

***Reach**

Blackbird plc
(the “Company”)

elevate.io teams up with NatWest Accelerator

28 January 2026, London — Blackbird plc (AIM: BIRD), the developer of the browser-based collaborative video editing platform elevate.io, today announces a collaboration with the NatWest Accelerator programme to deliver expert insights and practical video editing skills workshops for founders and entrepreneurs.

The first event takes place on Thursday, 29 January at 94 Moorgate, London EC2M 6UR, where the Company’s Executive Chair, Ian McDonough, will speak. Entrepreneurs can register for free via the NatWest Accelerator app. Additional events will follow including a virtual video skills workshop in February 2026.

Launched in 2015, the NatWest Accelerator is one of the UK’s leading entrepreneur support initiatives, having supported nearly 14,000 businesses nationwide through expert coaching, education and peer networks.

elevate.io, the Company’s browser-based collaborative video editing platform, is designed to make professional-quality video creation faster and more accessible for small businesses and marketing teams. elevate.io includes real-time collaboration and in-editor review tools which significantly shorten production cycles.

Ian McDonough, the Company’s Executive Chair, said:

“We’re delighted to be working with the NatWest Accelerator programme. Video is the language of business today, yet many founders lack the time or tools to use it effectively. elevate.io enables small businesses and teams to create high-impact video content simply, quickly and efficiently, turning storytelling into measurable commercial impact.”

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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

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

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