



JUL.AI

THE RESULTS 2025

THANK YOU.

An epic month of AI creating, exploring and submitting. We had a total of 92 licence requests, 34 initial entries, some collab matching and 26 final submissions.

Let's re-cap on JUL.AI, how it started and who is taking home the JUL.AI Title...



OUR AI MISSION IS TO SCALE OUR POTENTIAL BY
EMPOWERING EVERY TEAM MEMBER WITH 5-DIGITAL ALLIES:

**SO WE CAN THINK 5X BIGGER, MOVE 5X
FASTER, AND CREATE 5X MORE TOGETHER.**

A ROUND OF APPLAUSE TO...

OUR CONTENDERS

ALL PARTICIPANTS

Andrew Moss, Andy Lally, Billy Taylor, Cara Hyde, Cara Shonhiwa, Carly Nyman, Chiara Marino, Chris Dunne, Chris Rogers, Claudia Seow, Colin O'Riordan, Graham Fieldhouse, Harrison Joiner, Hubert Waqar, Idris Fasesan, Jessica Lee, Joe Maitland, Kate Rafferty, Lakshman Kumar Pandey, Liam Abbott, Louise Wray, Matthew Luke, Nadine Lee, Nick Dean, Pete Brown, Ravikanth Marri, Rebecca Wyman, Richard Daniels, Ryan Lau, Sandipan Saha, Sean McNamara, Shalini Katoch, Steph Milledge, Tanya Peasgood, Tricia Cleppe & Yalin Kaya.

TEAM NAMES

CritIQ
DDS Debugger
Backend Team (AKA The Secret Agents)
Make this Better...
Harry & Matt
Ravi
The Scope Squad
Team Bandwidth Brief Bot
Sticky Business

LET IT GROW

We're thrilled to share that your 26 submissions mean 26 new trees will be planted! 🌱 Each tree will proudly carry the name chosen by its contender.

BWG would also like to recognise everyone's contributions by matching this. Meaning we are planting a total of 52 trees as a result of The JUL.AI Games.

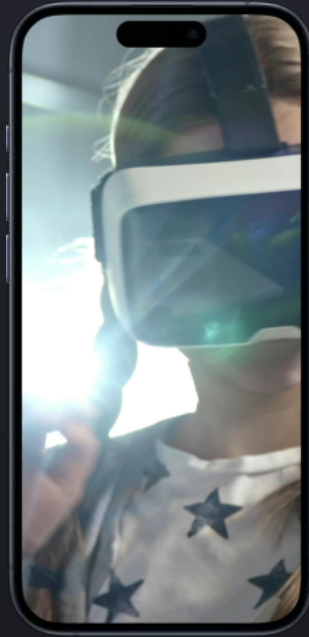


THERE WERE FOUR CATEGORIES



1/ EFFICIENCY

20 Entries



2/ INNOVATION

1 Entry



3/ TEACHING

3 Entries



4/ COLLABORATION

2 Entries



THE SCORING

A HUGE THANK YOU TO...

THE JUDGES



JASON
BWG



JOE
BW US



SOPHIE
BW UK



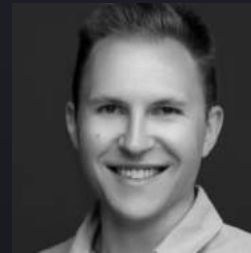
DAVE
CRE



SHAUN
Cloudfy



OLLY
Cubaka



RYAN
Rush



MIRUNA
Williams

LET'S TAKE A LOOK AT...

