BTG Eddisons

Acquisition opportunity

Project Play

July 2026

Opportunity to acquire the technology and content of digital learning and interaction platform.

The opportunity

- Box Media Holdings Ltd has built and owns BoxPlay.io, an AI enabled digital learning and interaction platform designed for enterprise and professional education markets.
- The platform was developed to help organisations deliver learning, communication skills, structured assessment and engagement experiences through a controlled digital environment.
- BoxPlay.io is a digital platform for delivering structured learning experiences. It supports: online course delivery, user access and authentication, structured learning journeys, assessment and quiz flows, learner progression, content access control, partner distribution, and controlled B2B or B2C deployment.
- Offers are invited for the business and assets of the company on an accelerated basis.

Core Platform Components

Core components include:

- Web-based learning platform and CMS, Webflow-based frontend,
- custom TypeScript extensions, Node.js backend,
- Nginx routing and server management,
- Memberstack authentication and account management, custom backend logic for protected content and access control, course delivery and structured learning flows,
- assessment and quiz systems,
- learner progression and state tracking, UX and UI design assets,
- brand and media assets,
- technical and R&D documentation.

Product and Offering

- The current flagship product is communication upskilling, delivered through CQ, Communication Quotient.
- This content is delivered under licence. While the underlying CQ IP content is licensed separately, Box Media owns and controls the platform environment, delivery structure, learning design, technical integration and associated digital assets.
- Continued use, sale or transfer involving CQ content would be subject to the terms of the licence and may require discussion with the licensor.
- What Box Media does own or control is the platform environment, delivery structure, learning design, technical integration, UX and associated platform assets.
- The platform supports:
- enterprise learning deployments, internal workforce training, partner and reseller distribution, controlled B2C access, structured learning journeys,
- assessments and user progression.

Technical Capability and R&D

BoxPlay is supported by R&D work focused on improving the behaviour and reliability of digital learning systems.

Key capabilities include:

persistent learner state across sessions and devices,
assessment-led learning design,
adaptive assessment logic,
secure entitlement and access control, learning progression and state tracking, commercial stack reliability.
The draft R&D and tax materials show that the 2025 R&D claim was organised around three core projects: CQ Adaptive Assessment and Learning Integrity System,
BoxPlay.io Core Platform and Learning Persistence,
Commercial Stack Reliability, Applied Validation.

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Digital Assets and Online Presence

- Domains:
- www.boxmedia.io www.boxplay.io
- These domains were originally purchased and maintained by a founder to conserve company cash and can be transferred as part of a transaction.
- Social channels:

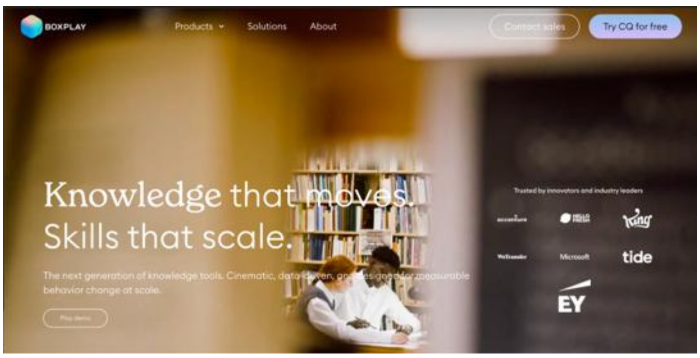
YouTube, approximately 420 followers

Instagram, approximately 420 followers

LinkedIn, approximately 4,111 followers

Saleable Elements

BoxPlay platform, codebase and architecture, l
earning design systems,
assessment logic and quiz systems,
UX/UI and brand assets,
media and visual assets,
R&D documentation, customer and partner history,
licensing and commercial model,
domains and online presence.



Expression of interest

- Interested parties are invited to submit offers, together with proof of funding, by close of business on 7 July 2026.
- Further information will be made available following completion of an NDA.

Further information

Further information is available upon completion and return of a non-disclosure agreement (NDA), which is available on request.

Enquiries should be directed in the first instance to:

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Regional Director
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