

Inbound Investors

2022



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3DEO NI Ltd

One line pitch: *Geospatial data for none GIS experts. Google Maps +*

Sector: *Enterprise Software*

Ambition: *> £5M annual sales*

Revenue: *In current year £539K secured of which £472K recurring*

The problem: *Where is all my stuff. What is it doing and what has it been doing? All the information is in different places and I don't have time to learn how to use x number of different systems.*

Your solution: *ActiveMaps.Live provides a single window on assets, operations and environment through a familiar and easy to use interface connecting all of your data, information, sensors, IoT and more.*

Competitive landscape: *Competitors either offer a narrow, vertical, specialised solution in a particular context (e.g. GISGRO) or a "sledgehammer to crack a nut" over-arching, expensive, expert user tool (e.g. ESRI)*

USP: *We offer an easy to implement solution requiring minimal learning which can be implemented incrementally at low cost. Cloud hosted and web delivered for access anywhere.*

Who will purchase from you: *Current clients include large telco (BT) Ports and Harbours (Belfast, Forth Ports, Harwich Haven, Warrenpoint) Environmental organisations (SEPA, Forth ERA) and Inter governmental (European Space Agency)*

Business model/route to market: *SAAS platform licensing plus managed services*

Company Details:

Legal Name: 3DEO NI Ltd

Date founded: 10th December 2015 Country: Northern Ireland

Main Contact

Name: Andrew MacPherson

Email address: andy@3deo.com

Mobile: +44 7944 620487

Non-revenue traction to date:

Full commercial partnership/onboarding with BT near completion. Regular joint commercial pipeline meetings with BT discussing 3DEO involvement in named large BT contracts. BT have openly discussed interest in potential acquisition. MOU's signed with CISCO for Smart Cities. Tata Consulting for container ports. Capita for Transport

Funding to date:

	Holding	Investment
Andrew MacPherson	25.50%	
First Derivatives PLC	18%	£1,200,000
Iona Star Capital	18%	£1,200,000
Mercia NEVF	20%	£750,000
Clarendon/INI	8.50%	£300,000
Staff and Options	10%	
	100.00%	£3,450,000

Next raise: £2M

Indications of up to £1.5M from existing investors

Tax status: EIS eligible

Revenue forecast:

	2022	2023	2024	2025	2026
000's	505	1268	1952	3277	5283

Market: *£50M+ (Global market for digital mapping projected at \$16.2 Billion in 2022)*

Team:

CEO Andrew MacPherson: >30Y experience in engineering, education, and innovative technology. Chair: Charles Andrews: CEO, Sales Director, Run divisions of organisations with turnover up to \$1Bn COO: Sean Murphy: >30Y Engineering and Ops management. Key management positions internationally. Large OEMs and start up. Software and hardware.

COS: Neville Rudd: >30Y technical delivery. Multiple sectors/clients PWC, IBM, AT&T, Euro Tunnel, EU Customs, Sea France, and Argos. security based projects with UK MOD DIS (ISR/ISTAR), NATO ACT, DSTL, MWG, Team Carney.



Novel Biologics and Nutraceuticals: Designed by evolution. Discovered by AI.

AMPLY Discovery deploys machine learning approaches derived from the financial markets, using our proprietary in silico and in vitro based platform, to mine biological data to discover novel drug and nutraceutical candidates.

Sector

Drug Discovery: Human Health and Animal Health.

Ambition

To reach ~£10m in recurring revenue by Q4 2026, driven by pre-clinical candidate out-licensing. Become the leading discovery partner for anti-infectives and animal health, and grow into biologics for infectious, inflammatory, and respiratory diseases.

Revenue

Pre-revenue. Service rev expected 2023. Out-licensing rev 2024.

The Problem

Antimicrobial resistance, climate change, population growth, and regulation are all factors driving an acute need for new drugs and bioactive ingredients to replace conventional antibiotics.

Our Solution

In-silico drug discovery short circuits the traditional discovery process, reducing the time and effort required to develop novel molecules. Our proprietary platform takes a non-obvious approach to produce biologic molecules which have inherent value as potential drug or nutraceutical products.