THE SUBMISSIONS



TOYOTA + LEXUS
SEO OPTIMISER



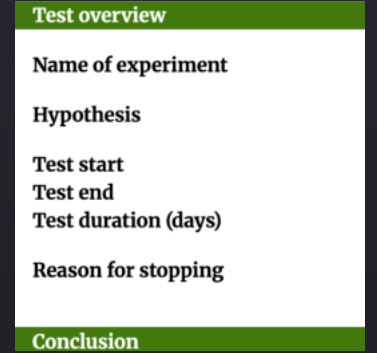
COPILOT FOR CODE
DEV AND TESTING



CONTENT BRIEF
AND CONTENT
AUDIT AGENT



EMAIL SURVEY
ANALYSIS
AUTOMATION



GENERATING WIN
REPORT ARTICLES



LINKEDIN
ALERTS SYSTEM



STRATEGIC
INSIGHT ENGINE



API WHISPERER



DDS DEBUGGER



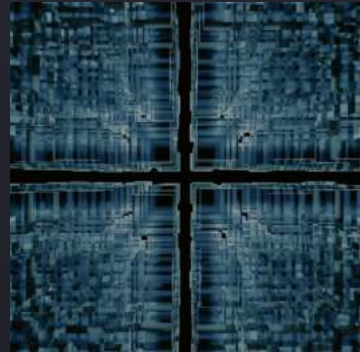
BRANDWIDTH
BRIEF BOT

LET'S TAKE A LOOK AT...

THE SUBMISSIONS



CLAUDE EFFICIENCY
THROUGH
DISCOVERY



MAGNETO DATABASE
MIGRATION & SETUP
AUTOMATION



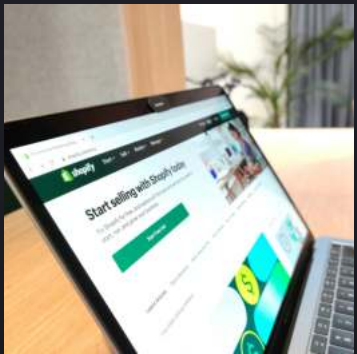
BUDGET BOT



AI VIDEO
EXPLAINER

Make this better...

MAKE THIS BETTER:
AI FOR EVERYONE



SHOPIFY AI
WEBSITE DESIGN



WORKSHOP
BUILDER BOT



DESIGN QA
ASSISTANT



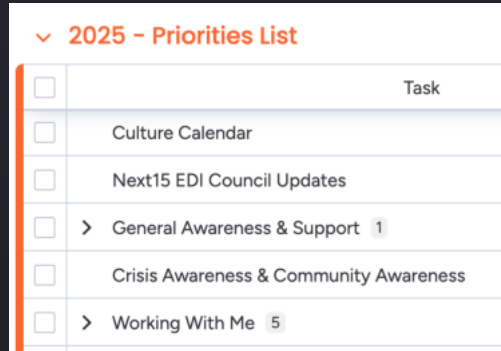
FYXER.AI - EMAIL &
MEETING
EFFICIENCY



FUTURISTIC
FEATURE
SHOWDOWN

LET'S TAKE A LOOK AT...

THE SUBMISSIONS



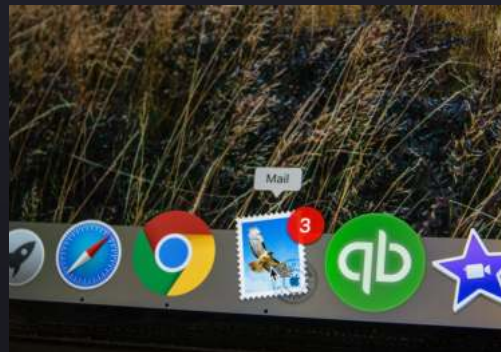
BRIEF BUILDER



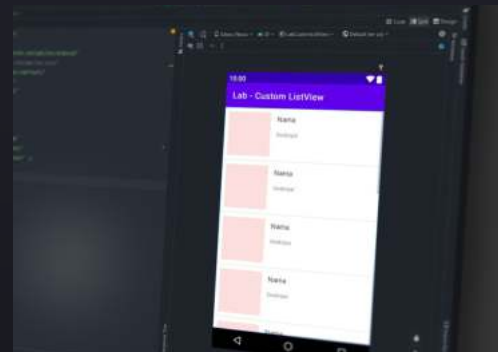
UNLOCKING
GITHUB COPILOT



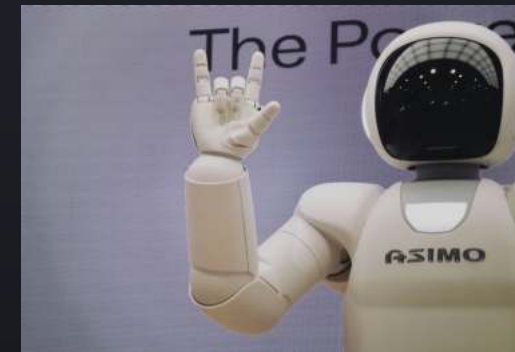
AI-POWERED DESIGN: A NEW
WORKFLOW FOR INNOVATION



