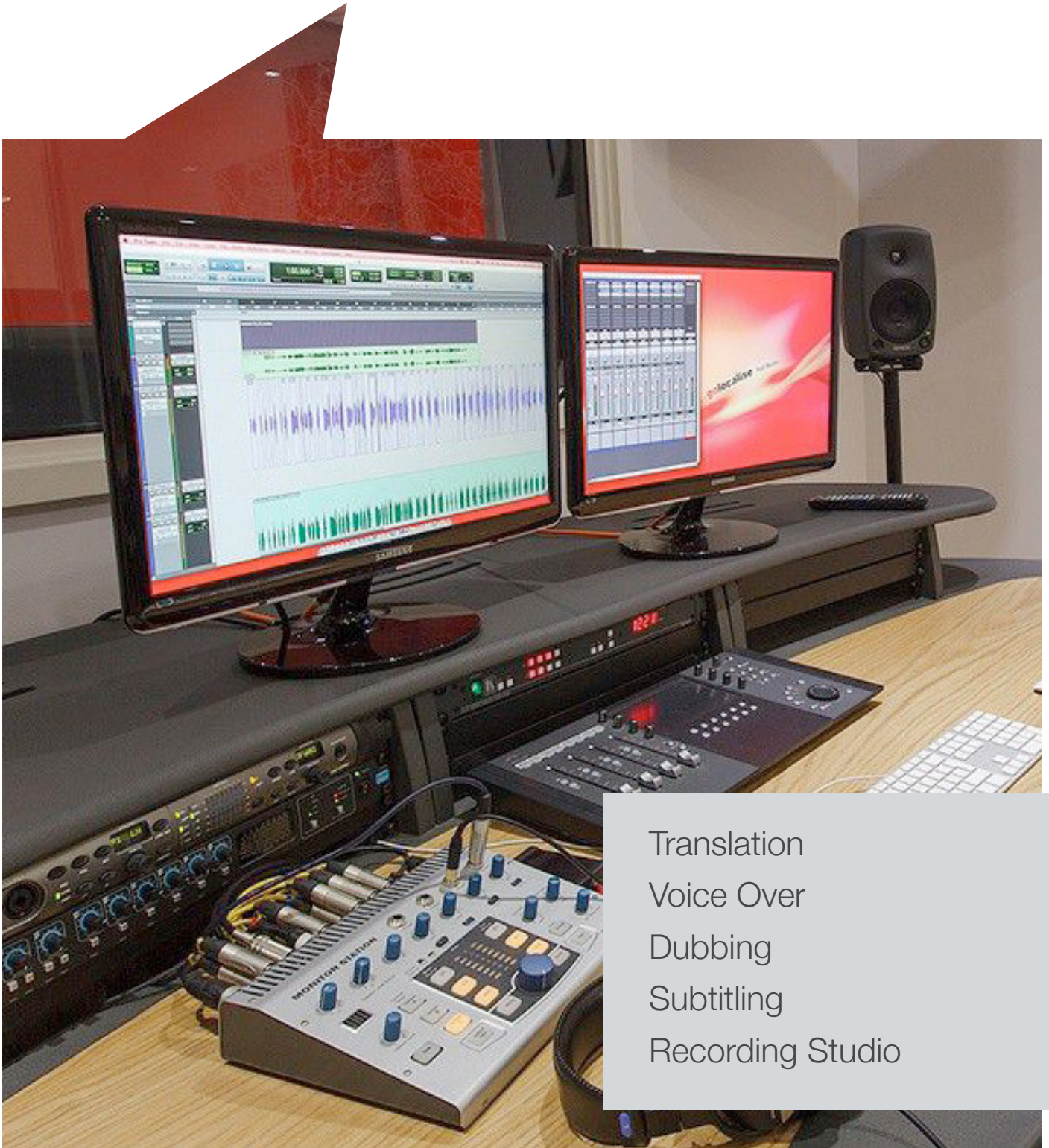


# go localise

Adapting your content to foreign markets

Global Business Excellence Awards:  
Outstanding Entrepreneur



Translation  
Voice Over  
Dubbing  
Subtitling  
Recording Studio



## **David** García-González

**Challenging the giants in the  
localisation sector with his one-stop  
shop boutique concept**

### **Summary of achievements from 2008:**

- Established London-based GoLocalise in 2008 as a one-stop shop for localising audiovisual content for companies based all over the world.
- Built up a network of more than 1,000 translators, subtitlers and voice over talents working in 80 plus languages.
- Provides full-time employment for eight people and plans to take on another two each year.
- Grown the customer base to 400 companies with 50 regular clients.
- Repeat business has reached a staggering 50%.
- Working towards ISO 9001 certification for quality management and ISO 14000 certification for environmental management.
- Honoured by being awarded National Entrepreneur of the Month for May 2015 by the Entrepreneurs' Circle.
- Turnover hitting all time high and on track to open offices overseas.



**Starting his business in 2008 as a one-man band, David García-González has bravely challenged the larger companies that dominate the localisation market with his one-stop shop boutique/personal service concept and seen remarkable success.**

With more than 15 years of working as a translator and Spanish-speaking voice over in London, David is an expert in localisation, that is adapting audiovisual content to a foreign market. In this industry, the term localisation refers to translation, voice over and subtitling services.

It was while working for some of the giants in the localisation sector that David became aware of their failings. Often multiple agencies were involved in the localisation process and work

would be passed from a translation agency, to then a recording studio and later to sound engineers. It was an onerous, frustrating and an expensive process for clients.

