

JUST SIGNED **SHOPIFY SPONSORS POSH AND SPECS, SEASONS 2 AND 3**

FOUNDER · INVESTOR · TV PERSONALITY · POP STAR

JAMES BUCKLEY-THORP

One name. Four audiences. 800,000+ monthly engagements across every platform.

800K+
Monthly engagements, all platforms

£17M
Raised across his companies

4M+
Streams as the artist Roubix

TOP 100
VC-backed founders worldwide, 2024

AS SEEN ON **CHANNEL 4** **THE INHERITANCE** **MADE IN CHELSEA** **NETFLIX** **BBC** **FORBES** **NEWSWEEK** **THE GUARDIAN** **THE SUN** **THE TELEGRAPH**

BRITAIN ALREADY KNOWS THE FACE

CHANNEL 4 THE INHERITANCE
MADE IN CHELSEA NETFLIX BBC FORBES
NEWSWEEK THE GUARDIAN THE TELEGRAPH
THE SUN TIMES RADIO LBC
THE INDEPENDENT iNEWS OK! MAGAZINE
METRO COSMOPOLITAN THE SUNDAY TIMES
NASDAQ TECHROUND UKTN GAINGELS







THE INHERITANCE

Channel 4, 2025 (pictured centre and right). Twelve episodes of the prime-time reality game show hosted by Elizabeth Hurley and Rob Rinder.

SCAN TO WATCH
THE SHOWREEL

E4
MADE IN CHELSEA
Britain's best-known structured reality series.

NETFLIX · 2027
LIARS IN THE HOUSE
Working title. An explosive three-part series coming to Netflix in 2027.

NATIONAL TV AND RADIO
ON AIR
A regular voice on AI and startups for the BBC, Channel 4, Times Radio and LBC.

800,000+ MONTHLY ENGAGEMENTS. UK-WIDE.

Four audiences that rarely sit in the same room. James is the room.

CORE AGE

22 TO 48

Across every audience below

INSTAGRAM

70K+

Followers at @jamesbuckleythorp

HEARTLAND

LONDON AND THE HOME COUNTIES

His largest audience

STRONGHOLDS

SOMERSET, GLOUCESTERSHIRE AND SCOTLAND

Strong regional followings

THE DECISION MAKERS

Founders, investors and senior professionals who follow his business, startup and AI commentary.

People who sign off budgets.

LinkedIn · BBC · Times Radio · LBC

THE REALITY TV CROWD

Prime-time viewers who met him on Channel 4 and E4, Posh and Specs listeners and, from 2027, Netflix.

Social-first, opinionated, always talking.

Channel 4 · E4 · Podcast · Instagram

THE DANCEFLOOR

Roubix fans across the UK, Germany and Europe who stream, buy vinyl and turn up to the shows.

Collectors, festival goers, nightlife spenders.

Spotify · Radio · Vinyl · Festivals

THE AI-CURIOUS MAINSTREAM

Viewers of AI Did What?, his fast-growing AI news series, and listeners who hear him explain AI on national radio.

Everyone asking what AI means for them.

TikTok · Instagram · National radio

NATURAL BRAND FIT

Banking and savings · Tech and ecommerce · Cars and EV · Menswear and grooming · Premium drinks · Travel and hospitality · Property and home · Events and nightlife

Full age, gender and region splits from Instagram, TikTok and podcast analytics supplied on request.

£17M RAISED. TWO EXITS. STILL BUILDING.





Building teams across his startups, from Bequest to today.

RUPERT & BUCKLEY

EXITED

Started with £40 and a pop-up shop in Bath. Grew into a £3m fashion brand in 125+ locations, named in The Sunday Times Fast Track 100, then sold to the TK Maxx buying group.

BEQUEST

ACQUIRED

Founded the UK's first life insurance app out of Founders Factory. Scaled to £38m in gross written premium, then acquired.

ZEGO

UNICORN

Operations at the UK's first insurtech unicorn. Built across Silicon Valley and London.

ATLIAN

NOW

Founder and CEO. AI built for the £100bn+ construction insurance market. Backed by Fuel Ventures and FCA authorised.

