



TECTONIC

NIGHT SUMMIT

IMPACT REPORT

BAAD GLASGOW
29 MAY 2025

*Glasgow
TechWeek

ABOUT TECTONIC

TecTonic Night Summit is an experiential, collaborative celebration of digital innovation and community, running 'Market Square' evening gatherings in collaboration with business conferences and fringes across Scotland.

The name celebrates the movement, overlap and continuous evolution of innovation, relationships and collaboration, across sectors, in innovation and enterprise.



GOALS OF THE PROJECT

- Create a collaborative celebration of innovation across tech, creativity and entrepreneurship
- Unite support orgs from creative industries, digital and tech professionals, and the entrepreneurial ecosystem
- Include support bodies, students, and investors
- Encourage cross-sector pollination and shared learning
- Showcase innovation from Glasgow and Scotland in a 'Market Square'
- Align with, and enhance, the wider Glasgow Tech Week initiative from GCID

KEY FEATURES

- Inspiring keynote about community and kindness
- Curated exhibitor showcase
- 1:1 mentorship sessions
- Showcased business support services
- Highlight Glasgow Tech Startups
- Trusted, aligned sponsors with quality services
- Creator's Courtyard – market-style showcase space
- Intentional networking via opt-in attendee list sharing
- Interactive elements and performances to encourage fun, connectivity and curiosity
- Collaboration between cross-sector business support organisations and communities

SPONSORS & PARTNERS

- TecTonic 2025 was sponsored by a mix of Glasgow-based, Scottish national, and UK-wide organisations across Professional Services, Tech and Product Design
- 9x Glasgow startups also contributed as part of the ‘Startup Spotlight’ campaign
- TecTonic received grant funding from the Glasgow City Council Tech Ecosystem Event Subsidy, part-funded by the UK Government’s UK Shared Prosperity Fund and GRID.
- TecTonic united 56 community partners, including accelerators, universities, creative networks, niche meetups, national support bodies etc.
- Each amplified the event through their own trusted channels and were individually featured in an online ‘spotlight’ campaign