This gave David the idea for a one-stop localisation shop where audiovisual translation, voice over, dubbing, subtitling and voice production services were handled under one roof in a more streamlined way to make the process easier for clients.



GoLocalise is the first smaller-sized company to offer a full range of localisation services under one roof and to challenge the larger players – in a similar way to the biblical tale when David takes on the giant Goliath. In this case, David's weaponry includes a commitment to quality, personal service, ingenuity and flexibility, whereas the giants might be able to keep prices low because of the volumes of work they deal with, they tend to be slow moving, inflexible and complacent.

Despite the stranglehold the competition has on the localisation market, David is the sort of person who never takes no for an answer. His

dream was to run his own company and nothing was going to stop him.

David has invested heavily in the business and in state-of-the-art recording studios, taken a huge risk and turned his idea into a thriving business. It has been a challenging time. When he launched GoLocalise in 2008, unbeknown to David, it was the start of the worst recession in recent history and additionally, he faced the challenge of being a Spanish national setting up a business in a foreign country.

# Creating a fast growing business

Working from his apartment in London, David established GoLocalise to provide localisation services for audiovisual material, such as e-learning courses, film scripts, audio guides, audiobooks, video games and corporate videos. At this time David mainly worked on audiovisual translations from English to other languages and voice overs.

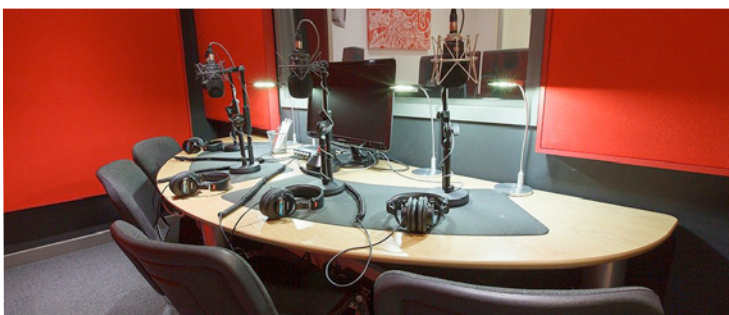
At first he concentrated on obtaining business from smaller firms to build up his company's reputation. Despite the slowdown in the economy, clients appreciated the faster and smoother service with all facilities under one roof and in no time he took on three members of staff – two project managers and a sound engineer.

