



IMMERSIVE LONDON

Step Inside 2,000 Years of History



**Bringing history alive with immersive
storytelling featuring 3D visuals and
illustrated with AI-powered content.**



THE OPPORTUNITY

London's History is Hiding in Plain Sight

London draws **21 million international visitors**¹ every year.

Heritage tourism is a **\$609 billion global market**² growing at 7%² annually.

Yet most of London's extraordinary history remains invisible. Thousands of stories are locked behind unmarked doors or buried beneath modern streets. We feel compelled to imagine the stories and rich history of this iconic city.

Cradle of English is *the* online destination bringing London's history to life as a coherent, immersive digital experience.

1. 2024 per VisitBritain/London Datastore

2. IMARC Group



THE SHIFT

Digital Heritage is Having Its Moment

\$30B

Virtual tourism market
by 2030 (25% CAGR)

79%

of consumers want
digital heritage tools

38%

will pay for premium
virtual experiences

2025

UNESCO Launch
“Dive Into Heritage”

1. Grand View Research

2. Museums Association and Museums + Heritage Advisor, Jan 2025

3. IMARC Group

4. UNESCO

INTRODUCING

Immersive London

A digital hub that makes London's history walkable, talkable, and unforgettable.

EXPLORE BY PLACE

Browse a curated map of London's most historically significant locations. From the Guildhall to the city's many bridges, each venue opens into a rich, layered experience that includes options for spatial and contextual audio.

EXPLORE BY STORY

Dive into topics and eras — the Great Fire, the trial of Lady Jane Grey, the evolution of London fashion, theatre or science and innovation. Each topic weaves together places, people, and moments.

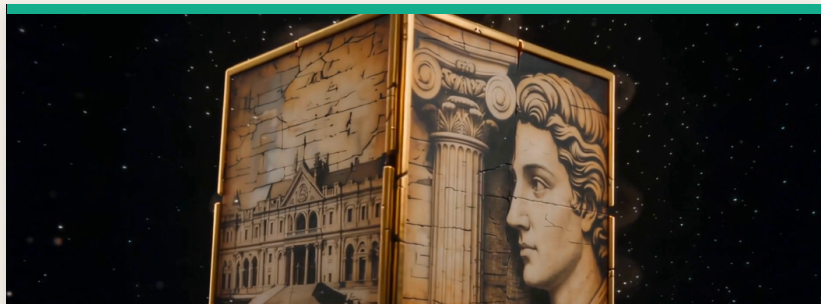
THE EXPERIENCE

Walk Through History in 3D

- High-resolution 3D scans of historic London interiors and exteriors
- Photogrammetry-grade detail for virtual walkthroughs
- Scans represent and enable cultural preservation
- Guildhall 3D technology already live and proven
- Immersive spatial audio guides and sounds



Feel the History. Live the Stories.



Immersive Heritage in the Long Now

We are exploring ways to look at history in new ways. With a feel for the longer term we celebrate what it is in our past that will shape our future. [Have a look at the video on our media page.](#)