SPONSORS

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WEDDERBURN



Funded by
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CalypsoTech



Eagle Labs

STARTUP SPOTLIGHT

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STREAMBAMBA

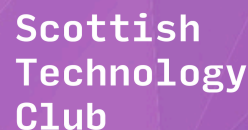
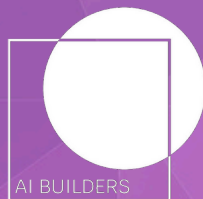
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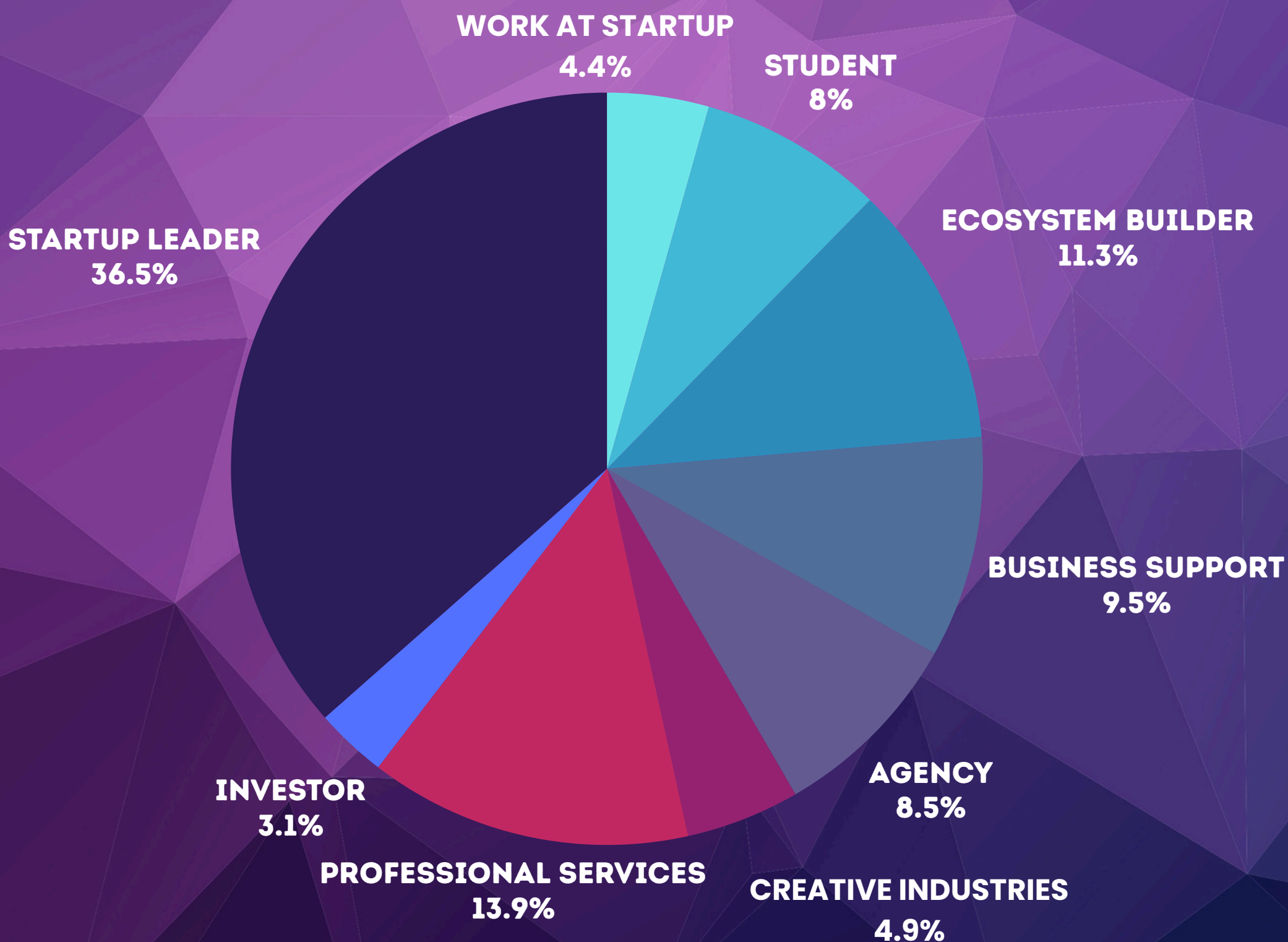
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COMMUNITY PARTNERS



