."



**European Union**  
European Regional  
Development Fund



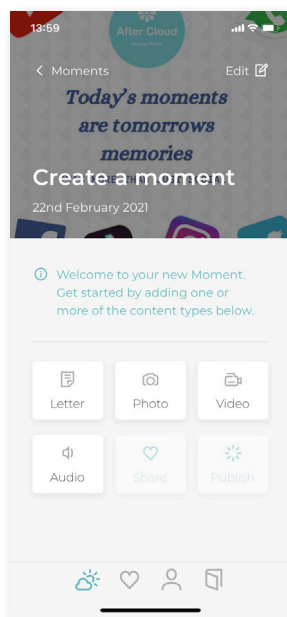
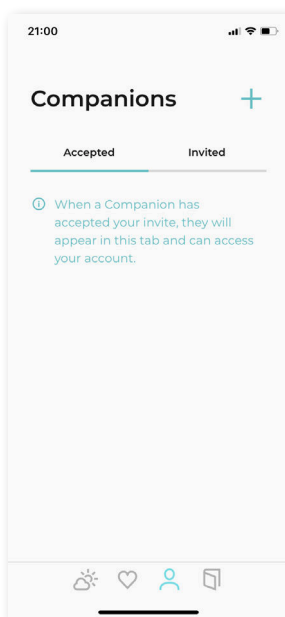
## PITCHING UP!

As a growing business looking to scale-up and gain external investment, After Cloud were invited to take part in OxLEP's Pitch to the Panel – an event that gives businesses the opportunity to meet and pitch to a group of Oxfordshire based investors.

Darren was delighted to be given this opportunity "I was keen to continue my relationship with OxLEP and stay in the process. This is when I was offered the brilliant opportunity to take part in their 'Pitch to the Panel' event."

"As we're entering this exciting new phase in the business, we're always on the lookout for additional investment to help us develop our new apps further and allow us to grow our team. Pitch to the Panel sounded like a great concept. It gave us a focus to prepare a refined investment pitch and sell our concept to a panel of investors."

**"I've learnt a lot from the investors feedback, which was wholly positive, ensuring we will be in an even stronger position to pitch again in the future. I'm also looking forward to further opportunities with OxLEP as we continue to grow."**



Darren expresses that without OxLEP's support in the event preparation it would have been much more challenging to present. "OxLEP were pivotal in our preparation, they helped us with our pitch decks and offered feedback for different iterations, which was great. It meant we could pitch with much more confidence."

Reflecting on the Pitch to the Panel event, Darren tells us "It was a really well organised event, which must have been challenging in a virtual environment. And overall, the process of pitching for was very beneficial. I think for any growing business it would be beneficial to do that time and time again and learn from each experience. I've learnt a lot from the investors feedback, which was wholly positive, ensuring we will be in an even stronger position to pitch again in the future. I'm also looking forward to further opportunities with OxLEP as we continue to grow."



**For more information on After Cloud please visit [aftercloud.co.uk](https://aftercloud.co.uk)**

**Find out more about OxLEP's eScalate programme:**

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