

## Top five early-stage tech companies from Yorkshire and the Humber announced in Tech Nation's latest 'Rising Stars' competition

- Tech Nation announces the top five Yorkshire and the Humber Regional Winners of its fourth Rising Stars competition, recognising the UK's early-stage tech scaleups with the highest potential
- The 5 Yorkshire companies to be selected are Skipton-based [Paperound](#), and Leeds-based [Promatica Digital](#), [Slingshot Simulations](#), [Scaled Insights](#), and [Iatro](#), which span tech subsectors including healthtech, ecommerce and data analytics
- Yorkshire's tech sector is steadily growing; after receiving \$111mn in VC investment funding this year, as of November 2021, Yorkshire's tech sector has created 127% more jobs compared to the previous year (88,419 in H1 of 2021, up from 38,908 in 2020)

**8th December 2021:** Tech Nation has today announced the 5 Yorkshire Regional Winners of its fourth Rising Stars competition, which recognises the brightest and best early-stage tech scaleups from every area of the UK. In total, 55 fast-growing tech companies from across the UK have been named this year's Regional Winners - 5 within each UK region. Previous years' Rising Stars Regional Winners have included [Selazar](#) (from Northern Ireland), [Circa5000](#) (from the North West) and [SeedLegals](#) (from London), who have received a combined £33.79mn in investment to date, demonstrating the ability of the Rising Stars Regional Winners to scale quickly, and their potential to become the UK's tech 'unicorns' (companies with valuations of \$1bn+) of the future.

These Regional Winners have been selected by a panel of over 50 judges (industry experts with extensive experience in starting and scaling tech businesses) based on their value proposition, competitive advantage, market traction, team experience and potential to scale.

This year's Yorkshire Regional Winners are [Paperound](#), [Promatica Digital](#), [Slingshot Simulations](#), [Scaled Insights](#), and [Iatro](#). These companies, the majority of which hail from Leeds - the UK's 11th largest tech hub - are working to transform a range of different industries, including healthtech, ecommerce and data analytics.

These 5 early-stage tech companies have an average of 7 employees, and have raised £4,030,000mn in investment funding collectively to date.

### Yorkshire's tech sector is growing

The success of these early-stage Yorkshire scaleups reflects the strength and fast growth of Yorkshire's tech market overall.

According to data from Tech Nation, Yorkshire is now home to 5 tech 'unicorns' (companies valued at over \$1bn), up from 2 in 2020, and has raised \$111mn in VC investment funding this year, as of November 2021.

Tech job creation is also growing rapidly in Yorkshire, rising by 127% in the past year (from 38,908 tech roles in 2020 to 88,419 in H1 of 2021).

## **This year's Rising Stars Regional Winners are accelerating the tech sector across the UK**

This year's Regional Winners demonstrate that the tech sector is growing quickly across all corners of the UK.

An impressive 69% of the 55 Regional Winners are generating revenue, and 38% have at least one female founder. 27% of the Regional Finalists are Pre-Seed, 29% have no previous rounds of funding, and 36% are Seed funded. As for what's next, 49% of the Regional Finalists are looking for Seed Funding, while 34% are looking to raise Series A.

The 55 Regional Winners are a mixture of B2B and B2C and 49% have previously attended an accelerator. 73% of the Regional Winners plan to expand internationally in the next 12 months, with 58% wanting to expand into the USA.

### **Rising Stars' mission**

Going forward, these 5 promising, fast-growth Yorkshire tech companies will continue to be supported by the UK tech ecosystem as they are inducted into the Tech Nation alumni network. This will allow the companies national recognition, greater access to networking opportunities and more opportunities to learn from other early-stage tech businesses going through a similar scaling journey.

Recognising and empowering all of the Regional Winners of the Rising Stars competition is at the core of Tech Nation's mission to fuel the growth of tech scaleups who are helping us create a stronger economy, society and future.

### **Quotes:**

**Esme Caulfield, Competitions Lead at Tech Nation, said:** "With Tech Nation's Rising Stars competition now in its fourth year, it's amazing to see so many inspiring companies innovating to change our world for the better. This year, we reached the milestone of 1000 applications to Rising Stars (and surpassed it!). We had a record number of applications this year - 380 (nearly 400) - and we also saw our first applications - and our first Regional Winner - from the spacetech sector, (Elestial, from the Midlands) and agritech (Cropsafe, from Northern Ireland).

From revolutionising modern healthcare and disrupting the finance sector to transforming education and tackling climate change, each of these fast-growing regional early-stage tech companies is helping us improve our economy, society and quality of life. This year's Regional Winners represent the brightest and the best of UK tech and talent, and I'm excited to see what they do next."