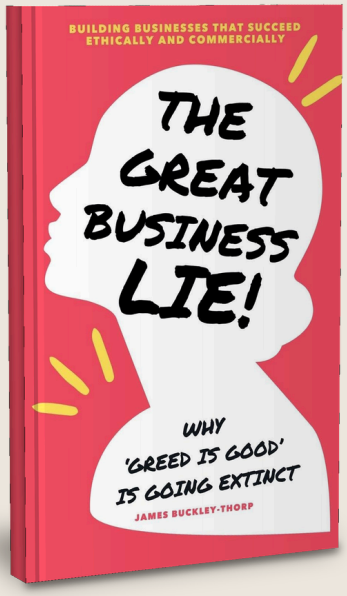
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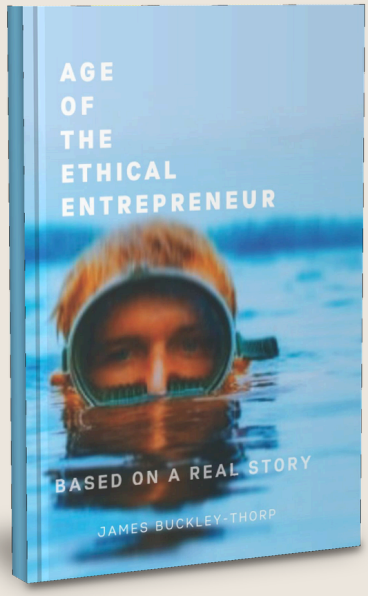
TK MAXX FUEL VENTURES SUPERSEED FOUNDERS FACTORY
SYNDICATEROOM GOOGLE MUNICH RE SWISS RE BERKSHIRE HATHAWAY

LINKEDIN

AUTHOR. COMMENTATOR. INVESTOR.

The founder broadcasters call when AI makes the news.





THE AUTHOR

Two books on building businesses that win ethically and commercially.

THE GREAT BUSINESS LIE!

Why greed is good is going extinct

AGE OF THE ETHICAL ENTREPRENEUR

Based on a real story

Published by Bloom and Pierce Publishing

SCAN TO BUY

ON AIR AND ONLINE

AI COMMENTATOR

A regular voice on AI for the BBC, Channel 4, Times Radio and LBC

AI DID WHAT?

His short-form AI news series on Instagram and TikTok

INVESTOR

Invests in and builds startups across the UK and US

15+ YEARS

Law graduate in regulated markets and a Founders Factory alumnus

"Greed is good" is going extinct.

THE BIG IDEA BEHIND THE GREAT BUSINESS LIE!



HE FILLS ROOMS

Keynotes, panels and launch nights across London's startup and investment scene, with stages in Europe and the US.



Panellist, Building a more inclusive venture ecosystem, London



Working the room

TALKS ON

AI, building startups and inclusive investing

STAGES

InsurTech Insights Europe, London venture events and talks across Europe and the US

FOR BRANDS

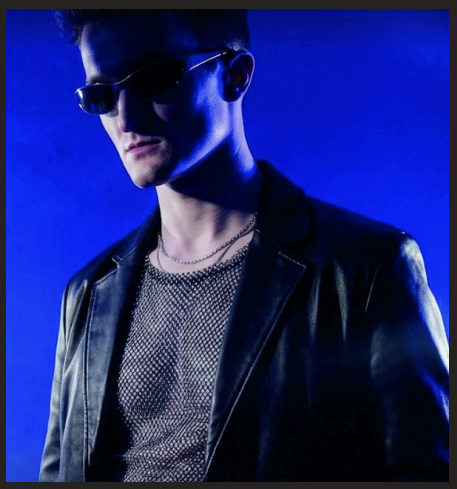
Launch nights, panels, keynotes and brand hosting

BOOK JAMES

SIGNED TO ZYX MUSIC

BY NIGHT, HE'S ROUBIX

The italo disco and eurodance act signed to Germany's ZYX Records. Same man, same work ethic, a whole second audience.







ON TOUR · 2026 **SOLD OUT**

SOLD-OUT EUROPEAN TOUR

Played across Europe in 2026, all while filming an undisclosed new reality TV series, slated for 2027 or 2028.

EUROVISION

EYES ON EUROVISION 2028

A 2024 semi-finalist for San Marino. Now working with North Macedonia on a potential 2028 entry.

