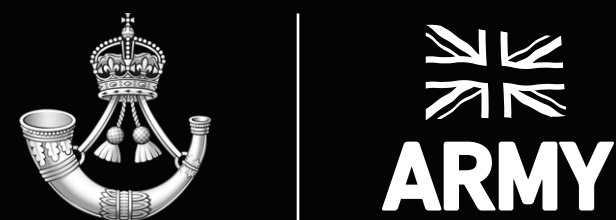


Daniel Vicedo

Product, Brand & Communication Designer

Selected Clients & Collaborations



Featured Projects

GrabPoints

Product Design, UX & Brand

Tech Nation & Founders Forum Group

Reports, Editorial & Strategic Communications

Wingstop & LPH

Brand Campaigns & Customer Experience

RewardCollective

Brand Identity, Information Architecture, UI/UX Design

ZoomBucks

Product Design, UX & Brand

The Rifles, British Army

Identity, Campaigns & Communications

Founders Health

Identity, Brand Systems & Communications

GCLoot

Product Design, UX & Brand

Selected Identity Work

Identity Design for Select Clients

Let's Talk

Connect with me

GrabPoints

Brand identity and product design for a rewards platform helping millions of users earn gift cards through surveys, offers, and online activities.

Client
Reward Collective

Role
Product Design, UX & Brand

Country
Hong Kong

Date
2026



Live Cashouts

Paypal \$2

Amazon \$50

Amazon \$200

Paypal \$30

VISA VISA \$200

Airbnb \$200

BestBuy \$200

Earn Free Cash and Gift Cards by Taking Surveys

Join millions of users and earn money by sharing your opinion through paid surveys.

Earn up to \$8 per survey
1,593 surveys available in the United States

Average user earnings yesterday: \$11
Payouts starting from \$3



See our 4,926 reviews on Trustpilot

Sign Up now and claim your \$1 FREE BONUS

Join for Free



Google



Facebook

or

Email

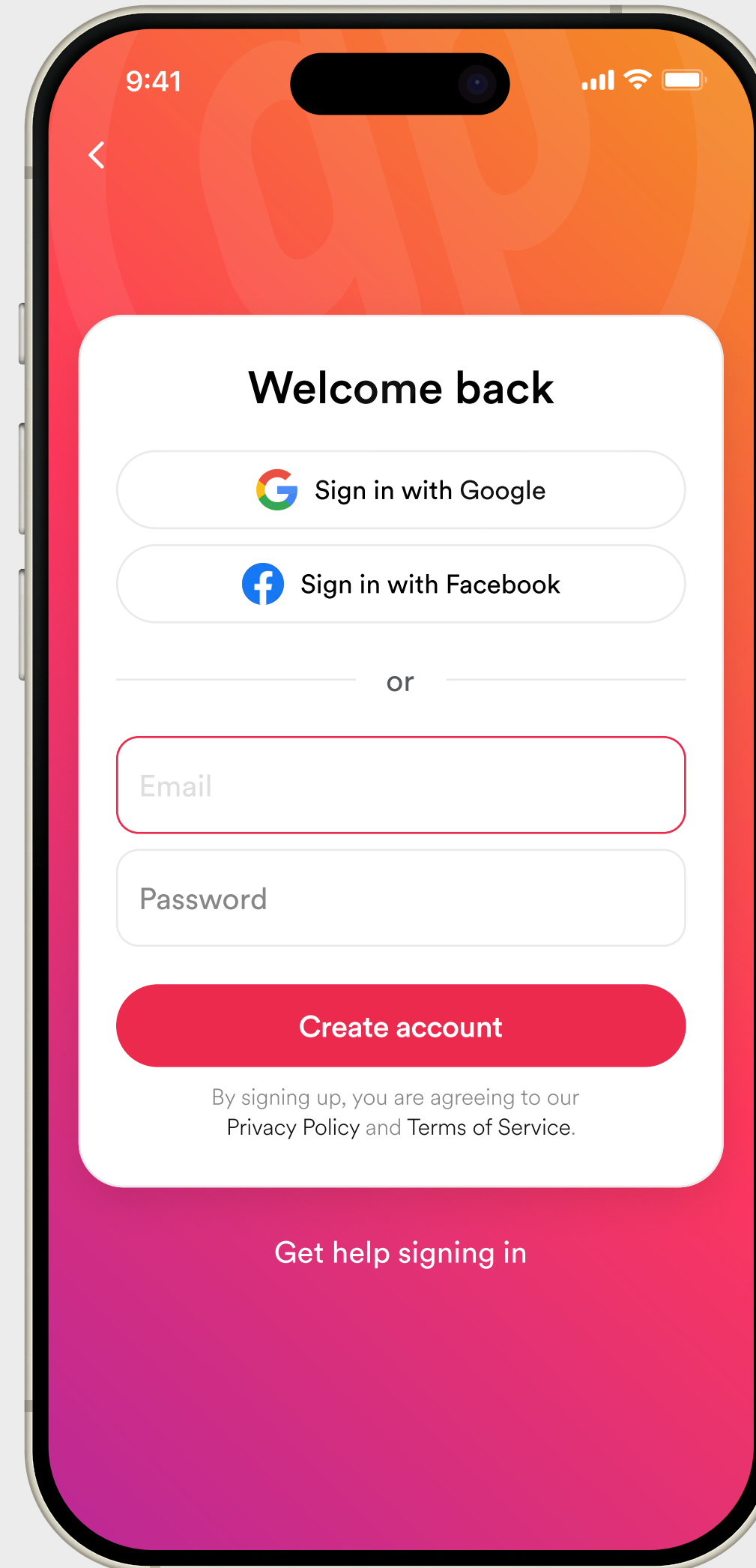
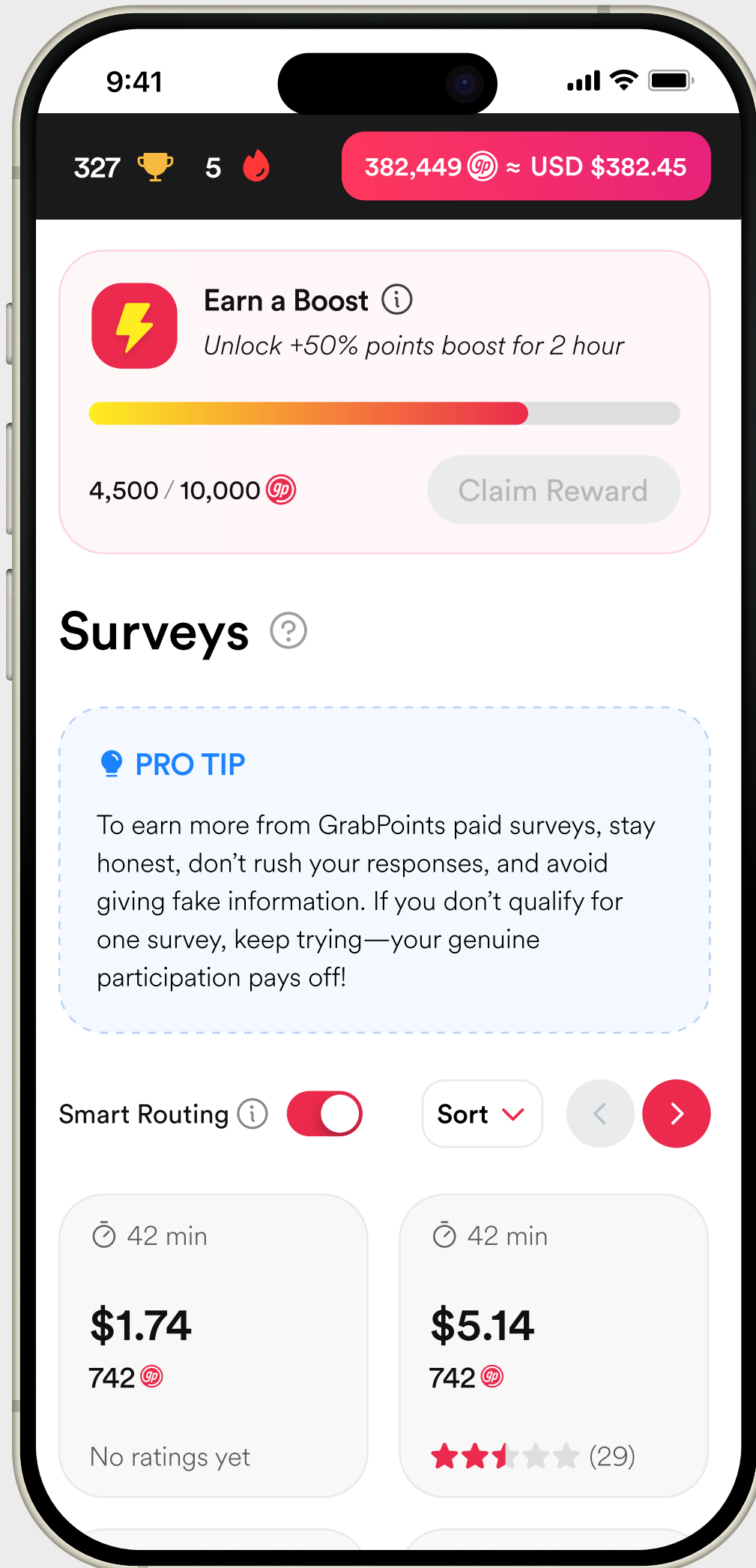
Password

Create account


By signing up, you are agreeing to our [Privacy Policy](#) and [Terms of Service](#).

How GrabPoints Works

Convert your time and opinions into cash and gift cards.



382,449 gp ≈ USD \$382.45

 \$10

Redeem VISA Cash

VISA Cash

You will receive **\$10.00** 10,250 gp

Complete 5 Surveys COMPLETED

5 SURVEYS +25 gp

2 of 5

Complete 25 Surveys IN PROGRESS

25 SURVEYS +100 gp

2 of 5

Complete 50 Surveys


50 SURVEYS +500 gp

2 of 5



Complete 100 Surveys

100 SURVEYS +1,000 gp

2 of 5

 Sign Up now and claim your \$1 FREE BONUS

Join for Free

 Google  Facebook

or






Email

Password

Create account


By signing up, you are agreeing to our [Privacy Policy](#) and [Terms of Service](#).

Select a star to share your experience!

Congratulations!








You won 300 points!



Earn more **Claim**


Winning Streak 3 Days

Earn 100 points to keep your streak · 2h 6m left

DAY 3  DAY 4  DAY 5  DAY 6  DAY 7  DAY 8  DAY 9 

View All

Progress Today 100 / 100 gp

Next Reward Streak Draw 

2 Days to Unlock [See Rewards Vault](#)








Weekly Streak Draw

You have 0 entries. Complete a 7-day streak to enter the draw and win 500–10,000 points.

Enter the Draw

Current Streak: 7

Complete at least 1 survey to keep the streak

THU  FRI  SAT  SUN  MON  TUE  WED 

Weekly streak rewards

You have 3 entries. Get up to 1,000 points!

Enter the Draw

1-Day Streak Freeze

Protect your streak from 1 missed day.



1h 12m remaining • Streak Freezes: 2/5 **ACTIVE**



Boost Session


+50% earnings for 2 hours


1h 1m remaining • Boost Sessions: 2/5 **ACTIVE**

Overview

 **16** Total Referrals  **14** Approved Referrals

 **\$21.60** Earnings last 30 days  **\$128.20** Total Earnings

2015 / 01 / 14 12:15  Pollfish Surveys 65,075 gp **Earn now**



42 min

\$1.74
742 gp

Paypal **\$5 - 200**

★★★★★ (29)



Easy Surveys. High Payouts.

Watch Videos

Complete Surveys

Download Apps





Easy Surveys. High Payouts.

Watch Videos
Complete Surveys
Download Apps

Tech Nation & Founders Forum Group

Editorial design and communication systems for reports, publications, and initiatives supporting founders, innovation, and emerging technologies.

Client

Tech Nation & Founders Forum Group

Role

Reports, Editorial & Strategic Communications

Country

United Kingdom

Date

2026



FOUNDERS
FORUM
GROUP

Microsoft

THE FUTURE PROOF AI FRAMEWORK

Your founder-led framework for leadership
success in an AI-first world

THE FUTURE PROOF AI FRAMEWORK

Your founder-led framework for leadership success in an AI-first world

cycles, and applying AI intentionally to solve real problems. And the opportunity extends beyond any single organisation. The next wave of innovation will be ecosystem-driven – startups, enterprises, partners, and policymakers building together. Founders are already modelling this behaviour, creating interoperable architectures, shared standards, and collaborations that unlock new markets and expand opportunity for everyone.

This is a moment of immense potential but realising it fully requires intentional leadership and frameworks that help organisations move at pace and with confidence. My hope is that this founder-led framework offers leaders exactly that – a blueprint for navigating this shift with purpose. Because the decisions we make now will define not just the next quarter, but the next decade of innovation for all.

Dame Clare Barclay DBE
President, Enterprise & Industry EMEA, Microsoft

AI Startup Leaders Are Transforming Decision-Making But Overlooking AI's Ecosystem-Building Potential.

67% of founders are using AI in a leadership context to guide faster decision making. 1 in 2 are using AI to speed up innovation cycles.

Only 17% are focused on using AI to build integrated partnerships and ecosystem plays – an area of significant untapped potential.

As leadership moves into the agentic era, the founders advancing fastest aren't just leading teams; they're shaping ecosystems. They use AI in their own workflows, encourage rapid experimentation, and stay comfortable with constant change. But their biggest opportunity lies beyond their own organisations – taking advantage of the new AI networks forming across industries, where companies can pool capabilities, exchange insight, and accelerate innovation together.

“When you build partnerships across an ecosystem, you're making the market bigger and unlocking growth.”

Jacomo Corbo
PhysicsX

Key Actions

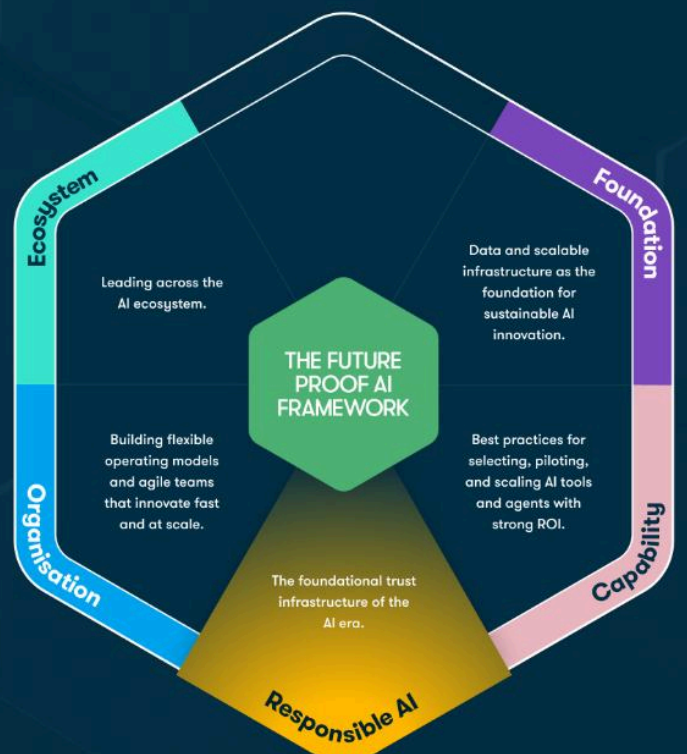
- Design for Interoperability
- Choose Partners Who Expand Your AI Advantage
- Set Standards Together
- Balance Competition and Collaboration Intentionally
- Orchestrate the Ecosystem as a Growth Engine



THE FUTURE PROOF AI FRAMEWORK

To help business leaders stay ahead in the rapidly evolving AI landscape, the **Future-Proof AI Framework** distills insights from the most advanced AI-native companies across EMEA.

