

# Matt Kelland

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**Matt Kelland has been involved with technology startups for most of his working life, specializing in using emerging technology for consumer entertainment and media.**

After taking a degree in Archaeology and Anthropology at St John's College, Cambridge, Matt's first job was Deputy Editor at *African Preview* magazine, working for the former President of Ghana, Kojo Boakye Djan. He built up a network of over 100 correspondents throughout Africa, America and Europe, and reported on politics, economics, culture and science throughout the continent.

In 1989, he moved to Somerset in South-West England and worked on designing healthcare systems for **Perihelion Software**. He was part of a small team pioneering innovative hand-held computers using wireless networking and pen interfaces for use in surgeries and on wards. The healthcare division of Perihelion was subsequently sold to CSC.

In 1993, Matt was one of the founder members of **UK Online**, the first consumer Internet Service Provider in Britain. He combined his experience in journalism with his expertise in computing and took on the role of Editor in Chief. He created what was, at the time, the largest and most active Web site in the world, combining over 20 consumer magazines covering everything from cookery to gardening, films, music and travel, with automated news, sports and weather feeds and an interactive events diary. Matt was responsible for managing all the in-house editorial staff as well as over 100 freelance writers and artists. UK Online was sold to Easynet Limited in 1998.

Matt then moved into consumer entertainment, and co-founded **nGame Limited** with two other Cambridge graduates, long-time friend and computer expert Dave Lloyd, and financial expert John Brimacombe. The company produced experimental games for interactive television and other emerging platforms, and by 2000, it was established as the world's leading producer of mobile phone games. Matt oversaw in-house production of over 40 titles for WAP, SMS, Java & Brew, including the BAFTA-nominated *Merchant Princes*, on which he was lead designer. He also established a network of over 50 external development studios throughout the world and built up a portfolio of some 200 games which were sold to all the leading operators in Europe, North America, Australia, and Asia. nGame was acquired by Mforma Inc (later Hands On Media) in 2003, which made it the largest mobile entertainment supplier in the world.



Matt and Dave then co-founded **Short Fuze**, and originally planned to design console games. However, during the course of this, they made a movie, *No License*, which was seen by over 1 million people online and shown at major film festivals worldwide, including Sundance. They saw the potential for a really simple home animation tool, and this became the virtual movie studio **Moviestorm**. (The company was renamed **Moviestorm Limited** in 2009.)

In 2009, Matt moved to Florida, and set up **Draco Felis**, providing a range of services to creative companies and individuals. This includes marketing, creative production, and live events.

In 2010, he became interested in e-books, and co-founded pioneering digital publisher **Hukilau**. The company published a range of fiction and non-fiction titles, and was later sold to incunabula.org. In 2012, he co-founded **GC DigiType**, which specializes in e-book conversion and providing quality assurance services to book publishers. He also became an advisor to **The Bookshop House**, which provides services to self-publishers.

Matt has authored several books, including *Machinima* (2005), *Making Better Movies With Moviestorm* (2011), and *The E-book Handbook: a publisher's guide to successful digital publishing* (2012). He has also contributed to academic titles including *The Machinima Reader* (MIT Press, 2011), and numerous articles for trade and consumer magazines, blogs, and websites.

*“Matt is detail oriented, intelligent and ethical. You couldn't do better than to pick Matt as a member of your team.”*  
*Joseph Matheny (co-founder, Hukilau / former CTO, Adobe)*

Matt always maintains that he likes the challenge of doing something that's never been done before, and his passion is using technology to let ordinary people do something fun without knowing how it works. He enjoys public speaking, usually in his trademark Stetson hat, and loves the buzz from that "aha!" moment when someone realises what technology can do for them. Matt's greatest strength is in the early part of a company: seeing an idea, working out how bring that to reality, selling that vision, assembling the team to make that happen, and then building a stable company that can be run by other people.

Matt is also a keen chef, and loves travelling, playing music, reading, and watching movies. He still occasionally contributes to various hobby magazines, designs board games, and has a growing stack of half-written stories and screenplays.

For more information, contact [matt@dracofelis.com](mailto:matt@dracofelis.com).