# Springboards secures $5m to boost AI tools that keep human creativity central



Springboards, an innovative AI-driven platform aiming to enrich the creative process, has recently attracted significant investment from prominent figures across the advertising and technology sectors. Co-founded by seasoned agency strategists Pip Bingemann and Amy Tucker, alongside CTO Kieran Browne, the initiative is poised to amplify its growth and expand its global footprint. The platform's core mission is to sustain the essential role of creative minds in an increasingly automated world by harnessing AI not as a replacement, but as a powerful ally for human creativity.

The platform has garnered the support of a distinguished array of industry leaders, including Chris Colter from Accenture Song A/NZ Australia, Chris Savage of The Savage Company, and Christian Hughes from Cutwater Agency. This esteemed backing serves to validate Springboards' vision of empowering creative teams with advanced tools designed to foster collaboration, streamline idea generation, and enhance project execution. With financial backing of $5 million in seed funding from Blackbird Ventures, Australia's largest venture capital firm, Springboards has already partnered with over 120 global agencies, such as Cummins & Partners and Jellyfish, as it positions itself as an essential resource for creative professionals.

Bingemann emphasised the enriching experience of partnering with industry luminaries, describing it as filled with “pinch me” moments over the past two years. Her co-founder, Tucker, affirmed that the motivation behind Springboards was never solely to retain ownership but rather to create a platform that truly serves the creative community. This community-centric approach has resonated with various industry investors who share a vision of balancing technological advancement with the artistry that defines creative work. Zoe Scaman, a prominent supporter and investor, praised the platform for combining the best aspects of creativity with the thoughtful application of AI, positioning it as a vital tool in a landscape often marked by anxiety about technological encroachment.

The platform is equipped with nine distinct AI tools intended to enhance creativity throughout all stages of the creative process. According to Mat Baxter, former Global CEO of Huge and a Springboards investor, the platform equips talented planners with the resources needed to generate insightful ideas and develop effective strategies. This sentiment is echoed by Tom Morton, a leading voice in the industry, who highlighted that while many AI offerings focus on generic outputs, Springboards' tools are engineered to help practitioners generate brand-friendly insights quickly and effectively.

Investors like Rosie and Faris Yakob, co-founders of Genius Steals, have conveyed their belief in a creative ecosystem that prioritises collaboration and innovation without sacrificing the integrity of human input. They view Springboards as a crucial instrument that promotes growth and creativity within the industry, allowing individuals to flourish rather than be replaced. As James Hurman, another founding partner and investor, noted, the future of creativity is firmly rooted in human ingenuity, and the tools that assist in this journey are evolving to meet contemporary demands.

With the backing of influential industry figures and a keen focus on fostering a collaborative environment, Springboards is well-prepared to navigate the evolving landscape of creativity and technology, positioning itself as a fundamental resource for modern creative teams.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[2]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/)
* Paragraph 2 – [[1]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[4]](https://www.blackbird.vc/portfolio/springboards), [[3]](https://springboards.ai/blog-posts/springboards-launches-ai-powered-tool-to-supercharge-creativity-backed-by-120-top-agencies-and-5m-in-seed-funding)
* Paragraph 3 – [[1]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[5]](https://www.thestable.com.au/springboards-the-ai-powered-tool-to-supercharge-human-creativity/), [[6]](https://www.mediaweek.com.au/springboards-ai-platform-launches-to-foster-creativity/)
* Paragraph 4 – [[1]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[6]](https://www.mediaweek.com.au/springboards-ai-platform-launches-to-foster-creativity/)
* Paragraph 5 – [[1]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[2]](https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/), [[3]](https://springboards.ai/blog-posts/springboards-launches-ai-powered-tool-to-supercharge-creativity-backed-by-120-top-agencies-and-5m-in-seed-funding)
* Paragraph 6 – [[6]](https://www.mediaweek.com.au/springboards-ai-platform-launches-to-foster-creativity/), [[4]](https://www.blackbird.vc/portfolio/springboards), [[5]](https://www.thestable.com.au/springboards-the-ai-powered-tool-to-supercharge-human-creativity/)