- Discover the **five core pillars of AI readiness**, paired with actionable guidance from leading founders on how to translate each pillar into real organisational impact.
- Insights from **in-depth interviews with 11 AI leaders** – including the founders of **Mistral, Lovable, Synthesia, and more** – and data from a **survey of 200+ EMEA tech founders**, revealing the challenges and opportunities shaping today's AI ecosystem.
- A practical roadmap to evaluate your AI maturity, close capability gaps, and make confident decisions on how to build and scale in an AI-driven world.



But 1 in 3 founders are struggling to formalise Responsible AI practices.

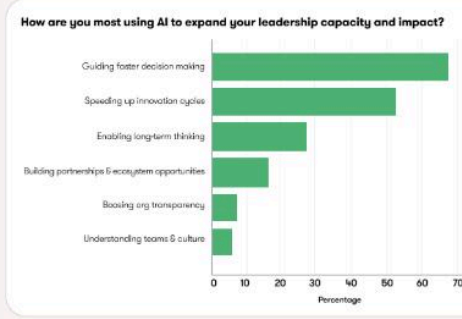
45% While 45% of founders view Responsible AI as a core strategic priority, 1 in 3 acknowledge it as important but not formalised.

28% report having no dedicated guidance on Responsible AI.

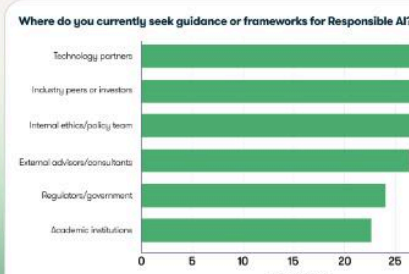
And founders are not yet taking advantage of the ecosystem opportunities AI brings.

Only 17% are focused on using AI to build integrated partnerships and ecosystem plays.

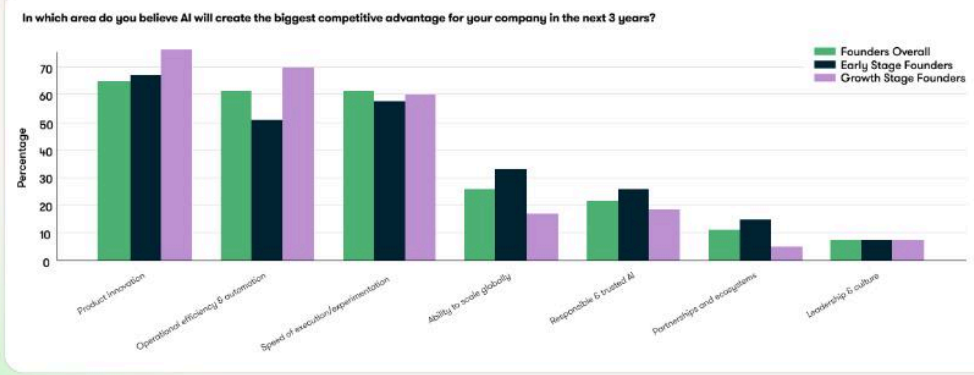
1 in 3 are looking for greater support in building these partnerships.



Networks
Founders rely mostly on **tech partners** and **peer networks** for Responsible AI guidance and frameworks.



Even so, AI has become the defining engine of competitive advantage across the ecosystem.

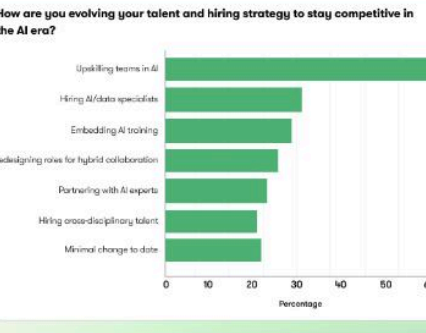


1 in 4 founders are redesigning existing roles for hybrid human-AI collaboration.

Talent Shortage

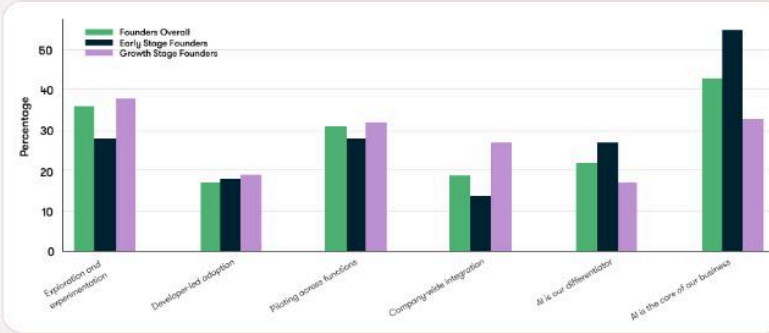
Faced with an AI talent shortage, founders are prioritising upskilling over hiring.

60% of founders are focused on upskilling their current teams, while around 30% are hiring AI specialists.



Early-stage founders are AI-native by default.

55% say AI is core to their business versus 33% of growth-stage founders. They're also more likely to see AI as their differentiator (27% vs 17%).

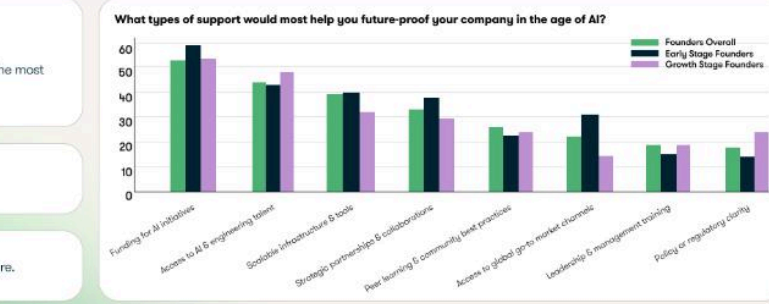


Funding, Talent, and Infrastructure are the biggest areas where founders need support.

53% say funding for AI initiatives is the most important factor.

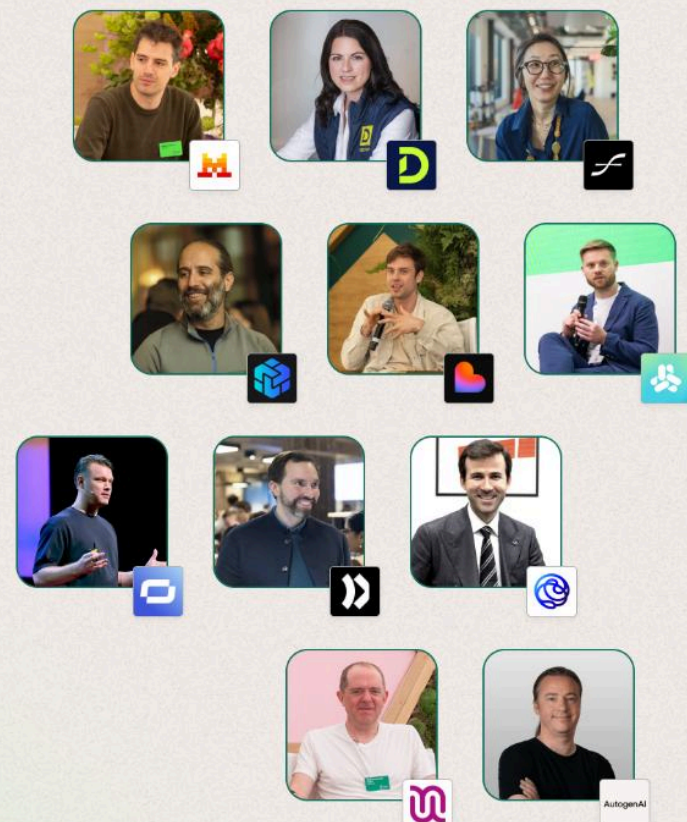
44% access to talent.

39% scalable infrastructure.



IMPLEMENTING THE FUTURE-PROOF AI FRAMEWORK

Case Studies & Key Actions in Detail



03 Organisation

By building flexible operating models and agile teams, organisations can unlock AI-powered growth, evolving how responsibilities, workflows, and coordination adapt as AI reshapes day-to-day work.

“The speed of AI development has made adaptability and continuous learning essential. You need teams who are curious, fast-moving, and comfortable operating in an environment where the frontier shifts every week. The winners will be structurally designed to respond to the future with agility, creativity, and discipline.”

Brent Hoberman
Founders Forum Group, Founders Factory, firstminute capital

“Culture and clarity matter even more in the AI era. Empowering teams to experiment with AI tools and share learnings openly is creating a unique innovation boost.”

Dan Lifshits
Dwellly

“Fail fast. Take calculated risks to drive innovation and keep pace on the competition and ahead of customer demand.”

Jonathan Summerfield
Xfuzo

METHODOLOGY

The Future Proof AI Framework is built on a founder-led research process designed to capture how AI is actually being adopted, operationalised, and scaled inside EMEA's most ambitious companies. Rather than prescribing theory, our goal was to surface the lived experience, strategic thinking, and practical behaviours of founders building on the frontier of AI.

This project drew on two core research pillars:

1. Founder Survey

In November 2025, we surveyed 215 tech founders and startup leaders across EMEA to assess adoption patterns, integration

CusPAL, Domyu, AutogenAI, Dextory, Snyk / Tesci, and UnlikelyAI.

Our interview approach focused on:

- Unpacking internal operating models and infrastructure decisions.
- Understanding leadership behaviours in high-velocity AI environments.
- Surfacing concrete examples of product, culture, and organisational design.
- Identifying the principles behind their speed, discipline, and scale.

It captures what founders are actually doing today to future-proof their companies – offering leaders a practical, evidence-based roadmap they can act on immediately.

Continue the Conversation

If you're interested in contributing to Founders Forum Group, partnering on further research, or exploring how these insights can support your organisation, reach out via ff.co to continue the conversation.

For a broader view of how the agentic era is shaping

CASE STUDY 1: LOVABLE



Anton Osika
Lovable

Anton is the Co-Founder and CEO of Lovable, the Stockholm-based vibe-coding platform that lets anyone build full applications using natural language – and Europe's fastest-growing AI startup. In July 2025, Lovable surpassed \$100m in ARR just eight months after its first \$1m, powered by a team of just 15. By November, it reached \$200m. Today, 5 million people visit Lovable-built websites and users create more than 100,000 new projects on the platform each day. Lovable is now expanding globally to Boston and San Francisco, accelerating its mission to democratise software creation for the 99%.

Stage	Series A
Raised	\$220m
Valuation	\$1.8b
Founded	2023

“You can't wait for the perfect model or the perfect roadmap – AI moves too fast. Build around what works today and adapt as capabilities improve.”

“Scale with speed.”

Most teams are slow because they sit in meetings, debate documents, and wait for approvals from people far from the work. Speed comes from removing that drag. At Lovable we doubled down on this. We cut unnecessary meetings, pushed individual ownership, and kept speed high as we grew from under ten people to 100.

We hire people with a steep learning curve who care deeply about the product. They create their own momentum. We pick one problem, solve it fast, then move on. That rhythm makes the product meaningfully better every week. Taste matters too. If you ship often, you need the judgment to know what is good, what is not, and what to fix next. That's what keeps speed sustainable.

My job is to clear the path and keep Lovable very close to its users. When you ship all the time and watch what people actually do with the product, growth becomes a side effect.

“Stay very close to the product.”

I had to learn not to run the company by being part of every decision. Give ownership to the people who are actually solving the problems and hold them to a high bar. Great software is built by iterating with users, not by arguing in long planning cycles. At the same time, I stay very close to the product. I care about what we're building, why it matters, and how it feels in the hands of users.

So, stay out of the day-to-day but close to the work itself. My role is to keep the culture sharp, keep the priorities clear, and make sure we keep pushing Lovable toward being the product that unlocks a billion new builders.

“Start at the edges.”

The companies that succeed with AI adoption don't start with big top-down plans. They start at the edges. They put the tools in the hands of the people closest to the real work. When PMs, operators, or designers can prototype directly with AI, the whole organisation learns faster. Replacing long documents with working demos is often the turning point. You see what works in hours, not months.



#ItTakesATechNation



Scan to download the report

THE TECH NATION REPORT 2025



Unlocking the UK's Growth Potential

The state of the nation report on UK tech. Discover:

- Startups to watch
- Investment trends
- AI Sector Spotlight
- Insider insights from 50+ UK tech leaders

Britain's future will be shaped by the choices we make now.

FOREWORD I

As Chancellor I have set out my three 'big choices' for the UK economy, and for my long-term economic plan. AI and innovation is one of those critical choices: we must be ambitious in seizing opportunities, backing innovation and harnessing AI to deliver secure, resilient growth.

Ambition matters because AI is the defining technology of our era. We have already launched a **Sovereign AI Fund** to back British AI companies with funding, compete and wider support so they can compete and succeed globally. We have opened the door to **AI Growth Zones** to unlock investment in AI-enabled data centres and infrastructure, improve access to power, and speed up planning support. And we are taking forward the **AI Opportunities Action Plan** to put the foundations in place for faster adoption, stronger infrastructure and more British innovation.

We need to go further, which is why I set out the goal of making the UK the **fastest AI adopter in the G7**. We need to give British firms the confidence to invest, help public services use technology better, and ensure our economy captures the gains of innovation. The AI Adoption Summit, taking place on the first day of London Tech Week will bring together government and industry to turn ambition into practical adoption.

We have made clear that the UK needs the right domestic infrastructure for an AI future, focusing on sufficiency and strategic resilience. This is why we are strengthening our position in the complete supply chain because sovereign capability will matter as much as speed if we want growth that is secure and durable.

We are **backing the companies of the future**, with the Sovereign AI Fund part of a wider effort to make the UK the best place in the world to start, scale and stay. We know that scaling and attracting investment is a key challenge – which is why I introduced a package of tax relief expansions and investment support measures this year – expanding Enterprise Management Incentives, doubling the investment limits for the Enterprise Investment Scheme and Venture Capital Trust regime, launching three years of UK Listing Relief, and backing scale-ups through the British Business Bank's new five-year plan.

As AI reshapes jobs, skills, services and security, government has a duty to manage that change responsibly. That means building confidence, protecting resilience and making sure progress is shared, turning technological change into national renewal.

Since I set out this agenda in my Mais lecture a few months ago, the pace of change has only reinforced the urgency of it. New AI capabilities are emerging quickly, and the world around us remains uncertain. That is why this government is choosing to act now: to back innovation, support enterprise and build a stronger Britain for the decade ahead.