Competitive Landscape

Fast growth landscape. ~400 new AI-driven companies are leveraging AI to solve elements of the drug discovery process. Sector is growing exponentially but there is still huge room for growth due to the efficiency that big data can create. Within our segment around 50 companies are focused on pre-clinical candidate discovery and 10-15 have a focus on biologics. Few have any focus on animal health. Our bovine mastitis programme offers a clear beachhead market worth ~\$2b per year with an acute need and a strong technical fit.

USP

AMPLY is Fund Manager meets Biologist. Our platform leverages AI but is human-centric. We use multiple types of data and algorithmic approaches (some are state of the art, some are proprietary) and combine this with human risk assessment. This creates a unique approach to candidate discovery from multi-omic data. Our system is based on proprietary code, our models are a trade secrets, and our candidate molecules are patentable. We hold a candidate library of over 20,000 novel molecules.

Customers

Licensing: Large Pharma and Biotech companies across animal and human health. Services: Ingredient and Nutraceutical companies.

Business Model

IP out-licensing and partnering for candidate discovery. Ancillary services in bioinformatics and microbiology.

Company Details

AMPLY Discovery Limited. NI676691.
Incorporated Feb 2021.
63 University Road, Belfast, BT7 1NF.

Contact Details

Dermot Tierney, Chief Commercial Officer
E: dermot.tierney@amplydiscovery.com
M: +44 (0) 778 830 0279

Progress to Date

AMPLY Discovery is a spin out from Queen's University Belfast. Our platform has been developed based on eight years of academic research. Two years of customer discovery through LLP, ICURE, and EIT Food pre-accelerator programmes. Pre-clinical animal trials conducted with industry partner and Queen's in H1 2021. Bovine Mastitis programme funded by Innovate UK H2 2021. Currently working on lead candidate formulation in bovine mastitis for in vivo testing. Early in vitro data for MDR-TB and respiratory diseases for next targets.

Funding to Date

£900,000 in a mixture of grant and equity. £300,000 in non-dilutive grant funding from Innovate UK in Sep 2021. £600,000 seed round in May 2022 from NI-based VC funds & angels.

Future Fundraising

Pre-Series A round targeting £1.8m between Q4 2023 and Q1 2024.

Tax Status

EIS approved.

Revenue Forecast

-2023: £175k (services only)
-2024: £1.5m (out-licensing initial programmes)
-2025: £2.8m (initial, seed programmes)
-2026: £9.9m (initial, seed & pre-A programmes)

Market Size

-Beachhead (Mastitis) \$1.5b pa (15% CAGR)
-Total for live programmes \$4.2b (4-15% CAGR)
-Global Veterinary Anti-infective \$6b (7% CAGR)
-Global anti-infective drug market \$140b (30% CAGR)

Team

Experienced founding team with strong professional history of execution.

Over 80 yrs combined experience in biotech, computational biology, animal health, anti-infectives and IP licensing. CEO has 20+ yrs in financial asset management, predictive marketing, computational biology & software design. CCO 18+ yrs in IP licensing, technology transfer and BD. First hires in place for microbiology. Co-Founder and Non-ex Scientific Chair is a computational biology thought-leader with 20+ yrs in phylogenetics & genomics. Currently recruiting for a Non-Executive Chair.

ANGOKA

ONE LINE PITCH: ANGOKA secures communications for Smart Cities and Smart Mobility.

SECTOR: CyberTech

AMBITION: \$1 billion valuation, \$150 million in revenue

REVENUE: £1 million 2022, £5 million 2023

THE PROBLEM: There are predicted to be 1 Trillion connected devices by 2035. Their end-to-end security cannot be guaranteed. As such IoT devices require a radically different approach to Identity and Key Management. ANGOKA is targeting a \$25B Total Addressable Market.

YOUR SOLUTION: ANGOKA's solution represents a paradigm shift – our unique and patented Device Private Network (DPN) technology provides an integrated Identity and Key Management platform tailored to IoT devices as an alternative or complement to PKI

COMPETITIVE LANDSCAPE: ANGOKA is the only integrated Identity and Key Management solution, which give us an unique advantage for securing complex and dynamic IoT systems for Smart Mobility

USP: ANGOKA's approach represents a paradigm shift – secure communication on a Device level, not network level

WHO WILL PURCHASE FROM YOU: We have two target markets: Smart Mobility (including Automotive, Drones, Maritime and Aerospace & Defence) and Smart Cities (including Industry 4.0, IoT & Telecoms and Critical National Infrastructure). We are in advanced discussions with major suppliers in all these sectors regarding adoption of the ANGOKA solution for specific applications.