END OF SPRINT
EMAIL AGENT



IOS DEV USING
CHATGPT



MEET MAGGI

JUL.AI

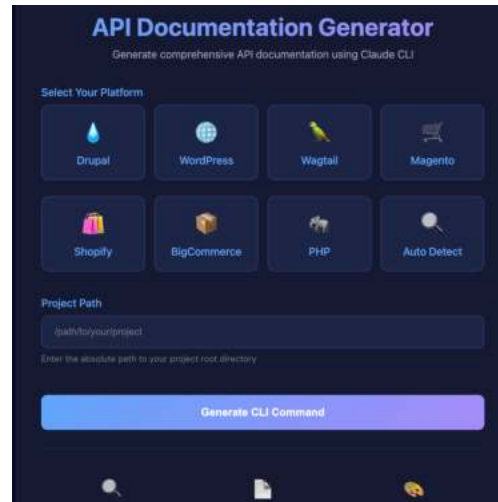
HONOURABLE
MENTIONS

HONOURABLE MENTIONS



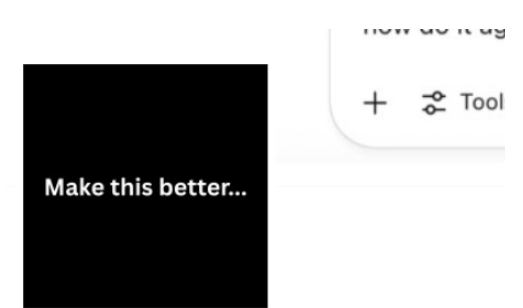
VIDEO EXPLAINER

Billy - Cubaka



API WHISPERER

Lakshman - Williams



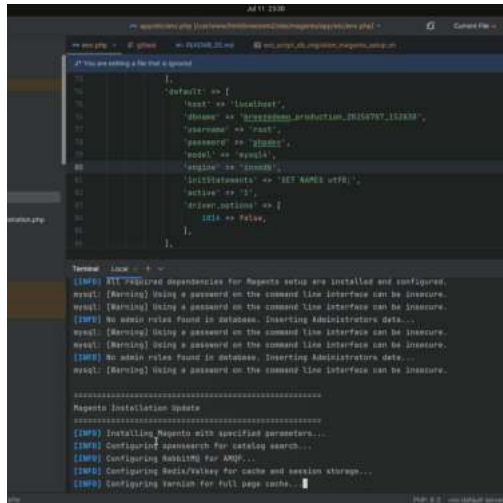
Make this better

2 People, 1 Agency, Taking On AI

MAKE THIS BETTER

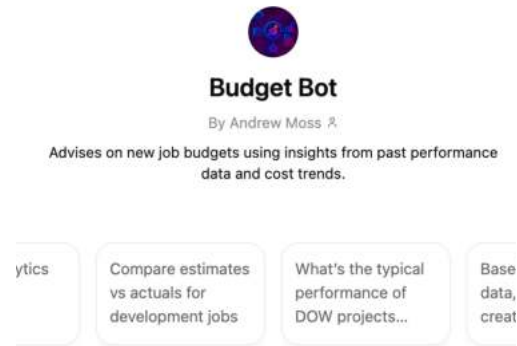
Kate + Jess - Brandwidth

HONOURABLE MENTIONS



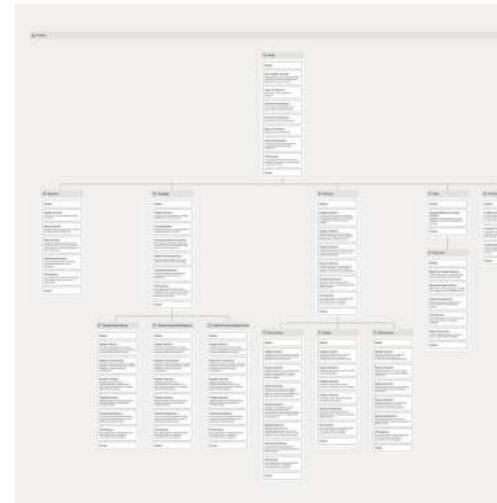
MAGENTO DATABASE MIGRATION AND SETUP AUTOMATION (MDMSA)