The Rt Hon Rachel Reeves
Chancellor of the Exchequer

GROWTH OF UK AI

THE NEXT WAVE OF UK AI



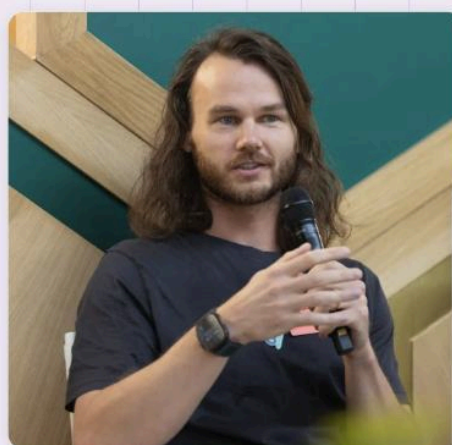
The UK is Europe's number one AI ecosystem, home to more than 2,500 VC-backed AI startups.

HQ Region	AI Market Value	% of Total Tech Market Value	Growth in Value (2021-26), CAGR	VC Investment in AI (2025)	AI Growth Sectors	AI Startups (VC backed)
East Midlands	\$363m	1.5%	27%	\$18.5m	Industrial & Electronics/semiconductors	23
East of England	\$240b*	69.8%*	32%	\$293m	Pharma & Biotech, Electronics/Semiconductors	171
Greater London	\$164.4b	17.8%	29%	\$70b	Software, Fintech, Media	1620
North East England	\$512m	6.1%	27%	\$24.5m	Industrial, Professional Services, Aerospace & Defence	50
North West England	\$5.2b	12.4%	15%	\$16.8m	Professional Services, Education	112
Northern Ireland	\$688m	13.5%	22%	\$25.6m	Pharma & Biotech, Professional Services	29
Scotland	\$2.4b	2.8%	23%	\$125m	Pharma & Biotech, Aerospace & Defence	92
South East England	\$9.9b	6.0%	-3%	\$337m	Electronics/semiconductors, Media	187
South West England	\$4.2b	17.7%	1%	\$337m	Electronics/semiconductors, Media	81
Wales	\$255m	1.2%	-26%	\$593k	Healthcare	28
West Midlands	\$810m	5.9%	15%	\$189m	Industrial & Professional Services/Software	57
Yorkshire and the Humber	\$934m	2.6%	32%	\$14.4m	Media, Software/Industrial	71

*NBS's "£220b valuation serves figures for the East of England. Without ARM, AI companies account for 16.2% of the region's total tech market value. Data from Dealogic, AI Growth Sectors from Thema, Recorded May 2026.



KEY FINDINGS



Sam Stephenson (Granite)



The Rt Hon Rachel Reeves (UK Chancellor) & Gordon Brown (Business Forum Group)



Nadim Hachach-Narain (Protonix), Merrick Edger (Blitzly Pro) & Steve Kirby (The Kirby Group)

The next wave of UK AI growth will centre on **finance, biotech, transport, and defence tech.**



AI startup creation in the UK is booming: **680+** AI startups were launched in 2025.

Finance and pharma & biotech are the UK's clearest AI growth sectors, combining strong employee growth with meaningful funding bases.

Defence tech and renewable energy are seeing the fastest AI workforce expansion, while traditional companies in education and pharma & biotech are adopting AI the fastest.

Beyond London, the **East of England, Scotland**, and the **North** are seeing the most significant AI growth. The South leans towards AI in **software, health, and biotech** while the North is more focused on **industrial AI**.

AI startup creation in the UK is booming with founders increasingly focused on **enterprise software, security, fintech, and legal AI.**

- The number of AI startups launched each year in the UK has risen sharply over the past three years, with more than **680** founded in 2025 alone.
- The mix is shifting from broad, health-led applied AI towards more **enterprise-led, vertical software categories** across B2B SaaS, security, fintech, and legal, alongside a growing robotics and industrial layer.

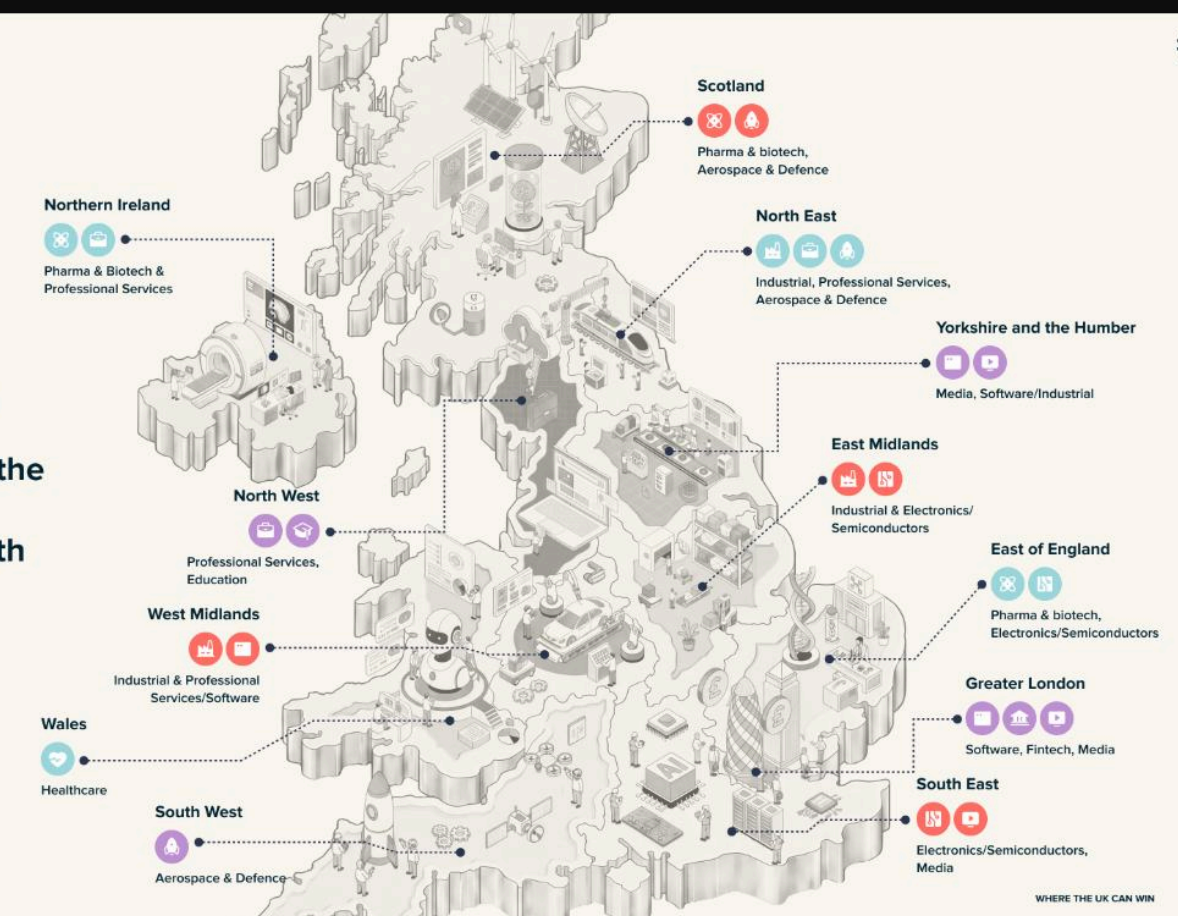
UK AI Startups Founded YoY



All startups numbers are rounded minimum figures.

Data from Dealogic

Regional AI growth sectors are emerging across the UK, from health and biotech in the South to industrial technology in the North of England.



SECTOR SPOTLIGHT FINTECH

TYPICAL ROUND SIZES

Median round sizes, 2025-2026



EXITS IN 2025

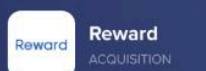
64

EXITS IN 2026 (JAN-MAY)

18



\$1.5b



\$1.06b



\$1b

UNICORNS

59

NEW UNICORNS

9fin

FLOCK

Reward

AI / HUB LONDON

The centre of gravity for the UK's AI ecosystem.

London dominates the UK AI landscape, but there are fast-growing hubs in the East of England, Scotland, and the North.

HQ Region	AI market value	% of total tech market value	Growth in Value (2021-26), CAGR	Growth in AI talent
East Midlands	\$363m	2%	27%	8.6%
East of England	\$240b*	70%*	32%	10.0%
Greater London	\$164.4b	18%	29%	12.8%
North East England	\$512m	0%	27%	3.9%
North West England	\$5.2b	12%	15%	14.3%
Northern Ireland	\$688m	14%	22%	9.9%
Scotland	\$2.4b	3%	23%	14.2%
South East England	\$9.9b	0%	-3%	4.2%
South West England	\$4.2b	18%	1%	11.7%
Wales	\$255m	1%	-26%	16.0%
West Midlands	\$810m	6%	15%	8.9%
Yorkshire and the Humber	\$934m	3%	32%	6.7%

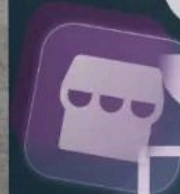
*NBS's "£220b valuation serves figures for the East of England. Without ARM, AI companies account for 16.2% of the region's total tech market value. Data from Dealogic, AI Growth Sectors from Thema, Recorded May 2026.



TECH
NATION



Airwallex
for Startups



THE SCALE-UP PLAYBOOK

How to Fundraise, Scale & Maintain Control
by Tech Nation & Airwallex for Startups



UPSCALE 2020

APPLY NOW

FOUNDING PARTNER



HSBC Innovation Banking

PARTNER



Oracle NetSuite

HEADLINE PARTNER

WILSON
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depop

IMPROBABLE

SUPPORTING PARTNERS



GP

COOPER PARRY

cleo

paddle

TECH NATION

NextWave 2026



WHERE EARLY-STAGE UK STARTUPS
COMPETE FOR THEIR SHARE OF £2M
20 startups — 1 national stage — 6 winners

£2 MILLION
IN TOTAL INVESTMENT



6 WINNERS

£335,000
INVESTMENT OPPORTUNITY EACH



APPLY >> GET SELECTED >> PITCH LIVE >> WIN INVESTMENT


300+
APPLICATIONS
NATIONWIDE

20
STARTUPS
SELECTED

LIVE
PITCHES IN
MANCHESTER

6 FOUNDERS
SECURE INVESTMENT
OPPORTUNITIES


WHO CAN APPLY?


PRE-SEED OR SEED STAGE


UK-HEADQUARTERED


SECTOR AGNOSTIC


SEIS ELIGIBLE
(MINIMUM £150K
ALLOCATION REMAINING)


B2B OR B2B2C
(WITH PRIMARILY
B2B REVENUE)

NextWave

THE PITCH STARTS HERE

Early-stage founders.
Big ideas.
One stage to prove it.



Wingstop & LPH

Brand identity, campaigns, and environmental graphics for Lemon Pepper Holdings and Wingstop restaurants across the United Kingdom.

Client

Wingstop & LPH

Role

Brand Campaigns & Customer Experience

Country

United Kingdom

Date

2026



A large outdoor sign for Wingstop's Flavour Club. The sign features a repeating pattern of the text "YOUR CLUB. YOUR FLAVOUR." in a light green, bold, sans-serif font on a dark green background. In the center, the Wingstop logo is displayed, which includes a circular emblem with "THE WING" at the top and "WING STOP EXPERTS" at the bottom, flanked by stylized wings. To the right of the logo, the words "FLAVOUR CLUB" are written in a large, bold, white, sans-serif font with a thick black outline.



FLAVOUR CLUB

EVERY FLAVOUR HAS A STORY

EVERY STORY HAS A PLACE

AND EVERY PLACE BELONGS IN

FLAVOUR CLUB

FLAVOUR CLUB

THE WING STOP CREATIVES **FLAVOUR CLUB**

GOOD TASTE

REWARDED

JOIN THE CLUB

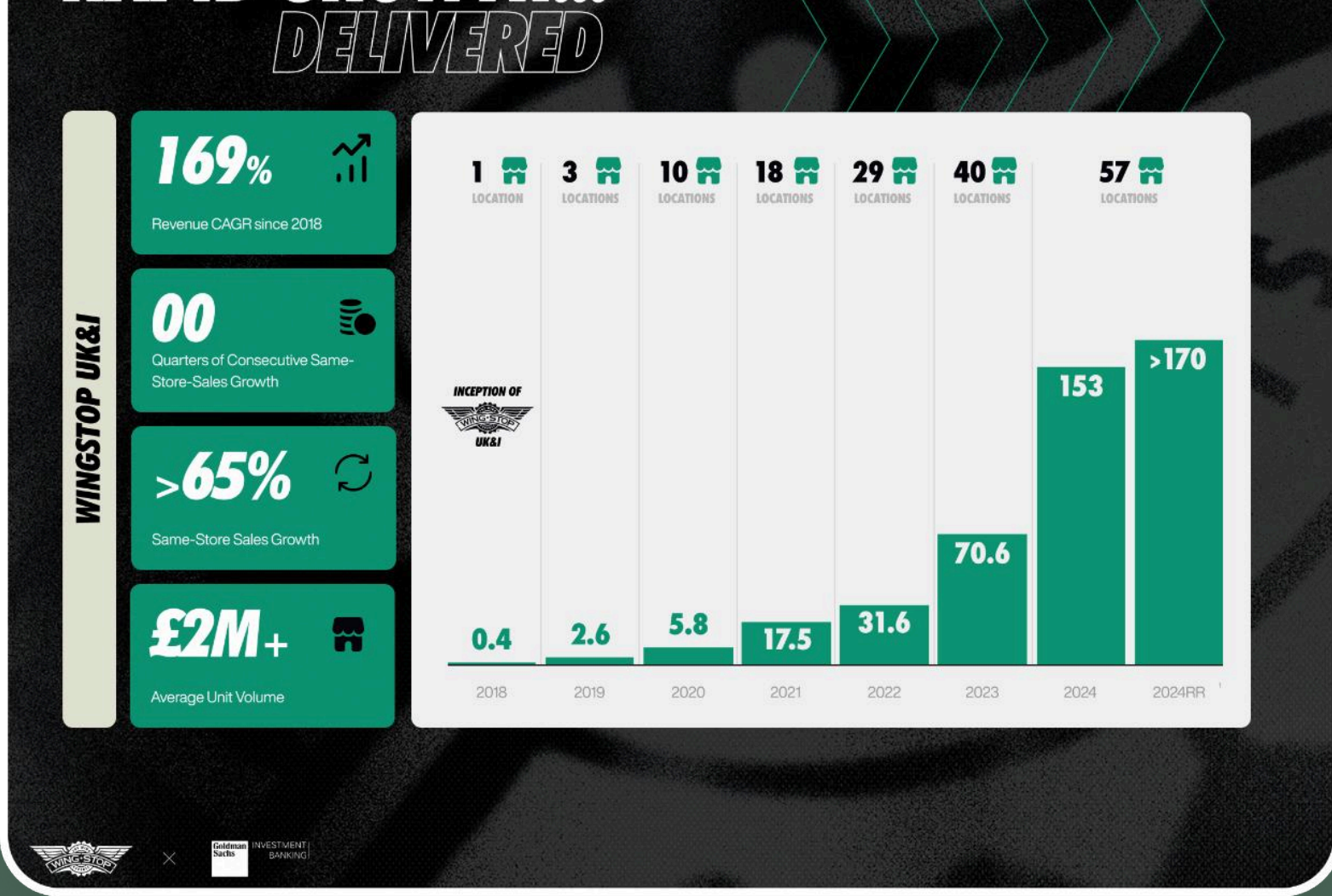
GOOD TASTE IS FINDING YOUR PEOPLE, FINDING YOUR FLAVOUR, FINDING YOUR PLACE, AND DISCOVERING THEY ALL LEAD TO FLAVOUR CLUB.

