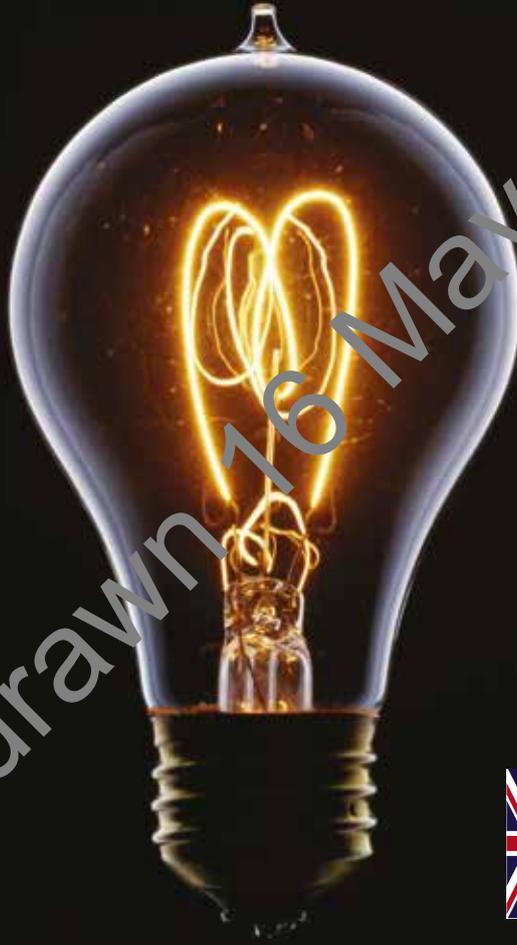


# Sirius

Introducing some  
of the world's most  
talented graduate  
entrepreneurs



UK Trade  
& Investment



**ENTREPRENEURS  
ARE  
GREAT**

BRITAIN & NORTHERN IRELAND

*Sirius aims to attract talented international graduates with new ideas to the UK, helping them to realise their dreams and set up global businesses in the UK.*

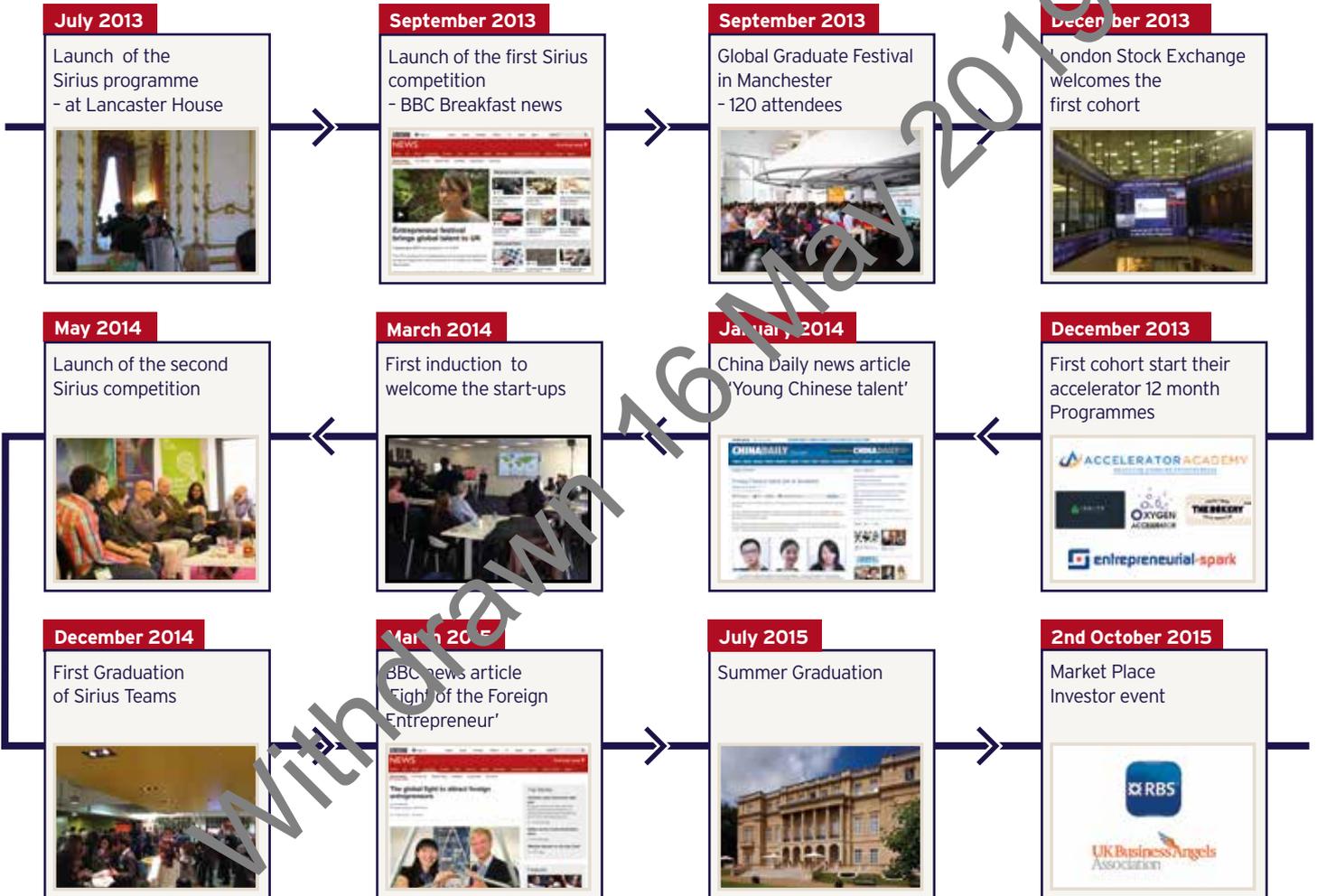
Recent research has highlighted the widespread economic benefits that can be generated by attracting global entrepreneurs to the UK.

Over 2,000 gifted and ambitious individuals from 93 countries applied to the competition, 200 winners were selected, the majority of which have already relocated to cities around the UK, taking advantage of the country's world-class business ecosystem. The Sirius Programme offers end to end support on the journey from start-up to successful business - from financial support for living costs, getting clients and other training. All all teams have a place with one of five leading UK accelerators offering mentoring, expert advice and help getting investment.

This brochure contains details of the companies who have started the programme to date. The first Sirius businesses joined the programme on December 2013 with the last intake joining on December 2014.

Please visit [siriusprogramme.com](http://siriusprogramme.com) for further information.  
Follow us on Twitter @siriusprogramme.





$\frac{3}{7}$ 

**Elevator pitch:**  
Improving the comfort and sustainability of sports shoes

**Sector:**  
Advanced Engineering & Manufacturing  
Technology/Fashion/Retail & E-commerce

**Awards:**  
Three New Things - Virgin award for Innovation

**Find us:**  
Website: [3over7.com](http://3over7.com)  
Email: [news@3over7.com](mailto:news@3over7.com)

 @3over7

 [facebook.com/3over7](https://facebook.com/3over7)

 [3over7.tumblr.com](http://3over7.tumblr.com)

## 3 Over 7



**The Team:**  
Tim Brown

**Full proposition:**

Three Over Seven is the brainchild of ex-professional footballer Tim Brown from New Zealand who has teamed up with Earl Stewart and Nicholas Crouch. This new start-up has created a proprietary fabric called Fitwool, which it has used to manufacture the world's first ever woollen performance running shoe.

Inspired by his time playing football on the world stage for New Zealand at the 2010 World Cup, Tim and his team have developed a trainer that is truly unique. They will be specifically designed for sockless wear with no internal seams, providing an unparalleled level of comfort and performance, that won't smell.

