

# Rocketfuel Productions joins world of Discovery

## Local company creates interactive website

BY DAVID FINLAYSON, EDMONTON JOURNAL FEBRUARY 17, 2010



Ken Bautista, centre, is CEO and creative director of a Seek Your Own Proof, which has signed a deal with Discovery Kids in the U.S. for his interactive website. With him, from left, are Norman Mendoza, Chris Dunsing and Jason Suriano.

**Photograph by:** Shaughn Butts, The Journal, Edmonton Journal

Ken Bautista remembers sitting in the board room at Discovery Communications in Silver Spring, Maryland gazing in awe at posters of top TV shows such as Mythbusters, Deadliest Catch and Dirty Jobs.

"There I was talking to them about our project and wondering what was going to happen. That was really exciting."

Bautista was convincing enough that his company Rocketfuel Productions now has a partnership with Discovery for the interactive website [Seek Your Own Proof](#).

The company has also landed a million-dollar financing deal with local investors.

Seek Your Own Proof was recently launched on the [Discovery Kids website](#), and instantly started getting hundreds of thousands of visitors investigating history and science as secret agents of the CIE (Central Institute of Investigation.)

They solve mysteries through a series of animated and live-action videos, interactive puzzles and games.

"It's a great fit for them and it's huge for us," says Bautista, who grew up a fan of the TV show *Where in the World Is Carmen Sandiego*?

"It gives us access to the Discovery family of content and distribution, and the development of more unique content and personalities for *Seek Your Own Proof*."

It's been a whirlwind three years of development for Bautista and partner Jason Suriano, who won the [TEC Edmonton Venture Prize](#) for *Seek Your Own Proof*, as well as best of show at the Fusion Digital Media Venture Forum in Vancouver, and most promising company at the Canadian New Media Awards.

The deal with Discovery and the cash injection from Foundation Equity came together just before Christmas "so it was a great way to start 2010," he says.

"And we were happy to be able to finally talk about the Discovery partnership."

Although *Seek Your Own Proof* has one of the largest presences on the Discovery Kids home page, Bautista still regards it as a soft launch that will be fine tuned over the next few months as they follow the interaction of visitors and their relationships with the program.

"We expect it to do a really big push in the fall when school starts."

He says the Discovery deal and the funding prove you can develop a successful startup in Edmonton without having to move to the U.S.

"There's an advantage to being in Canada and doing business in the U.S. We targeted the U.S. market and it worked for us."

"It's good for the city to be an entrepreneur and do big things from here, and I hope our story helps inspire other startups. We need them."

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