BUSINESS MODEL/ROUTE TO MARKET: Our revenue model is based on recurring licensing revenue for our Management & Monitoring platform and a combination of unit sales for our hardware modules

COMPANY DETAILS:

Angoka Limited
February 2019
Northern Ireland

MAIN CONTACT

Steve Berry
s.berry@angoka.io
07949 119863

NON-REVENUE TRACTION TO DATE: ANGOKA RANGER 1 Hook on Device delivered to major Telecom company

FUNDING TO DATE: £3.25 million

NEXT RAISE: Q3/Q4 2023

TAX STATUS: EIS Eligible

REVENUE FORECAST: \$150 million

MARKET: \$25 billion

TEAM:

Steve Berry - Chairman, co-founder

- Serial Entrepreneur, 2 IPOs
- MBA Harvard, BSc Economics Wharton

Yuri Andersson- CEO, co-founder

- Co-founded 4 Deep Tech + 2 FinTech companies
- Investment banking background
- Exec. MBA. PhD-level Physics CERN, Stanford

Daniela Menzky - COO, co-founder

- Ex-MD of Global Corporate
- MA Economics, Hannover

Shadi Razak - CTO, co-founder

- Tech Entrepreneur and Innovator, exit to Microsoft
- MBA, MSc Information Security, University of Cambridge



One line pitch: Innovators in Antenna Technology for the Next Generation of Wireless Applications

Sector: *Health, Sport, Lifestyle Wireless Wearables and IoT*

Ambition: £100 million company Number 1 - Globally Leading Antenna Technology for Wearables

Revenue: *Pre- Revenue, £40K beta-trials*

The problem: *We solve body-blocking, offering full 360 degree wireless coverage*

Your solution: *An antenna product that solves the 'bottleneck' in future wireless communications from platforms in difficult environments*

Competitive landscape: Five core antenna manufacturers. Providing off the shelf antennas, not designed for use on difficult platforms, like the human body. We are already displacing globally leading competition.

USP: *We have two strong antenna patents protecting the geometry of the design, across all applications and market segments.*

Who will purchase from you: *Original device manufacturers (OEM's).*

Business model/route to market: *Business to Business direct product sales and partnerships with leading system on chip vendors.*

Company Details:

AntennaWare Limited
20th Dec 2020
Belfast, UK

Main Contact

Dr. Gareth Conway
Gareth@AntennaWare.co.uk
+44 (0) 7379 800 801

Non-revenue traction to date:

Product ready for mass production, focused on 7 early adaptors for production proof points across several market segments.

Funding to date: £450K TechStart Ventures, QUBIS, and Sapphire Capital

Next raise: £2M seed round in the next 6 Months

Tax status: *EIS eligible*

Revenue forecast: \$1 M by 2025

Market: \$1B by 2027

Team:

Founder: Dr. Gareth Conway (CEO)
Founder: Dr. Matthew Magill (CTO)

Sales Director: Jonny McClintock
Previously- Sales and Marketing Director Qualcomm Apt-x

Bus Dev: Gordon Petrie
Previously Head of European Sales CSR- Cambridge Silicon Radio and Nokia

Automated Intelligence

One line pitch: *We determine the value of information held by organisations. We find risk and reduce it; we find value and maximise it.*

Sector: *Enterprise Software*

Ambition: *No limit. We have the ambition to revolutionise every organisation*

Revenue: *£2.3m*

The problem: *Organisations are awash with information; however they are failing to manage it. They cannot identify if it has value for the organisation or introduces risk by keeping it. Regulatory pressures are rising rapidly, as is the volume of information. Current solutions require heavy lifting and significant business input that results in poor or non-existent outcomes.*

Your solution: *We provide a SAAS platform that can analyse any information and determine its value for the business. Once the value is understood, we transform the data to ensure good governance and compliance both today and ongoing.*

Competitive landscape: *Competitors only identify issues; they do not solve the problem. They rely on the user to determine value rather than learning from the information. There are no other cloud-native solutions to this problem.*

USP: *End-to-end process, identifying information, analysing it, learning from it, automatically reducing the risk and effort involved.*

Who will purchase from you: *All large corporates/consultancies looking for a competitive advantage.*

Business model/route to market:

Automated Intelligence operates a direct and partner-based sales model. We are exploiting our local/central government expertise through direct marketing and entering new markets (financial services) and geographies (US / AUS) through expert and in-country partners.