The team is creating a whole new, unique category of footwear based on the biodegradable and sustainable properties of wool. Entirely negating the need for socks, the invention aims to revolutionise the way everyone, from everyday athletes to professionals, train.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Reinventing digital advertising**

**Sector:**  
Communication, Brand & Marketing solutions

**Find us:**  
Website: [adverdose.co.uk/](http://adverdose.co.uk/)  
Email: [partner@adverdose.com](mailto:partner@adverdose.com)  
Blog: [blog.adverdose.co.uk](http://blog.adverdose.co.uk)

 [@adverdose\\_uk](https://twitter.com/adverdose_uk)

 [linkedin.com/company/adverdose-srl](https://www.linkedin.com/company/adverdose-srl)

 [facebook.com/adverdose](https://www.facebook.com/adverdose)

 [tumblr.com/search/Adverdose](https://www.tumblr.com/search/Adverdose)

# Adverdose



**The Team:**  
Mario Dughi  
Paolo La Faglia

**Full proposition:**

Adverdose is a Social Advertising Platform that reinvents digital advertising through a video-contest process. Adverdose solves the inefficiency of online advertising. With the majority of digital marketing campaigns using traditional advertising methods, Adverdose believes that a 'disruptive change' is required to help improve the experience and results for users and advertisers.

To achieve this, Adverdose has created a video contest platform - accessible on web or through an iOS app - which rewards users each time they interact, thus establishing a mutually beneficial model for advertiser and consumer.

Withdrawn 16 May 2019



Audazzle

**Elevator pitch:**  
**Specialised gaming solutions for blind and visually impaired individuals**

**Sector:**  
ICT/Life Sciences and Medical Technology

**Find us:**  
Website: [audazzle.com](http://audazzle.com)

 [facebook.com/audazzle](https://facebook.com/audazzle)

## Audazzle



**The Team:**  
Anarika Didigova  
Barbara Verardo  
Marie Lloyd  
Selwyn Lloyd

**Full proposition:**

Audazzle creates specialised gaming solutions that are accessible to the Visually Impaired and blind individuals while being appealing to the sighted population as well.

Most of the existing electronic games for the blind and the Visually Impaired are audio-only. Unappealing to the rest of the population, they unintentionally reinforce social isolation.

Audazzle uses novel 3D audio/video technologies, currently under-utilised in the video-gaming industry, to level the playing field, allowing sighted and VI/blind gamers to play together and compete on an equal footing, thus increasing their social integration, confidence and self-esteem.

Withdrawn 16 May 2019

**Elevator pitch:**

**Giving men a better shaving experience while saving them money**

**Sector:**

Retail & E-commerce

**Find us:**

Website: [beardedcolonel.co.uk](http://beardedcolonel.co.uk)

Email: [members@beardedcolonel.co.uk](mailto:members@beardedcolonel.co.uk)

 @beardedcolonel

 [facebook.com/beardedcolonel](https://facebook.com/beardedcolonel)

## Bearded Colonel

**The Team:**

Tyvand Mckee

Alexander Jordan

**Full proposition:**

For too long men have dealt with an unjust dilemma: to shave with an over-priced, over-marketed razor that irritates their skin, or to shave with a cheap razor that irritates their skin. It's time for a better way to shave, and that's what Bearded Colonel offers.

The Bearded Colonel combines high-end razors, a monthly subscription, a strong brand at a fair price. The end result is a club where members get a better shaving experience and save money. British men don't want to sacrifice quality or image to save a little money. That's why in 2014 brand focus shifted to quality and service first with savings coming second.

Since the rebranding, Bearded Colonel has enjoyed significant success. The website's average conversion rate jumped from 0.5% to 4%. In the first five months of 2015, gross sales have quintupled. Now, growth, fueled by free cash-flow, is continuing on the same trajectory. This year, the team will continue to tune and improve the growth engine, while also expanding the product line.

The two founders met while at university and have backgrounds in web development and business. Between Ignite and Sirius, the founders have learned considerably more about their business, and successfully parleyed those lessons into greater growth.

Withdrawn 16 May 2019

## BIG COUCH

### **Elevator pitch:**

**Big Couch, a film platform that optimises costs for independent films while connecting crew with work in a safe, transparent manner.**

### **Sector:**

Media & Entertainment, Film, Recruitment

### **Find us:**

Website: [bigcouch.co.uk](http://bigcouch.co.uk)

Email: [info@bigcouch.co.uk](mailto:info@bigcouch.co.uk)

 @BigCouchFilms

 [linkedin.com/company/big-couch](https://www.linkedin.com/company/big-couch)

 [facebook.com/BigCouchFilms](https://www.facebook.com/BigCouchFilms)

# Big Couch



### **The Team:**

Irina Albina

Maria Tanjula

### **Full proposition:**

Big Couch is first of all an ethos. We energise the film industry to produce more independent films. We enable talented producers and directors to recruit qualified crew in a smart, cost effective manner.

Big Couch gathers the most comprehensive database of qualified freelancers who work in the media & film industry in the UK. On Big Couch, producers showcase feature films in the pre-production stage and advertise available positions. Big Couch crew select feature-length film projects they believe in, for 50% of their daily rate against profit points. With our help, producers optimise production costs, recruit highly qualified crew and increase the exposure of their project. We suggest a co-operative alternative to the traditional payment model, empowering the crew by sharing the risks and also sharing the profits. Big Couch offers a legal frame to all the back end contracts made between producers and crew and connects freelancers with work in a safe, transparent manner.

Big Couch is also supporting recruitment in the media & entertainment industry that doesn't follow the sharing points scheme. We offer the Big Couch freelancers a free service and showcase them to a wide variety of employers through our easy-to-manage profiles which incorporate unique features, helping the employer to make the best choice.



**Elevator pitch:**  
Turning coffee into biofuel

**Sector:**  
Energy, Utilities & Clean Technology

**Awards:**  
Founder.Org Class of 2015  
Santander Universities  
Entrepreneurship Competition  
The Pitch Live Competition  
Postcode Lottery Green Challenge 2014

**Find us:**  
Website: [bio-bean.com](http://bio-bean.com)  
Email: [info@bio-bean.com](mailto:info@bio-bean.com)

 @Bio\_Bean\_UK

 [linkedin.com/company/bio-bean](https://www.linkedin.com/company/bio-bean)

## bio-bean



**The Team:**  
Arthur Kay  
Benjamin Harriman  
Eleanor Jeffrey  
Emily Norris

**Full proposition:**

bio-bean is an award-winning green energy company that collects waste coffee grounds from in and around London and converts them into carbon-neutral Advanced Biofuels, namely biodiesel and biomass pellets.

bio-bean has the potential to become a social enterprise with a global reach, delivering economic, social and environmental value. Through applying our flexible business model, we will be able to scale domestically and expand internationally.

Withdrawn 16 May 2019


**Elevator pitch:**

**Alerting users to important sounds and events in their environments**

**Sector:**

Life Sciences and Medical Technology

**Awards:**

Winner: Business Plan Competition - Science Capital

Finalist: Digital Entrepreneur Awards

Finalist: Cambridge SET Squared Awards

Finalist: Paris Region Lab iiawards

**Find us:**

Website: [braci.co](http://braci.co)

Email: [info@braci.co](mailto:info@braci.co)

Blog: [braci.co/blog](http://braci.co/blog)

 @BraciInc

## Braci


**The Team:**

Amir Mohamad Wanly  
Anwar Almorjarkesh  
Juma El-Awaisi

**Full proposition:**

Braci was founded in 2013 and its primary objective is to alert users to important and crucial alerts and events in their environments; it is a growing notification platform that functions through sound recognition. Braci has developed a solution which is capable of detecting a wide range of sounds which are then pushed as easily understood sensory and visual notifications through a smart device. Hard of hearing people, parents, music lovers, runners, and cyclists can rely on Braci as a Smart Ear, as it functions through recognizing and analyzing sounds from their surroundings and then converting these into a variety of smart notifications including vibrations, on screen notifications, and flashing lights.

The Smart Ear's products offer a completely new and superior method of detecting sounds and alerting, as it detects sounds through recognition of the sound itself instead of the traditional method of receivers and transmitters. This was only accomplished after creating a unique and patented fingerprint to each sound.

Feel safe, secure and comfortable in knowing that the smart ear is always listening.