Sandipan - Williams



BUDGET BOT

Rebecca, Lou, Andrew, Chiara
- Brandwidth



WEBSITE DESIGN - SHOPIFY AGENCY (FASTFLOOR)

Andy - Williams



AI-POWERED DESIGN: A NEW WORKFLOW FOR INNOVATION

Idris - Brandwidth



IT'S TIME TO REVEAL THE TOP THREE...

3RD PLACE PRIZES

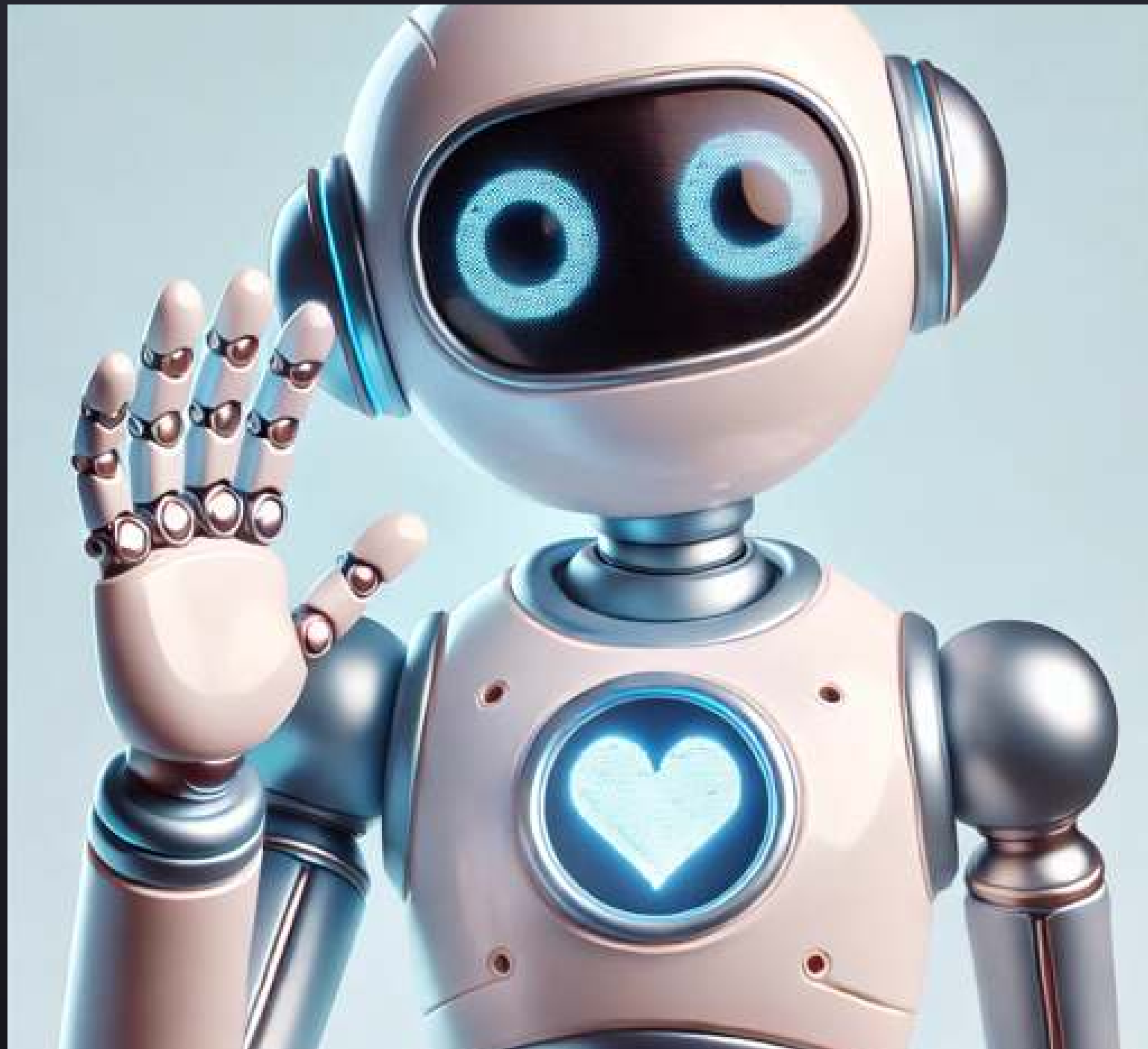
- 3-6M PREMIUM SUBSCRIPTION
- 3-6M LUXURY FLOWER SUBSCRIPTION
- SMART HOME STARTER KIT
- ESCAPE ROOM TICKETS
- LUXURY HAMPER
- £100 AMAZON VOUCHER
- TEAM ACTIVITY DAY - BRONZE
- VIRGIN EXPERIENCE -
- £100 LEARNING CREDITS