FLAVOUR CLUB.

JOIN THE

FLAVOUR CLUB





UK, Wingstop has made its mark, offering the best-tasting wings in the business alongside an authentic and customised dining experience.

There's huge momentum, and we're just getting started...

FLAVOUR IS EVERYTHING

It's not just our unique selling point; it's the heartbeat of our brand.

With 10 bold and distinct flavours - there's lots to experiment and discover.

WE'RE TAPPED INTO YOUTH CULTURE

We've spent the last 5 years building Wingstop into a cultural tastemaker in the UK scene. We're the voice of the people and our identity is deeply rooted in the Gen-Z community

From brand collabs and partnerships to championing emerging creatives, we craft moments with within the culture to truly connect with our audience.

Gen-Z come for the flavour but stay for the unique cultural conversation. We're always looking for new ways to engage our audience and take their Wingstop experience to the next level.

ON TRACK TO BECOME A TOP 10 GLOBAL RESTAURANT BRAND

THE MOST POWERFUL FAST CASUAL BRAND

#1 CATEGORY LEADER

Largest national, fast casual wing-focused chain in the US

INCREDIBLY COMPELLING UNIT ECONOMICS

Market-leading AUV potential of >\$2.0m and strong, proven track-record of returns

HIGH-GROWTH ASSET LIGHT MODEL

28.7% yoy Revenue growth with 31.8% EBITDA Margins¹

UNIQUE FLAVOUR EXPERIENCE

THE destination for fresh, cooked-to-order wings with bold flavours

HIGHLY FOCUSED, SIMPLE MODEL

Best-in-class labour model with low fixed costs and effective supply chain management

HUGE REMAINING WHITESPACE

Domestic store potential of >3,000 and globally >7,000 as the point of maturation is still not in sight!

REDEFINING FINANCIAL PERFORMANCE STANDARDS

\$3.5BN
System-wide sales²

20 YRS
Domestic Same-Store

18%
Same Store Sales Growth¹

>2,200
Global Locations

2,000%
Shareholder Return since IPO

\$1.8m
Sustained Improvement in AUV

Source: Public company information. Notes: 1) FY2023 2) Average Unit Volume

RECORD-BREAKING PERFORMANCE & UNPARALLELED GROWTH MOMENTUM

DIFFERENTIATED UK&I STRATEGY

Focus on dine in experiences to create holistic customer experience

OUTPERFORMING THE WINGSTOP SYSTEM

Avg. Unit Volume

THE HISTORY OF THE FLAVOUR TAKEOVER

- 2018**: Wingstop UK&I opened its doors to the UK with its first flagship 120 cover restaurant in Cambridge Circus, Central London
- 2019**: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce aliquet, ipsum vel pellentesque hendrerit, urna enim luctus eros.
- 2020**: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce aliquet, ipsum vel pellentesque hendrerit, urna enim luctus eros.
- 2021**: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce aliquet, ipsum vel pellentesque hendrerit, urna enim luctus eros.
- 2022**: Wingstop UK&I wins UK restaurant of the year at Deliveroo Awards
- 2023**: With over 57 locations by Dec-2024, Wingstop UK&I has marketed 2024 to be its **biggest year of growth**. Recognised by The Sunday Times with **Best Places to Work Award**
- 2024**: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce aliquet, ipsum vel pellentesque hendrerit, urna enim luctus eros.

THE TOP LINE NUMBERS

With over 560,000 collective followers on TikTok & Instagram, 152M impressions since January 2022 supported with a huge 6.9M engagements over the last two years, Wingstop is making noise and disrupting the scene.

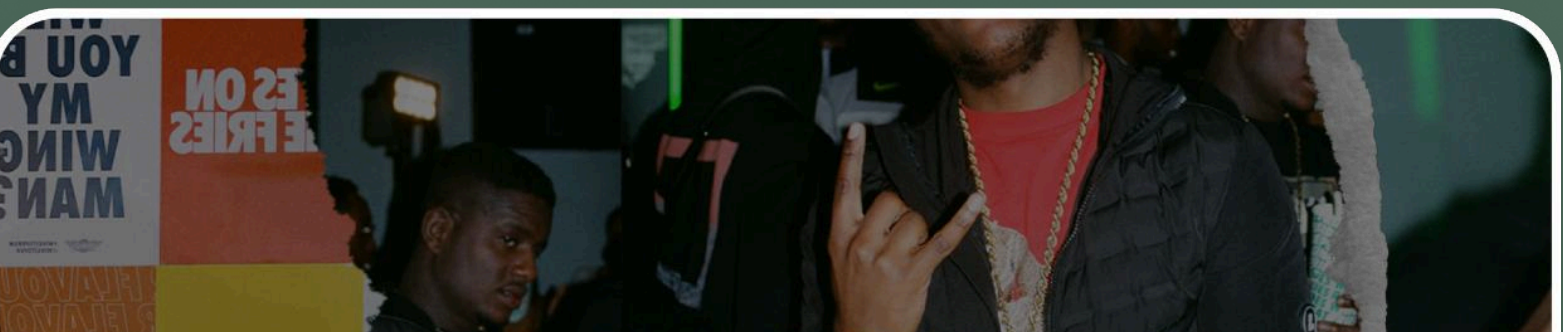
Wingstop has the highest TikTok following out of all LSR competitors, and IG following of more than Shake Shack and Five Guys, close to that of KFC.

TIKTOK FOLLOWERS (K)

UK FOLLOWERS PER SITE

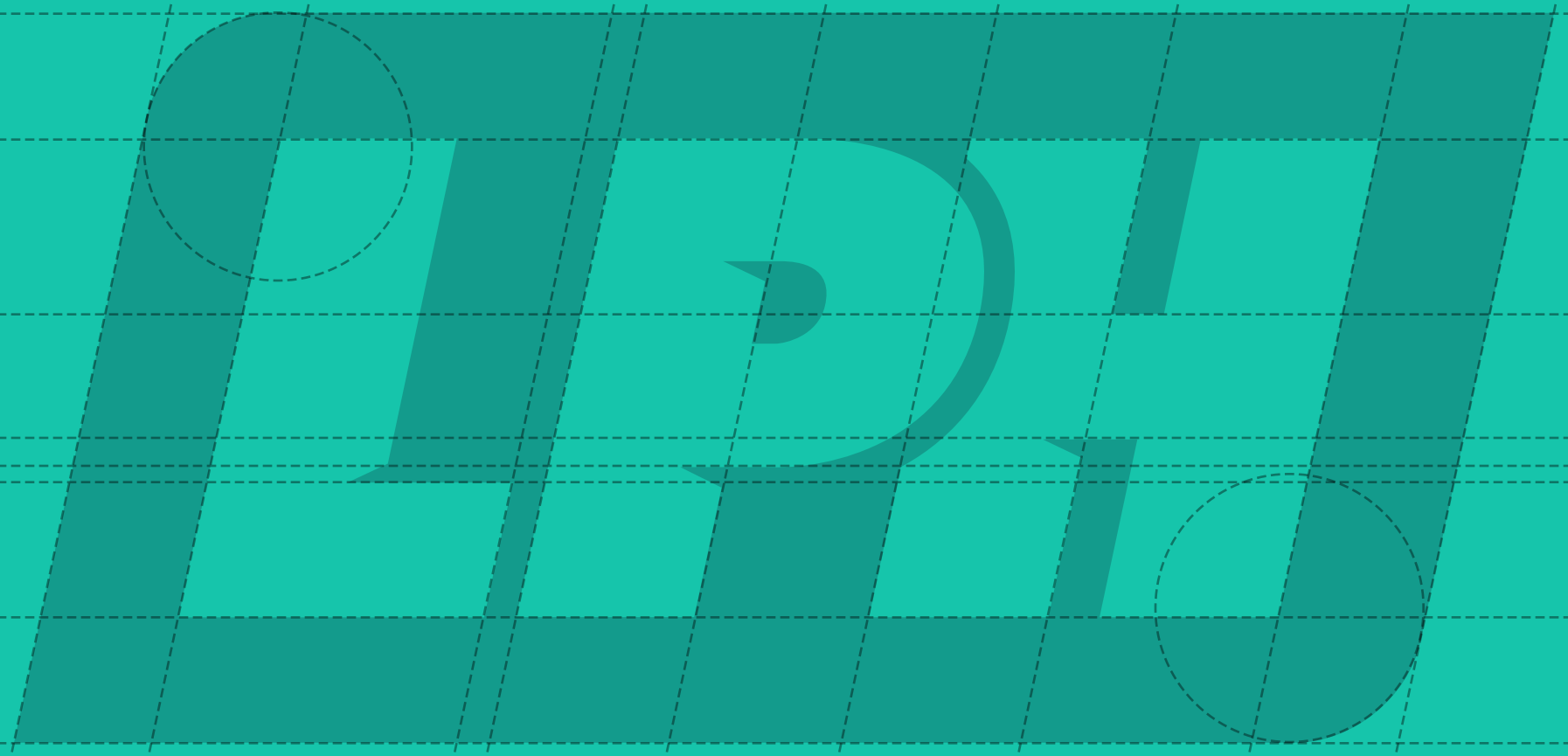
VIDEO VIEWS 15.6M

ENGAGEMENTS 15.6M





LEMON PEPPER
HOLDINGS





LPH





LPH

36-40



RewardCollective

A refreshed brand identity and digital presence for the company unifying a family of rewards and survey platforms.

Client
Reward Collective

Role
Brand Identity, Information Architecture, UI/UX Design

Country
Hong Kong

Date
2026



RewardCollective

Making participation rewarding and insights meaningful.

RewardCollective brings people and researchers together through trusted participation platforms.

Connect



YouSaySurveys

Modern survey platform offering consistent opportunities and fast digital rewards.