**Digital Secretary Nadine Dorries said:** "These technology Rising Stars are helping us solve some of the greatest challenges of our time and creating high-quality and well-paid jobs up and down the country. Capitalising on the huge potential of tech is a crucial part of our mission to level up and we are backing businesses with pro-innovation policies and supporting people to get the skills they need to thrive."

**Nicola McNeely, Partner at Harrison Clark Rickerbys Solicitors - Cardiff and Rising Stars 4.0 Judge, said:** “It is evident from the Tech Nation’s Rising Stars Regional Winners that there is a vast array of technology startups and scaleups around the UK, many of whom are operating within known Tech clusters already. Some have chosen to specifically establish themselves there or to relocate to these areas to leverage the incubator or accelerator services within those tech clusters. The ability to operate alongside like-minded businesses equips them well to leverage contacts, connections, services and expertise from similar businesses in their area. It also positions them well to sell into primes who are interested in diversifying their customer offering and adopting new innovative tech solutions.”

**Drew Currie, Director of the Founder Institute - Birmingham and Rising Stars 4.0 Judge, said:** “Two of the Rising Star candidates which I judged were extraordinary! I have judged pitches previously, but these 2 were exceptional. I have written their names on a piece of paper, and sealed them in dated envelopes. On the back of their Tech Nation entry, I look forward in a few years time to opening those envelopes in front of them & toasting their success!”

**Niki Haggerty-James, Ecosystem Manager at Barclays Eagle Labs and Rising Stars 4.0 Judge, said:** “I was honoured to be a judge for the fourth year, for Tech Nation’s Rising Stars programme. It seems the calibre of start-up and scaling-up businesses is getting better year on year, which is reflected in the businesses we are seeing here at Barclays Eagle Labs. When times become challenging, the best entrepreneurs see it as an opportunity to innovate and adapt. I predict exciting times ahead for this year’s cohort.”

**Daniel Evans, CEO of Birmingham Enterprise Community and Rising Stars 4.0 Judge, said:** “Rising Stars aims to find the UK’s very best emerging startups and this year’s applications did not disappoint. As we look forward to the country’s recovery from COVID and the events of the past 2 years, we need our entrepreneurs more than ever. They fuel innovation and tackle the problems we face by building solutions that change the way we live, work and operate as a society. Through Rising Stars, Tech Nation is able to help showcase some of these fantastic entrepreneurs and bring attention to the work they are doing. One thing is for sure, if the quality of these businesses is anything to go by, then the entrepreneurial future of the UK is looking stronger than ever.”

**Jake Fox, Founder of Paperound, said:** “We’re on a mission to transform the way businesses access and activate digital talent in the UK. It’s great to be recognised as a regional winner, particularly when we are actively pushing to support regional economies with a fresh way of utilising local emerging talent. The strength of networks, and the proactivity of regional stakeholders across Yorkshire has played a key role in helping us grow.”

**Stuart Sherman, CEO of Scaled Insights, said:** “Our mission is to assist medical professionals in positively influencing the lives of their patients. Using our Behavioural AI Technology to better understand the nudges that individuals need to take better care of themselves, Scaled Insights helps doctors understand their patients, even as patient care evolves into faster, lower, patient touch points. Scaled Insights is uniquely suited to Leeds. From our location and partnership with Nexus, to our relationship with Leeds City Council, partnerships with Leeds University, Leeds Teaching Hospital

Trust, and YHSN, to the concentration of NHS groups in the Leeds City Region - we couldn't pick a better place to grow!"

**Thomas Porteus, CEO of Iatro, said:** "The NHS is under severe strain and Primary Care needs technology driven transformation to survive and thrive. At Iatro, we're focussed on building the digital tools to support Primary Care services to adapt to provide the best possible service to patients. We've seen great traction in the last 18 months, with over 800 GP practices using our software already, and look forward to further progress over the next year, with new products to support GP's in managing patients with long term conditions more effectively. West Yorkshire is a great place to build a health-tech startup, with good infrastructure and a thriving digital scene, including a number of small and large digital health businesses."

**Maisie Swannell, Commercial Executive of Promatica Digital, said:** "Roughly 20% of GP appointments are for non-clinical issues, such as loneliness, isolation, or financial concerns. Social prescribing allows GPs to refer patients into practical, local services to help improve their wellbeing. Our product, Social Rx, is a case management system to aid social prescribing link workers and also to drive social prescribing improvements with insightful dashboards and reports. We are delighted to be a Rising Stars Regional Winner, and we can't wait to showcase how our product can lead to improved wellbeing and reduced GP workload. Based in Leeds city centre, we are excited by the possibility of growing our network in the Yorkshire region."