**3RD
PLACE**

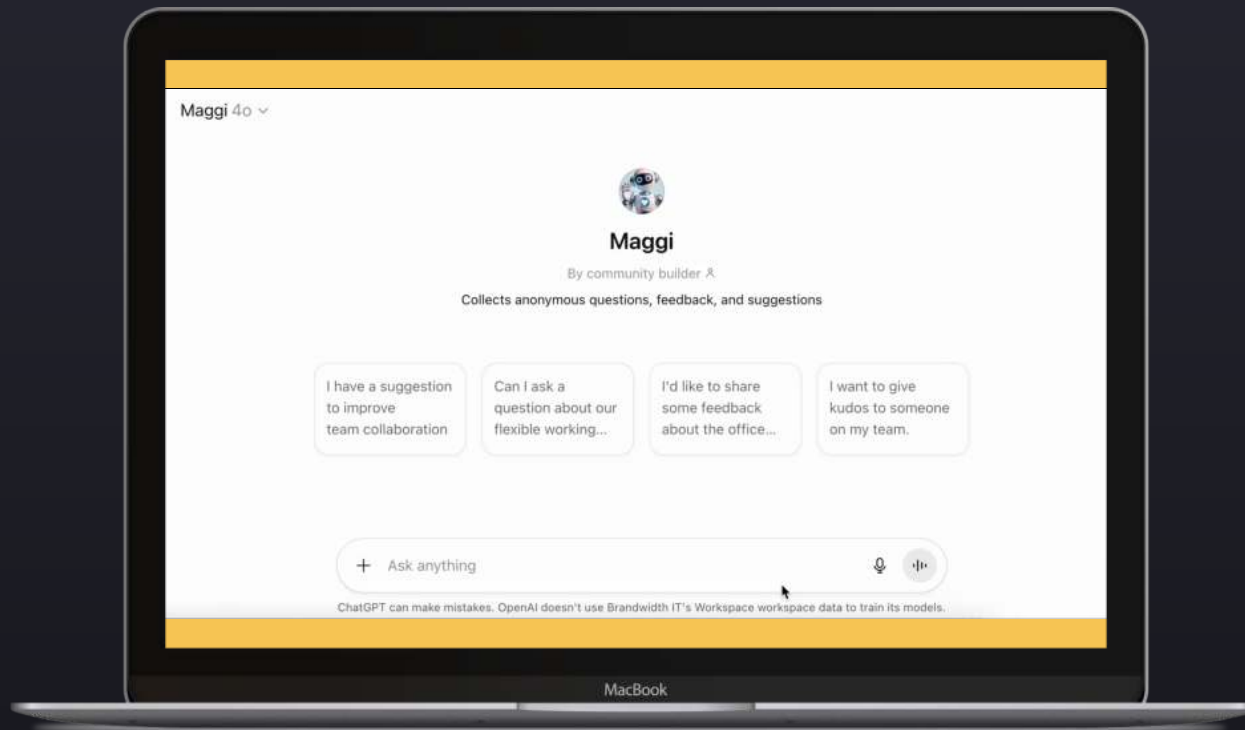
MEET MAGGI

RUNNER UP



3RD PLACE - MEET MAGGI

Designed to provide employees with a space to Make suggestions, Ask questions, Give feedback, Give kudos, and Inspire others — all completely anonymously. Maggi creates a safe space where employees can raise questions or share ideas they might not feel comfortable expressing directly to another person.



