

TECH NATION NAMES 30 UK COMPANIES TO WATCH AS [UPSCALE 4.0](#) KICKS OFF

- Record number of applications for the fourth programme for fast-growing startups
- A third of tech startups are based outside London
- 27% of companies have female founders
- Startups have average annual revenues of £1.5m

London, 25 January 2019

[Tech Nation](#), the UK network for ambitious digital tech entrepreneurs, is thrilled to reveal the 30 fast-growing tech startups that have been selected for the prestigious [Upscale programme](#), now in its fourth year. The 30 young companies were chosen from over 100 applications to the programme and will be coached over the next six months by some of the UK's most successful entrepreneurs and leading startup founders.

The six-month programme, which got underway last night by bringing all the companies together at the Farncombe Estate in the Cotswolds, is designed to help fast-growth tech companies to successfully navigate the challenges of growing to the next stage. The challenges that most concern these growing companies include hiring and retaining talent, maintaining culture while scaling and expanding into new markets. During the launch, companies heard from Aneesh Varma, Founder & CEO of Aire, Angie Ma, Co-founder & COO of ASI Data Science and Cherry Freeman, Founder of LoveCrafts, on the challenges of scaling and leadership.

The 30 digital tech startups that have been selected represent some of the finest early stage talent from across the UK and it is expected that many will successfully grow into the next generation of digital household names. Companies joining the programme have on average 40 employees and revenues of more than £1.5m a year. Most of the companies on [Upscale 4.0](#) have already raised a Series A round and the cohort has collectively raised £188m.

The Upscale companies are drawn from all tech sub-sectors, with a fifth of companies in the fintech sector and another fifth that are e-commerce and marketplace startups.

Margot James, Minister for Creative and Digital industries, said: "The UK is Europe's undisputed tech hub and much of our success is down to the ambition of fast-growth companies like these. I congratulate all the companies joining Upscale today and the significant potential and innovation they have shown. We are determined to make the UK the best place to start and grow a business, and through our Digital and Industrial Strategies we want to see the power of technology change people's lives for the better."

Sinead Daly, Mid-stage Programme Lead at Tech Nation, said: "I'm delighted to welcome this year's companies onto the Upscale programme. As we enter our fourth year, Upscale has built an incredible network of over 100 alumni, who have a wealth of experience to share with the cohort. Our off-site launch event will bring our founders together for the first time and enable

us to embed those tight-knit connections upfront, think about what scaling really means and explore how leaders can thrive while managing such rapid growth.”

Tessa Clarke, Co-Founder & CEO of OLIO, a food-sharing startup, said: “As OLIO transitions from closing our Series A to being Series B-ready, we’ll need to take our performance to a new level – we can’t wait to benefit from being part of Upscale 4.0!”

James Hadley, Founder & CEO of Immersive Labs, a Bristol-based software company said: “Immersive Labs is proud to announce that it will be joining Upscale. We look forward to sharing experiences with other fast-growing companies, while learning from Upscale mentors about how to succeed in a competitive global market.”

Upscale is a programme with a strong focus on learning from peers. It includes workshops, mentoring sessions and networking opportunities. Participants will benefit from frank mentoring from scale coaches who will conduct workshops and events over the next six months, helping the cohort to tackle challenges involved in scaling their businesses to the next stage.

Scale coaches on past programmes have included Brent Hoberman, co-founder of [Lastminute.com](#); successful investor and Lovefilm founder Saul Klein; One Fine Stay co-founder Greg Marsh and Lesley Eccles, founder of [FanDuel.com](#). Some of the insights that the team will learn can also be read in [Upscale: the book](#), which features frank advice from some of the UK’s leading technology entrepreneurs and investors on how to scale a business.

The Upscale programme is made possible with the help and support of our programme partners, who share their expertise and experience, and help advise companies on a range of issues. We’d like to thank our partners [Silicon Valley Bank](#), [RSM](#) and [Cooley](#).