Company Details:

Automated Intelligence Limited
Founded May 2010
Belfast

Main Contact

Simon Cole
simon@automated-intelligence.com
07519 124678

Non-revenue traction to date: SAAS platform in live deployment with multiple customers (UK Government / UK Financial Services / AUS Utilities)

Funding to date: *£6.0m*

Next raise: *£5m+*

Tax status: *N/A*

Revenue forecast:

FY23 - £4.1m

FY24 - £6.0m

FY25 - £8.2m

Market: *\$1Bn +*

Team:

CEO: Simon Cole

Seasoned leader with 20+ years in global information management

(Prior: Autonomy global InfoGov Leader)

COO: Pauline Timoney

Quality driven operations expert and culture leader

(Prior: Meridio / Autonomy)

CSO: Paul Hudson

20+ years of enterprise software leadership and strategy definition and execution.

Information Governance expert.

CTO: Jonathan Loomie

20+ years innovation leader in information management solutions and platforms

(Prior: Autonomy, Innovation Lead)

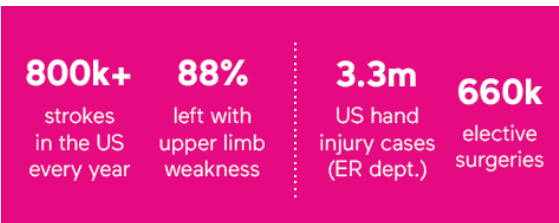
Bioliberty is shaping a future where independence is no longer restricted by traumatic and neurological conditions.

Sector: Digital Health / Health Tech

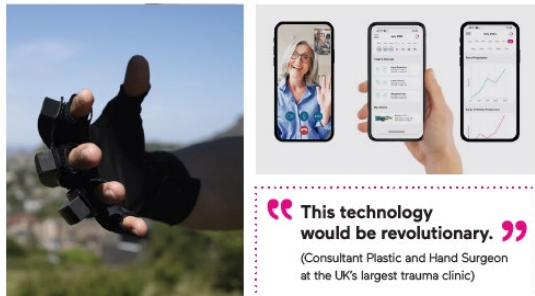
Ambition: Revenue of £35m in 2027 (2% market share). Providing state of the art remote rehab technology on a global scale.

Revenue: pre-rev

The problem: Demand for occupational therapy services will outpace the supply of OT's within all 50 US states by 2030.



Your solution: Our first product is Lifeglov, a soft robotic exoskeleton glove which allows users to carry out active hand rehabilitation. Lifeglov sends data to our digital therapy platform which generates hand mobility insights for glove users and clinicians.



Competitive landscape: First product to support variable resistance training alongside force and range of motion monitoring.

Product	Passive assessment and rehab (no force)	Active assessment and rehab (force)	Flexion and extension rehab	Individual finger rehab
Competitor 1	✓			✓
Competitor 2		✓		
Competitor 3		✓		
bioliberty	✓	✓	✓	✓

USP: Patent Pending soft robotic tech which is lightweight and extracts meaningful data

Who will purchase: Clinics will purchase and unlock new reimbursement from insurance companies through RPM codes

Business model/route to market: Blended distributor and direct sales to rehabilitation clinics in the US. First sales from partnerships with large multi-centre rehab clinics.

Main Contact: Rowan Armstrong

Email address: rowan@bioliberty.co.uk

Mobile: 07730136257

Non-revenue traction to date:

Commercial

- ✓ Letter of intent from KOL
- ✓ Relationship with the top US rehab clinics
- ✓ Reimbursement strategy

Regulatory

- ✓ Regulatory strategy identified (£10(k) Exempt)
- ✓ Innovate UK / CPI £30k
- ✓ Regulatory grant secured

Technical

- ✓ V3 prototype complete
- ✓ First patent filed
- ✓ Ongoing freedom to operate

Clinical

- ✓ Clinical validation with NHS complete
- ✓ NHS Public Patient Interaction (PPI) group

Funding to date: Our funds to date have come from bootstrapping (£315k) and an investment round (£115k) from HNWs.