INDIVIDUAL:

Stephanie Milledge



CATEGORY:

Collaboration



SECRET SAUCE:

Maggi blends empathy with action, creating moments that matter for employees and results that matter for the business. She's more than an AI — she's a workplace ally.

2ND PLACE PRIZES

- EMBER SMART MUG2
- AIRPODS4
- COOKING MASTERCLASS
- NINTENDO SWITCH LITE
- £200 RETAIL VOUCHER
- BOSE PORTABLE SPEAKER
- TEAM ACTIVITY DAY -SILVER
- VIRGIN EXPERIENCE - SILVER
- £200 LEARNING CREDITS





Helpful Content Audit Checker for Blogs

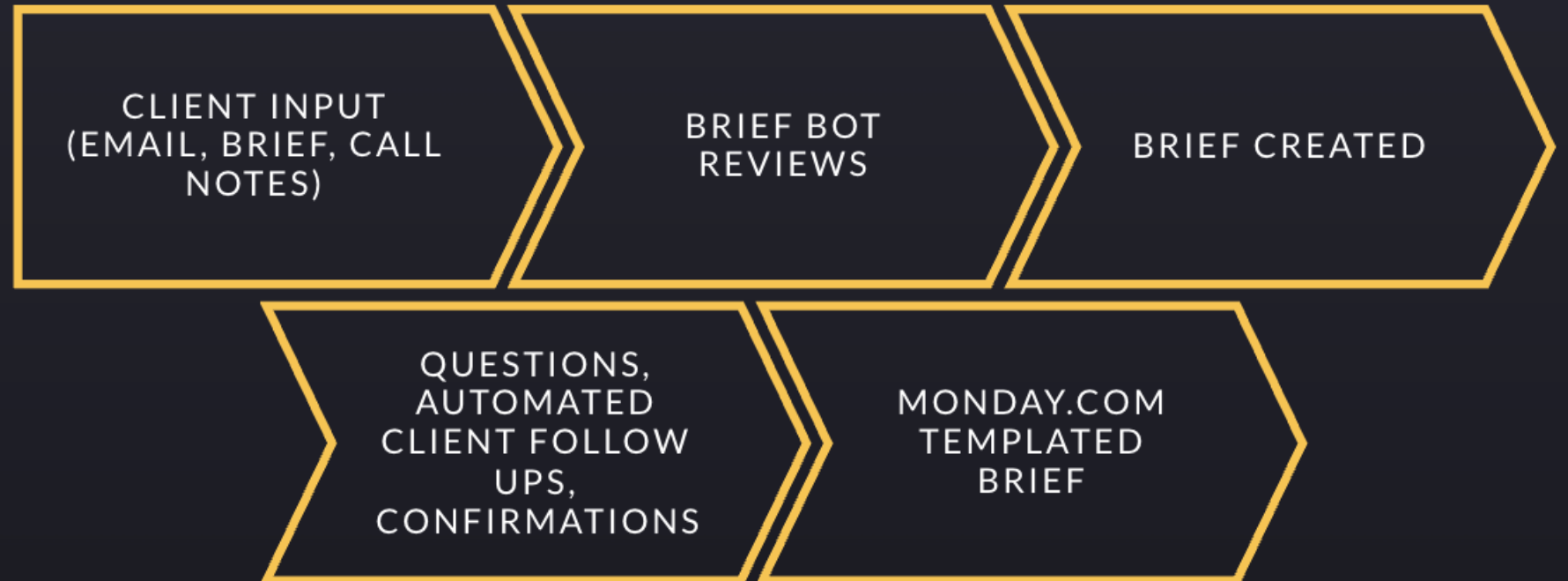
Please input the text or url you would like me to...