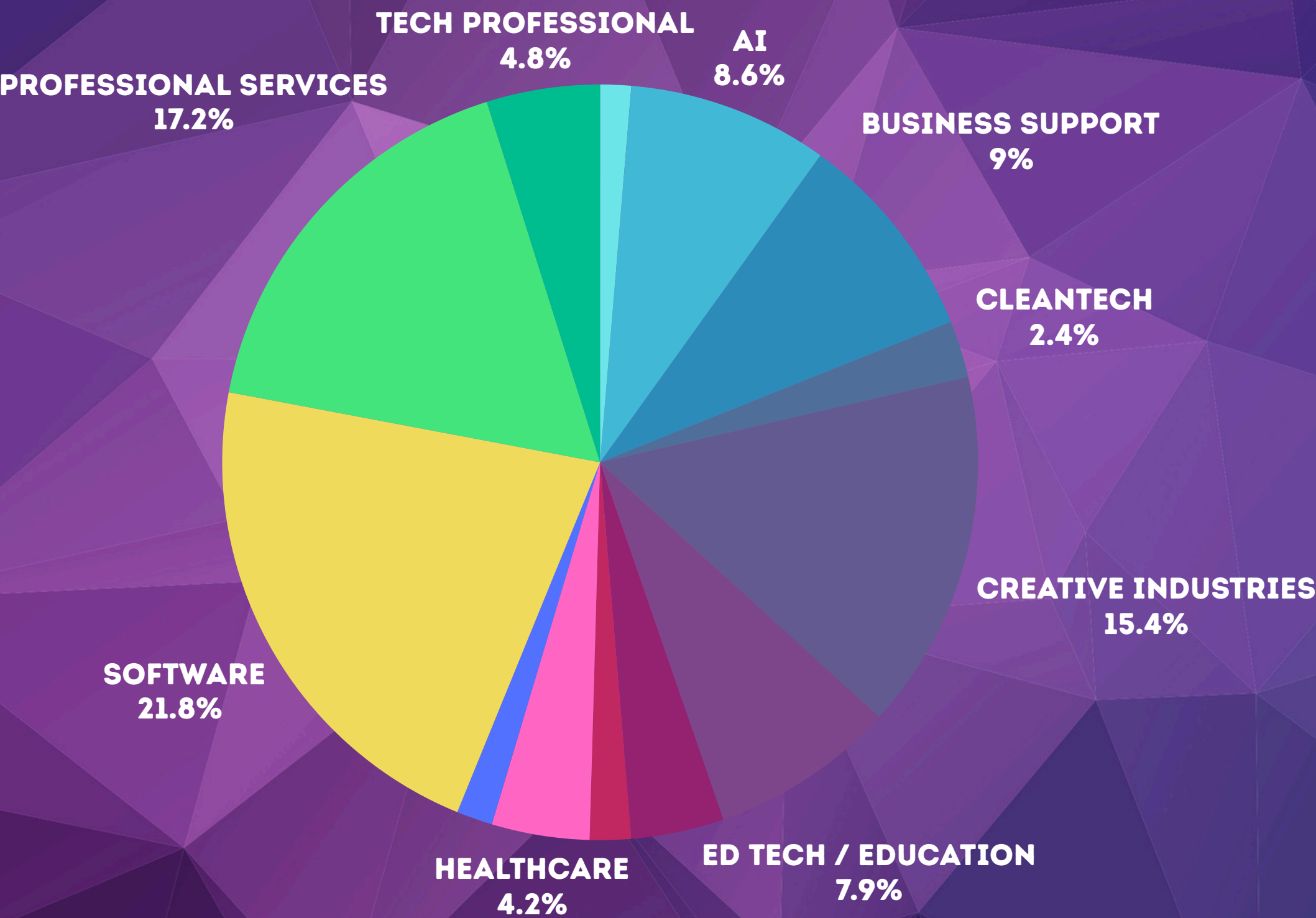
ATTENDEE INSIGHTS

- 577 tickets allocated
- 463 attended
- 61% Male, 39% Female
- 59% Glasgow, 17% Edinburgh, 4% Aberdeen, 3% Dundee, 3% London, 14% Other Scotland



ATTENDEE INSIGHTS

Prominent industries represented



ATTENDEE INSIGHTS

- Main demographics targeted were entrepreneurs, creative industries & tech professionals
- Strong turnout from startup leaders and operators (up from 2024)
- Solid presence of business support orgs & service providers
- Growth in students, creatives & investors – but room for improvement
- Engagement strong across Scotland – reach remains national
- Roughly 60% male / 40% female split

RECOMMENDATIONS

- Deepen partnerships with: Student orgs, Creative industry networks & Investors
- Align more closely with Glasgow Tech Week messaging for wider UK & London exposure
- Improve gender balance via:
 - Partnerships with female-focused networks
 - Championing diverse founder ambassadors

REACH & ENGAGEMENT

A social media campaign ran 24 Mar - 5 June 2025 on LinkedIn & Instagram. All data below is organic reach during this campaign period.

LINKEDIN

- 33,055 individual impressions
- 1,376 positive reactions
- 166 member comments
- 141 member reposts
- 1,750 page views
- 40.9% follower increase

INSTAGRAM

- 5,026 individual impressions
- 195 positive reactions
- 1,487 accounts reached
- 414 profile visits

WEBSITE

- 3,809 site visits

IN THE PRESS

DIGIT, 1 April

Scotsman, 12 April

Scotsman, 24 April

DIGIT NEWS

SectorsTechnologyBu

TecTonic Night Summit Returns to Glasgow Tech Week

Elizabeth Greenberg
01 April 2025, 01.56pm



THE SCOTSMAN

Comment
Saturday 12 April 2025 → Scotsman.com

51

A prison food mentality will starve our ecosystem

◆ Resist the temptation to retreat into silos and focus on collaboration instead, says Nick Murray