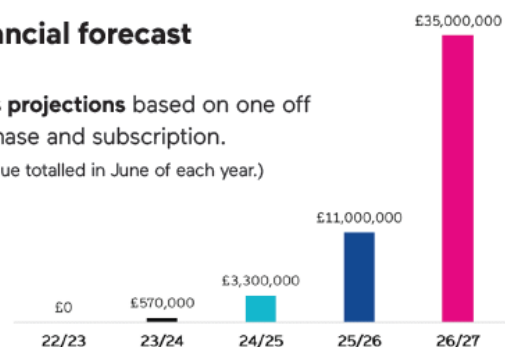
Next raise: £1.7 to £2m. £700k of co-investment and pre-emption softly committed

Tax status: EIS Eligible

Financial forecast

Sales projections based on one off purchase and subscription.

(Revenue totalled in June of each year.)

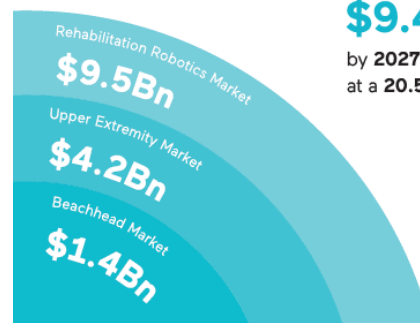


Global Revenue by 2027

The rehabilitative robotics market will reach

\$9.45bn

by 2027 and is growing at a 20.5% CAGR.



Team: CEO: Rowan Armstrong (Ex Siemens, Spacelabs Healthcare)
CHAIR: Noel McKenna (Titan IC, Novalia). Exits from Qualcomm, Nvidia.
CTO: Ross O'Hanlon (Ex Edinburgh Innovations, Herriot Watt Grid)
COO: Shea Quinn (Ex Axial 3d, Schlumberger)
CDO: Conan Bradley (Ex Bloc Blinds/Bloc Medical)

Inbound Investor Company summary

Blu Dot Technologies Limited



One Line Pitch: HALO – a mobile payment, e-commerce, and digital marketing platform for convenience and fuel retailing sector, including Food-to-Go

Sector: Retail – Target is Convenience Retail including Fuel Forecourt with Food-to-Go

Ambition: Sales in UK & Ireland, Europe, USA, and ASIA: ARR £20M

Revenue: ARR £75K; 2022 Turnover - £500K

The Problem: Fuel Forecourt Sector is evolving. The Fuel Mix - decreasing fossil with increasing Bio, EV and H2; increased demand for convenience retail (food & beverage); the introduction of adjacent services such as mobility hubs (MaaS), child-care, laundry, collection/delivery hubs, all using mobile payments - require a new Digital Transformation. Choosing the right strategic partnerships is crucial and daunting.

Our Solution: Unified and Comprehensive Platform providing all required digital services for in-store and on the forecourt. Single integration point with existing systems

Competitors: Competitors offer one or more elements of our platform, but not all.

USP: Deep understanding of the requirements – CEO has operated family group of convenience stores, implementing the digital transformation journey

Who will purchase from us:
Retail Groups, e.g., Spar, NISA
Fuel Forecourt Operators, e.g., Certas Energy
EPoS Company, e.g., mPOS, Hend Tech
Communities – The AA, Just Eat, Bupa
Fuel Card Providers – e.g., UK Fuels

Business Model / Route to Market:
Communities – e.g. The AA – Target is x10
Channel Sales through EPoS Providers (have their own retailer customer-base)
Direct Sales Channel

Blu Dot Technologies Limited
Incorporated: 31st July 2017
Country: Northern Ireland, UK

Main Contact: Frank Kilpatrick
frank.kilpatrick@bludottechnologies.com
+44 (0)7900 268604

Non-revenue Traction to date:
44 customers with purchased software licences in GB and Northern Ireland

Major solutions provider to Spar Northern Ireland with software in 500 stores.
Developing Solutions with 5 fuel companies in NI

Agreed Software Integration with Tokheim – World's largest provider of Petrol Forecourt Equipment and Services with 40,000 forecourts worldwide: Offers access to 42% of UK forecourts.