**Elevator pitch:**  
**Innovative construction management application**

**Sector:**  
ICT/Big Data (Data Analytics)

**Awards:**  
Named as one of 12 top European startups, Tech All Stars 2014

Grant award from Technology Strategy Board

**Find us:**  
Website: [cadbeam.com](http://cadbeam.com)  
Email: [contact@cadbeam.com](mailto:contact@cadbeam.com)

 @cadbeam

 [linkedin.com/company/cadbeam](https://www.linkedin.com/company/cadbeam)

 [facebook.com/cadbeamer](https://www.facebook.com/cadbeamer)

# CADBEAM (Basaltis Ltd)



**The Team:**  
Laurent Biancardini

## Full proposition:

CADBEAM is a dedicated mobile solution to streamline the construction management process, it tracks the progress of tasks in real-time to increase productivity and reduce paperwork, delays and rework.

On construction sites, trades such as electricity, plumbing and flooring are dependent from each other. If a company is late then it impacts all the others in a domino effect. This can lead to severe delays and penalties.

With CADBEAM, stakeholders can easily share information about their work - such as technical documents, encountered obstacles, holes and task progression - by adding interactive markers to the floor plans. They can also annotate and sign documents directly from their mobile device. Paperwork is reduced with progress and issue reports generated in a single click.

Because the set of data is centralized in the cloud, up-to-date plans and documents are available to everyone working on the project, which means that no one should have out-dated information. Contractors now have a bigger picture of their projects, can resolve issues faster, anticipate delays and assess risks in a more efficient way.

By bringing the most innovative technologies on-site, CADBEAM is a game changer for the construction industry.

# Capture Mobility

**Elevator pitch:**

**Creating a greener future by challenging the global clean energy crisis and air pollution**

**Sector:**

Energy, Utilities and Clean Technology

**Find us:**

Website: [capturemobility.co.uk](http://capturemobility.co.uk)

Email: [info@capturemobility.co.uk](mailto:info@capturemobility.co.uk)

 [twitter.com/capturemobility](https://twitter.com/capturemobility)

 [linkedin.com/company/capture-mobility](https://www.linkedin.com/company/capture-mobility)

 [facebook.com/CaptureMobility](https://www.facebook.com/CaptureMobility)

**The Team:**

Asad Liaquat

Sanwal Muneer

Sidra Muneer

**Full proposition:**

Capture Mobility aims to develop innovative green energy products. We are striving to create a greener future by challenging the clean energy crisis and air pollution in the world.

We have designed a hybrid micro wind turbine which is able to generate green energy by harvesting the turbulence of passing by traffic. These hybrid turbines can be placed by the side of highways, metro tracks and high speed rail tracks. Our hybrid turbines are able to harvest both solar and wind energy 24/7. Moreover a small device E-tree is also installed with the windmills which purify the smoky air on the roads.

By connecting all of these micro wind turbines together we can generate megawatts of energy. The generated green energy can be supplied to the National Grid, nearby villages or colonies. They can also be used to power up light poles on the roads.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Simplifying carbon management**

**Sector:**  
Big data (data analytics), Clean Tech

**Awards:**  
SMART awardee and grant winner -  
Technology Strategy Board

Winner: EU Climate-KIC grant award

Winner: Hello Tomorrow Challenge  
grant award

Finalist: Shell Springboard

1st Place: Hello Tomorrow Challenge

**Find us:**  
Website: [co2analytics.com](http://co2analytics.com)  
Email: [info@co2analytics.com](mailto:info@co2analytics.com)  
Blog: [co2analytics.com/blog](http://co2analytics.com/blog)

 @co2analytics

 [linkedin.com/company/carbon-analytics](https://www.linkedin.com/company/carbon-analytics)

 [facebook.com/co2analytics](https://www.facebook.com/co2analytics)

# Carbon Analytics



**The Team:**  
Colin MacLaughlin  
Greg Fitzgerald  
Michael Thornton

## Full proposition:

Carbon Analytics super charges sustainability with Big Data, allowing companies to make a real impact on their environmental footprint with minimal investment.

Carbon Analytics' online platform packages powerful carbon analytics algorithms into easy to use tools and offers the unique ability to quickly assess and work with the supply chain to improve impact, gain marketing advantage and reduce costs. Winner of the Hello Tomorrow Challenge Big Data award, TSB Smart Award grantee and Climate KIC green technology award winner, Carbon Analytics was formed in Sep 2013 by three Oxford masters students and is based in Tech City London.



**Elevator pitch:**  
**Bringing families together through technology**

**Sector:**  
ICT

**Awards:**  
Winner: UK Mobile and App Awards 2014

**Find us:**  
Website: [caribuapp.com](http://caribuapp.com)  
Email: [hello@caribuapp.com](mailto:hello@caribuapp.com)

 [@Caribuapp](https://twitter.com/Caribuapp)  
 [linkedin.com/company/caribu](https://linkedin.com/company/caribu)  
 [facebook.com/caribu](https://facebook.com/caribu)  
 [caribuapp.tumblr.com](https://caribuapp.tumblr.com)

## Caribu



**The Team:**  
Alvaro Sabido

**Full proposition:**

Caribu is an innovative new iPad app that turns video chat into story time. By integrating picture books into a simple, child-friendly video calling platform, Caribu creates long-lasting and rich communication experiences for families when they are away from each other, with users including grandparents, working parents, expats and soldiers.

With 8 out of the 10 most used apps on mobile devices are for communication - none are designed for children and their families. Caribu is the beginning of that platform.

A winner of the 2014 UK App Design Award and backed by Microsoft Ventures, Caribu has been featured in Wired, Gizmodo, the Daily Mail and a 2014 Apple keynote speech.

Withdrawn 16 May 2019

**Elevator pitch:**

**Make cycling a better and safer experience through the use of innovative technology**

**Sector:**

Technology

**Find us:**

Website: [cycl.bike](http://cycl.bike)

 [facebook.com/CyclBike](https://facebook.com/CyclBike)

## WingLights by CYCL

**The Team:**

Luca Amaduzzi  
Agostino Stilli

**Full proposition:**

Our vision is to make cycling a better and safer experience for existing cyclists and moreover a compelling and viable proposition for the 'I would cycle but' untapped market.

Cyclists on roads use hand signals to indicate that they intent to, or are turning or changing lanes. Under certain condition a cyclists' outstretched arm sometimes goes unnoticed by drivers and walkers. As a result accidents happen - every year over 19,000 cyclists are injured in the UK, with 75% of these accidents occurring at junctions.

To put cyclists on equal terms with automobile drivers CYCL has designed WingLights. Using LED technology, WingLights emit pulsing amber light that is comparable to and work the same way as car indicators. WingLights are easy to attach to existing handlebars and when not in use can be stored as a convenient carry-away keyring.

Withdrawn 16 May 2019



# DealGlobe

**Elevator pitch:**

**Building business relationships for M&A and investment professionals**

**Sector:**

Big Data

**Find us:**

Website: [dealglobe.com](http://dealglobe.com)

Email: [info@dealglobe.com](mailto:info@dealglobe.com)

 @dealglobe

 [linkedin.com/company/dealglobe](https://www.linkedin.com/company/dealglobe)

 [facebook.com/dealglobe](https://www.facebook.com/dealglobe)

**The Team:**

Chady Ma

Lin Feng

Qing Yao

**Full proposition:**

DealGlobe is an online M&A platform and integrated social network targeted at global M&A and investment professionals. We use the power of the internet and big data to help our professional user base execute M&A and investments more efficiently, especially cross-border M&A deals. This provides SMEs access to deeper pools of international capital, and allows buyers to find more suitable investment projects.

DealGlobe potential users include investment bankers, legal counsel, strategy consultants, accounting firms, private wealth managers, government agencies, private equity firms, CFOs, corporate development and strategy teams in large corporations, and owners of small and medium-size enterprises.

Headquartered in London, DealGlobe has offices in Shanghai, Beijing and Dubai, and is supported by leading international institutions such as the China-Britain Business Council, and the Bureau for Investment Promotion at the Chinese Ministry of Commerce. In addition, DealGlobe also offers offline cross-border financial advisory through L39 Partners, an advisory boutique combining offline resources and a world class professional team to lead China-outbound cross-border projects.