Key stats:

- *8 companies with a female founder*
- *10 companies outside London*
- *£6.2m: Average funding raised / £188m: Total funding raised*
- *£1.5m: Average revenue / £46m: Total revenue*
- *40: Average number of employees / 1,207: Total number of employees*
- *20% Ecommerce & Marketplace*
- *20% Fintech*
- *13% SaaS*
- *13% Healthcare & Biotech*
- *10% Tech for Good*
- *7% Enterprise Software & Cloud Computing*
- *7% Hardware, Devices & IoT*
- *7% Data, Analytics & Cybersecurity*
- *3% Edtech*

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The Upscale 4.0 cohort (2019)

Airsorted

London | Proptech | B2B | [@Airsorted](#)

[Airsorted](#) helps people host their homes on Airbnb and other platforms. Aimed at either landlords or travellers, the company provides a hassle-free service, including property listing, cleaning, linens, communication with guests, check-in, key exchange and more.

Apperio

London | SaaS | B2B | [@ApperioLtd](#)

[Apperio](#) exists to make the world's legal clear, connected and collaborative. Providing a single, real-time view of every firm, matter, task and billable hour involved through an intuitive platform, Apperio ensures general counsels and lawyers can access the information and insights they need.

Automata

London | Hardware, Devices & Internet of Things | B2B | [@automata_tech](#)

[Automata's](#) mission is to empower people to automate the physical work they should no longer have to do. Its first product, Eva, is a simple, affordable, desktop robot arm built for professionals, helping to improve productivity on a production line or in a lab.

BookingLive Software Ltd

Bristol | Enterprise Software & Cloud Computing | B2B | [@BookingLive](#)

[BookingLive](#) provides powerful scheduling, reservation and purchasing experiences that create profitable customer relationships. Its leading secure data-driven platform is trusted by government departments, retailers, NHS trusts and large multinational organisations to manage their most important customer engagement journeys.

Cleo AI

London | Fintech | B2C | [@meet_cleo](#)

[Cleo](#) exists to radically improve everyone's relationship with money. For millions, money has been too difficult for too long. Cleo was built to change that. A personal champion and companion, Cleo helps people achieve their goals and feel genuinely good about money, while sharing or creating products and services that really work for them.

Doctify

London | Healthcare & Biotech | B2B & B2C | [@doctifyuk](#)

[Doctify](#) allows patients to search, compare and book the best doctors near them. Its online booking tools, complete with patient reviews, enable users to make an informed decision about health professionals, and book an appointment, treatment or scan, from any device, 24 hours a day.

Fertility Focus

Coventry | Healthcare & Biotech | B2B & B2C | [@OvuSense](#)

OvuSense, from [Fertility Focus](#), predicts ovulation 24 hours in advance, doubling the chance of pregnancy for each reproductive cycle. Comprised of a vaginal sensor, which measures core temperature, and a smartphone app for data upload, OvuSense can be used by all women, including those with ovulatory issues.

Fluidly

London | Fintech | B2B | [@Fluidly](#)

[Fluidly](#) addresses the biggest SME pain point, cashflow management. Its intelligent system, featuring automated cashflow forecasting and management, connects to accounting packages and bank accounts to optimise cashflow. Saving SMEs both time and money, it also ensures they have control, certainty and confidence about their financial future.

Funding Options

London | Fintech | B2B | [@FundingOptions](#)

[Funding Options](#) is the UK's leading online comparison marketplace for SME finance. Using online comparison technologies previously only available to consumers, it makes it fast, easy and transparent for SMEs to access the right alternative finance. The company is also pioneering open banking technology, enabling it to fund small businesses in minutes.

FUTRLI

Brighton & Hove | SaaS | B2B | [@FUTRLI](#)

[FUTRLI](#) solves the pain points of SMEs and the accountants that advise them, helping businesses get it right when it comes to their futures. Business owners can produce flexible, three-way forecasts built from P&Ls, balance sheets and cash flow statements, and prepare live business plans, budgets and reports, helping them get more visibility.