Scotland boasts a robust, diverse, and mature business support ecosystem with an excellent network of willing people ready to serve and support a startup's journey. However, it's often undermined by a scarcity mindset and zero-sum thinking approach. Ecosystems, in nature or business, rely on interaction. Different agents must engage, collaborate, and share resources to create balance and sustainability. Yet too often, Scotland's entrepreneurial ecosystem retreats into silos, guarding resources and treating collaboration as a threat, not a strength. When livelihoods and entire programmes are tied to a single grant, it's easy to feel defensive when the tap turns off. An organisation that once thrived on consistent funding can suddenly find itself out in the cold. Government priorities can shift swiftly, leaving once-thriving organisations vulnerable. Those who fail to adapt and commercialise their offerings, to build sustainable business models beyond grants, are particularly vulnerable. What's worse, this reliance breeds insecurity, mistrust, paranoia, and tribalism. If someone else gets a piece of the pie, it can feel like your slice has been stolen. Instead of fostering collaboration, this creates a tense, siloed environment where organisations hoard plans and insights. The result? Duplication of efforts, fragmented and incomplete support services, and a confused marketplace. The greatest danger of this scarcity mindset is that it infects the startups themselves. This approach is the very

without ego enables us to provide more comprehensive support for startups. Instead of duplicating efforts, we can fill gaps in expertise by connecting with others who excel where we don't. Successful ecosystems offer proven strategies we can adapt. Corporate sponsorships, philanthropic partnerships, and international funding bodies can provide more stability, reducing competition for limited resources. Tailoring programme outcomes to appeal to corporate innovation agendas, or partners outwith Scotland, are other relatively easy wins to ensure sustainable activity. If we want entrepreneurship in Scotland to thrive, we must embrace the true nature of an ecosystem: interaction, collaboration, and balance. A scarcity mindset breaks these essential connections, leading to a world where no one learns, grows, or evolves their offering. Scotland is full of passionate people dedicated to supporting startups, but if we cling to a prison food mentality, the ecosystem will starve. If we embrace abundance, learn to source and cook for ourselves, and look beyond borders for opportunities, there will always be enough to go around.

Nick Murray is Director at TecTonic Night Summit, which takes place on Thursday 29th May as part of Glasgow Tech Week



The TecTonic Night Summit is a 'collaborative celebration of digital innovation and community'

antithesis of what we should be instilling in our entrepreneurs: that customers, investment, support, and opportunity can come from anywhere, and that casting your gaze far can only benefit your business's potential. To break free from this mindset, we must learn to leverage collective strength. Pooling resources and expertise

All Sections

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Business

It's time to treat failure as a badge of resilience and insight

By Dana Schwendtner



MENTORSHIP AT TECTONIC



**1:1 SESSIONS WITH
INDUSTRY EXPERTS**



MENTORSHIP AT TECTONIC

30x curated mentorship sessions delivered during the event

- Each session was 30 minutes, totalling 15 hours of live mentorship
- All sessions took place in a dedicated, quiet space in the Mentorship Mezzanine at BAaD
- Supported by Barclays Eagle Labs, Techstars, Scottish Technology Club, Johnston Carmichael, Shepherd & Wedderburn & CodeBase

Topics Covered:

- Product & UX design
- Branding, Marketing & Communications
- Technical Career Coaching & Leadership
- Fundraising & Investment Readiness
- Commercial Strategy & Sales
- Creative Entrepreneurship
- Content Creation & Storytelling
- Legal & Financial Services
- GTM, PMF & Growth Strategies
- Product Zero to One

MENTORSHIP AT TECTONIC



MENTORSHIP INSIGHTS

- High demand from early-stage founders, many looking for general direction and early traction guidance
- Lower engagement with professional services (e.g. legal, accountancy) — suggesting founders may not see Tectonic as the space for those conversations
- Indicates a need to rethink how we support professional service sponsors with visibility and value at future events
- Many mentors volunteered their time pro bono, showing strong community goodwill and alignment with Tectonic's values
- Explore “accountability huddles” post-mentorship to reinforce learning and next steps

CREATOR'S COURTYARD

- New for 2025, this was a vibrant outdoor Market Square with interactive, creative and artisanal brands
- Free exhibitor access for early-stage brands
- Included food/drink samples, product sales, creative showcases, music and community vibes
- Focus on accessibility, diversity, and first-time founders

STAX.