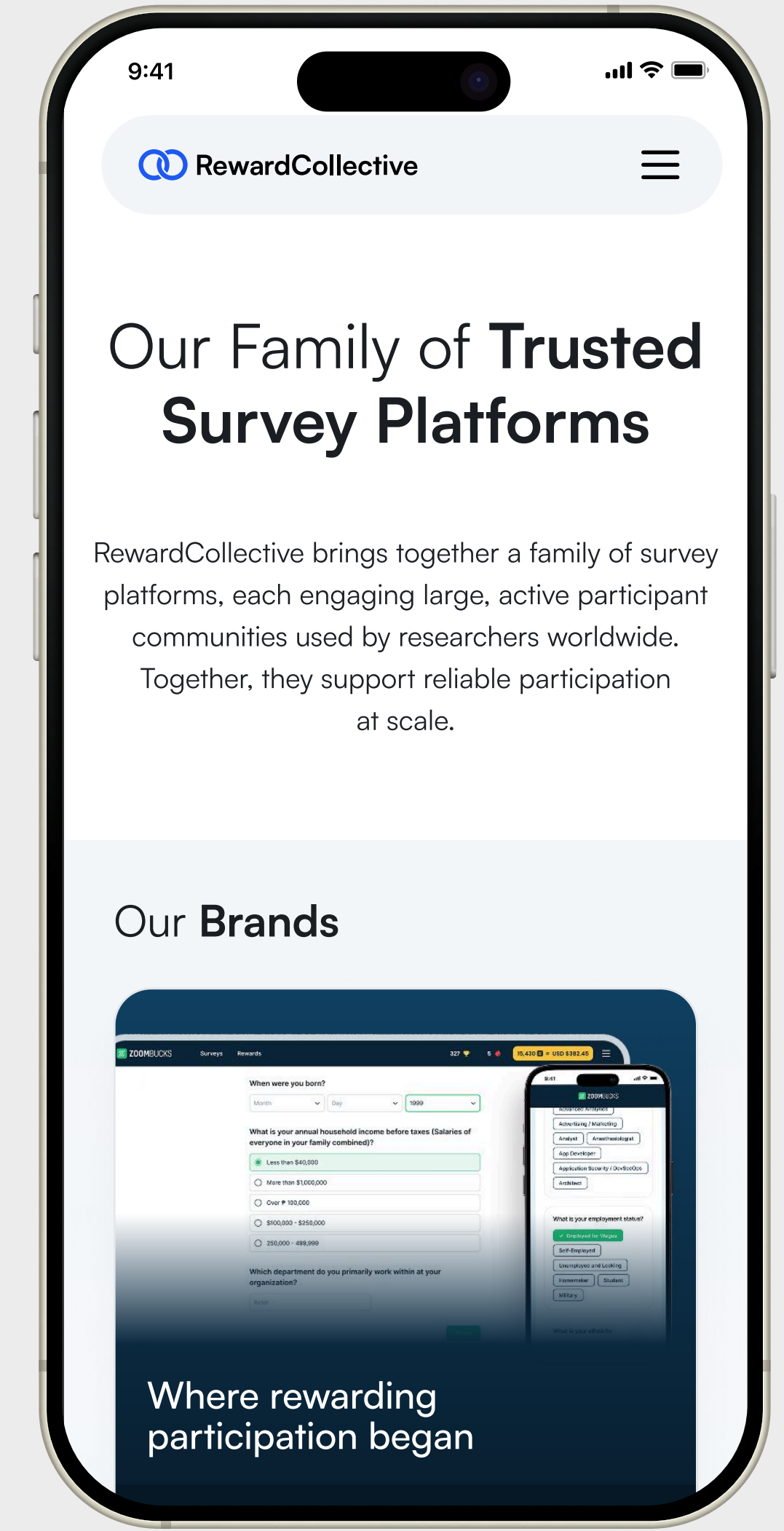
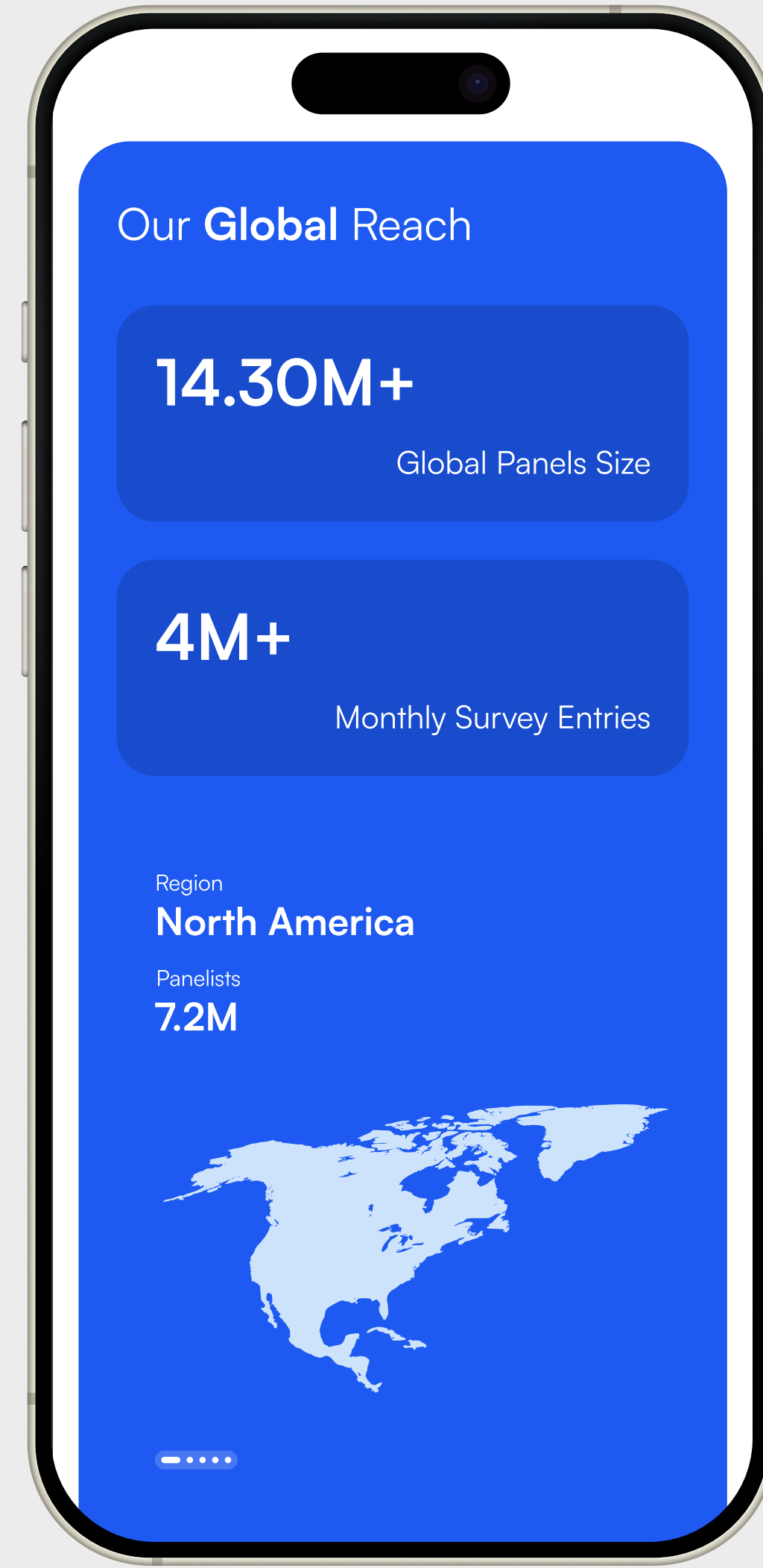
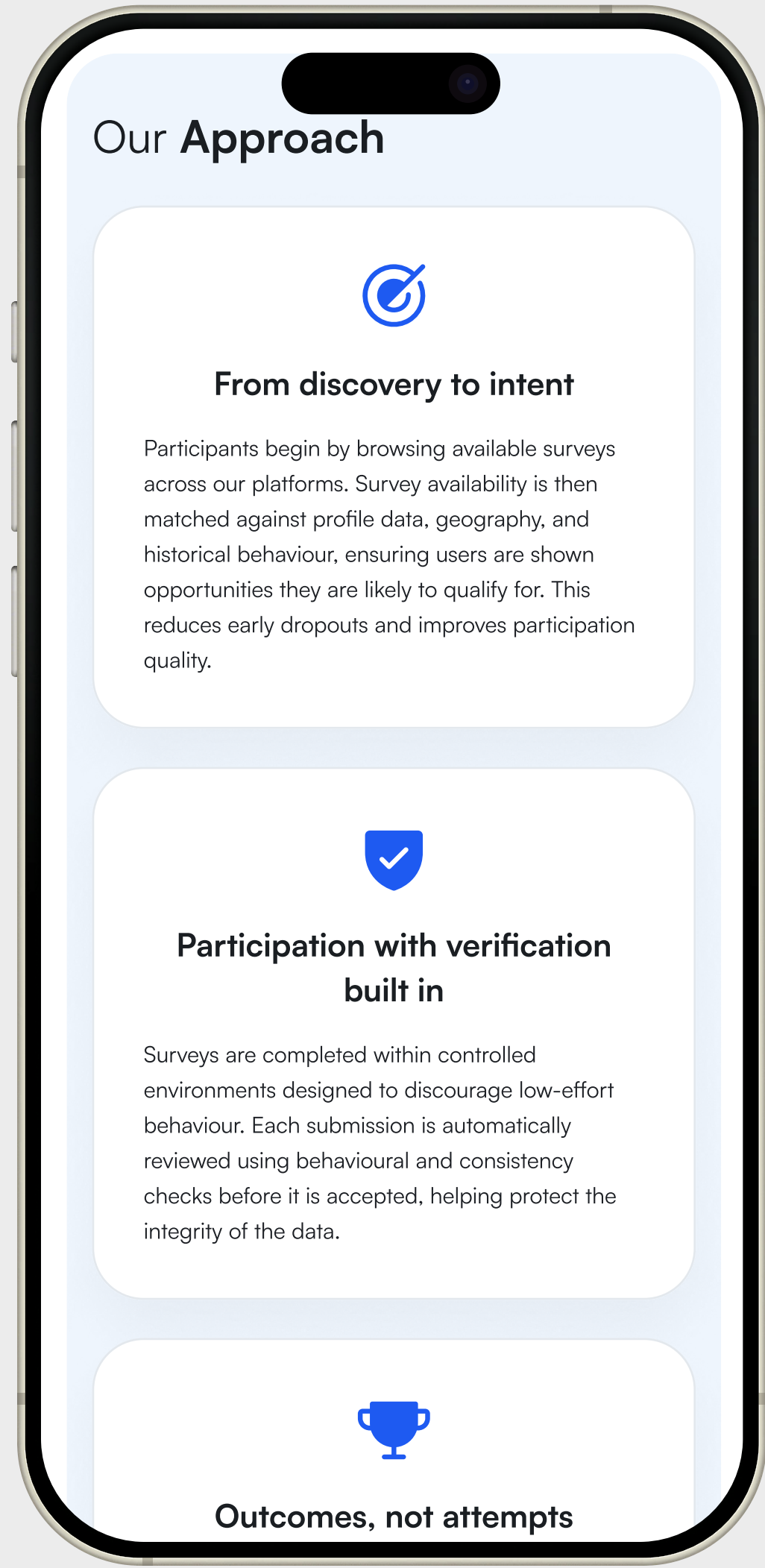
< 1 min
Your first Survey
250



Congratulations!
300 points!

Earn More

Claim



A blue flag with the RewardCollective logo and name printed in white. The flag is attached to a white pole and is set against a clear blue sky with some light clouds at the bottom. The logo consists of two interlocking circles, and the text 'RewardCollective' is in a sans-serif font.

 RewardCollective

Participation Built on Trust



ZoomBucks

Brand identity and product design for an online rewards platform connecting users with surveys, offers, and digital gift cards.

Client
Reward Collective

Role
Product Design, UX/UI & Brand

Country
Hong Kong

Date
2024



Take Easy Surveys. Earn Cash and Gift Cards.

Get Paid for Your Opinion. Join Millions Already Earning Since 2012.

Earn up to \$8 per survey
200+ surveys available in the United States

Average user earnings yesterday: \$11
Payouts starting from \$3

\$1 FREE BONUS

Create Account

daniel.vicedo@rewardholdings.com

Password

Continue

or sign up with

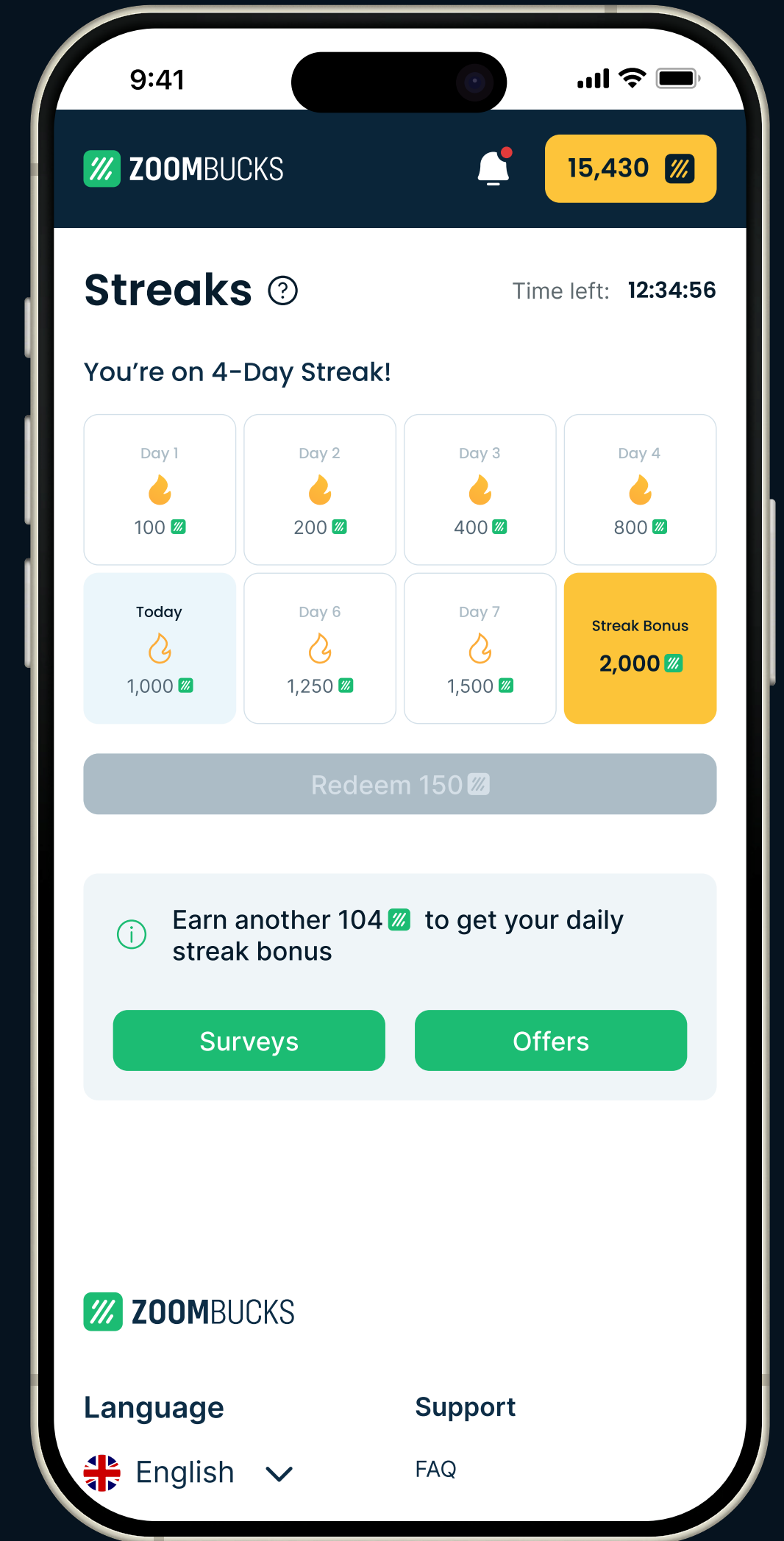
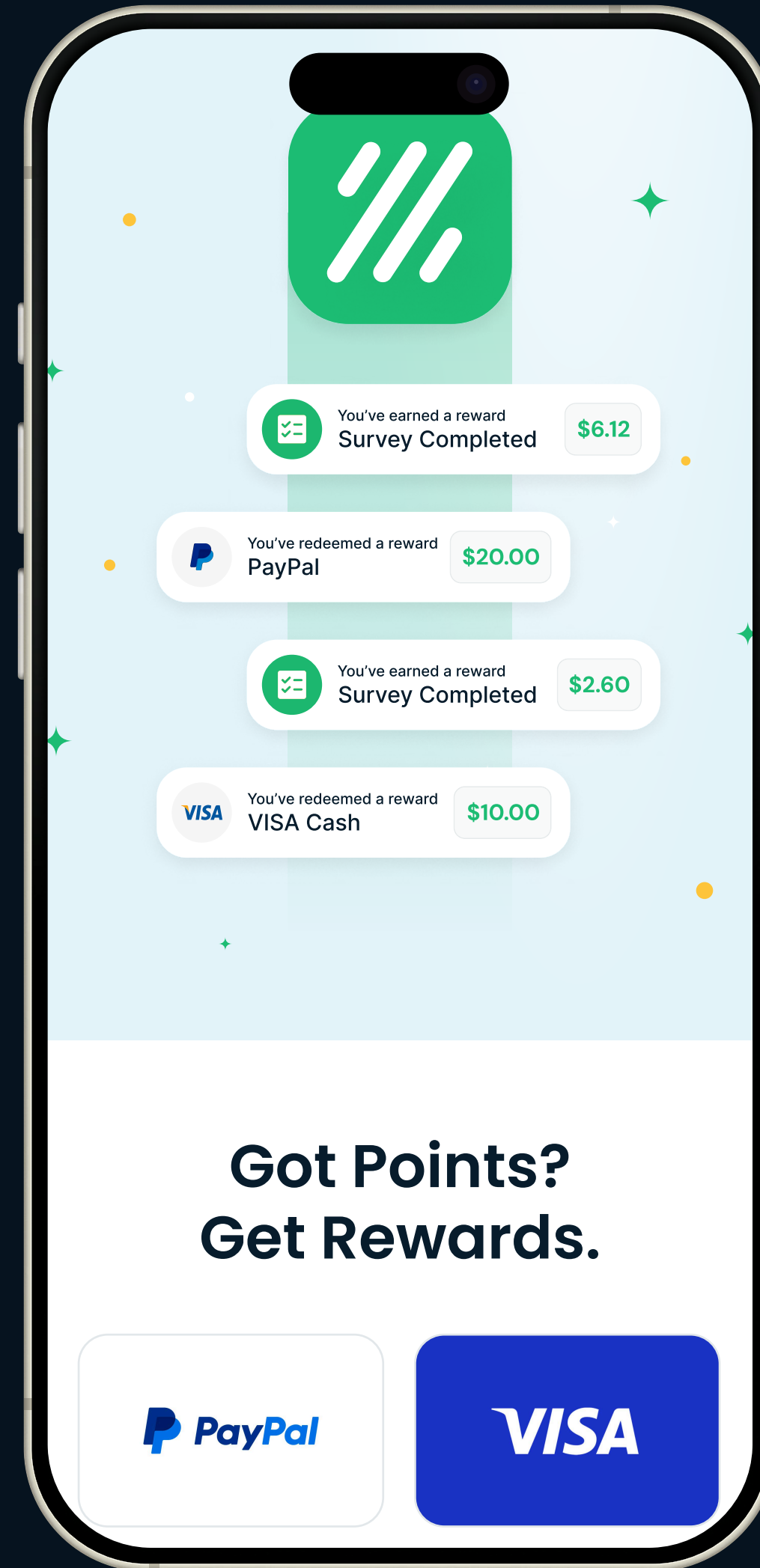
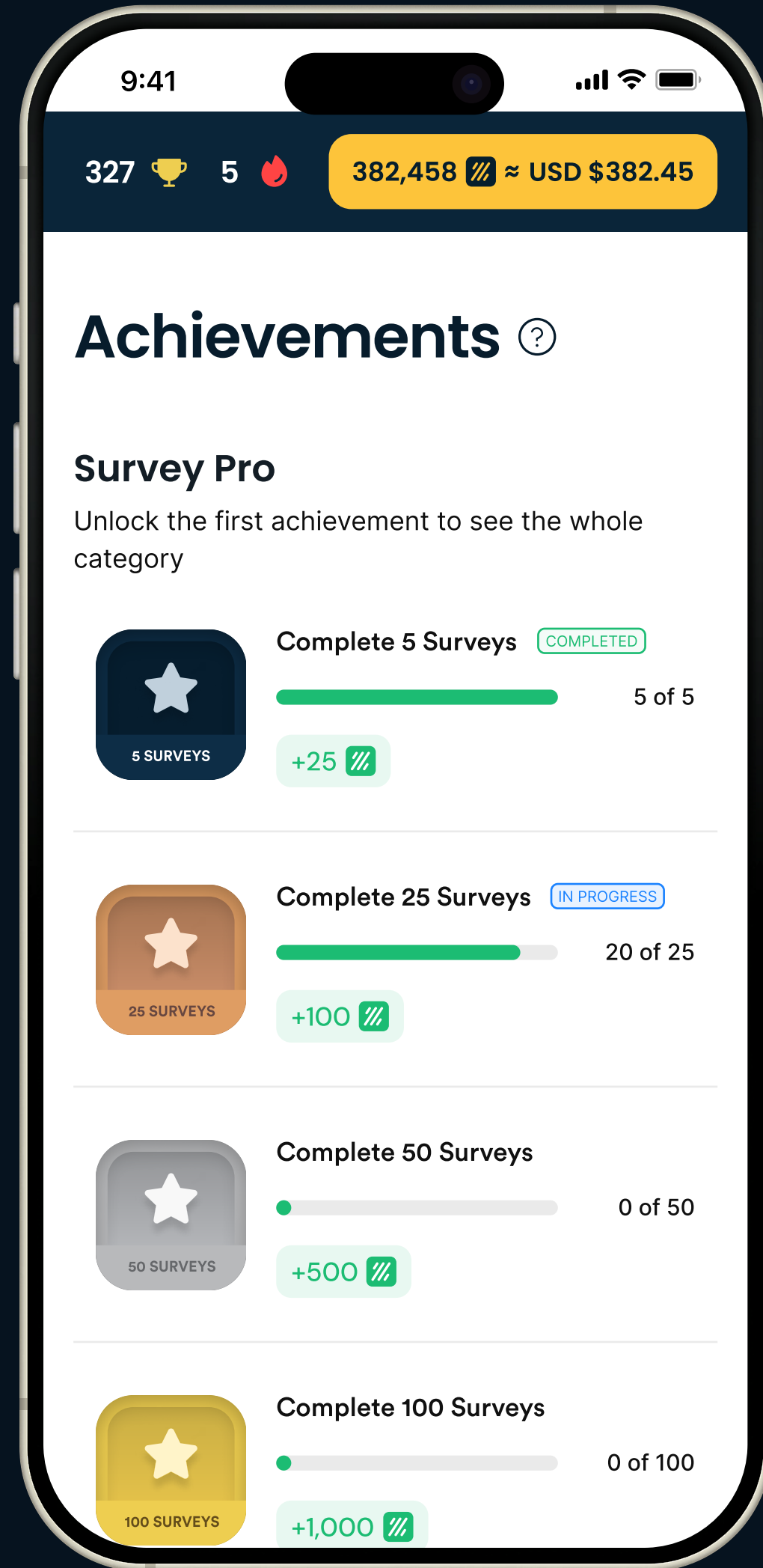
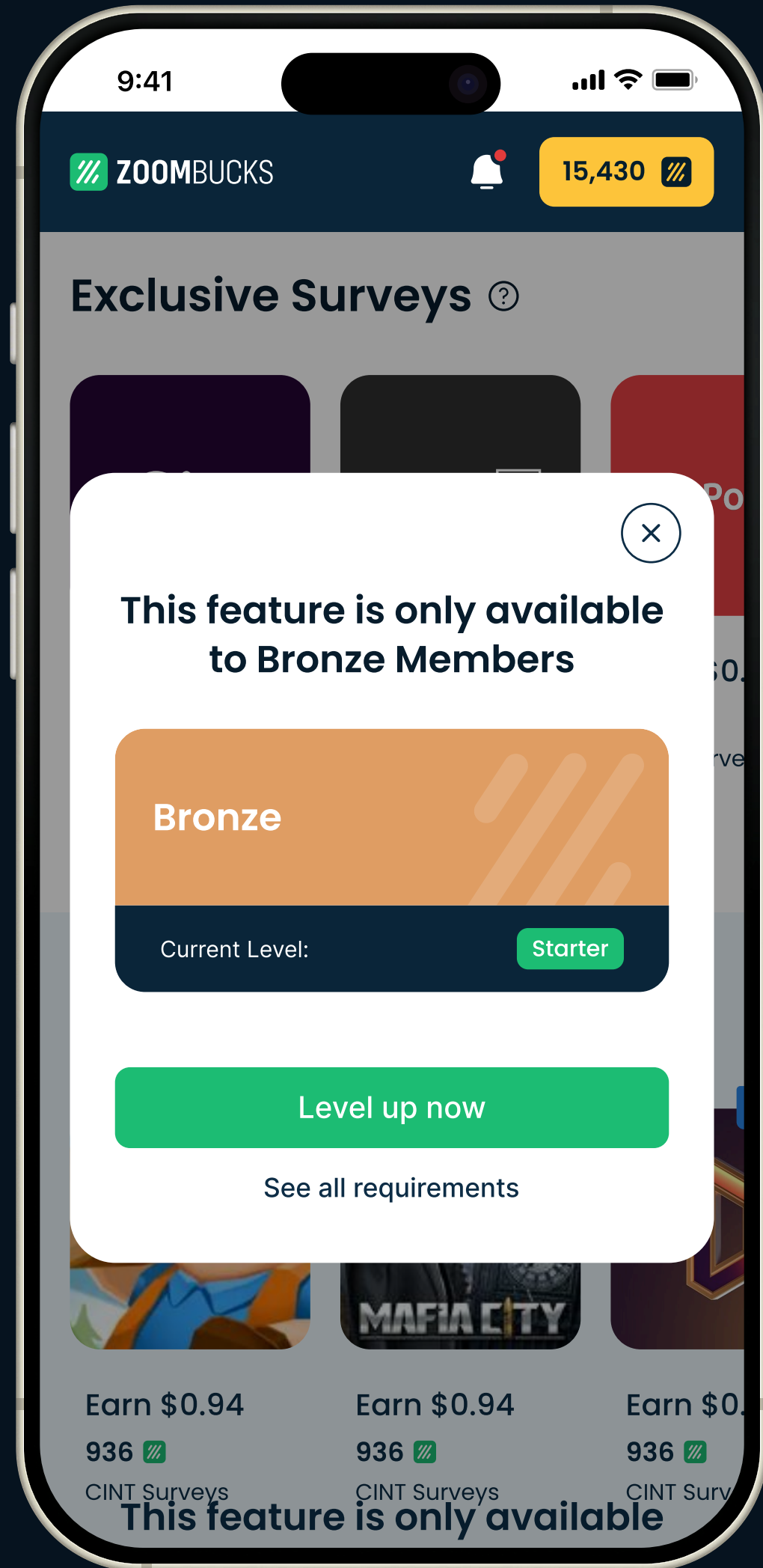