Healthera Ltd

Cambridge | Healthcare & Biotech | B2B & B2C | [@ourhealthera](#)

[Healthera](#) connects patients to a network of hundreds of pharmacies and NHS GPs. Using the Healthera app, which is listed on the NHS Digital apps library, patients can order and track their prescriptions, access clinical services, and monitor their medication intake in one digital end-to-end solution.

Hubble

London | Ecommerce & Marketplace | B2B | [@Hubble](#)

[Hubble](#) is London's biggest online marketplace for renting flexible office space. Its platform enables large, flexible office brands, small independent brands and those with spare space to let their offices. Making it easy for businesses between 1 and 250 people to find and move into an office space, Hubble cuts the average move time from three months to three weeks.

Immersive Labs

Bristol | Data Analytics & Cybersecurity | B2B | [@immersivelabsuk](#)

[Immersive Labs](#) is enabling organisations to upskill and assess current cyber workforces, as well as identify and develop the talent they never knew existed. The company's virtual hands-on learning platform features hundreds of browser-based labs and real-world security scenarios that allow organisations to upskill from within and be the best they can be.

LendingCrowd

Edinburgh | Fintech | B2B & B2C | [@_lendingcrowd](#)

[LendingCrowd](#) specialises in lending to SMEs across Britain by accessing finance from private investors to provide loans of up to £500,000. Borrowers can check their eligibility in just 60 seconds, and it takes less than 30 minutes to complete a loan application. Once the loan has been funded, the funds could be in the borrower's account within two working days.

MoveGB

Bath | Ecommerce & Marketplace | B2C | [@MoveGB](#)

[MoveGB](#) is on a mission to enable lifelong health and happiness for all. The UK's largest activity marketplace with 300,000 users and over 6,000 physical activity providers, MoveGB offers one membership to tens of thousands of activities, classes, gyms and studios, and gives members the daily freedom to mix up their activities.

OLIO Exchange Limited

London | Tech for Good | B2B & B2C | [@OLIO_ex](#)

[OLIO](#) is a free neighbour-to-neighbour food sharing app. Users simply snap a picture of their surplus food items and add them to OLIO, then neighbours receive customised alerts and can make requests. OLIO's Food Waste Heroes programme also matches volunteers with their local retailer to collect unsold food and redistribute it to the local community via the app.

Open Cosmos

Oxford | Space | B2B | [@Open_Cosmos](#)

[Open Cosmos](#) provides simple and affordable space missions to help solve the world's biggest challenges, enabling organisations from across a wide range of industries to use space technologies as a tool. Offering constellation, in-orbit demonstration, payload development and qualification services, Open Cosmos offers a one-stop-shop to orbit.

OpenRent

London | Proptech | B2B & B2C | [@OpenRent](#)

A rental community for landlords and tenants, [OpenRent](#) has thoroughly disrupted the market to become the country's largest letting agent and make renting fairer, safer and cheaper for everyone. Landlords can advertise their properties on major property portals for just £29, saving them thousands, while tenants are never charged admin or agency fees.

Oxehealth

Oxford | Healthcare & Biotech | B2B | [@Oxehealth](#)

[Oxehealth's](#) Digital Care Assistant (DCA) gives staff caring for the elderly and vulnerable more time for hands on care where and when they are needed most. The DCA acts as an assistant,

paying attention to every room when staff can't be there, helping care facilities improve patient or resident outcomes and experiences, and reduce the cost of care.

Patch Gardens Ltd

London | Ecommerce & Marketplace | B2B & B2C | [@patch_plants](#)

In the seemingly endless drive towards urbanisation, there is no brand that speaks to urban gardens or urban gardeners. That's where [Patch](#) comes in. The company allows customers to discover the right plants for their space, delivers them to their door, and helps them look after them through its in-house plant doctors and great content.

Previsе

London | Fintech | B2B | [@getsmepaid](#)

[Previsе](#) is transforming B2B commerce so that suppliers are paid instantly upon invoice. The company's AI technology analyses companies' data to predict the invoices unlikely to get paid, so Previsе can pay the rest instantly. The 1% fee paid by suppliers who opt for instant payment is shared between the buyer, the funder and Previsе, in a genuine win-win.