**Elevator pitch:**  
**Raising the attainment of disadvantaged students**

**Sector:**  
People & Society

**Find us:**  
Website: [edukit.org.uk](http://edukit.org.uk)  
Email: [info@edukit.org.uk](mailto:info@edukit.org.uk)

 [facebook.com/EdukitUK](https://facebook.com/EdukitUK)  
 [@edukitters](https://twitter.com/edukitters)

## edukit



**The Team:**  
Nathalie Richards

**Full proposition:**

EduKit is seeking to change the lives of thousands of disadvantaged students in the UK by creating an online platform that matches young people with programmes run by charities and social enterprises that offer specialist educational and personal development.

Tens of thousands of these programmes exist in the UK, but there is currently no platform that links schools and students with the vast array of services available, meaning that many young people are missing out. EduKit will act as the missing link in this system, enabling teachers to quickly and easily find quality programmes that will best serve their students' needs. EduKit will create a marketplace for schools to identify and procure external services and to track and report on the results.

EduKit has already enjoyed significant successes. The pilot scheme, which ran in London in late 2013 matched 102 students to a diverse range of programmes. It received positive feedback from students and teachers alike. The team has also established links with many high profile educational organisations including TeachFirst, Greenwich Education Authority, ARK Academy (the largest school academy chain) and the Department for Education.

Withdrawn 16 May 2019



**Elevator pitch:**  
Helping those with special needs through the use of music and innovative sensor based devices

**Sector:**  
Life Sciences and Medical Technology

**Find us:**  
Website: [filisia-interfaces.com](http://filisia-interfaces.com)  
Blog: [filisia-interfaces.com/filisia-blog](http://filisia-interfaces.com/filisia-blog)

 @\_Filisia

 [linkedin.com/company/filisia](https://www.linkedin.com/company/filisia)

 [facebook.com/filisia.interfaces](https://www.facebook.com/filisia.interfaces)

# Filisia



**The Team:**  
Ivini Malliaraki  
Georgios Papadakis  
Pavlos Papamichalis

**Full proposition:**

Filisia engages people with special needs in their rehabilitation process through music. We develop sensor based devices that enable people facing musculoskeletal problems and cognitive challenges to express themselves musically.

Our devices combine hardware, software and microcontrollers and are cross platform. Our systems engage the user by providing haptic, auditory and optical feedback and employ increasing interaction complexity to sustain users' engagement.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Supplying artificial intelligence to the finance industry**

**Sector:**  
Fin Tech

**Find us:**  
Website: [fingenius.com](http://fingenius.com)  
Email: [uk@fingenius.com](mailto:uk@fingenius.com)

 @FinGeniusAI

 [linkedin.com/company/fingenius](https://www.linkedin.com/company/fingenius)

 [facebook.com/FinGenius](https://www.facebook.com/FinGenius)

## FinGenius



**The Team:**  
Dmitry Aksenov  
Mahyar Bordbar  
Timur Bekenov

**Full proposition:**  
FinGenius is a global supplier of Artificial Intelligence to the finance industry.

FinGenius offers a bank grade platform that combines artificial intelligence, machine learning, natural language processing and human-like reasoning to simplify interaction with complex data for banks and insurance companies. This technology enables financial organisations to answer millions of questions from customers and employees instantly without employing help desks or call centres.

Their system is designed to understand natural-language questions and deliver natural-language answers based on any information which is stored in your organisation. They envision that every employee, from entry level to C-level, from IT guru to technophobe, can ask any question in plain, conversational language and get the right information delivered to them, regardless of its complexity.

FinGenius is currently working with the 12 largest banks in the World. Their company headquarters are at Canary Wharf, London, United Kingdom and it has offices in New York, United States.

**Sector:**

Big Data (Data Analytics)

**Find us:**

Website: [fresh4cast.com](http://fresh4cast.com)

Email: [member@fresh4cast.com](mailto:member@fresh4cast.com)

 @fresh4cast

## Fresh4cast

**The Team:**

Mihai Ciobanu

**Full proposition:**

Fresh4cast.com is a next-generation market data service designed to help international traders of fresh fruits improve their market and promotion planning.

Fresh fruits are perishable and prices volatile. International shipments take weeks. Fresh4cast.com provides growers and distributors with a short-term forecast of the aggregate supply and demand by destination.

Withdrawn 16 May 2019



**Elevator pitch:**  
**An aspirational brand for fashion eyewear accessories**

**Sector:**  
Retail & E-commerce

**Find us:**  
Website: [22HALO.co.uk](http://22HALO.co.uk)  
Email: [halolondon.info@gmail.com](mailto:halolondon.info@gmail.com)

 @22HaloUK

 [facebook.com/22halo](https://facebook.com/22halo)

## HALO



**The Team:**  
Yaqiong Shen  
Efrat Rassin

**Full proposition:**

HALO is an aspirational brand for fashion eyewear accessories. HALO offers solutions for a variety of everyday challenges that eyewear users face, for example, where to conveniently place the optical glasses/sunglasses when they are not in use.

HALO currently offers 2 categories of products. Necklace/chains - specially designed with a unique shape to hold glasses safely when they are not in use; Clutches/totes/bags - with an integrated removable pocket to protect sunglasses

HALO aims to create fashion eyewear accessories that are not only extremely trendy but also deliver solutions for real problems in a playful manner.

Withdrawn 16 May 2019

**Elevator pitch:**

**Cross platform mobile application, improving universities' recruitment and engagement of international students**

**Sector:**

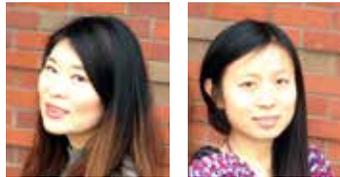
ICT/Communication, Media, Design & Creative Arts

**Find us:**

Website: [icanplay.co.uk](http://icanplay.co.uk)

 @ICANOliviaFeng

# HelloUni

**The Team:**

Olivia Feng  
Yo Yu

**Full proposition:**

HelloUni is a cross platform mobile application that can be easily customised and integrated into universities' current international student recruitment marketing and promotion packages. Leveraging the attractive functionalities of a cross-platform mobile application, HelloUni can positively impact the universities' overall recruitment and engagement with international students.

This generation of international students expects that information about universities and their courses should be visually attractive and mobile-enabled just like their favourite social networks. However, current university IT systems are usually inadequate and out of date because they do not cope with the proliferation of mobile device platforms and are incapable of triggering any emotional connections with the prospective international applicants.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Matching organisations with  
 global student talent**

**Sector:**  
 ICT/Education/Recruitment

**Awards:**  
 Grant award: from Mrs Gianna Angelopoulos (a CEO of the Athens Olympics 2004) and the One Young World (the largest youth Summit in the World)  
 Award from the University of Anatolia

**Find us:**  
 Website: [heysuccess.com](http://heysuccess.com)  
 Email: [info@heysuccess.com](mailto:info@heysuccess.com)  
 Blog: [heysuccess.com/blog](http://heysuccess.com/blog)

 @HeySuccess

 [linkedin.com/company/heysuccess](https://www.linkedin.com/company/heysuccess)

 [facebook.com/HeySuccess](https://www.facebook.com/HeySuccess)

 [youtube.com/user/HEYSUCCESS](https://www.youtube.com/user/HEYSUCCESS)

## HeySuccess



**The Team:**  
 Igor Pilic  
 Milenko Pilic

### Full proposition:

HeySuccess is running a website that assists students who want to go abroad, to quickly find a huge selection of international student opportunities. We created the largest hub for such opportunities in the world, based on our unique capability to aggregate a large number of those opportunities and make them easily accessible to students, with around 3,200 active programs and 52,000 registered users.

Although we initially wanted to build a platform primarily for students and recent graduates, soon HeySuccess was contacted by numerous brands that had urgent problems in attracting and recruiting the brightest global talents, such as: The Economist, Merck, Rotary, Sqore, several US, UK, Taiwanese and Swedish Universities.

