

## Devon tech start-up delivers an inspired AI-assisted content platform

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A Devon tech start-up has launched an AI-assisted content creation platform for online writing.

Barnstaple-based Conturae, which launched this month, has harnessed AI technology and collaborated with a network of industry writers to deliver "affordable and high-performing" material. The no-code platform offers a number of tools for content creation and secured seed funding from early investors.

Led by co-founders Dan Debnam, Jen Timothy and Joe Tompkinson, the platform uses development software known as no-code technology, making it easier to build and launch new features before traditional methods.

Dan said: "Bringing people and technology together is core to what we're building at Conturae. We aim to use the best emerging AI technology to support creative talent worldwide and ensure that the human touch remains at the centre of creativity."

For the Conturae founders, championing its affiliated writers while embracing AI is key to producing original content tailored to the specific needs of its customers.

Dan added: "The clear advantage of this platform and working with a matched Conturae writer is that it makes content creation, feedback, and revisions remarkably seamless and affordable, and it's already exceeding expectations".

Joe said: "We find ourselves at an incredibly exciting time - the market is changing. Undoubtedly, AI has taken the world by storm, but it isn't a perfect standalone solution. Conturae enters the market when there's a strong value argument for having writers at the forefront of our offering".

According to the World Economic Forum, AI will take 85m human jobs and create 97m new ones by 2025.

For freelance writers, the platform offers a way to secure projects that match their skills and provides clear visibility on what they will get paid.

Jen, operations director, said: "Securing investment for a start-up pre-revenue can be challenging. However, if you have a brilliant idea, a fantastic product, and a strong team, it is possible! Our pre-seed funding shows our investors belief in us, our business, and the potential for great rewards."

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## Company Contact:

### Conturae

E. [joe@conturae.com](mailto:joe@conturae.com)

W. <https://www.conturae.com/>

## Additional Contact(s):

Rob Curtis: [rob@thepursuitagency.com](mailto:rob@thepursuitagency.com)

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