Koru Kids

London | Edtech | B2C | [@korukids](#)

[Koru Kids](#) is building a new childcare system from scratch using modern technology. Now the UK's biggest childcare brand, Koru Kids trains and deploys 100+ nannies each week, transforming the lives of thousands of families. The team builds seamless, comprehensive software and delivers high quality ongoing training and development for nannies.

Shepper

London | Data Analytics & Cybersecurity | B2B | [@AskShepper](#)

Today, businesses use Google to find anything digitally and view pictures online. [Shepper](#) is the other side of the coin. Businesses use Shepper's B2B inspection services to send a real person, from a managed network of local, trusted people, to a physical location to carry out checks and collect information, helping to drive down costs and speed up delivery.

Sweatcoin

London | Tech for Good | B2C | [@Sweatcoin](#)

[Sweatcoin](#) is a digital currency backed by the economic value of physical movement. Created with the mission to motivate people to be more physically active and fight the UK's obesity problem, Sweatcoin's tracker app converts steps into a virtual currency and includes an internal marketplace that lets users buy goods and services with their Sweatcoins.

Tessian

London | SaaS | B2B | [@Tessian](#)

[Tessian](#) creates machine intelligence to secure enterprises from threats executed by humans, keeping the world's sensitive data and systems secure. Used by large enterprises across the financial, legal and technology sectors, its email security platform automatically prevents security threats like misaddressed emails, data loss and non-compliance.

The Accountancy Cloud

London | Fintech | B2B | [@theacloud](#)

Designed with startup founders in mind, [The Accountancy Cloud](#) platform automates accounting, finance and cashflow tasks, eliminating back office admin. Using data to produce interactive financial statements, and integrating with accounting software, it acts as a hub for accounting operations where founders can access real-time advice from finance experts.

The Plum Guide

London | Ecommerce & Marketplace | B2C | [@plumguide](#)

[The Plum Guide](#) is on a mission to build a marketplace of the world's best holiday homes. Solving the issue of quality control in the homestay market, it separates the good from the great using the Plum Test, which leverages an innovative combination of tech, data and expert human curation to determine if a home has what it takes to deliver a perfect stay.

Voxpopme

Birmingham | Enterprise Software & Cloud Computing | B2B | [@voxpathme](#)

[Voxpopme](#) is the world's number one video insight platform. Its unique technology platform enables fast and easy end-to-end video research through solutions that revolutionise the process of capturing, analysing and sharing video feedback. As a result, every data point businesses rely on to make decisions can be backed up by real human stories.

Wazoku Ltd

London | SaaS | B2B & B2C | [@WazokuHq](#)

[Wazoku](#) helps companies become everyday innovators, where innovation is a core, strategic capability. Passionate about enabling organisations to engage and collaborate with their workforce, ecosystem, customers and the world, Wazoku's cloud-based idea management software enables users to crowdsource solutions to challenges that keep them up at night.

WeFarm

London | Agtech | B2B & B2C | [@wefarm](#)

[WeFarm](#) has built the world's biggest farmer-to-farmer trusted knowledge network for the 1 billion small-scale farmers globally who have no access to the internet. Farmers can ask any question on agriculture, in any local language, for free and WeFarm gets them bespoke content back, using sophisticated machine learning and the knowledge of the crowd.

-ENDS-

Notes:

About Tech Nation: Tech Nation is the new organisation to help accelerate the growth of the digital tech sector across the UK. Launched in April, it builds on the past work of Tech City UK and Tech North to make the UK the best place in the world to imagine, start and grow a digital tech business. Its mission is to empower tech entrepreneurs to grow faster through knowledge and connections, to build a UK economy that is fit for the next generation. It does this by running growth programmes, developing digital entrepreneurship skills through its online Digital Business Academy, through its visa scheme for exceptional talent and by championing the UK's digital sector through data, stories and media campaigns. www.technation.io

To find out more about *Upscale* the book <https://technation.io/upscale-the-book/>

Tech Nation's annual health check on the state of the UK tech sector can be found at Technation.io/report2018