Our main goal is to raise funds to increase user growth 5-10x, and introduce new products for both students and recent graduates and promotional, recruitment and analytic tools for companies and organisations.

Withdrawn 16 May 2019



**Elevator pitch:**  
Improving the business education experience

**Sector:**  
ICT/People and society

**Awards:**  
Grant award winner - Touch Digital

**Find us:**  
Website: [igbl.co.uk/](http://igbl.co.uk/)

 @igbl\_uk

## iGBL



**The Team:**  
Hubham Anand  
Charlton Mak  
Viktor Repetskyi  
Meenakshi Shukla

**Full proposition:**

iGBL is developing an interactive, game-based learning platform with tools and simulations to help instructors of business subjects engage with students and boost learning outcomes.

Through the platform, business instructors can access useful tools to carry out interactive in-class exercises and simulations to vividly illustrate abstract concepts which can often be hard for students to grasp by merely listening to lectures or reading books. These tools and simulations can be quickly set-up, run on different web-enabled devices, and allow instructors to gather valuable real-time learning analytics to personalize the educational experience.

iGBL is now focusing on tools and simulations in Accounting and Negotiations, with an eye to expand to other business subjects in the future.

Withdrawn 16 May 2019



# Innotech Summit

**Elevator pitch:**  
**Supporting technology growth**

**Sector:**  
Communication, Media, Design & Creative Arts

**Find us:**  
Website: [innotechsummit.com](http://innotechsummit.com)

-  [@innotechsummit](https://twitter.com/innotechsummit)
-  [facebook.com/InnoTechSummit](https://facebook.com/InnoTechSummit)
-  [youtube.com/user/TheInnotechSummit](https://youtube.com/user/TheInnotechSummit)
-  [plus.google.com/101811698305357796315/posts](https://plus.google.com/101811698305357796315/posts)



**The Team:**  
Jennifer Arcuri  
Ghandi El Chamaa

**Full proposition:**  
Innotech Summit is the only event to bridge the gap between entrepreneurs, investors and policy-makers in order to stimulate the growth of tech clusters around the world. It attracts the brightest industry leaders, showcases the very best in tech innovation, inspires change and encourages investment.

Withdrawn 16 May 2019



# Leaf.fm

**Elevator pitch:**

**Mobile-first market place connecting musicians with fans**

**Sector:**

ICT/Communication, Media, Design & Creative Arts

**Find us:**

Website: [leaf.fm](http://leaf.fm)  
[angel.co/leaf-fm](http://angel.co/leaf-fm)  
Email: [hello@leaf.fm](mailto:hello@leaf.fm)

 @leaffm

 [facebook.com/playleaf](https://facebook.com/playleaf)

**The Team:**

Helga Corrales  
Daniel Salas  
Melvin Salas  
Gilbert Corrales

**Full proposition:**

Listen to millions of songs for free and access exclusive merchandise directly from the artists you love.

Leaf.fm is a mobile-first marketplace that marries free music streaming with concert tickets, music and merchandise directly from the artists and bands.

Through Leaf.fm fans can access a one-stop shop for all things music, while musicians get a self-service platform from where they can engage, grow and sell directly to their fans using their music as a marketing channel.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Pioneering where emergency medicine begins**

**Sector:**  
Life Sciences and Medical Technology

**Awards:**  
One of the top 100 SMEs in the UK  
- 10 Downing Street, Small Business Saturday 2014  
Highest Impact Business - RBS (Espark Glasgow) 2014  
Innovation Voucher - SFC 2015

**Find us:**  
Website: [metixmedical.co.uk](http://metixmedical.co.uk)  
Email: [contact@metixmedical.co.uk](mailto:contact@metixmedical.co.uk)

 @MetixMedical

## Metix



**The Team:**  
Julio Enrique Guzmoro Ontivero  
Kateryna Zakharova

**Full proposition:**

Metix Ltd. is a medical technology company that aims to change the technological deficiencies in the healthcare sector by introducing innovative and user-friendly medical devices. Its first product in a family of medical grade multi-parameter vital signs monitors is COREMED® Aid, a robust outdoor A&E vital signs monitor that measures over 15 composite parameters (including Pulse, Pulse trends, Respiration rate, ECG, NiBP in arm, SPO2, CO2 and Temperature among others). Weighting just over 500g it stands as the first handheld and wearable emergency room vital signs monitor. On top of its unique hardware, COREMED's software innovation allows for remote monitoring, this means doctors in hospitals could assess patients remotely and communicate with paramedics while on-route to prevent deaths. Finally, its user-friendly storage, printing and integration functions saves clinicians from paperwork and provides never-before-seen information for research.

Withdrawn 16 May 2019



### Elevator pitch:

**MeVitae is the first-ever cognitive recruitment engine that makes intelligent and personalised hiring decisions, aimed at bridging the gap between talent acquisition and retention**

### Sector:

ICT/Big Data /Machine Learning/  
Recruitment

### Awards:

Microsoft BizSpark  
First ever UK AppCampus winner  
European Space Agency BIC  
Regional Growth Fund

### Find us:

Website: [mevitae.com](http://mevitae.com)

 @MeVitae

 [linkedin.com/company/oxiway](https://www.linkedin.com/company/oxiway)

 [facebook.com/mevitae](https://www.facebook.com/mevitae)

## MeVitae



### The Team:

Riham Satti  
Vivek Doraiswamy

### Full proposition:

The global recruitment industry reported an accelerated growth of 9.36% (from £172.1 billion in 2010 to £269.35 billion in 2015), and shows the highest degree of fragmentation due to the many global talent challenges. MeVitae is focused on saving businesses, globally, millions of pounds as a result of bad hiring. In fact, Harvard Business Review states that as much as 30% of employee turnover is due to poor hiring decisions.

Through a powerful amalgamation of Big Data, natural language processing, cognition, and pattern recognition MeVitae automates the talent acquisition process through its range of cloud-based solutions and learns recruiter patterns to foster intelligent decision making, personalised and tailored to company needs, at eight times the speed and a third of the current cost.

Three Oxford graduates are behind MeVitae with strong advisory board members from the University of Oxford and Microsoft UK HQ.

Withdrawn 16 May 2019

**Elevator pitch:**

**Online fashion platform enabling women to shop at their favourite stores in one place**

**Sector:**

Retail & E-commerce

**Awards:**

Finalist at Pitch@Palace at St. James Palace in March 2015.

Shortlisted UK tech entrepreneur to pitch at Tech Innovations Forum in Los Angeles. Nominated by the Founders Forum, BBC, Universal Music Group and the UKTI.

**Find us:**

Website: [mihaibao.com](http://mihaibao.com)

[Email: [hello@boutiny.com](mailto:hello@boutiny.com)]



@mihaibao



[facebook.com/mihaibao.official](https://facebook.com/mihaibao.official)



[plus.google.com/+mihaibao/posts](https://plus.google.com/+mihaibao/posts)



[pinterest.com/mihaibao/](https://pinterest.com/mihaibao/)



[youtube.com/c/mihaibao](https://youtube.com/c/mihaibao)



[instagram.com/mihaibao](https://instagram.com/mihaibao)

# Mihaibao (Innospira Ltd)

**The team:**

Jonas Šimkus

Jenny Chiang

Jacqueline J. Lam

**Full proposition:**

Easiest way for Chinese customers to shop overseas online.

Mihaibao means 'seek for ocean treasures' when translated into English. Mihaibao is a cross-border marketplace for Chinese shoppers seeking Western luxury goods. A one-stop shop that simplifies the overseas shopping experience, offering genuine, unique and cheaper luxury goods. Customers can buy from many stores with one basket, one shipping, and one invoice. They shop in Chinese, pay with local currencies and payment and save up to 50% on Mihaibao.

Unlike a number of other online retail portals in China, the uniqueness of our proposition is that we curate Western goods that will work in the Chinese marketplace. We understand the cultural differences and thus our website is truly where the west meets the east, with Mihaibao being the easiest way for Chinese people to shop the West online.

