

**Reach announcement\***

**Blackbird plc  
(the "Company")**

**3 September 2025**

**elevate.io partners with Enterprise Nation to empower entrepreneurs to create better video**

**Blackbird plc (AIM: BIRD)**, the developer of the browser-based collaborative editor *elevate.io*, today announces a new partnership with Enterprise Nation to deliver a series of curated promotional and community events designed to empower founders and entrepreneurs in video creation.

Enterprise Nation is an influential small business support network with a 140,000-strong membership community. As the UK's largest small business network, it reaches more than one million small businesses annually through its platform, tailored support services, content, events and other initiatives. Enterprise Nation empowers entrepreneurs by offering practical advice, local and digital events, e-learning and personalised business tools, creating a trusted ecosystem that supports ambitious founders at every stage of their journey.

The collaboration with Enterprise Nation is intended as part of a wider, ongoing partnership to deliver curated content, competitions, and community engagement initiatives that give founders and entrepreneurs the confidence and tools to harness video as a powerful driver of growth for their businesses.

*elevate.io* is a next generation video editor that combines the power and precision of traditional desktop editing platforms with the convenience and flexibility of online tools. Powered by Blackbird's patented, ultra-responsive technology, it delivers high-performance video editing anywhere - making it effortless for everyone, from entrepreneurs to marketing teams, to bring their stories to life.

**Ian McDonough, Executive Chair and CEO at Blackbird plc, said:**

*"We are delighted to partner with Enterprise Nation, an organisation that has done so much to champion and support small businesses across the UK. Video has become a vital tool for entrepreneurs to tell their stories and connect with audiences and customers. We look forward to providing founders with practical skills to create video faster and easily."*

**Aaron Asadi, CEO Enterprise Nation, said:**

*"Today building a compelling brand story that cuts through the digital noise has never been more important. Using video in a smart way is now a vital part of the small business marketing playbook."*

*"By working with *elevate.io*, we can support even more small firms to learn the skills they need to create elite video content, faster and more affordably to help them to grow their brand reach."*

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**About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

**elevate.io** is the company's new browser-based collaborative content creation platform currently in general release. **elevate.io** is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

[www.elevate.io](http://www.elevate.io)  
[www.blackbird.video](http://www.blackbird.video)  
[www.linkedin.com/company/blackbirdcloud](http://www.linkedin.com/company/blackbirdcloud)

[www.ms.com/company/blackbirdcloud](http://www.ms.com/company/blackbirdcloud)  
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