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Fuckup

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LUSH



REVIVE

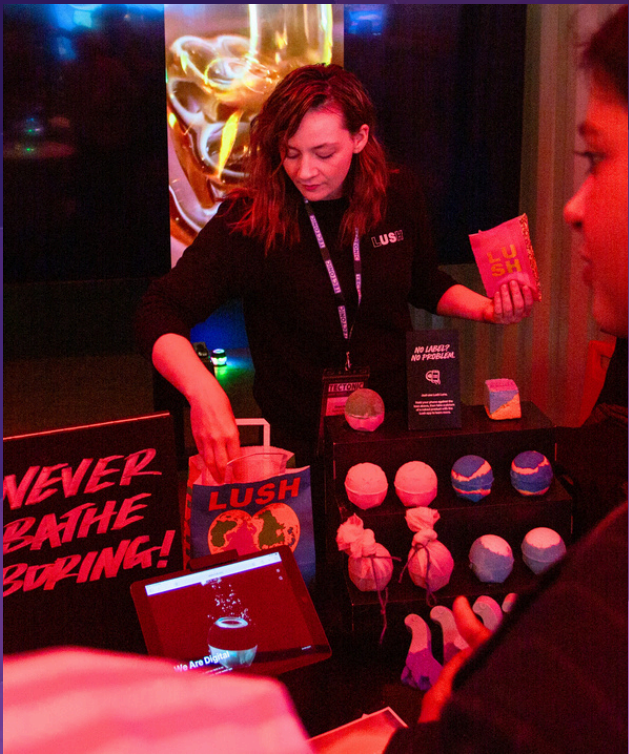
neurodapt



RUM
CAY



CREATOR'S COURTYARD



INSIDE THE ARENA

- 25 exhibiting businesses inside the venue
- Mix of sponsors, support agencies, early-stage businesses and interactive tech
- Live performances from Delighters Theatre
- Live Keynote from international Speaker and Best-Selling Author, Gavin Oattes
- Cross-Sector Networking



INSIDE THE ARENA



ATTENDEE FEEDBACK

- For this event, we partnered with Edinburgh-based startup Yush, to capture live attendee feedback
- See the full Yush report, with 117 responses, 84 comments and 61 photos [here](#)
- Attendees praised the vibrant networking, engaging startup demos, and festive energy, with most identifying “Networking” as the aspect that impressed them the most
- Skill & Knowledge Exchange: Mentorship and startup booths (e.g., Mentions of Neuroadapt, Neurobright, Lowtech Games, VR, Janki Robotics) highlight meaningful peer learning and idea sharing



ATTENDEE FEEDBACK

- **Cultural & Community Impact:** Emotional responses like “SEEING EACH OTHER BLOOM!!” and “Community! ❤️” show how the event fosters a sense of belonging.

What caught your attention at TecTonic Night? (44 responses)

What aspect of TecTonic Night Summit impressed you the most? (40 responses)

20		Vibe and energy	24		Networking
20		Local businesses	15		Interactive exhibits
14		Innovative tech	10		Creators Courtyard
11		Community-focus	12		Entertainment
11		Collaboration	7		Mentoring
11		Entertainment	3		Keynote speech
10		Venue			
9		Supportive environment			

ATTENDEE FEEDBACK



ATTENDEE FEEDBACK

There's a shift in perception, a moment of emerging thought, as Scotland is recognising the importance of including community partners in the collaborative spirit of Scotland's innovation ecosystem. Having private conversations in a space of creative culture, to urge reaching out to wider communities of space, place and identity is important. Connecting with creators, and future-focused thinkers across Scotland's tech scene, defining what digital means to reshape and reach into wider community is essential to shape a future for the greater good.

- **Janine Hunt MBA**

Super proud of what you and the team delivered! Thank you for all your hard work and the dedication that you bring to the community.

- **Onyinye Igbokwe, CodeBase**

Such a great vibe and so many interesting conversations. Feeling proud to be part of the hugely creative Glasgow scene!

- **Eilidh Price, Filament PD (Sponsor)**

TecTonic Night Summit is my favourite tech event of the year!

- **Fraser Merrifield**

My faith in community was restored.

- **Barry McDonald, Geovation Scotland**

Excellent event. Well attended, great vibe, super people. A feather in the cap of Glasgow Tech Week

- **Andrew Holloway, Cooper Parry**

There was so much positive energy in the room. And I agree, a very supportive environment and a real feeling of community! I want it to happen all over again!

- **Claire Patricia Campbell, Musplay (Exhibitor)**



THANK YOU

To the team, Advisors, Community Partners,
Sponsors, Mentors, Exhibitors, Performers and
Attendees

We'll be back in 2026, if not sooner

Contact us at
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TEC NIGHT
TONIC SUMMIT

