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Curran strikes Tricycle Talent deals

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Kew Media Group co-founder Sara Curran's recently launched 'talent management collective' Tricycle Talent has struck three deals with companies working across media including books, TV and music.



Tricycle Talent provides capital and strategic advice to talent managers in return for equity in their companies, which then become part of Tricycle's network.

In return, each management boutique also gains equity in Tricycle Talent, with the structure designed to keep founders engaged with their businesses and to provide opportunities within the wider Tricycle Talent network.

Three deals have now been struck, with Tricycle Talent backing voiceover firm Voicebank, which is based in London and Dublin, UK-based River Talent Management and book agency Rachel Mills Literary (RML).

The companies collectively have expertise in books, music, digital, voices, film and TV. More boutiques will be added in the coming months.

River's founder Sophie Gildersleeve and recent hire Lucy Smart, as well as RML's Rachel Mills, previously worked with Curran at UK talent group James Grant Group (now known as YM&U), where she was MD of business and legal affairs.

Curran was also behind the [formation of Kew](#) in 2017 and before that worked at UK prodco Working Title. She has also had stints at Universal Pictures International and PolyGram Filmed Entertainment.

Curran told C21 Tricycle Talent would offer "up-and-coming talent management boutiques with working capital, strategic counsel and access to a wider network, so they can offer a 360° management solution with a personal touch.

"Tricycle is all about keeping the founder spirit alive. What's important is keeping the rainmakers bold and driven – preserving the hustle."

Curran added that the Tricycle proposition had been particularly popular with women and said a fourth deal was in the works. Details have not yet been released.

Tricycle Talent, sister company to Curran and partner Peter Sussman's investment firm Tricycle Media, has been launched initially in the UK and Ireland but plans to expand into North America and Australia.



Richard Middleton
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