All elements of our platform have been developed and have commercial sales

Funding to Date: Bootstrapped (£750K) plus Debt funding of £250K

Next Raise: SEED £2M – Required Q4/2022

Tax Status: EIS eligible

Revenue Forecast: ARR £
2023 - £312K; 2024 - £960K
2025 - £2.7M; 2026 - £4.8M

Total Available Market - Global Convenience Sector
ARR £1.4 T: 600,000 stores,
Share of available market 5,000 stores (1%) ARR £12M

Global Forecourts – ARR £840M: 350,000 sites
Available Market - UK, USA, Europe – 215,000 (61%)
Share of Available – 5,000 outlets (2.5%) ARR £12M

Team: Frank Kilpatrick: CEO: 25 years Business Management. Started Blu Dot in response to real need in family-owned group of convenience stores.
David Hamilton: CTO: 15-year experience – in building mobile apps, strong UI and UX skills.
Damien Coney: Technical Lead: 10 years backend development in database and cloud infrastructure:

CATAGEN is a leading net zero technology company
Sector: *ClimateTech*

Ambition: *Unicorn*

Revenue (Other income): *Forecast >£3.4m (+£3m) £6.4mn tot. 2022/2023 through core business with big opportunity with new technology*

The problem: *to accelerate the transition from fossil fuels by helping to decarbonise the most challenging sectors and create healthier environments.*

Your solution: *CATAGEN currently provides innovative emissions testing to global automotive manufacturers, using its patented recirculating gas reactor technology, powered by 100% renewable energy. This replicates what an engine can do for:*

- Standard gasoline or diesel*
- Hybrid powertrains*
- E-Fuels, hydrogen combustion, biofuels, ethanol engines or natural gas engines*

in 2021, this expertise led the team at CATAGEN to develop new Net Zero Technologies to further reduce emissions including:

- Green Hydrogen Generator (not electrolysis), Bio-hydrogen Generator*
- E-fuels Generator, Hydrogen Compressor*
- Carbon Capture Technology*

Competitive landscape: *Electrolysers*
USP: *6 Patents across the business plus highly energy efficient reactors providing cost efficiencies over electrolysers. Market ready green fuel offtakes using CATAGEN System.*

Who will purchase from you: *Heavy Industry such as cement, steel, glass and mobility – heavy duty diesel. Any sector with high energy usage and carbon emissions.*

Business model/route to market:
Sell generators or fuel via JVs or licensing agreements

Company Details:
CATAGEN Limited
2010
Belfast



Main Contact
Sonya Kerr
Sonya@catagen.com
Mobile 07766 093498

Non-revenue traction to date: *Core business is fully commercialised with 25+ customers in automotive. Aim to get to Demonstrator stage in 2024 for the new net zero technologies however initial prototypes developed for Green Hydrogen generator (not electrolysis), Bio Hydrogen, Carbon Capture, Hydrogen Compression and E-Fuel generator.*

Funding to date: *Small amount of Angel Funding for core business. High margin profitable core. 5X significant grant awards from UK Government's Dept of Business Energy and Industrial Strategy for new net zero technologies. Up to £25mn.*

Next raise: *Building to significant scale up investment in 2024.*

Tax status: *Na*

Revenue forecast: *£13m+-10% by FY2025/26 – core business only. >£3mn NEW Tech (Total Circa £6mn)*

Market: *Potential to replace fossil fuel in certain difficult to decarbonise industries therefore market is huge in sectors like cement, steel, grid and mobility.*

Team:
Dr Andrew Woods, CEO
Professor Emeritus Roy Douglas, CTO
Thomas Eager, Head of Operations
Sonya Kerr, Head of Marketing
Susan Crawford, head of Finance

Autonomous Livestock Management

A solution to reduce GHG emissions whilst improving the lives of farmers and their livestock

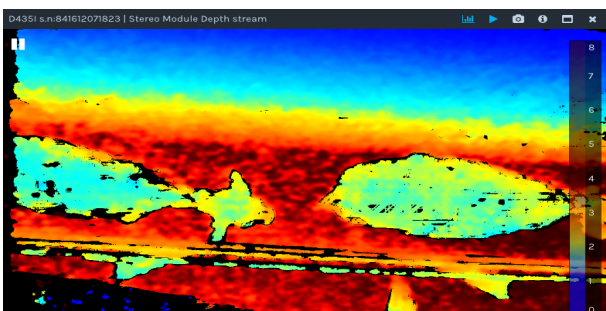
The CattleEye video analytics AI platform is a world first and represents a step change in labour-free livestock monitoring within an £11b addressable market.