**Robert Harwood, COO at Slingshot Simulations, said:** "As the digital transformation of all industries accelerates and digital twins move from pilot projects to mainstream operations and the metaverse, the amount of data being generated is growing substantially faster than an organisation's ability to use it. Shining light on these dark data and making them intelligence ready at scale is our core mission so that our rapidly growing customer base, their people and everyone in their ecosystem can make better decisions, faster, at lower cost and with much broader engagement through data-based storytelling. At the heart of our company is the desire to enable anyone, anywhere to access the power of our unique, no-code digital twin SaaS platform and apply it to tackle the biggest global challenges we face - climate change, sustainability, resource management and more. 2022 promises to be an exciting year in the next stage of our growth and international expansion. We are fortunate to be surrounded by a thriving high-tech sector and an incredible pool of talent in Leeds and the broader Yorkshire region. Combined with regionally focused investment initiatives, an ecosystem fostered by our presence in the Nexus building in the heart of Leeds and a wonderful quality of life in the area, it is a potent formula for success."

**End**

**Notes to the editor:**

**About the Yorkshire Regional Winners:**

[Promatica Digital](#) - Leeds - Healthtech

Promatica Digital is a leading healthcare software provider. Their goal is to create solutions that genuinely help people working in the NHS and other healthcare organisations. They have delivered

their software to over 20 organisations across the NHS. These parties use their IT systems to facilitate safe and effective delivery of patient care.

#### [Slingshot Simulations](#) - Leeds - Data Analytics

Slingshot Simulations transforms large, highly complex and disparate data into actionable insights that enable organisations to make better decisions faster and at lower cost. Their patent protected capabilities are unique in bringing together the contextual power of advanced data science and web search technology with the science of digital twins that enables data to be visualised, analysed, simulated and experienced through VR and AR. Offering a cloud native software-as-a-service platform, Slingshot Simulations are focused on empowering anyone to leverage their technology to tackle the biggest challenges facing society today, including decarbonisation, sustainability and climate change.

#### [Scaled Insights](#) - Leeds - Healthtech

Using behavioural AI, Scaled Insights analyse 300 words of any human's speech and convert it into a unique personality score. People can be clustered into groups with similar personalities, and those groups can then be correlated with their behaviours so businesses can then understand how to influence each groups' decision making.

#### [Iatro](#) - Leeds - Healthtech

Iatro provides software and services to primary care organisations in the NHS. Their products include GP practice websites that serve as the digital gateway for patients engaging with their practice, and remote review tools to support digitally-led long term condition management.

#### [Paperound](#) - Skipton - Ecommerce

Paperound.com is a marketplace for busy business owners to access student resources, on-demand for ad-hoc company tasks. For founders, Paperound gives them access to affordable, pre-vetted resources when they need it most, without needing to commit to a full-time hire. For students, this gives them a way to earn money and build their experience.

### **Company photos:**

Please find images of the companies' logos and founders [here](#), and of their teams [here](#).

### **About the Rising Stars competition:**

Rising Stars 4.0 is the UK's only truly national scaleup competition, designed to be accessible to the best early-stage tech companies from all areas of the country. Entrants are supported throughout the application process, and given training and support at each stage of the competition to enable them to compete to their best ability and deliver the perfect pitch. The competition culminates in the top 20 companies being showcased and promoted to a highly curated audience of investors, corporates, influencers and the wider tech ecosystem. The judging panel then deliberate over the final 20, selecting 10 companies to be named as this year's Rising Stars, who will feature in a high-profile celebration event on 24 March 2022.

**Eligibility criteria for the Rising Stars competition:**

- Seed to pre-Series A funding stage OR if revenue focused, generating annual revenues below £1.5mn
- A digital tech business with a product or service to sell
- At least one active client or pilot
- Able to demonstrate market traction
- HQ'd in UK
- Company incorporated between 1-3 years
- Able to commit to key dates in the Rising Stars calendar

**About Tech Nation:**

Tech Nation is the leading growth platform for UK tech scaleups. Tech Nation fuels the growth of game-changing founders, leaders, and scaling companies so they can positively transform societies and economies. We provide them with the coaching, content, and community they need for their journey in designing the future. Tech Nation has years of experience facilitating and helping UK tech companies scale, both at home and abroad. Over 30 cohorts and 900 companies have successfully graduated from Tech Nation's growth programmes. Alumni include Skyscanner, Darktrace, and Monzo, as well as 3 of the UK's 7 new 'decacorns'; Revolut, Wise, and Farfetch.