4M+
Streams worldwide

3
Top 10 hits in Germany

No.1
In North Macedonia with Mount of Temptation

170+
Radio stations playing his records

THE RECORDS

Debut album Error 404, out now on ZYX on vinyl and CD

Second album House Rules on double 12" vinyl, 2027

Featured in FAZEmag

THE COMPANY HE KEEPS

Duets with Fancy, D.White, Linda Jo Rizzo and Pete Hammond

Festival stages across Germany, including Sumpfland

FOR BRANDS

TOUR, MUSIC VIDEO, LIVE SHOW AND VINYL CAMPAIGN PLACEMENT ACROSS THE UK AND EUROPE

roubix.co

POSH AND SPECS

Born on Channel 4's The Inheritance. James and co-host Hannah: he's posh, she's Scottish, and Britain can't stop listening.





"Our breakthrough podcast. Viewership came in at 6.5 times what we expected, because James and Hannah win new audiences fast and keep it authentic. Now Shopify is on board."

MARK POTTER, DIRECTOR, STORYHOUSE PRODUCTIONS

JUST SIGNED · SEASONS 2 AND 3

SHOPIFY

One of the world's biggest commerce platforms backs the show for Seasons 2 and 3.

100K+
Downloads per episode in Season 1

6.5x
Viewership against StoryHouse's forecast

SOLD OUT
Seasons 2 and 3 taken by Shopify

SEASON 4 PACKAGES

Host-read midrolls **In-shot branding** **Season sponsor billing** **Host Instagram stories** **Listener giveaways**

SEASON 4 TALKS OPEN NOW Video on YouTube. Audio on Spotify, Apple Podcasts and Audible.

LISTEN NOW

WHAT IT COSTS

Clear starting prices. Every partnership is shaped around the brand, so the final quote follows a short call.

POSH AND SPECS · FULL SEASON SPONSOR

SOLD OUT

SEASON 2	SEASON 3
~~£48,500~~	~~£48,500~~
Taken by Shopify	Taken by Shopify

Each season included the opener on every episode, in-shot branding, a host-read midroll in each episode, sponsor billing on every show channel and Instagram stories from both hosts.

SEASON 4 NOW TAKING ENQUIRIES

Speak to us before it goes

AVAILABLE NOW

SOCIAL PACKAGE

Instagram and TikTok posts plus stories, made in James's own voice

£1,500 to £3,000

MONTHLY SERIES

A recurring run across his founder content and AI Did What?

£6,000 to £10,000 a month

AMBASSADOR

Twelve months across every channel, with events and press

From £50,000 a year

LIVE, SPEAKING AND ROUBIX

Keynotes, launches, brand hosting, music video and live show placement

On request

USAGE RIGHTS

+50% to 200% a month

To run James's content in your own paid ads

CATEGORY EXCLUSIVITY

+20% to 50%

Keeps your competitors off his channels

All prices exclude VAT. Final fees depend on scope, timing and exclusivity. Every brand is vetted before any formal engagement.

SCAN TO ENQUIRE

BE ONE OF THE FIRST

Brand partnerships with James Buckley-Thorp are new. A handful of brands, chosen carefully, built in organically.

No scripted hard sells. Your brand lives inside the real story: the founder's desk, the studio, the stage and the podcast mic. Audiences buy what they see him genuinely use, so every partnership is built for conversion, not just impressions.

THE FOUNDER'S DESK
Woven into AI Did What? and his founder content

POSH AND SPECS
Sold out through Season 3. Season 4 open.

ON STAGE WITH ROUBIX
Music video, live show and vinyl campaign placement

LIVE AND SPEAKING
Keynotes, panels, launches and brand hosting

AMBASSADOR
A 12-month partnership across every channel

NOW SIGNING 2027 PARTNERS
A handful of slots. Rates on page 09

WHAT JAMES WON'T PROMOTE

Gambling, vaping, politics or religion. As an FCA-regulated individual, no financial advice, insurance products or insurance platforms. Banks and savings accounts are welcome, vetted by an agency before any formal engagement.

THE MOMENTUM

2025
The Inheritance on Channel 4

DEC 2025
Posh and Specs launches

2026
Atlian backed by Fuel Ventures, debut album, AI Did What? launches

NOW
Shopify takes Seasons 2 and 3. Posh and Specs sells out

2027
Liars in the House on Netflix and second album House Rules

SCAN FOR THE FULL STORY

JAMESBUCKLEYTHORP.COM

Showreel · Instagram · TikTok · LinkedIn · IMDb

GET IN TOUCH partnerships@jamesbuckleythorp.com