Exponential growth in world population coupled with increased protein consumption has put pressure on existing protein sources such as dairy and beef livestock. Legislation limiting emissions from livestock means that we cannot simply farm more animals to feed the increasing demand but instead need to become more efficient to get more from less. Consumers not only want more protein but they also want to be sure that the animals have led happy lives with supermarkets demanding greater welfare standards from their farm suppliers.

CattleEye is a deep learning cloud-based AI platform which interprets visual imagery of livestock from industry standard web cameras and has the ability to autonomously identify the animals and extract insights including measuring gait, applying mobility scores and monitoring other behavioural signs.

The CattleEye platform represents a step change from existing solutions which either involve manual data entry or wearable accelerometer based solutions. To date no company have brought to market a livestock monitoring solution based on 2d video analytics from low cost cameras.

Initially, the Company has focused on the dairy sector. However, it has plans to roll the technology to other protein types including poultry and pigs. At present, the team is tracking circa **50k** dairy cows using the current product (a lameness detection module) throughout the UK and US with a pipeline of approx. **110k** cows.



Company Details: Cattle Eye Ltd, Belfast.
Founded January 2019. www.cattleeye.com

Main Contact: Terry Canning CEO.
Terry.canning@cattleeye.com 07912224658.

Revenue to Date: £120K recurring Feb-Aug 2022, on target to achieve £400K for EOY Jan 31 2023.

Route to Market: Indirect via farm health, nutrition, genetics and equipment companies. One US agreement in place and currently finalising another global distribution deal giving us access to £10m cows.

Funding: £2.1m to date from TechStart, Seventure Partners, Genus PLC and Turntide. Currently raising £3m in addition to £2.25m already secured non dilutive grant

Revenue Forecast: £11m NET ARR by 2027

Competitive Advantage: Low cost Hardware agnostic providing a purely software based platform powered by deep learning AI. No such solution exists and our technology is protected by multiple patents.

Team: The company was founded by repeat entrepreneur Terry Canning, He founded [FarmWizard](http://FarmWizard.com), the world's first cloud based livestock management service in 2004 and sold it in 2015, exiting successfully in 2019. Co-founder of CattleEye is CTO Adam Askew, formerly Senior Architect for the Life Sciences division within the Philips Digital and Computational Pathology with a proven track record of delivering commercial AI solutions in the health tech sector. CattleEye CSO is Prof Neil Robertson Widely recognised as the world's foremost researcher in human facial recognition technology. Neil was the founder and former CTO of AnyVision, a world leading visual AI platform as well as CEO and founder of Zenith AI a Biotech company based on advanced ML

Causeway Sensors Limited



One-line pitch: Causeway Sensors' novel nano-sensor platform can integrate directly into bioreactors, accelerating the process of getting new drugs to market by giving critical data at currently inaccessible points in the drug development process.

Sector: *Life Sciences – Drug discovery.*

Ambition: In the next 12 months, our ambition is to raise a substantial Series A round which will accelerate the validation of our product and allow commercialisation of the technology. Ambition to be a £100 million co within 3 years

The problem: To make a new biological drug, pharmaceutical companies need to screen millions of candidates and to highly characterise potential leads. Current instrumentation can only capture this critical data after protracted incubation periods. This increases the lead time and risk in taking a drug to market.

Your solution: The world's first nano-sensor platform that can be integrated directly into bioreactors. This breakthrough enables fast, accurate data capture, providing drug developers the information required for making critical path decisions. Unlocking key data at an earlier stage will reduce risk, improve decision making and bring new drugs to market faster.

Competitive landscape: There is an unmet market need for an in-line bioreactor sensor delivering high-quality data. The challenge is for an unbranded start-up company with novel technology to compete against the inferior yet well-established lab-based alternative instruments.

USP: Five years of applied research based on twenty years of high impact research at Queen's University Belfast has resulted in our patented nano-sensor platform that condenses lab-based characterisation of biotherapeutics into a chip.

Who will purchase from you: We will partner with existing bioproduction equipment manufacturers to licence / sell to the end-user in the drug discovery industry.

Company Details:

Causeway Sensors Limited
Founded: October 2013
Based: Belfast, N. Ireland

Main Contact

Antony Murphy
amurphy@causewaysensors.com
07525617532

Business model/route to market:

Licensing model.