In 2014, it is reported that about 70% of luxury goods bought by Chinese customers were brought from abroad. The value of luxury goods brought abroad is estimated to be between \$9 and \$12 billion, according to Bain & Company. Combined with over 600 million users online, there is a massive potential for this marketplace to grow exponentially.

Mihaibao's advisory board includes the ex-Global Director at Paypal and ex-COO of Google (EMEA).

**Elevator pitch:**

**Wearable technology to improve sports performance**

**Sector:**

Big Data (Data Analytics)

**Find us:**

Website: [lines.io](http://lines.io)

Email: [support@lines.io](mailto:support@lines.io)

# MotionMetrics

**The Team:**

Jamie Grant

Pruthvikar Reddy

**Full proposition:**

MotionMetrics is an award winning hardware start-up that builds wearable technology for athletes. Empowering hardware with machine learning, Motion Metrics creates products that coach sportsmen and women to improve their performance.

MotionMetrics' first product, Carve - a pair of high-tech insoles that retro-fit into ski boots - identifies common skiing mistakes in technique by processing sensor data. Carve then delivers actionable feedback on how to improve skiing technique through a connected smartphone app.

Withdrawn 16 May 2019



**Sector:**  
ICT/People and society

**Find us:**  
Website: myhelpster.com  
Email: info@myhelpster.com

 @myhelpster

 linkedin.com/company/myhelpster-ltd-

 facebook.com/MyHelpster

 plus.google.com/+MyhelpsterLtd

# MyHelpster



**The Team:**  
Felix Strasser  
Björn Thomas Wind

## Full proposition:

There are 30 million small business owners in the UK and US, who are burdened with delivering miscellaneous tasks which are not their core business. Tasks like formatting documents or creating Google AdWords campaigns. Such tasks consume on average 2.5 hours daily per business owner. As a result small business owners increasingly delegate tasks through freelancer marketplaces.

However, freelancer marketplaces are flawed: It takes too long to find the right freelancer (hundred-thousands of freelancers compete for jobs). The only means of communication is text chat. Delivery and response times are not guaranteed and the delivered quality of work differs widely without consistent standards. Even though such platforms are inconvenient and lacking in quality, they have experienced rapid growth, expecting to grow from £1.5 billion to £12 billion in the next 5 years.

MyHelpster helps small business owners delegate their tasks to certified experts. Our POD: We take ownership of work results and guarantee satisfaction with our service. Our service-level-agreement is to respond in under 30 minutes.

We can do this, because we hire our own experts and partner with experienced Business-Process-Offshoring companies. Furthermore we concentrate on micro-tasks, enabling us to keep our organisation lean and to work with process flow-charts.

As a lean go-to-market strategy we focus on marketing services, the most needed resource on freelancer marketplaces.

**Elevator pitch:**

**Using space technology to build everyday products**

**Sector:**

Advanced Engineering & Manufacturing Technology

**Find us:**

Website: [oxfordspacestructures.com](http://oxfordspacestructures.com)

Email: [contact@oxfordspacestructures.com](mailto:contact@oxfordspacestructures.com)

 @SpaceCot

 [facebook.com/spacecot](https://facebook.com/spacecot)

# Oxford Space Structures

**The Team:**

Dr Fujia Chen  
Julian Janjke

**Full proposition:**

Oxford Space Structures (OSS) is using Space technology to build baby products. The company is supported by the European Space Agency and several world class universities. OSS's first product is its award-winning 'SpaceCot' concept that uses the mechanism employed to unfurl ESA satellites to create the world's most portable travel cot. The prototype weighs only 3.5kg and takes less than 10 seconds to erect or collapse using only one hand. Once erected it is highly stable and is more robust than any existing products.

Withdrawn 16 May 2019



## Poptop

**Elevator pitch:**

**Online platform connecting event planners with musicians and entertainment professionals**

**Sector:**

Communication, Media, Design & Creative Arts

**Find us:**

Website: [poptop.uk.com](http://poptop.uk.com)

Email: [eshestopal@gigmngr.com](mailto:eshestopal@gigmngr.com)

 @Poptop\_Int

 [facebook.com/poptop.fm](https://facebook.com/poptop.fm)

**The Team:**

Evgeniy Shestopalov  
Ignat Tkhorovskiy

**Full proposition:**

Poptop is an online platform, which helps planners of private events book artists, musicians and entertainment professionals without intermediaries. It's a seamless solution for designing your event and booking suppliers quickly, easily and safely.

We provide direct customer-to-supplier communication that guarantees a fair price for our customers and higher conversion into completed bookings for our suppliers.

Withdrawn 16 May 2019



**Elevator pitch:**  
Crowdsourcing for projects focusing on smart city solutions

**Sector:**  
Big Data (Data Analytics)/People & Society

**Find us:**  
Website: [qetema.org](http://qetema.org)  
Blog: [qetema.org/en/blog/](http://qetema.org/en/blog/)

 @Qetema  
 [facebook.com/Qetema](https://facebook.com/Qetema)

## Qetema



**The Team:**  
Poya Jahan Khah

**Full proposition:**

Qetema is the first crowdsourcing platform that is appointed for projects with a focus on smart city solutions in the UK and globally. It covers both solutions that aim at turning existing cities into smart ones and solutions that could be implemented in upcoming cities.

Through our specific community of backers, smart city related solutions get exposed to a very targeted audience that can add value beyond financial metrics. Together, smart city solution creators and backers make projects happen. Project creators set a funding goal and deadline. If people like a project, they can pledge money and resources to make it happen.

Withdrawn 16 May 2019



**Elevator pitch:**  
Fostering well-being

**Sector:**  
Life Sciences & Consumer Products

**Awards:**  
Winners: RBS/Prince's Trust Young Edge  
- Scotedge 2014  
Winners: Best Pitch - Entrepreneurial  
Spark Awards 2015

**Find us:**  
Website: [reinventlife.co.in](http://reinventlife.co.in)  
[drinkkangaroo.com](http://drinkkangaroo.com)  
Email: [info@reinventlife.co.in](mailto:info@reinventlife.co.in)

 @Reinventls  
[@drinkkangaroo](https://twitter.com/drinkkangaroo)

 [linkedin.com/company/reinvent-life-sciences-llp](https://www.linkedin.com/company/reinvent-life-sciences-llp)

 [facebook.com/reinventlifesciences](https://www.facebook.com/reinventlifesciences)  
[facebook.com/drinkkangaroo](https://www.facebook.com/drinkkangaroo)

## Reinvent Life Sciences



**The Team:**  
Dhruv Trivedi  
Vandana Pillai

### Full proposition:

We are a Life Sciences company committed to developing innovative products for the consumers' everyday health & well-being. There is a global loss of a staggering \$250 Billion every year due to the socioeconomic implications of hangovers including workplace absenteeism, impaired job performance, reduced productivity and poor academic achievement. Our product, Kangaroo - Bounce Back! not only prevents hangover symptoms, but also detoxifies the liver, eliminates the harmful alcohol metabolites, help indigestion and replenishes the body of lost nutrients.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Live fashion, don't own it**

**Sector:**  
Sharing Economy/Retail & E-commerce

**Awards:**  
Winner: Decoded Fashion Milan (3rd place)

**Find us:**  
Website: [rentez-vous.com](http://rentez-vous.com)  
Blog: [blog.rentez-vous.com/blog](http://blog.rentez-vous.com/blog)

 [facebook.com/rentezvous](https://facebook.com/rentezvous)

 [pinterest.com/rentezvous](https://pinterest.com/rentezvous)

## Rentez-Vous



**The Team:**  
Fiona Disegni

**Full proposition:**

Rentez-Vous is the first Peer-to-Peer and designers' fashion rental market place that allows women to rent clothes from one another, but also rent designer creations for a short period and for a fraction of the price.

We understand that women don't always have enough spare income to buy into all trends, but are always looking for alternative ways to access fashion easily.

Rentez-Vous events have already enjoyed success in both London and Paris. Rentez-Vous sees an opportunity to scale the concept through an online and mobile marketplace.