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Earning Made Simple

You've earned a reward







Earning online made **simple.**

zoombucks.com

The Rifles, British Army

A refreshed visual identity and communication materials for one of the British Army's largest infantry regiments.

Client

The Rifles, British Army

Role

Identity, Campaigns & Communications

Country

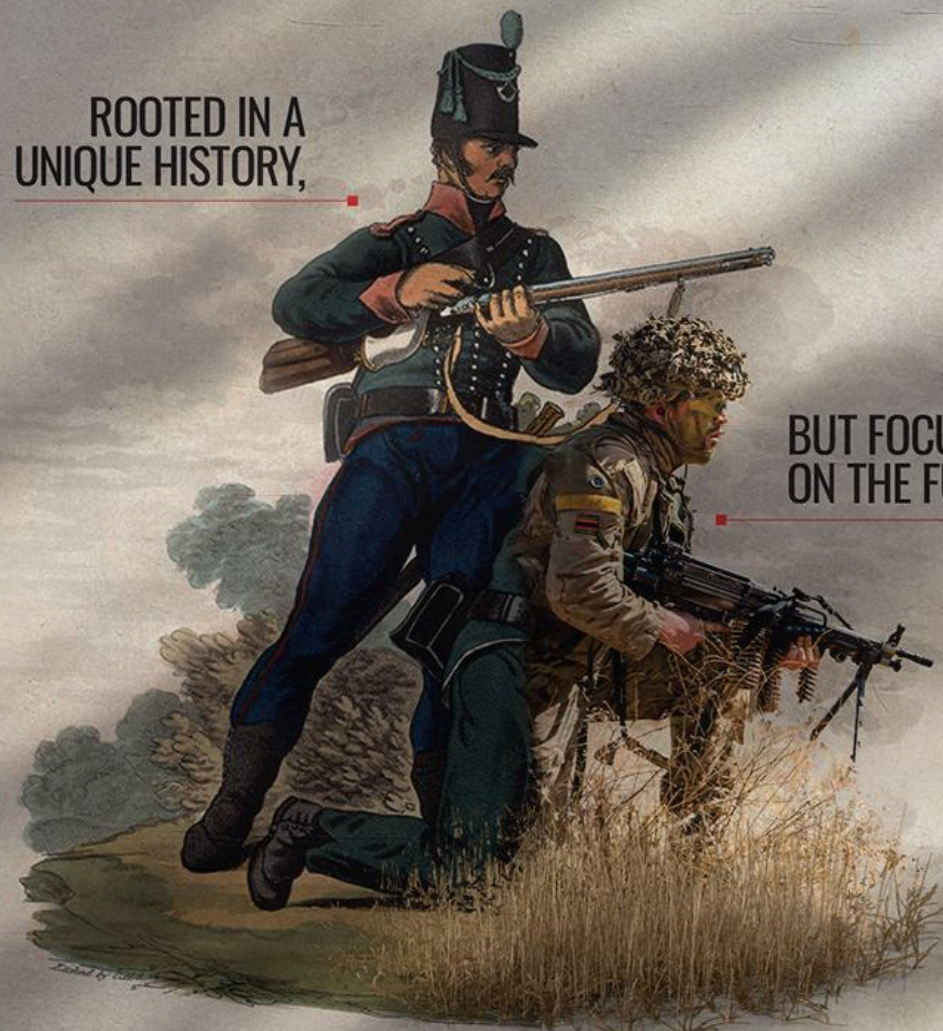
United Kingdom

Date

2025

TO BE A RIFLEMAN IS TWO THINGS AT ONCE

ROOTED IN A UNIQUE HISTORY,



BUT FOCUSED ON THE FUTURE.

It is a point of pride to say:

I AM A RIFLEMAN.



THE RIFLES



Scan to learn more

A COMMISSION IN THE RIFLES THE QUALITIES WE SEEK

COMPETENCE

What Leaders Do

Self-Discipline, Professional,
Physical Ability and
Persuasive Leadership

Forward Looking, Innovative
/ Lateral Thinking, Mental
Agility and Capacity

INTELLECT

What Leaders Know

Positive, Open Minded,
Light Touch/Relaxed/
Informal, Style and Humour

CHARACTER

What Leaders Are



THE RIFLES



Scan to learn more

THE CHARACTERISTICS OF THE RIFLES

Our Characteristics are unique to our Regiment and define our fighting spirit. They are inspired by the example of Sir John Moore, two centuries ago. We still live by these characteristics today.

- WE ARE ALL RIFLEMEN
- WE ARE CONNECTED
- WE ARE ONE FAMILY
- WE ARE INNOVATORS
- WE ARE SKILLED
- WE UNLEASH POTENTIAL
- WE ARE "SWIFT AND BOLD"



THE RIFLES



Scan to learn more





THE RIFLES

WE ARE ALL
RIFLEMEN

WE ARE
CONNECTED

WE ARE
ONE FAMILY

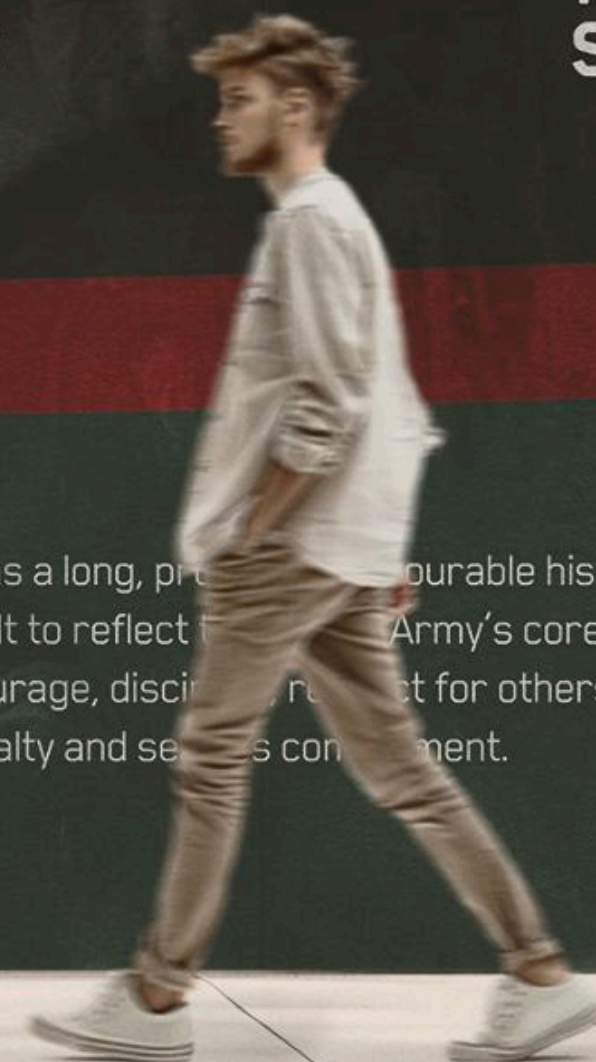
WE ARE
INNOVATORS

WE ARE
SKILLED

WE ARE
SWIFT AND BOLD

The Rifles has a long, proud and honourable history. We were built to reflect the Army's core values of courage, discipline, respect for others, integrity, loyalty and selfless commitment.

Our Character define our example of We still live



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regime
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ay.





THE RIFLES

WE ARE
SWIFT &
BOLD

WE ARE SWIFT &



SWIFT AND BOLD

A unique history but
focused on the future



THE RIFLES

OFFERING **YOU** THE WIDEST CHOICE OF ROLES,
LOCATIONS, AND VARIETY AVAILABLE IN THE INFANTRY

It is a point of pride to say:

“ I AM A RIFLEMAN ”



Scan to
learn more

Founders Health

Brand identity and visual communications for an initiative promoting founder wellbeing and sustainable entrepreneurship.

Client
Founders Health Holding Ltd.