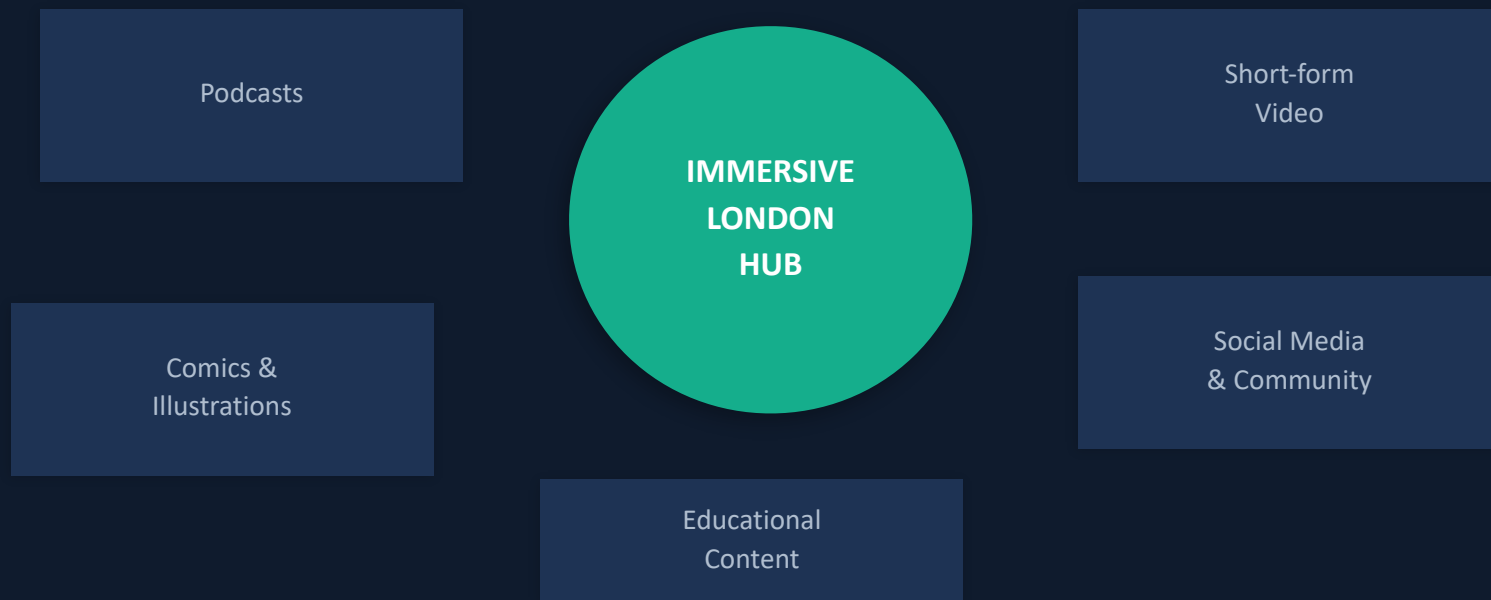
TimeTableLondon — A Podcast

How better to get a real feel for history than to share a few long moments with congenial company in an historic London pub? [TimeTable London](#) is a podcast crafted by lovers of London for lovers of London, featuring convivial conversation in a wide range of cosy corners.

THE FLYWHEEL

One Hub. An Expanding Universe of Content.

Each piece of content drives traffic back to the hub. Every hub visit generates new content ideas. The flywheel accelerates.



The People Behind Immersive London



Tam McDonald

Founder & CEO

Historian and filmmaker. Creator of the Cradle of English heritage initiative centred on Fleet Street and London's literary history.



Geoff Browell

Head of Research

Deep expertise in London's historical archives. Lead researcher ensuring historical authenticity across all content.



Doug Thompson

Founder: SOJEN

Founder of Sojen, a narrative AI engine that powers Immersive London's characters, guides, and content generation.



Bernice Kaplan

Co-Founder & Director

Strategic leadership and partnerships. Driving the expansion of immersive heritage experiences across London venues.



Thomas Flynn

Heritage Specialist

Digital heritage specialist with expertise in 3D digitisation, open access, storytelling, and interoperability.



Christopher Winn

Historian

Historian, travel writer and author of some 20 books including the best-selling [I Never Knew That](#) series.

Sojen — AI-Assisted Narrative Engine

Purpose-built AI for world building and storytelling. Sojen powers the characters, guides, and content engine behind Immersive London. Facilitates an open-minded and circumspect engagement with history.

Character Engine

Generates historically-grounded AI characters with consistent personalities, knowledge, and speech patterns. Trained on period sources.

Content Flywheel

Automatically spins narratives into comics, social posts, podcast scripts, teacher notes, and interactive experiences. One story, many formats.

Story OS

Interconnected histories, timelines, and character relationships. Every element stays consistent as the world expands across centuries. The AI helps to secure engagement without replacing human expertise and discovery.

Five Revenue Streams

1

Venue Partnerships

Historic locations pay to be featured on the hub with rich 3D profiles, event listings, and visitor referrals.

2

Sponsorship & Ads

Brands align with London's heritage story. Sponsor a topic, an era, or an aligned venue. Ad revenue from appropriate placement, e.g. podcasts like TimeTable London.

3

Subscriptions

Annual subscriptions for schools, tourism organizations and others.

4

Premium Experiences

Users pay for deeper access: extended AI conversations, exclusive comics, and the ability to generate stories that put YOU inside history.

5

Grants & Cultural Funding

Heritage Lottery Fund, Arts Council England, UNESCO digital heritage programs, and local authority cultural grants.

ROADMAP

From London to the World

PHASE 1

Launch

2026

- Hub launch with Roman London & Guildhall core content
- 3D walkthroughs for 2 key venues
- First AI characters live
- Podcast and comics pipeline active
- First topic-based publications (e.g. Joseph Conrad)

PHASE 2

Scale

2027

- Expand to 20+ London locations
- Launch premium tier
- Venue partnership programme live
- Sponsorship revenue stream active

PHASE 3

Expand

2028+

- Merchandise and licensing deals
- Franchise model for other cities
- (Rome, Paris, Edinburgh, NYC)
- Cross-media partnerships

We're Not Starting from Zero

Guildhall 3D

Live platform with advanced photogrammetric scanning of London's historic Guildhall. Proven technology ready to scale.

Content Library

Cradle of English has produced or co-produced podcasts (Timetable London), video series, an archive of London heritage content, and a vast photographic library.

Sojen

Narrative operating system already proven for AI character generation, world-building, and multi-format content creation.

Community

Active following through social media audience, and partnerships with London heritage venues.



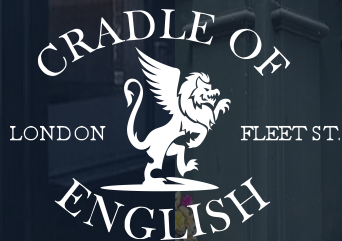
Partner With Us to Build Immersive London

We're seeking strategic partners and initial funding to:

- Build and launch the Immersive London digital hub
- Scale 3D scanning to at least 1-2 additional London heritage venues
- Deploy AI character engine and virtual guide experiences
- Establish venue partnership and sponsorship programmes

London has been telling stories for 2,000 years.

Now those stories can reach anyone, anywhere.



cradleofenglish.com | sojen.io