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## Bibliography

1. <https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/> - Please view link - unable to able to access data
2. <https://www.mediaweek.com.au/springboards-gets-backing-from-industry-heavy-weights/> - Springboards, an AI-powered platform designed to inspire creativity, has secured backing from prominent industry figures to advance its mission of integrating human creativity with AI. Co-founded by former agency strategists Pip Bingemann and Amy Tucker, along with CTO Kieran Browne, the platform offers a suite of AI tools that assist creative professionals in initiating projects more swiftly, exploring diverse ideas, and enhancing collaboration. Notable supporters include Chris Colter of Accenture Song A/NZ Australia, Chris Savage of The Savage Company, and Christian Hughes of Cutwater Agency, among others. The backing aims to accelerate Springboards' growth and broaden its global reach, reinforcing its commitment to empowering human creativity through AI.
3. <https://springboards.ai/blog-posts/springboards-launches-ai-powered-tool-to-supercharge-creativity-backed-by-120-top-agencies-and-5m-in-seed-funding> - Springboards has officially launched an AI platform tailored for creative professionals in the advertising industry, aiming to help teams generate ideas more rapidly and discover new inspiration. Co-founded by former agency strategists Pip Bingemann and Amy Tucker, the platform has garnered support from over 120 agencies worldwide, including Cummins & Partners, Jellyfish, BMF, TRG, SAMY, and Cutwater. Backed by $5 million in seed funding from Blackbird Ventures, Australia's largest venture capital firm, Springboards is poised to reshape the future of creativity. The platform offers nine AI-powered tools designed to amplify creativity at every stage of the process, from uncovering insights to crafting campaigns, fostering collaboration between humans and AI.
4. <https://www.blackbird.vc/portfolio/springboards> - Blackbird Ventures has invested in Springboards, an AI-powered platform designed to accelerate creativity in advertising. Founded by industry veterans Pip Bingemann and Amy Tucker, Springboards offers a suite of tools specifically designed for creative agencies, enabling teams to explore more ideas faster without compromising the quality of their work. The platform has already partnered with over 120 agencies globally, including Cummins & Partners, Jellyfish, BMF, TRG, SAMY, and Cutwater. Blackbird's investment underscores the potential of Springboards to become a default platform for creative decision-making, execution, and measurement in the advertising industry.
5. <https://www.thestable.com.au/springboards-the-ai-powered-tool-to-supercharge-human-creativity/> - Springboards, an AI-powered platform built to accelerate creativity in advertising, has officially launched. Co-founded in Australia by former agency strategists Pip Bingemann and Amy Tucker, the platform is designed to help creative teams explore more ideas faster and uncover new inspiration. Springboards has already gained the support of over 120 agencies worldwide, including Cummins & Partners, Jellyfish, BMF, TRG, SAMY, and Cutwater. Backed by $5 million in seed funding from Blackbird Ventures, the platform aims to reshape the future of creativity by offering tools that put the 'play' back into the creative process, giving teams the freedom to explore and innovate without compromise.
6. <https://www.mediaweek.com.au/springboards-ai-platform-launches-to-foster-creativity/> - Springboards, an AI platform, has launched to assist creative professionals and teams in the advertising industry by enabling them to explore more ideas quickly and find new inspiration. Co-founded by former agency strategists Pip Bingemann and Amy Tucker, the platform has the backing of agencies worldwide, including Cummins & Partners, Jellyfish, BMF, TRG, SAMY, and Cutwater. Backed by $5 million in funding from Australian venture capital firm Blackbird Ventures, Springboards aims to reshape the future of creativity. The platform offers nine AI-powered tools designed to amplify creativity at every stage of the process, from uncovering insights to crafting campaigns, fostering collaboration between humans and AI.
7. <https://www.adobomagazine.com/brand-business/springboards-launches-ai-powered-tool-to-supercharge-breativity-backed-by-120-top-agencies-and-5m-in-seed-funding/> - Springboards has officially launched an AI platform purpose-built for creative professionals in the advertising industry, aiming to help creative teams explore more ideas faster and uncover new inspiration. Co-founded in Australia by former agency strategists Pip Bingemann and Amy Tucker, the platform has already garnered support from over 120 agencies worldwide, including Cummins & Partners, Jellyfish, BMF, TRG, SAMY, and Cutwater. Backed by $5 million in seed funding from Blackbird Ventures, Australia's largest venture capital firm, Springboards is primed to reshape the future of creativity. The platform offers nine AI-powered tools designed to amplify creativity at every stage of the process, from uncovering insights to crafting campaigns, fostering collaboration between humans and AI.