By 2012 the company was doing so well that David invested heavily in premises in Stockwell, South London. The building was remodelled creating office space and David had two recording studios build at a cost of £250,000. One has the capacity for four voice over artists and the other holds two. It also has a client zone, a snack bar area and spacious offices for David and his team.

In 2013, David expanded the business with a subtitling department that is now responsible for bringing in 30% of the company's sales. Today David's staff includes three project managers, two sound engineers, an IT & media manager and two interns. He has also developed a network of more than 1,000 translators based around the world who are able to work in 80 plus languages.



*Above: The Blue Studio; below right: The Red Studio*



Over the past seven years, GoLocalise has punched above its weight and attracted a client base of 400. It works with 50 clients on a regular basis and can boast that it has well-known international brands on its books, such as the BBC, Warner Bros, Viacom and The V&A Museum. Around 50% of work is repeat business, which is a tribute to the quality of the work. With turnover now reaching hundreds of thousands of pounds a year, the business is profitable and at the point of preparing for further expansion overseas.

David's incredible successes were recently officially recognised by the Entrepreneurs' Circle when he won the title of National Entrepreneur of the Month for May 2015.



# go**localise**

timeline

## 2009 - 2011

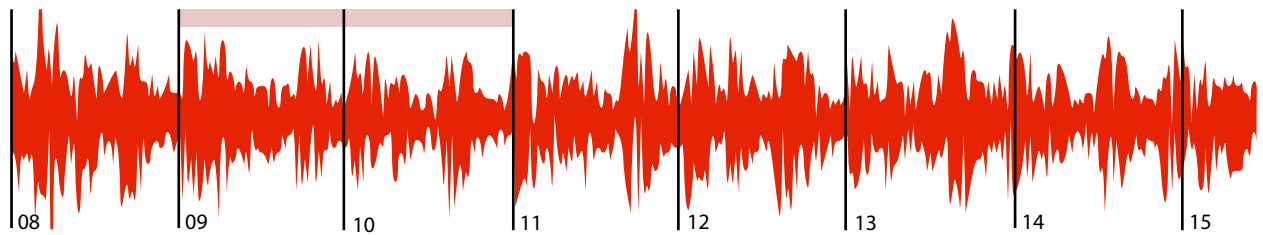
More staff taken on including:

- a Sound Engineer/Project Manager
- a Project Manager
- and a Sound Engineer.

## 2013

A subtitling service was launched and now brings in 30% of sales.

Another Project Manager and a Sound Engineer were taken on, giving a total of five employees.



## 2008

Launched GoLocalise as a one-man band in the localisation sector.

## 2012

This was a milestone year when the company made a substantial investment in new premises in Stockwell with:

- two state-of-the-art recording studios,
- a client area,
- a snack bar,
- and office space for project managers and sound engineers.

## 2015

A new IT & Media Manager joins the company and two graduate interns are employed. Employees total eight.