2ND PLACE

CONTENT BRIEF & AUDIT AGENT

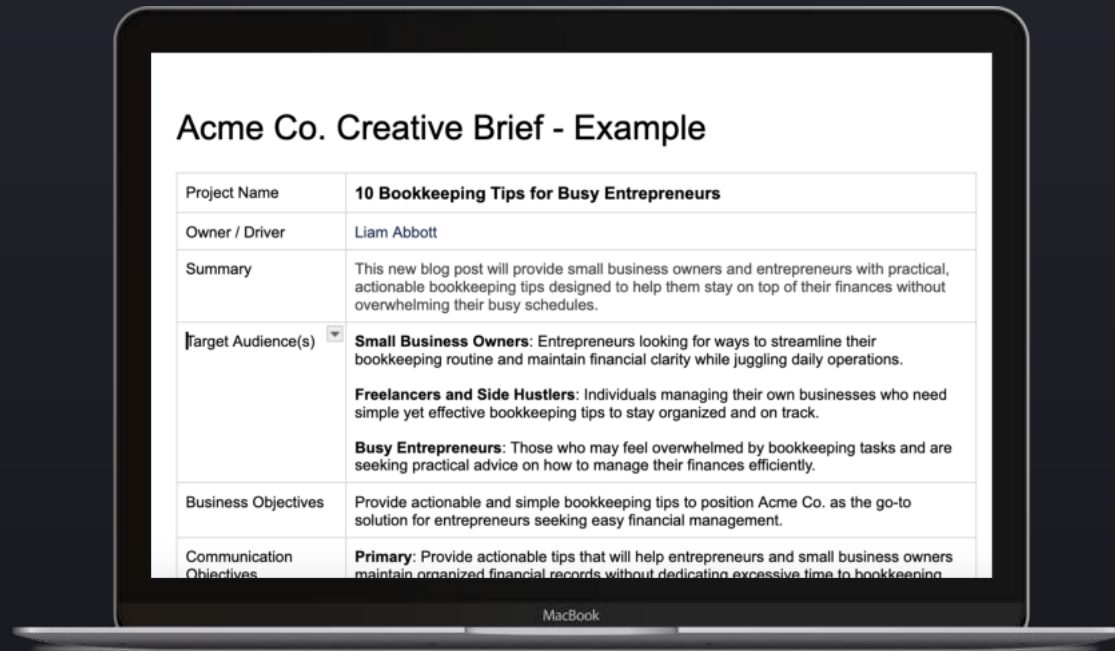
BW BRIEF BOT

JOINT RUNNER UP



2ND PLACE - CONTENT BRIEF AND AUDIT AGENT

This GPT agent scores content in five critical categories: Relevance, Content Quality, Engagement, SEO Optimization, and Calls to Action (CTAs). Each category is assessed with a clear numeric score, a priority level, and tailored recommendations to improve the content's overall value



INDIVIDUAL:

Liam Abbott



CATEGORY:

Efficiency



SECRET SAUCE:

One of the most significant advantages of this tool is its ability to offer real-time, actionable feedback. Traditional content auditing involves multiple rounds of manual checks, revisions, and back-and-forth communication between writers and editors. The Helpful Content Audit Checker streamlines this process by automatically identifying gaps in SEO, user engagement, and content quality.

2ND PLACE - BRIEF BOT

Brief Bot is a custom AI assistant that helps turn messy client inputs – like emails, meeting notes, or rough outlines – into clear, structured, and consistent project briefs.



TEAM:

Kate Rafferty, Richard Daniels & Sean McNamara (Team Bandwidth Bot)



CATEGORY:

Efficiency



SECRET SAUCE:

Brief Bot is already creating value in pilot form. As more briefs are generated, it gets better. As new client types are added, it becomes more versatile. And as it learns from delivery feedback, it can eventually anticipate what designers or developers will ask – before they even ask it.

1ST PLACE PRIZES

- OURA GEN3 RING
- RAYBAN META SUNGLASSES
- DINE OUT FOR TWO ON US
- BAMBU A1 LAB 3D PRINTER
- METAQUEST VR HEADSET
- SHARK HOOVER
- DIGITAL DETOX NIGHT AWAY
- TEAM ACTIVITY DAY - GOLD
- VIRGIN EXPERIENCE - GOLD
- £350 LEARNING CREDITS



1ST PLACE

WORKSHOP BUILDER BOT

WINNER

"Does this wireframe address all our client needs?"

