DIGITAL SHIFT

CASE STUDY

BUSINESS BUILDING / 2015-2023

Software & Ventures

Building a software and venture business around specialist talent



Illustrative cover artwork from the published case study

WORKFLOW

Reinvest → Build a network → Assemble teams → Develop products → Test the model

The challenge

Digital SHIFT founder Marc Thornton wanted a way to pursue bespoke software and venture work alongside the agency. The idea was to bring developers, designers, production specialists and founders together, with a commercial model that could share in the upside.

Discovery

Marc led the development of a 13-room Centre for Innovation with production facilities, offices and coworking areas. He brought in specialists for individual projects and shaped the pricing, proposals, roadmaps and investment materials that helped those teams move forward.

What changed

The centre reached payback during the planned lease period. The specialist network and venture work continued after the centre closed. That experience informs how Digital SHIFT builds teams around the needs of each project today.



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