Role
Identity, Brand Systems & Communications

Country
United Kingdom

Date
2024



FOUNDERS
HEALTH





 FOUNDERS HEALTH



INVEST IN
YOUR MOST
VALUABLE ASSET

www.foundershealth.co

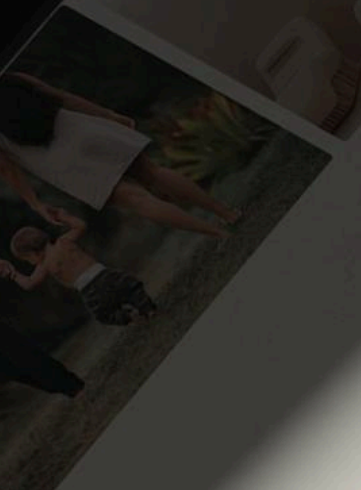
 FOUNDERS HEALTH



STEP INTO THE
WELLNESS CLINICS
OF THE FUTURE

www.foundershealth.co





SERVICES

WHAT WE OFFER

Foundere Health offers high-demand health care for those with chronic issues, performance goals, or disease prevention needs. Our holistic, personalised care treats both body and mind.



THOROUGH HEALTH ASSESSMENTS
Medical history, lifestyle & environmental factors, emotional wellbeing & health goals

COMPLETE DIAGNOSTICS & TESTING
Medical assessment & full body scan to form full health picture

CUSTOMISED LONGEVITY & WELLNESS PLANS
Personalised 6-12-month roadmap including longevity & lifestyle interventions and treatments

PROVEN TREATMENTS & THERAPIES
Access to evidence-based treatments and therapies

CONTINUOUS HEALTH SUPPORT
Ongoing support & behavioural change coaching

Step into a space that blends science and elevated lifestyle, a place where you can relax and rejuvenate.

[JOIN THE WAITLIST](#)

TEAM

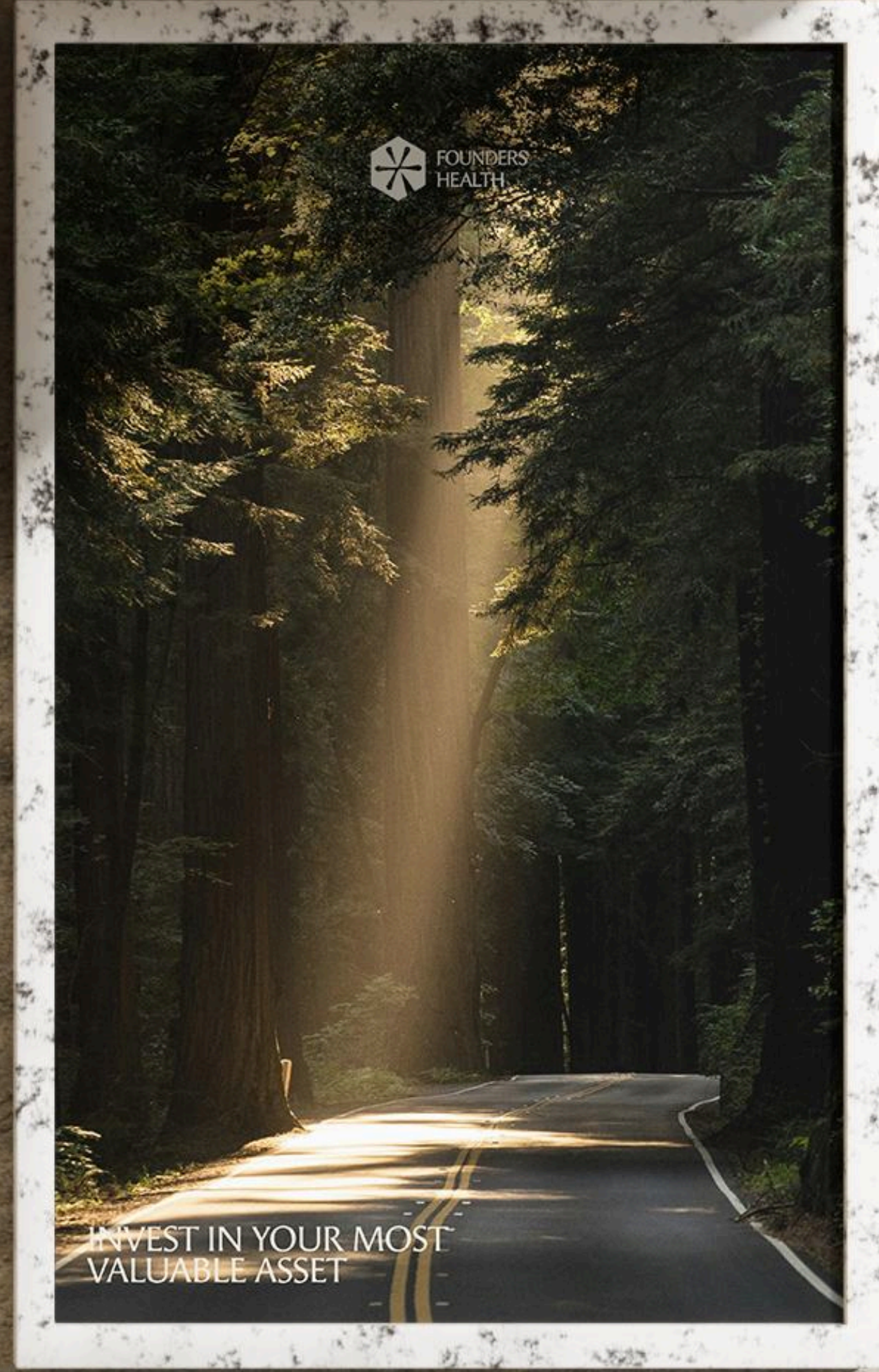
DEDICATED TO YOUR HEALTH GOALS

At our London clinic, cutting-edge diagnostics and seamless service provide access to your health concierge and dedicated physicians.



INVEST IN YOUR MOST VALUABLE ASSET

JOIN THE WAITLIST FOR EARLY ACCESS



GCLoot

Brand identity and digital product design for a rewards platform built around game discovery, offers, and digital incentives.

Client
Reward Collective

Role
Product Design, UX/UI & Brand

Country
Hong Kong

Date
2023

GCL**OT**

GCL⁺OT

GCL⁺OT

GCL⁺OT

GCL⁺OT

- PROVIDER BARTHOLOMEW R. \$2
- PROVIDER BARTHOLOMEW R. \$10
- PROVIDER BARTHOLOMEW R. \$75
- PROVIDER BARTHOLOMEW R. \$4.10
- PROVIDER BARTHOLOMEW R. \$7.25
- PROVIDER BARTHOLOMEW R. \$1.15
- PROVIDER BARTHOLOMEW R. \$15
- PROVIDER BARTHOLOMEW R. \$3

HIDE

5,701,809

Users Chose To Earn With Us

How It Works

STEP 1

Choose an offer

Pick your favorite offers from the Earn page and complete them for awesome rewards! Surveys, apps, and more await!

Sign Up and Earn Now

Sign up with Google

Continue with Facebook

or

activetxtbox@gmail.com













Enter your password

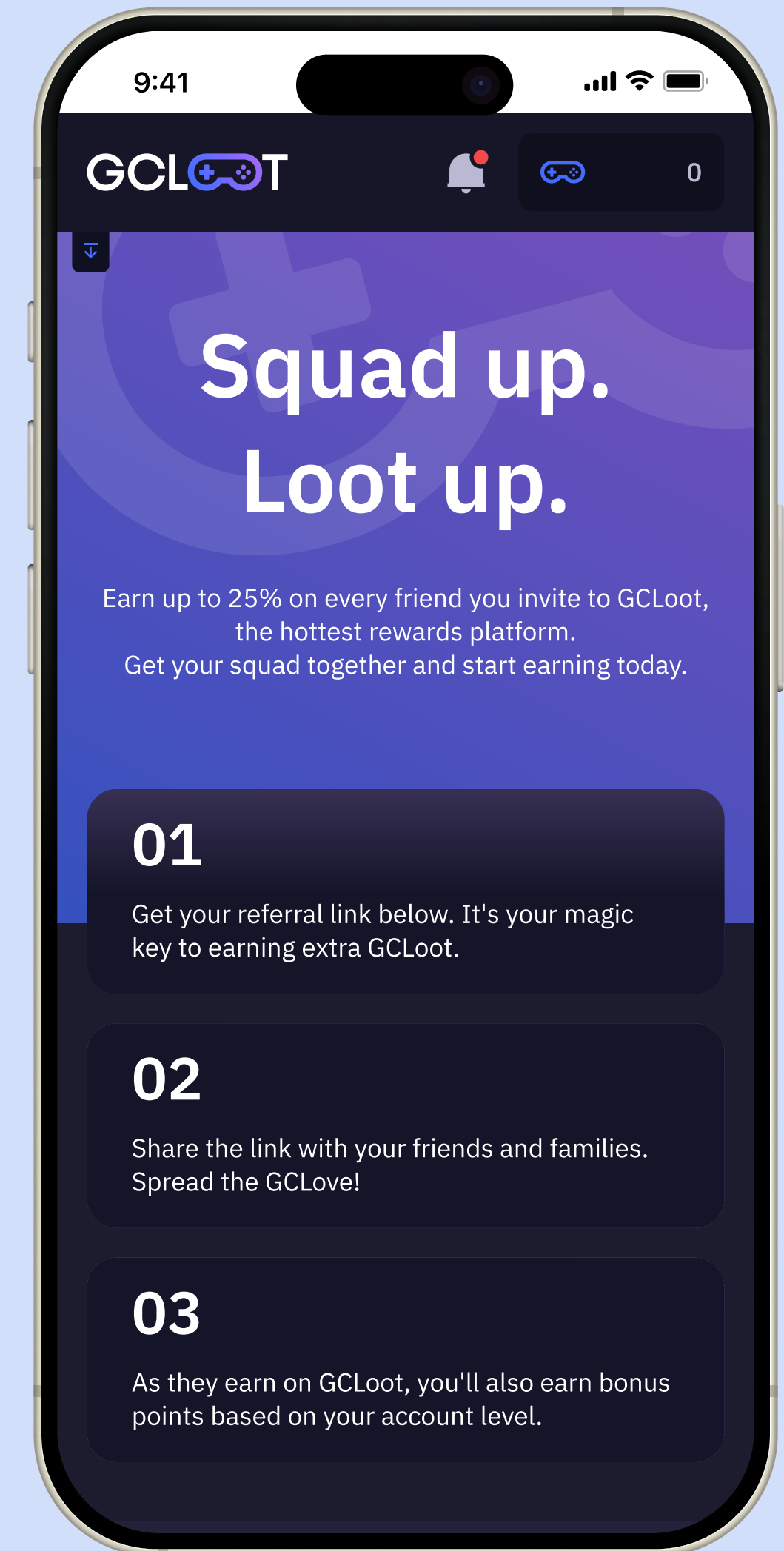
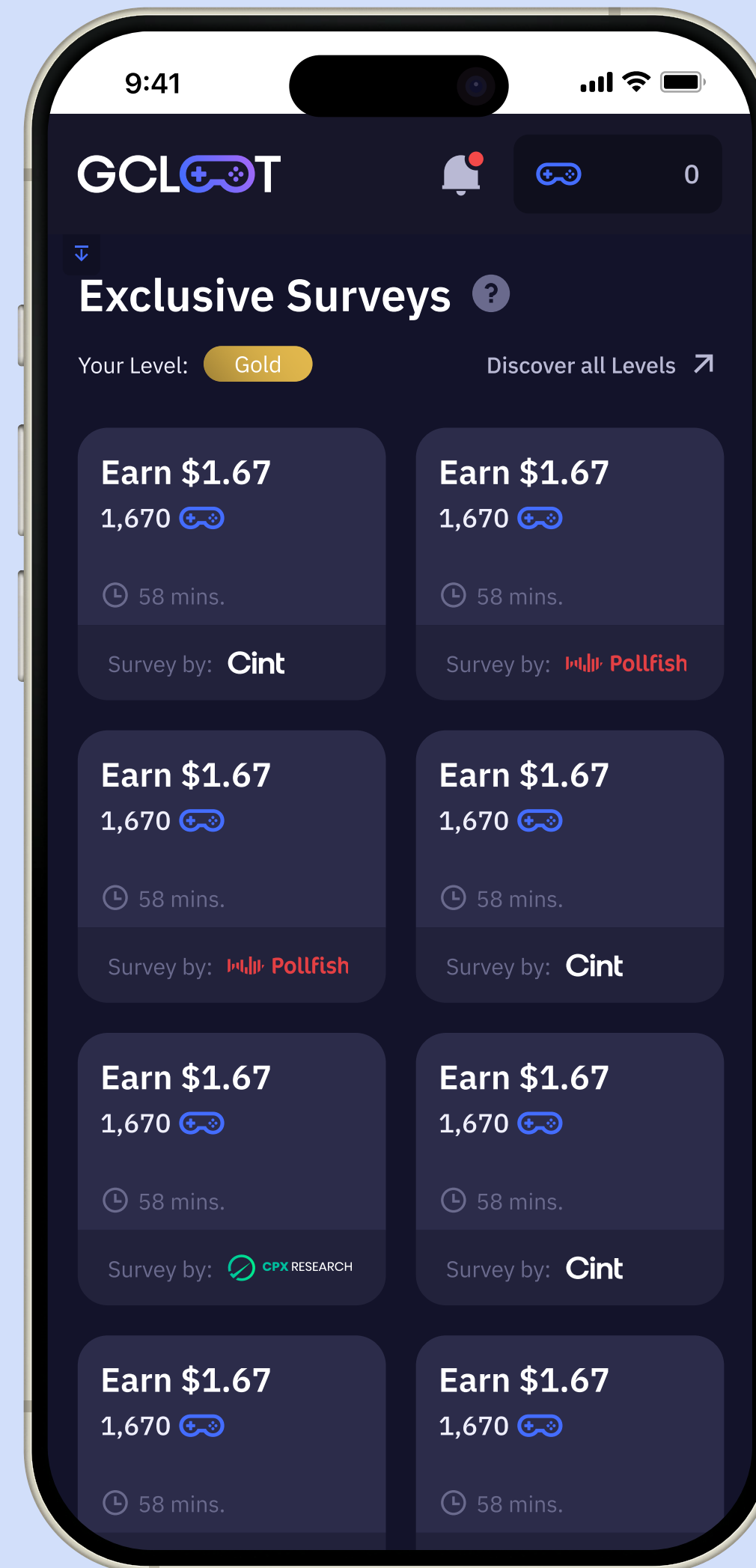
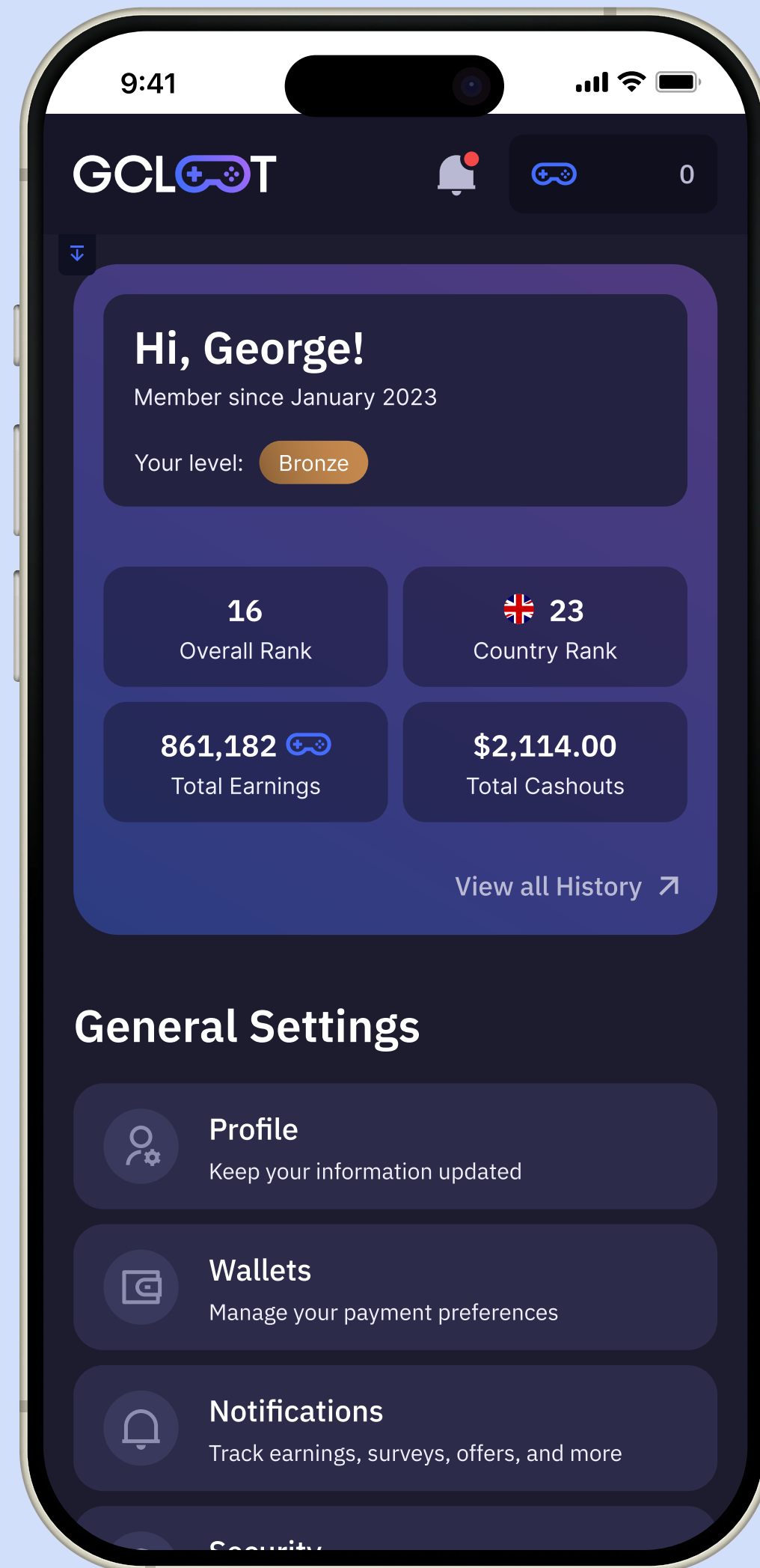
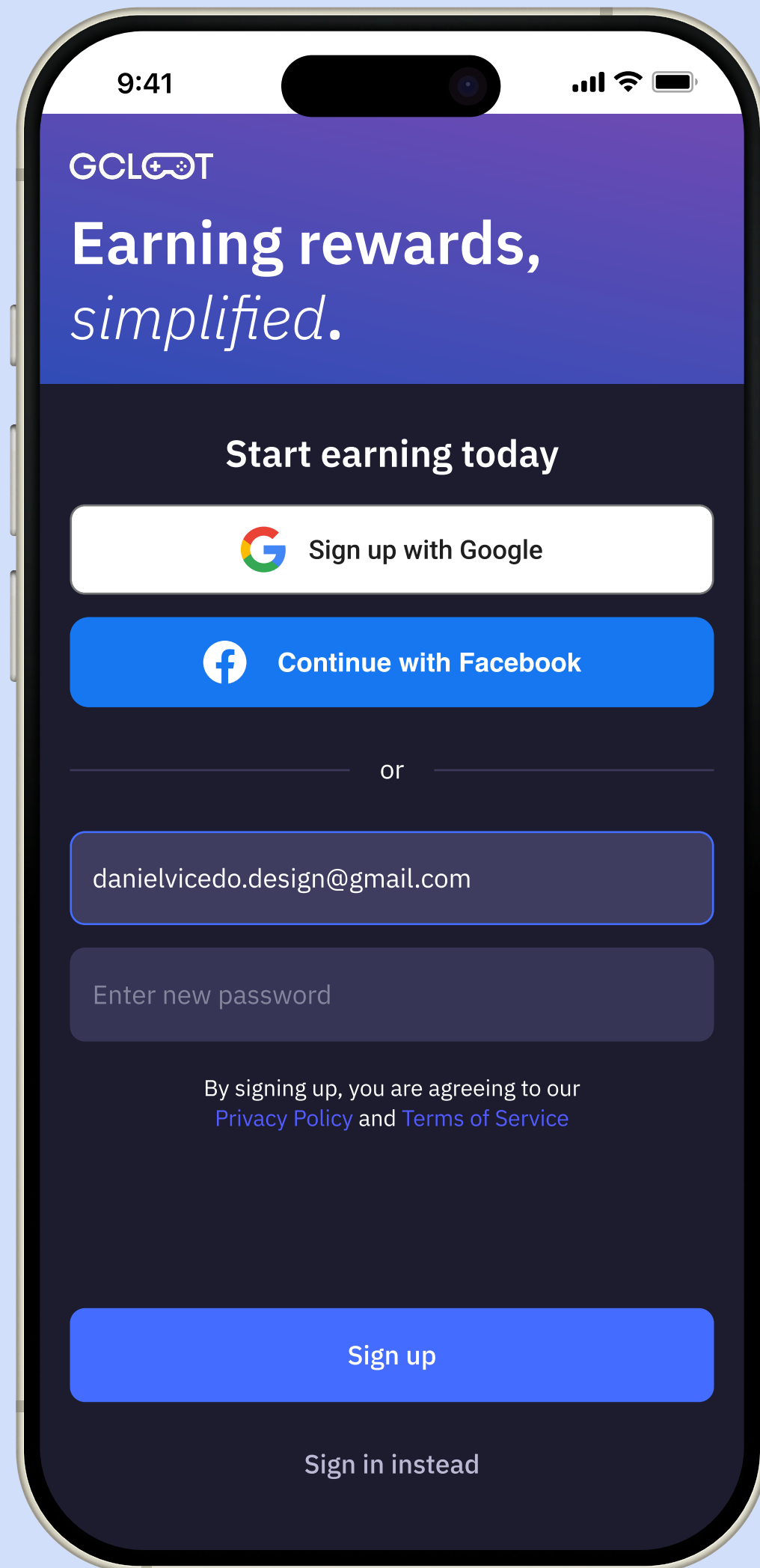
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Continue

