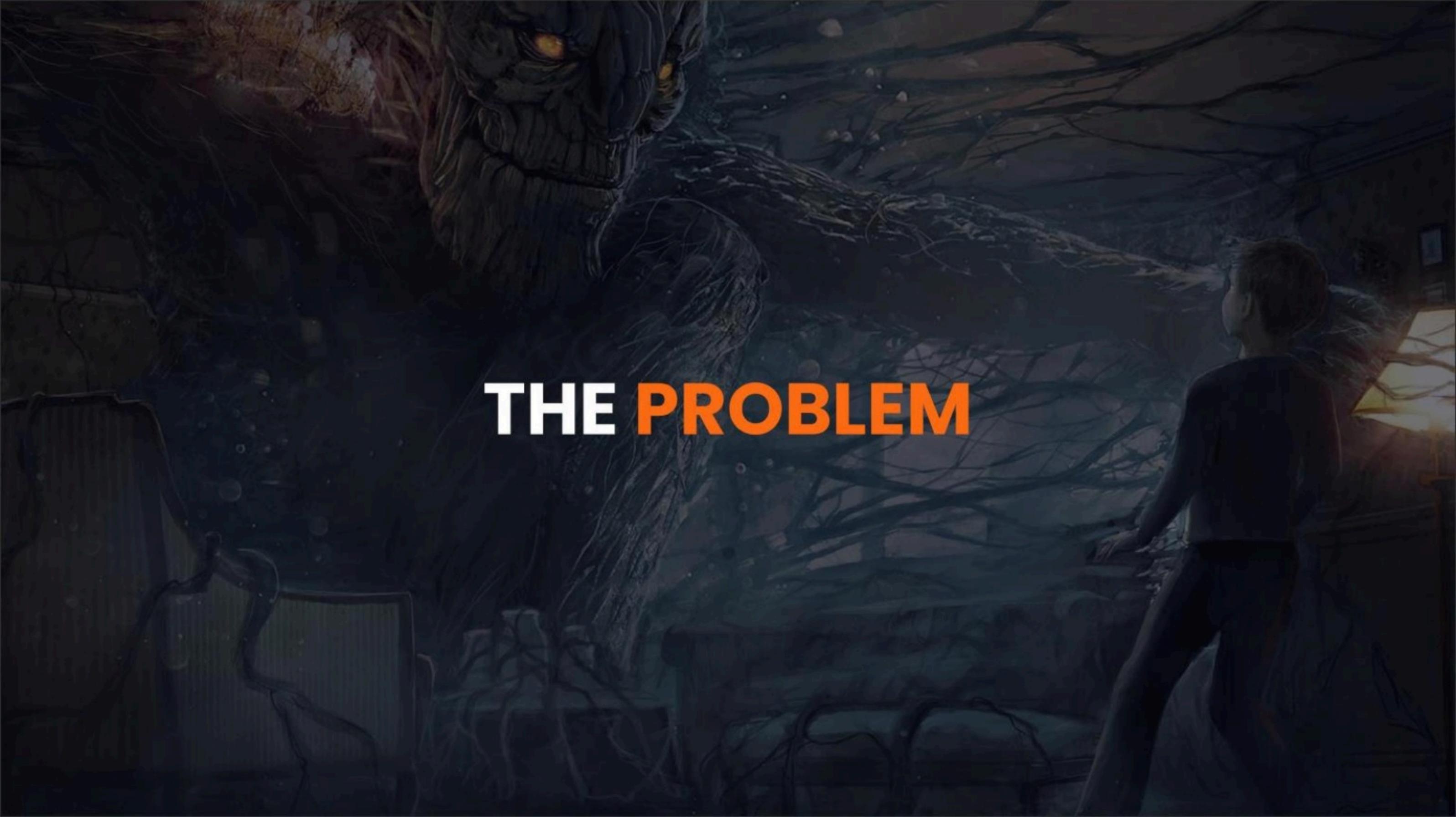


# CG HERO



A dark, atmospheric scene. In the foreground, a person is seen from behind, looking towards a large, menacing figure. The figure has glowing yellow eyes and a dark, textured body. The background is filled with dark, tangled branches or roots, creating a sense of a dense, dark forest or cave. The overall mood is ominous and mysterious.