"We understand that young professional women need a helping hand to access the designer fashion market. We allow women to rent clothes from one another but also rent designer creations for a short period and for a fraction of the price - if they love them, they can buy them!"

Withdrawn 16 May 2019



**Elevator pitch:**  
**Improving science through machine reading**

**Sector:**  
Science and Innovation, Academic Publishing

**Find us:**  
Website: [researchwell.org](http://researchwell.org)  
Email: [james@researchwell.org](mailto:james@researchwell.org)

 @research\_well

## Research:Well



**The Team:**  
Thomas Grujic  
James Harwood

**Full proposition:**

Research:Well is making scientific research more transparent and more rigorous.

Their first product, Chronicle, automatically screens scientific manuscripts for common reporting and statistical errors. Chronicle suggests ways researchers can improve their work before submitting to a journal, and explains why these improvements are important with links for further understanding.

Science could be so much better. Incomplete reporting and inappropriate statistics are found in half of all published studies, undermining the entire scientific method. Consequently only 10 percent of scientific findings stand the test of time. By using machines to read and check manuscripts Research:Well hopes to improve scientific reporting and accelerate innovation whilst providing scientists and editors with a valuable, time saving tool.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Enhancing mobile marketing**

**Sector:**  
Communication, Brand & Marketing solutions

**Awards:**  
1st prize Entrepreneurs Foundation 2014 pitch event

Winner - The Next Big Thing

**Find us:**  
Website: [sliideapp.com](http://sliideapp.com)  
Email: [hello@sliideapp.com](mailto:hello@sliideapp.com)

 @sliide

 [facebook.com/sliideapp](https://facebook.com/sliideapp)

 [plus.google.com/117975185439107435368/posts/#117975185439107435368/posts](https://plus.google.com/117975185439107435368/posts/#117975185439107435368/posts)

## Sliide



**The Team:**  
Corbyn Munnik  
Frankie Kearney

### Full proposition:

Sliide is a smartphone application that allows users to get paid for doing something they do everyday - unlocking their smartphone. Sliide can do this because it distributes brands' content relevant to its users, and shares the advertising value with them.

Tired of endless advertising they didn't care about, and seeing the rise of the smartphone, they have set out to resolve the fundamental problems currently facing the mobile marketing industry: irrelevant content, ugly in-app banner ads and interrupted user experiences.

The application asks you to complete a basic profile. Sliide then uses the whole lock screen to provide users with striking content and gives them the choice to either unlock their phone as normal or find out more.

The aim is to make Sliide a win-win solution to mobile marketing; with users being financially rewarded to be informed about things they love, and brands reaching the people that care about their product.

Withdrawn 16 May 2019

**Elevator pitch:**

**Discover yourself in the photos taken by others**

**Sector:**

Communication, Brand & Marketing solutions, ICT

**Awards:**

Semi-finalist: Velocity/Wayra  
Awarded \$60k worth of products from Microsoft

**Find us:**

Website: [snaptivityapp.com](http://snaptivityapp.com)

 @snaptivity

 [facebook.com/snaptivity](https://facebook.com/snaptivity)

# Snaptivity

**The Team:**

Sam Pit Pate  
Volha Paulovich  
Vu Thien Phong

**Full proposition:**

Snaptivity is a disruptive technology that change the way people save memories and share moments. It is simple-to-use mobile application that accurately identifies individuals in the photos and notifies them about their new snaps taken in different angles by people around.

Snaptivity is a new experience of capturing & sharing lively moments in realtime. Photos taken with Snaptivity are instantly shared with the people based on their presence in the photos and thus one never waste time chasing friends to email their snaps as they get them all automatically. Discover yourself in the photos taken in the right place and at the right time, even if you are not the main subject. Snaptivity makes memories even without your camera, search by time and place when you get home for photos taken by friends or other passers-by. Moreover it's very easy to re-connect with people from the party last night or a football match yesterday.

Snaptivity works in real-time and is build using artificial intelligence, sensors and location data available in any smartphone. Snaptivity opens the boundaries of social networking and lets you feel the pulse of local communities.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Intelligent Visual Content**

**Sector:**  
Communication, Media, Design & Creative Arts

**Find us:**  
Website: [soply.com](http://soply.com)  
Email: [friends@soply.com](mailto:friends@soply.com)

 @soplyhq

 [facebook.com/SoplyHQ](https://facebook.com/SoplyHQ)

## Soply



**The Team:**  
Linisha Palm  
Mikkel Lørow

### Full proposition:

Soply is on a mission making visual content intelligent.

Building an algorithm combining content performance, real-time data with human intelligence we seek to take content performance to a new level.

Taking the initial steps to reach this vision we've launched a marketplace, a platform connecting clients with creatives: video, animation, photo, illustration, design.

The engine supports three revenue streams:

- a) Enabling buyers to 'Hire' creatives
- b) Enabling brands to subscribe to a monthly library of custom visual 'Content'
- c) 'Market' enabling clients to buy stock from creatives' archives

One platform, Three revenue streams, One creative user base. Great data collection.

Soply is a 'Preferred Partner' to Dentsu Aegis, one of the world's largest media networks. Brands we've worked with are Tic Tac, Kinder, SEB.

Current investors Ascension Ventures and angel Kim Tosti.

Withdrawn 16 May 2019

**Elevator pitch:**

**Transforming the event experience through cashless payments**

**Sector:**

Communication, Brand & Marketing solutions, Big data

**Find us:**

Website: [suneos.co.uk](http://suneos.co.uk)

Email: [info@suneos.co.uk](mailto:info@suneos.co.uk)

Blog: [suneos.co.uk/blog](http://suneos.co.uk/blog)

 @SunEosUK

 [linkedin.com/company/suneos-ltd](https://www.linkedin.com/company/suneos-ltd)

 [facebook.com/suneosuk](https://www.facebook.com/suneosuk)

 [plus.google.com/110434071447628090161/posts](https://plus.google.com/110434071447628090161/posts)

# SunEos

**The Team:**

Alexis Garavel

Henry De Bennetot

**Full proposition:**

SunEos aims to unlock the potential of contactless technology to empower social events and universities.

SunEos is a fully integrated cashless payment system combined with e-wallet wristbands for any social event. It was founded by French duo, Henry De Bennetot and Alexis Garavel, with the aim of revolutionising the UK's social scene and reinventing the event experience.

SunEos uses contactless technology similar to London's Oyster and Hong Kong's Octopus cards to incorporate a touch pay system into pre-programmed wristbands for use at events. The result is a safe, fast payment system for everything from food and drink to merchandise, and the elimination of the need for lengthy queues.

Withdrawn 16 May 2019



**Elevator pitch:**  
Revolutionising cancer patient  
treatment and care

**Sector:**  
Life Sciences and Medical Technology

 @TrueInvivo

## True-Invivo



**The Team:**  
Shakardokht Jafari  
Shabnam Namshidi

**Full proposition:**

TrueInvivo helps with cancer care through development of quality control tools for an accurate Radiotherapy. TrueInvivo offers a high performance in vivo dosimetry system with a low-cost for high resolution in-vivo dose profile measurements that tackles most of the above mentioned limitations.

Radiation Therapy (RT) is one of the most common methods for cancer treatment, a double-edged sword. In Radiotherapy the high doses of radiation which is employed to damage the cancer cells, can also kill the healthy tissues near the Tumour whereas the low doses of radiation leads to poor tumour control and development of lethal radiation resistant tumour growth. Therefore, quality control plays such an important role to have an optimum radiotherapy outcome. The available pre-treatment phantom studies and skin surface measurements are helpful, though neither provides definitive confirmation that the dose is being delivered as expected.

The In vivo dosimetry allows the accuracy of the tumour dose to be determined at an early stage, as well as enabling measurement of dose to critical organs outside the main beam, but measuring doses inside patients being seldom practical and hindered by uncertainties regarding time constraints, cost-effectiveness, clinical role and the most importantly the physical limitations of the detectors used for this dosimetry.