"We didn't get this question answered during the workshop. What do you think the client would say?"

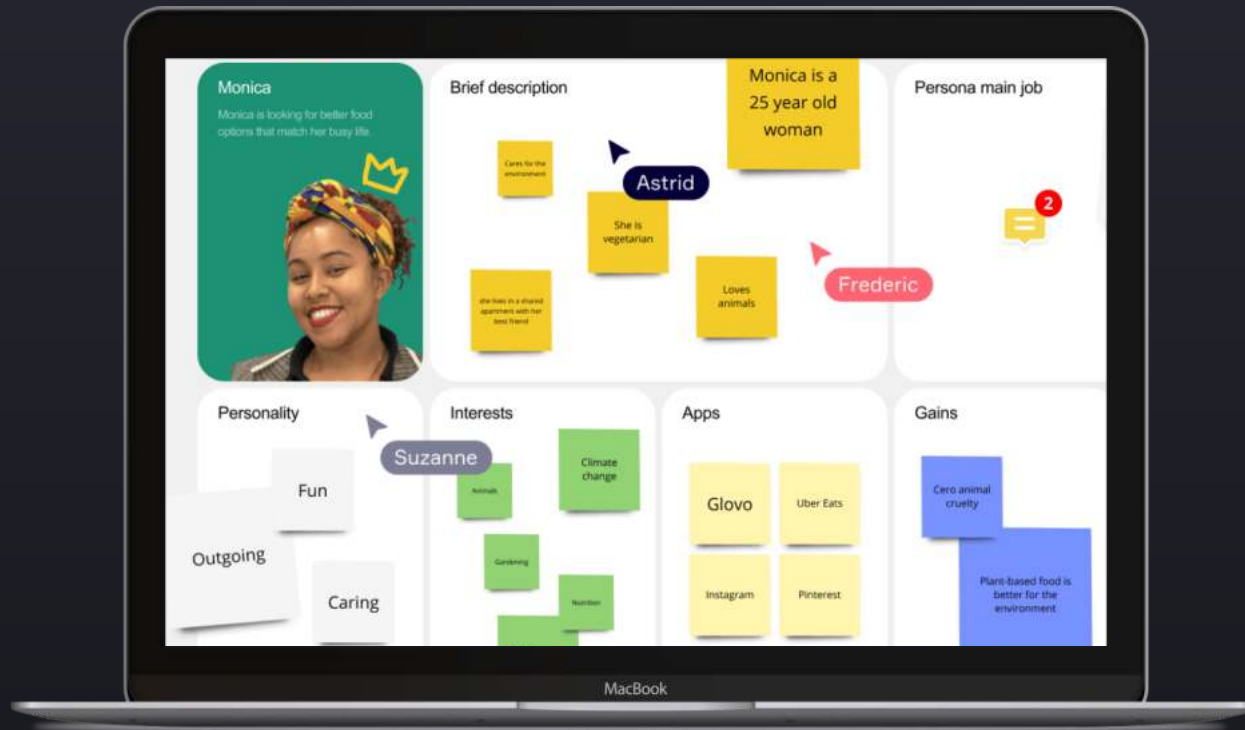
"Cross-reference this with our client's branding and language guidelines to make sure we meet requirements"

"Based on past feedback from this client, is there any changes or additions you recommend?"

"Do we address all the client's target audiences?"

1ST PLACE - WORKSHOP BUILDER BOT

A generative AI agent that transforms how to design, facilitate, and activate client workshops.



TEAM

Carly Nyman, Colin O'Riordan, Jessica Lee, Ryan Lau & Tricia Cleppe (Team Sticky Business)



CATEGORY:

Efficiency



SECRET SAUCE:

It is a ready-to-build system that can evolve into our own proprietary AI-powered workshop engine. With minimal investment, it can scale into a signature tool that sets us apart in every project and client interaction.

WHAT'S NEXT...

Prizes and Support

AI meets Employee Community

Lunch & Learns

Embedding AI : Our Journey

AI Talk with Kerry Harrison on 25 Sept '25

Next Business Update