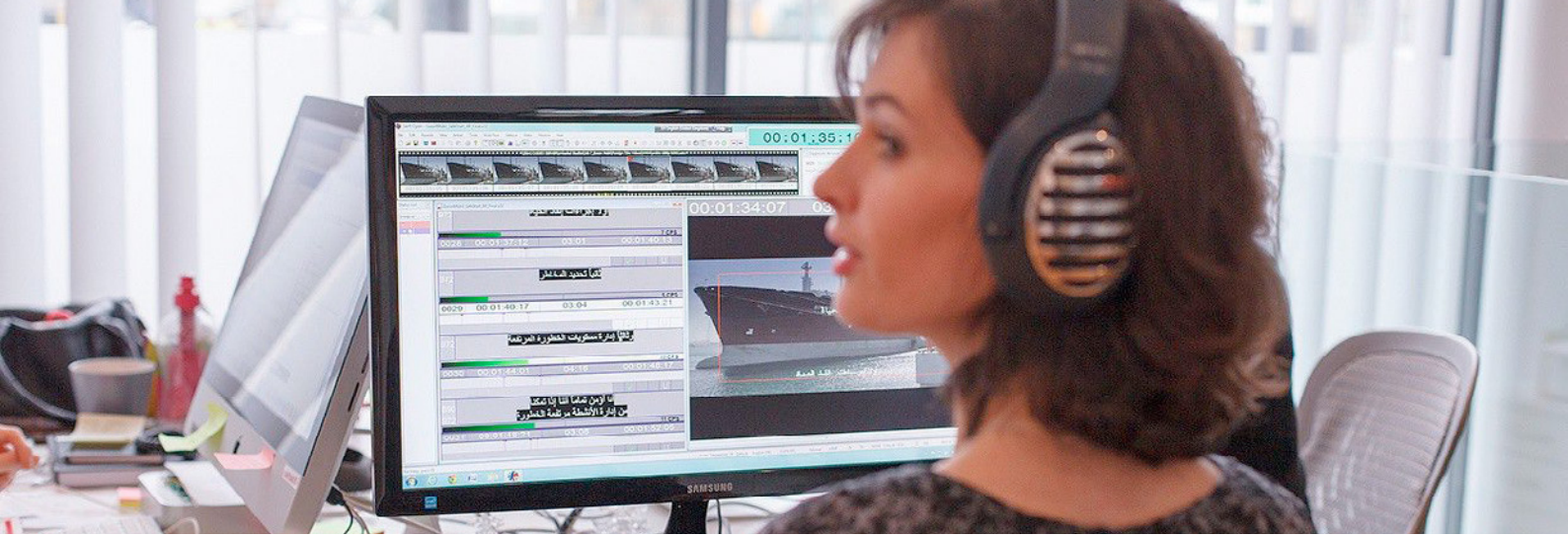
## What makes GoLocalise different

David's success is based on differentiating the company on quality of work, top class customer service and on automating and standardising processes. Staff are trained in customer service skills and each client has a project manager to monitor quality and ensure strict deadlines are met. David's ethos is 'no job is too small, and each job is as important as another.'

As outlined in the testimonials attached, clients have noticed the difference in quality of service

and quality of the work, and have seen how much faster and smoother the localisation process is compared to their previous experiences with other suppliers.

David has automated processes as much as possible and uses a customised version of File-Maker software to manage the business. He is currently in the process of obtaining ISO 9001 certification for quality management and ISO 14000 for environmental management.



## Making good use of networking

From a young age, David discovered the importance of building bridges between people and saw how networking can help to achieve his goals. With this in mind, he keeps in touch with former bosses, employers, colleagues, suppliers, and university professors and teachers.

David's networking strategy has paid off. Today, he has built up a large network of thousands of trusted industry professionals and contacts; and has a strong base of 400 clients. It is through networking that David recently won two orders valued at £70,000 and two regular clients.

## Financials on the up and up

Over the past three years sales at GoLocalise have grown substantially reaching almost £1.3 million. Turnover in the year to August 2012 was £363,000 and £430,000 in 2013. In 2014, one of his clients lost two of its customers and turnover fell to £270,000. By putting more effort into marketing to win new clients, David has quickly recovered and at April 2015, turnover was on track to be substantially higher at the company's year end in August 2015.

## Future plans – ready to take on the world

Now that that David has firmly established GoLocalise in London as a leading localisation company with a reputation for quality in the international market, he has ambitious plans. He has capacity to take on more people and clients at the London office, and he is looking to expand this operation.

Once he achieves ISO 9001 for quality management, which is expected soon, he will then have a sound scalable business model with all processes documented ready at his disposal to use to set up other offices overseas and become a leading brand in his sector. His first port of call is his home country Spain and then he plans to roll out GoLocalise to other countries in major cities in Europe and the US.





## Contact:

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## Supporting documents:

1. GoLocalise brochure
2. Entrepreneur of the month – May 2015
3. Staff testimonials
4. Client testimonials on translation service
5. Client testimonials on voice over service
6. Client testimonials on subtitling services