

Pocket App CEO named mentor for The Mayor's International Business Programme

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Paul Swaddle joins some of the world's most experienced and successful entrepreneurs in role to support high growth London businesses

London, 25th February 2016 – Pocket App (<http://www.pocketapp.co.uk/>), the UK's largest independent app developer, is proud to announce that CEO Paul Swaddle has been named one of the mentors for the Mayor's International Business Programme, a new initiative launched to help the capital's high growth firms break into new international markets and grow their existing operations overseas.

The programme, launched by the Mayor of London, Boris Johnson MP, aims to support 800 high growth companies based in the capital over the next three years to increase their international business potential. It is the first programme of its kind, using peer-to-peer mentoring and private sector backing, to help London companies to scale up and internationalise.

Led by London & Partners, the Mayor's official promotional company, and part-funded by the European Regional Development Fund, the programme is supported by industry partners including BDO, KPMG and London Chamber of Commerce and Industry. Paul Swaddle, CEO and Co-founder of Pocket App commented, "It's great to be in a position where, as a successful entrepreneur who has already navigated international waters, I can share my knowledge and provide access to high impact networks for some of the great entrepreneurial minds at London's fastest growing companies who are scaling fast and keen to expand into new territories."

High growth organisations in the Tech, Life Sciences and Urban (Smart Cities/Future Cities) sectors will join the programme for 12 months, in which time they will be able to benefit from a number of bespoke services including, monthly workshops in London to help them navigate the nuances of doing business in overseas markets and meet like-minded peers who are facing similar business challenges. Organisations will also benefit from one to one and one to many mentoring in key markets overseas (initially in Europe, North America, India and China) to help them with a) specific questions relating to their international plans/business plan; b) introductions to trusted advisers and valuable networks and c) where appropriate, introductions to investors.

Swaddle continued, "London's technology sector is really abuzz at the moment, you only have to look at the recent acquisition of Mubaloo, a mobile strategy consultancy and business app developer, by Mediabrands. Although Mediabrands declined to reveal what it had paid, the company is thought to have been worth up to £20m, so it's clear to see that there are a number of high growth businesses emerging in the capital. International expansion whilst a key enabler, can also be a minefield to navigate yourself around with regard to laws, currency, culture and regulation, particularly in certain countries. So it is crucial to have programmes like this which allow mentors like myself, who have already enjoyed success overseas, to help remove the barriers for the next generation of budding entrepreneurs."

To learn more about Pocket App, and in particular, its exciting crowdfunding initiative as the company expands its products, services and team, please visit www.pocketapp.co.uk or visit the crowdfunding page

directly here at www.seedrs.com/pocket-app

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About Pocket App

Pocket App is the UK's largest independent app developer designing, developing and distributing award-winning mobile apps. Founded in 2011, Pocket App's senior executives collectively have over 30 years' experience in the mobile industry having worked in partnership to deliver projects for large telcos, as well as a vast array of leading brands and marketing agencies. Pocket App is a recognised specialist multi-platform application provider, designing mobile apps and mobile solutions. For further information please visit www.pocketapp.co.uk or follow us on Twitter @PocketApp.

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