# THE PROBLEM



# Creative studios need **vast armies** of talent.

The industry is facing major supply & demand issues.

## SUPPLY

- The complexity and scale of projects requiring CGI, 3D, and VFX has grown at a staggering pace, leaving a huge supply problem.
- Small studios cannot afford to employ the number of creators with the diverse skill sets required to compete.

## DEMAND

- Production companies need a flexible, affordable and fast solution to their production needs.
- There are thousands of artists worldwide that can be accessed but their availability, skills and experience are unknown.

A futuristic, dark blue and grey vehicle with a person standing next to it in a dark, industrial setting. The vehicle has a sleek, aerodynamic design with various panels and lights. A person in dark clothing is standing next to the vehicle, looking towards it. The background is dark and industrial, with some structures and lights visible. The overall atmosphere is mysterious and high-tech.

# THE SOLUTION

# CGHERO

The collaborative talent platform  
for CGI, 3D, and VFX production.

**5,500** Industry Heroes

**400** Studio Clients

**1,000** Productions

Our aim is to become the platform of choice for  
sourcing production ready industry talent.

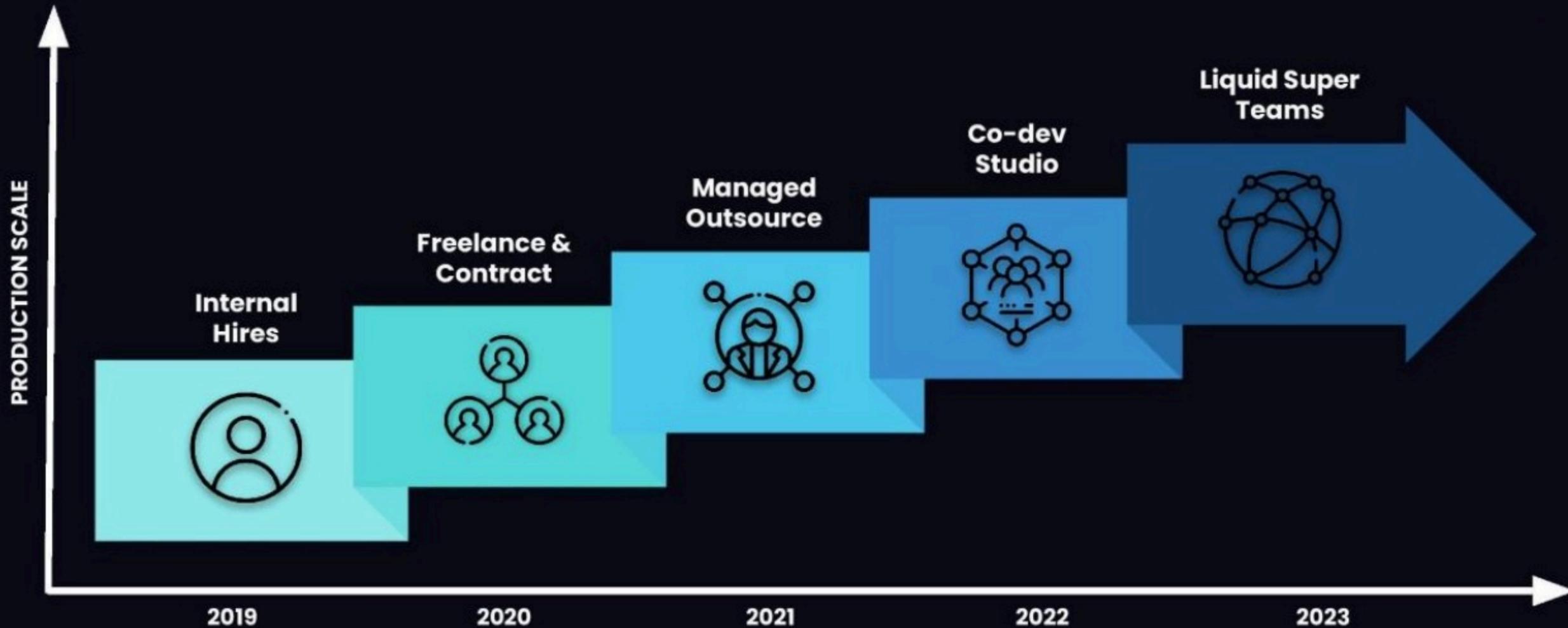




Industry collaboration on a worldwide scale from over **5,500 industry Heroes** across 100 countries.

# Scale for any production.

The platform enables studios to extend their capabilities and meet the scale demands of any size production. From sourcing individual local Heroes to building an entirely distributed global super team.



# Powering up studio teams.

We have worked with over 400 leading agencies, studios, and publishers to scale up their production workforce.





# THE MARKET

PLANK

# Operating in a high growth, \$270bn global studio market.

Gaming



\$2.1bn

Architecture



\$0.3bn

TV & Film



**CGHERO** opportunity\*

\$3.3bn

Automotive



\$0.8bn

Retail



\$1.6bn

**TOTAL: \$8bn**

\*Value of non-core outsource production



# THE TEAM

# In 2006, Jonathan founded one of the world's leading marketplaces for 3D content.



Having led Falling Pixel through to acquisition by US-based TurboSquid (backed by Intel & Kodak) in 2011, Jonathan moved to New Orleans to join as VP Strategic & Product Development.

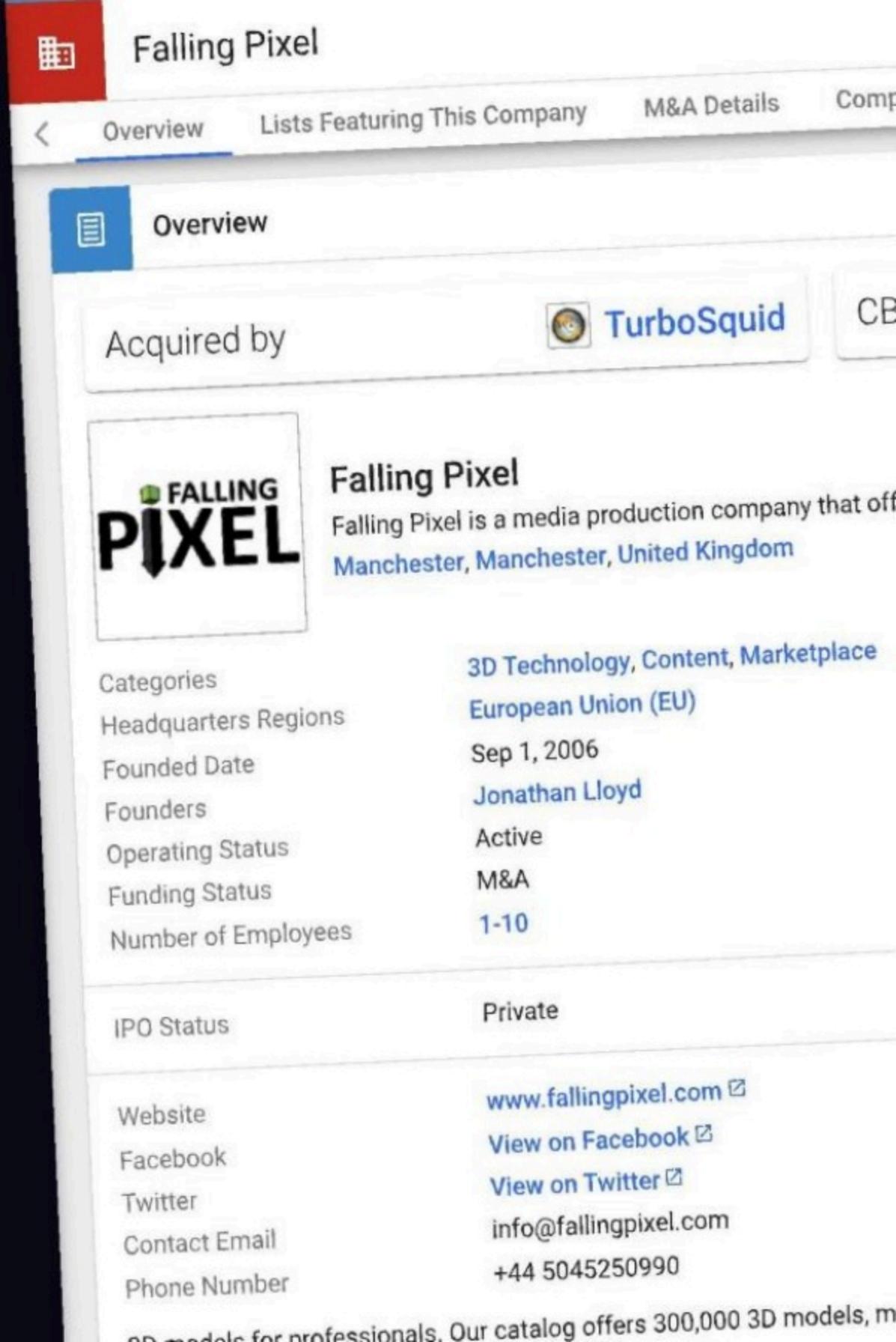
In time, as demand for CGI & 3D assets grew, major customers needed bespoke production talent – a service that TurboSquid's product and model didn't allow for.

