

**LovedBy families around the world affected by T1 Diabetes.**

Because human beings are not perfect.  
Because we love and care about our families.  
Because the right support and guidance is not always there.

## Hello ....We are LovedBy!

**January 25th 2019** - Common Good acquired by the LovedBy Group

On 25th January 2019 the design studio Common Good was acquired by LovedBy Ltd - the investment group founded by design entrepreneur Matt Farrar. LovedBy's purpose is to invent and invest in people and ideas which have a measurable impact on the future conservation of our planet.

Since June 2018 the product team at LovedBy has been developing a new offering for Type1 Diabetics. It has recently filed a number of patents to protect the disruptive nature of this IP. In March 2018 Matt's twelve-year-old son Jacob was diagnosed with T1 while on holiday in Australia, a personal catalyst for LovedBy's new product venture. Matt has been talking to the Common Good team about helping him deliver this mission since late last year.

'I love what Charlie (Common Good Co-founder) and the team have built at Common Good, and I believe they will play a key part in the realisation of the T1 product's service vision. We plan to co-locate in the spring, bringing together our data science and 'deep learning' team at LovedBy, with Common Good's expert design team' explains Matt.

From February 2019 Common Good will change its name to LovedBy. The existing team are already working on the next evolution of the agency's brand. The new venture will retain its client focussed service, by building on the work delivered over the last six years for clients including; The Co-operative, Canyon Bikes, Wellcome Trust, Specialized Bikes, Well Pharmacy and the NHS.

Matt Farrar continues 'I am excited at the prospect of working with this team to establish a new strategy, identity and structure - ensuring their aspirations to become a global player within the Product Strategy and Design and Delivery space becomes a reality. Common Good has worked hard to establish itself as a leading UK Design Agency with a strong culture and team, so the new venture will continue to work within the same core principles.'

Mark Webster, Design Director at Common Good said:

'It's great to have Matt onboard and to be a part of this new mission. We're going to carefully balance existing client work, with the incubation of new disruptive products and services like the LovedBy T1 offering. This new product and service mix will be core to our evolved proposition. We believe collaboration is a critical part of our culture and we're already working with key partners to ensure we have the right mix of skills to meet the evolving demands of our clients.'

Following six years as co-founder of Common Good, Charlie Meachin is taking some time away but has not ruled out a return to the agency in the future. The rest of the Common Good team are working closely with Matt and continuing to deliver project work for existing clients.

### **Matt Farrar - LovedBy**

Matt has founded three design agencies since leaving University in 1995. Matt also co-founded Design Authority in 2013 a not for profit curated global network of Chief Design Officers and leaders in this field.

Matt founded Product and Service Design agency Great Fridays in 2008 with music legend Peter Gabriel, and from 2008-14 established the agency as one of the most respected Design groups in the world, with offices in Manchester, London, San Francisco and New York. Great Fridays was acquired by Epam Systems in 2014 after which Matt was VP of Design for three years.

By 2022 LovedBy will deliver hyper-personalised intelligence to thousands of T1 patients around the world, improving their quality of life, providing 24/7 support, and drastically reducing the chance of any future complications caused by the condition.

### **Common Good**

Since 2012 Common Good has focused on delivering transformational, human-centered products for clients across the globe. The studio's determination to be driven by a collaborative and open mindset has been critical. It has allowed the small and agile team to deliver solutions for many of the worlds most important brands - all underpinned by the team's desire to make people's lives better, simpler and smarter.

### **For further information please contact:**

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