● Live Cashouts

[View Leaderboard](#) ↗

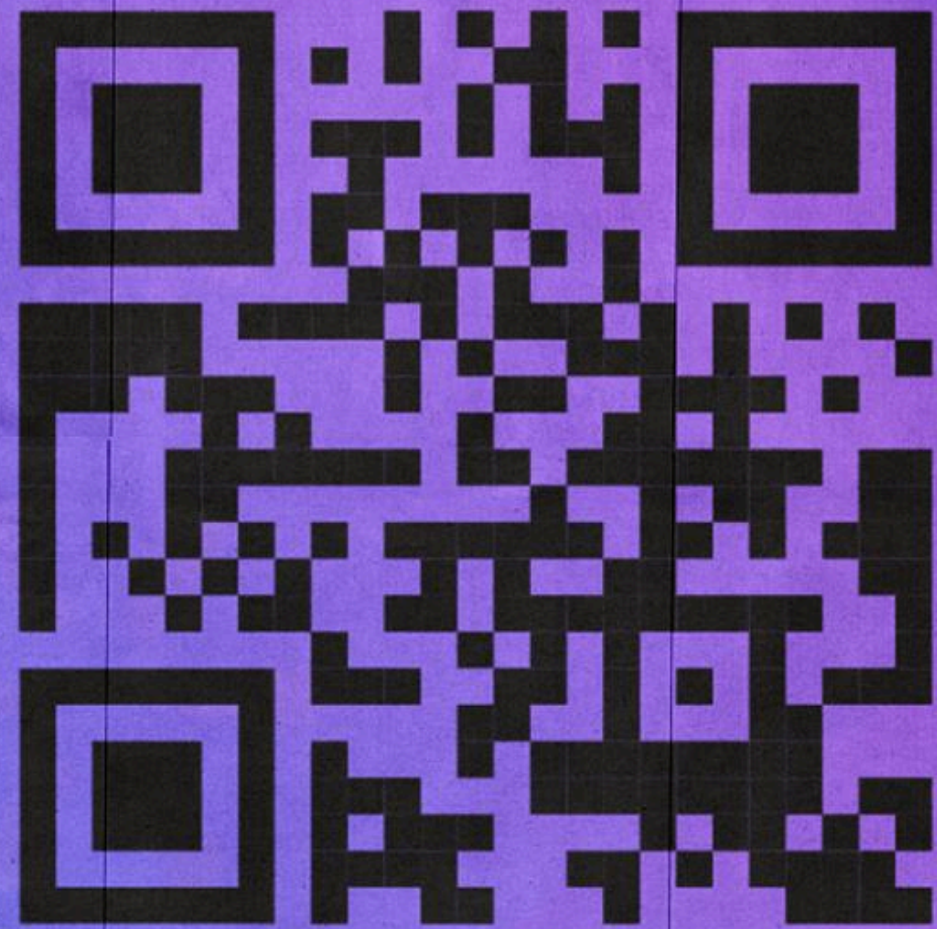
 Paypal	 Ivanka R.	1 minute ago	\$20
 Visa Cash	 Lorella Y.	4 minutes ago	\$15
 Paypal	 Haku M.	10 minutes ago	\$1
 Paypal	 Hiro V.	10 minutes ago	\$5
 Paypal	 Glendale C.	10 minutes ago	\$5
 Paypal	 Robert P.	10 minutes ago	\$2

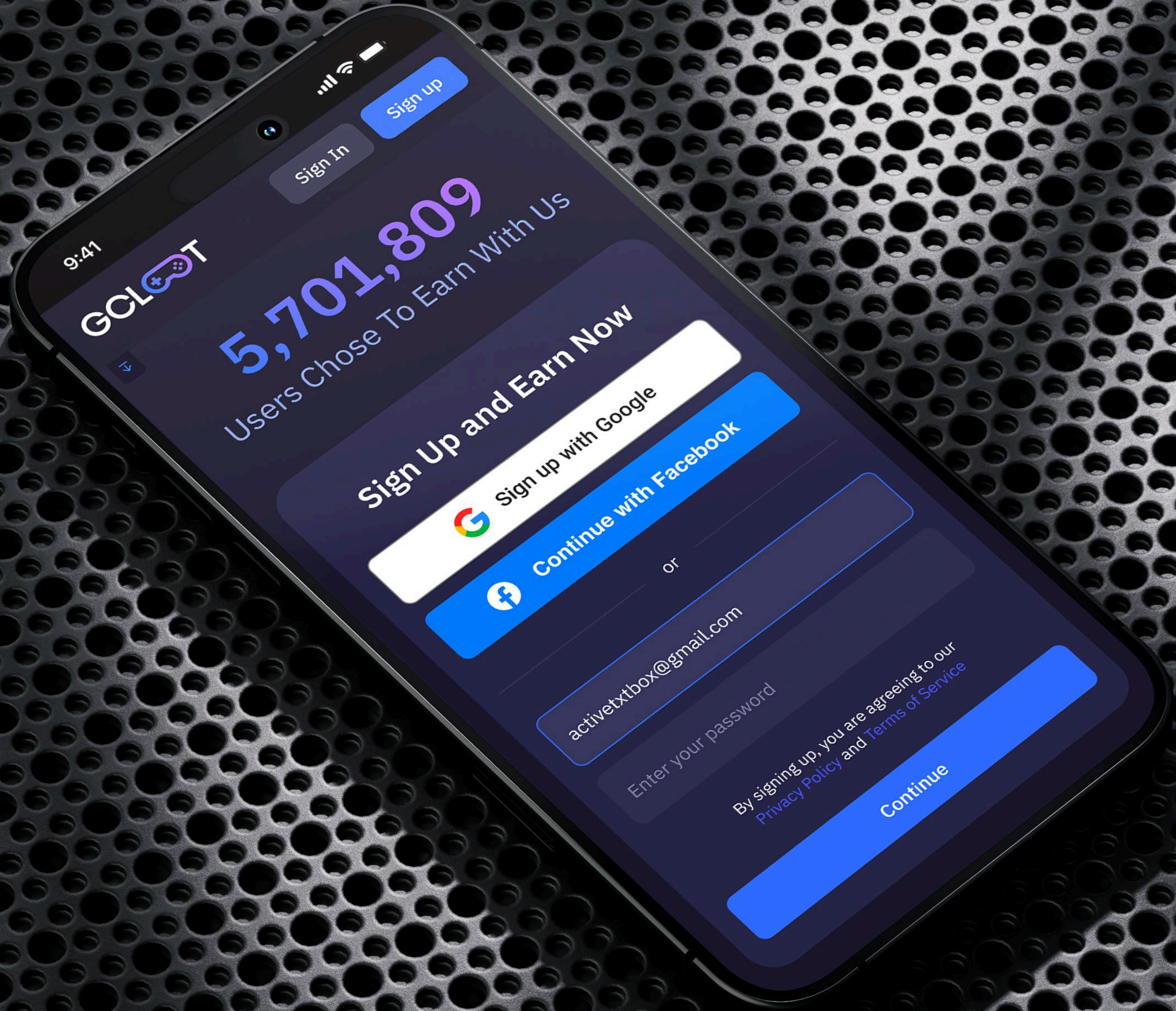


GCLOOT

Earning rewards,
simplified.

www.gcloot.com





9:41

Sign In

Sign up

GCLoT

5,701,809

Users Chose To Earn With Us

Sign Up and Earn Now



Sign up with Google



Continue with Facebook

or

activetxtbox@gmail.com

Enter your password

By signing up, you are agreeing to our Privacy Policy and Terms of Service

Continue

Identity Explorations

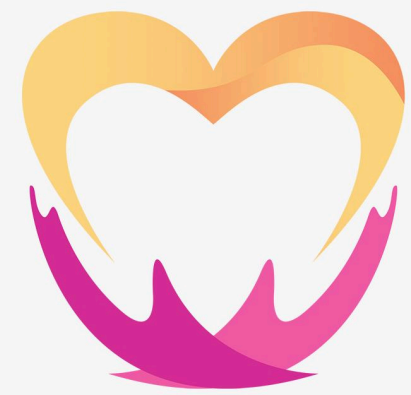
A selection of visual identities developed for organizations across technology, hospitality, non-profit, education, and consumer brands.

Client
Various

Role
Brand Identity

Country
Worldwide

Date
2020 - 2026



International
Humanitarian
Missions



BEL BEAU
HOTEL



Fullness
Revealed



**Rights Report
Philippines**



**THE
SCHOOL
OF LIFE**

Optix



Let's build something meaningful.

Based in the Philippines, collaborating worldwide.

Email

danielvicedo.design@gmail.com

Linkedin

[linkedin.com/in/danielvicedo](https://www.linkedin.com/in/danielvicedo)

Thank you.

Daniel Vicedo