In 2017 he left to start **CGHERO**, growing a global supply of talented artists, developers and creators to service some of the world's largest and most demanding production companies.

FALLING  
**PIXEL**

TURBOSQUID

**CGHERO**



**Falling Pixel**

Overview Lists Featuring This Company M&A Details Comp

Acquired by  TurboSquid

**Falling Pixel**  
Falling Pixel is a media production company that off  
[Manchester, Manchester, United Kingdom](#)

Categories [3D Technology, Content, Marketplace](#)  
Headquarters Regions [European Union \(EU\)](#)  
Founded Date [Sep 1, 2006](#)  
Founders [Jonathan Lloyd](#)  
Operating Status [Active](#)  
Funding Status [M&A](#)  
Number of Employees [1-10](#)

IPO Status [Private](#)

Website [www.fallingpixel.com](#)  
Facebook [View on Facebook](#)  
Twitter [View on Twitter](#)  
Contact Email [info@fallingpixel.com](mailto:info@fallingpixel.com)  
Phone Number [+44 5045250990](tel:+445045250990)

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# Supported by industry specialists.



## **Ron Ashtiani** Angel

Founder of Atomhawk Design, sold to Sumogroup Plc. Worked on feature productions for EA, Microsoft & Warner Bros.



## **Chris Lawrence** COO

Platform operations and client management, formerly Falling Pixel, Burrows CGI. Computer Animation BSc.



## **Paul Bannon** Producer

Project delivery and Hero management, formerly Dock10, Futureworks, Travellers Tales, EON Reality, Ripstone. Game Design BA.



## **Jonathan Webb** CTO

Platform architecture, formerly Head of Technology on projects for Playtech, BAE Systems, Barclaycard. Game Design BSc.



## **Eyal Malinger** Board

Investment director, Partner at Beringea, board member at Papier, CreativeX, Commonplace, Festicket, Poq. Harvard MBA.

## **Paul Drew** NXD

SVP Metaswitch Networks, angel investor and mentor to several marketplace-focused tech companies. Oxford University MSc.



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