

Sublime Science: From the Aussie Outback to Award-Winning UK small business with Worldpay

Sublime Science was founded by “Mad” Marc Wileman almost six years ago when he was living in Australia, with a mission to show kids just how much fun science can be.



Returning to the UK, his idea was to run “science parties” for primary school-aged children, combining an irresistible blend of interactive demonstrations, hands-on fun and the occasional bit of learning.

Marc now has 102 presenters working with the company, teaching over 100,000 kids each year all about how fun science can be. The firm has won numerous awards, including Dragons Den star Theo Paphitis’ Small Business Sunday gong, while Netmums voted it best children’s party. Marc, meanwhile, won Young Entrepreneur of the Year at the National Entrepreneur Awards last year.

The journey to card payments

Initially, Sublime Science accepted only cheques as payment but found it put potential customers off and took an impractically long time to process payments. Around four months into the business, Marc decided to implement a new system to take card payments, both to appeal to a greater number of potential customers and save time in processing sales.

The requirement was for a provider which could offer telephone

payments in a secure, easy-to-use and fully integrated package. With time savings of major importance to Marc it was also essential that everything was quick to set-up, with no on-going maintenance needs.

Growing with Worldpay

Marc chose Worldpay after a word-of-mouth recommendation through the Federation of Small Businesses, of which he is a member. Sublime Science invested in Worldpay’s “virtual terminal” to take card payments over the phone using a secure web page.

This secure web page allows the firm to manage and process phone payments quickly and easily using a PC or tablet. No technical set-up is needed and billing is simple with just one monthly fee for multiple users. Worldpay’s built-in fraud screening keeps all the transactions secure and there’s real-time reporting to keep track of payments. What’s more, there’s 24 hour support every day of the year in case there are any issues with the service.

“The whole process has been very smooth – it just does what it’s supposed to do every time, consistently and without any fuss.” – Marc Wileman.

Apart from enormous time savings for the firm, Marc has really seen the ability to take card payments via the web come into its own over the past five years.

“Back in 2008 it was useful but maybe not necessary. Today it’s absolutely essential for most businesses operating in most markets,” he says.

Taking science parties UK-wide

As for the future, Sublime Science is going from strength to strength as they expand to a national company. Marc has also published a new book – The Most Incredible Science Experience Book Ever, available on Amazon, and is in the middle of producing a DVD.

But there’s still loads left to do, according to Marc. As long as there are children still turned off by science, and new experiments to try, there’ll be opportunities for Sublime Science to grow.