Withdrawn 16 May 2019



**Elevator pitch:**  
Helping retailers connect  
with customers

**Sector:**  
Communication, Brand & Marketing  
solutions/Retail & E-commerce

**Awards:**  
Winners: McDonalds competition for  
enhancing customer experience  
Finalist: Decoded Fashion and Oxford  
Idea competition

**Find us:**  
Website: [walletcircle.com](http://walletcircle.com)  
[angel.co/wallet-circle](http://angel.co/wallet-circle)  
Email: [sales@walletcircle.com](mailto:sales@walletcircle.com)

 @walletcircle

 [facebook.com/WalletCircle](https://www.facebook.com/WalletCircle)

## Wallet Circle



**The Team:**  
Nitesh Gupta  
Neha Jainve  
Manas Abichandani

### Full proposition:

Bricks-n-mortar retailers are fighting a losing battle against e-commerce retailers. Wallet Circle brings powerful customer engagement tools to these retailers that e-commerce retailers have been using to drive sales away from them, through the use of Wallet Circle's Unique Point-Of-Sale (POS) integrated iBeacons.

They have developed a unique technology, using which they can integrate with almost all major Point of Sale (POS) software. With hundreds of different POS software being used by various retailers and other companies struggling to integrate with even one POS software, this technology gives them an unfair advantage.

Using their product they create a unique in-store customer engagement platform which benefits retailers as well as their customers.

Customers get benefits like digital receipt, mobile loyalty cards, personalised recommendations, etc right on their phone without having to even touch their phones.

Retailers get a way to engage with their customers in-store via customer's phone based on customer's in-store location and buying history. This helps them to personalise customer's experience and increase sales.

They are winners of McDonalds competition and finalist at Decoded fashion.



# Whichit

**Elevator pitch:**  
Supporting consumers in their purchasing decisions

**Sector:**  
Communication, Brand & Marketing solutions

**Find us:**  
Website: [getwhichit.com](http://getwhichit.com)  
Email: [info@getwhichit.com](mailto:info@getwhichit.com)  
Blog: [getwhichit.com/home/blog](http://getwhichit.com/home/blog)

 @Whichitapp  
 [linkedin.com/company/whichit](https://www.linkedin.com/company/whichit)  
 [facebook.com/whichit.me](https://www.facebook.com/whichit.me)  
 [instagram.com/whichit/](https://www.instagram.com/whichit/)  
 [plus.google.com/+Getwhichit](https://plus.google.com/+Getwhichit)



**The Team:**  
Jonathan Gan  
Yarden Jacobson  
Galit Gan

**Full proposition:**

Whichit is a fashion and lifestyle App that enables users to share their choices with their friends, the community and social networks, and get instant feedback. Whichit is designed to allow users to experience the fun and excitement of shopping online with their friends, just like in the real world shopping experience.

While regular users enjoy using Whichit to discover new products, trends and share their preferences with the wider community, Whichit is also a powerful marketing tool for fashion and lifestyle businesses.

Whichit allows marketers to easily create highly engaging and interactive posts called 'Whichit'. Brands can post a Whichit on their social media pages, embed in blogs, web pages, and emails, as well as sharing it with the Whichit community.

Brands can use Whichit to improve engagement with their social media communities, create excitement about products, gain immediate insights and drive targeted traffic from social media.

With Whichit, brands can narrow the existing gap between social media activities and revenues by offering coupons at the exact time the user expressed interest in the product.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Helping Spanish speakers learn English**

**Sector:**  
 ICT/People and society

**Awards:**  
 Finalist: Duke of York's Pitch @ Palace  
 Finalist: The Pitch

**Find us:**  
 Website: [wibbu.com](http://wibbu.com)  
 Blog: [wibbu.com/en/blog-en](http://wibbu.com/en/blog-en)

 @wibbuenglish  
 [linkedin.com/company/wibbu](https://www.linkedin.com/company/wibbu)  
 [facebook.com/Wibbu](https://www.facebook.com/Wibbu)  
 [plus.google.com/+Wibbu/videos](https://plus.google.com/+Wibbu/videos)

## Wibbu



**The Team:**  
 Benjamin Romero  
 Santama  
 Dean Jacobs  
 Liam McGinley  
 Jonay Saurez

### Full proposition:

Wibbu English is an English language-learning application for smartphones and tablets that is specifically designed for native Spanish speakers in Spain, South America and Central America.

At the heart of their app, which is full of interactive game-like exercises, is a focus on the common mistakes that Spanish speakers make and the difficulties they face when learning English.

The problem which drives their uniqueness is the fact that Spanish people, French people, Chinese people all speak English totally differently. If you give them all a sentence to translate into English, they will all translate it differently with different mistakes. This is because of the differences between the structures of their native languages. The problem is that no language courses ever address this issue; they simply provide a standardised generic way of teaching English.

Their solution is to create something far more accessible for young people that addresses and solves the problems that Spanish speakers uniquely face.



## Wishwant.co.uk

**Elevator pitch:**

A gift service company that seeks to revolutionise present buying experience

**Sector:**

Retail & E-commerce

**Find us:**

Website: [wishwant.co.uk](http://wishwant.co.uk)

Blog: [wishwant.co.uk/our-blog](http://wishwant.co.uk/our-blog)

 @wishwantUK

 [facebook.com/wishwant.co.uk](https://facebook.com/wishwant.co.uk)

**The Team:**

Constantin Borodin

Ksenia Tkacheva

Tetiana Vynokurova

**Full proposition:**

Despite the abundance of products available on the market, people still struggle to find suitable gifts that the recipient will love. Wishwant.co.uk is a gift service company that seeks to revolutionise present buying experience by combining a personalised greeting card, a voucher and a gift. The website allows users to set a price point and create a personalised gift book with a selection of 12 bespoke products for the recipient to choose from. The latter then chooses an item they love and heads to wishwant.co.uk to claim it. Wishwant.co.uk prides itself in sourcing products from the best British manufacturers, retailers, experience companies and charities.

Withdrawn 16 May 2019



**Elevator pitch:**  
**Venue-booking made easy**

**Sector:**  
 Sharing Economy

**Awards:**  
 Winner: Thinking Digital Start UP 2014  
 and named 'start up of the year'

2nd place: Pirate Summit 'Walk-The-Plank'  
 pitch

Finalist: Blackbox VC Competition

Finalist: betapitch

Finalist: The Pitch 100

**Find us:**  
 Website: [zipcube.com](http://zipcube.com)  
 Email: [info@zipcube.com](mailto:info@zipcube.com)  
 Blog: [blog.zipcube.com](http://blog.zipcube.com)

 @Zipcube

 [facebook.com/Zipcube](https://facebook.com/Zipcube)

## Zipcube



**The Team:**  
 David Hellard  
 Guillaume Santacruz

### Full proposition:

zipcube is an online marketplace that allows you to search, filter and book meeting rooms and venues all on one site, without having to waste time trawling the internet.

zipcube saves individual time and money, allowing them to stay productive no matter where they are. And for companies unlocks the value of their redundant space.

It takes assistants on average 92 minutes to find and book a meeting room and over two hours for a venue. Over 80% primarily rely on Google and then have to wait on enquiry sites, which often do not have pictures or adequate information. You can book a holiday, a car, even plastic surgery online, but you can't book a meeting room!

Meanwhile companies are tied into 2-10 year leases on their office space, leaving expensive rooms and desks underutilised. People need rooms, companies have rooms, zipcube brings them together.

Withdrawn 16 May 2019



#### **UKTI**

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

#### **Disclaimer**

Whereas every effort has been made to ensure that the information in this document is accurate, neither UK Trade & Investment nor its parent Departments (the Department for Business, Innovation and Skills, and the Foreign and Commonwealth Office) accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

#### **© Crown Copyright 2015**

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit [nationalarchives.gov.uk/doc/open-government-licence/version/3](http://nationalarchives.gov.uk/doc/open-government-licence/version/3) or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk)

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Any enquiries regarding this material should be sent to us at [enquiries@ukti.gsi.gov.uk](mailto:enquiries@ukti.gsi.gov.uk) or telephone +44 (0)20 7215 5000. This document is also available on our website at [gov.uk/ukti](http://gov.uk/ukti)