



COMPANY OVERVIEW

Animation Gateway

Founded by Sabrina Mistry

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Faculty of Humanities

Funding Received: £500 Ignition Award

www.animationgateway.com

Three words to describe your journey so far... Exploration, Realising Dreams, Learning!



Tell us a little bit about yourself, the Enterprise and your journey so far. I'm a second-year PhD student at the University of Manchester and I've had a passion for animation since childhood. I focus on traditional, stop motion, computer-generated, and 3D animation, primarily delivered through cartoons, films, and video games. Growing up, I wanted to contribute to the sector, and I've been developing storylines to address social gaps I've perceived. Whilst exploring this, I felt that the sector could also benefit from a mix of my niche specialist knowledge that has been enhanced at University, and my knowledge of the sector and its developments. My idea advises professionals, and encourages children and enthusiasts to pursue animation. I've been refining this idea further, which will be presented in the form of a website and later additional services.

How was your idea conceived? The idea has developed over the years, originating from a childhood ambition. Art and animation have been a large part of my life, and I realised that I wanted to work doing something that I love. My idea didn't really stem from my studies here at The University of Manchester, nor does it relate to them directly, but the indirect benefits of incorporating the knowledge gained whilst studying into animation, can potentially inspire others to explore creativity further.

What is your company mission? I want to live in a world where there is better representation, acceptance, and appreciation of diversity. This is delivered by inspiring and reaching out to all areas of society and showing them what animation can do for them, and vice versa. The animated short clips are a great method of communication which promote awareness and understanding of others.

What inspired you to apply for the Ignition Funding?

Obviously I had been thinking about my idea for a while, but I really wanted to develop my idea further and begin to build an online presence. The Ignition funding was crucial in allowing me to do this.



How has the Ignition Funding impacted your idea and what has it allowed you to do? The fund contributed towards acquiring the resources I needed to experiment with ideas and concepts. As this is a creative project, visual content is needed. It gave me funds to do some market research. It's also encouraged me to keep going since this is the first time I've acquired any funding.

How has being involved with Entrepreneurial activity benefitted you? This might sound cliché, but working on this idea sparks my childhood passion and imagination, and has been something I've wanted to do for a long time. The effects of this not only advance my idea, but the level of motivation and satisfaction will transfer to my other activities too.



What future support are you looking for to progress your business? I need to grow and build the website, and from this, further understand what services those engaged would like to have and develop workshops and events. I'd like to build my reputation in the sector and speak with more creatives in animation. I really require a mentor in the creative industry – preferably in animation. It would be great to have someone to bounce ideas and share progress with – someone who's passionate to spread the magic of animation to the next generation and would like to see more diversity and representation on the television screen. I'd also welcome a mentor in primary school education or children's literacy, to obtain professional support and guidance to shape the ideas further to inspire, grow, and preserve childhood creativity.

Would you encourage other staff, academics and research students to seek support for their ideas through the Innovation Optimiser? I'd definitely encourage others to apply for the Ignition Award. You will never know unless you try!