Non-revenue traction to date:

- Consortium member of Smart Nano NI consortium which was funded £42M by UKRI Strength in Places Fund.
- Winner of an Institute of Physics start-up award 2018.
- 3 patent families with 9 individual filings. 3 patents have been granted (2X UK and 1 USA).

Funding to date: Raised £3.1M in private equity funding. Recently awarded £3.5M as part of the UKRI Smart Nano NI Consortium.

Next raise: seeking Series A round in the £5-8M region with a partner with Life Science expertise and network.

Revenue forecast: Ready to license product in Q3 2023.

Market: Causeway Sensors commissioned a report with L.E.K. (an industry leader in Life Sciences Consulting). They confirm a multi-billion pound opportunity for this technology in antibody therapeutics and cell & gene therapies.

Exec Team: Antony Murphy (CEO) Bob Pollard (Chairman & founder), Deirdre Francis (FD)

Board: Niall Olden (Kernel Capital), David Moore (QUBIS), Tara Dalton (Founder of Stokes Bio – sold to Life Technologies for \$44M).

One line pitch: Cirdan is a digital Health

company focused on pathology Laboratories and their associated clinical pathways.

Next raise: Seeking £5M to £10M in Series B investment within the next 6months

Sector: HealthTech

Tax status: EIS & VCT eligible

Ambition: Cirdan has the potential to achieve \$1Billion Valuation

Revenue forecast:

Revenue: Budgeted £6.3M for FY23 (£5M FY22)

The problem: Labs are increasingly being asked to do more tests with less staff. They need greater productivity and intelligent automation. They also would like to ensure they can extract greater value from the health data they harvest.

Your solution: We have developed a cloud based next Generation LIS with Apps and Portals with Seamless Image and ML Integration to provide optimal clinical pathways for Laboratories.

Competitive landscape: Competitor offering are based on older technology and do not integrate the key requirements for a modern laboratory.

USP: Latest technology and key Patents for critical IP.

Who will purchase from you: Public and Private Pathology Laboratories and laboratories in the CRO and Pharmaceutical market.

Business model/route to market: We will sell direct or through Value added resellers

Company Details:

Legal name of company: Cirdan Imaging Ltd

Date founded : 2010

City or country of company :N. Ireland

Main Contact

Name: Hugh Cormican

Email address: hcormican@cirdan.com

Mobile: +44 7711 879301

Non-revenue traction to date:

Pilots or other indications. State if product/service at MVP, developed stage etc.

Funding to date: £12M

Financial year ended [£'000]	Actual	Forecast				
	FY22	FY23	FY24	FY25	FY26	FY27
Turnover	5,100	6,295	13,286	28,598	61,613	118,373
Recurring Revenues	3,101	4,413	8,060	14,772	38,218	85,991
Hardware & Project Sales	1,998	1,882	5,226	13,827	23,395	32,382
Gross Profit	2,333	3,986	8,034	18,881	42,914	83,522
Operating expenses	(2,127)	(2,525)	(3,762)	(6,065)	(11,011)	(16,377)
EBITDA (excluding R&D & grants)	205	1,461	4,272	12,817	31,903	67,145
Gross profit margin	46%	63%	60%	66%	70%	71%
EBITDA / revenue %	4%	23%	32%	45%	52%	57%
R&D expenditure (including grants)	1,552	1,780	4,642	7,362	13,738	15,505
EBITDA including R&D expenditure	(1,347)	(319)	(370)	5,455	18,166	51,640

Market: The laboratory information systems market is projected to reach USD 3.6 Billion by 2027 from USD 2.3 billion in 2021, at a CAGR of 7.7%

Team:

Hugh Cormican **CEO**

Dr Hugh Cormican, CPhys. FInstP was a founder and Director of Andor Technology plc. A Fellow of the Institute of Physics and QUB Physics grad, Hugh acted as the Chief Executive Officer (CEO) of Andor Technology when founded in 1989 until its stock market listing in December '04.

Stephen Dunniece **Technical Director**

Stephen was educated at Belfast Institute and the University of Ulster where he completed a MSc. in Electronics and Signal Processing. Stephen became Director of his own business, Audio Control Systems Ltd, and has also worked at Andor Technology PLC

Laura Henry **Finance Manager**

Laura joined the Cirdan Group in February 2016. Laura completed her BSC Hons in Accounting at UU and is a member of Chartered Accountants Ireland.

Climax Community

One line pitch: A green tech company making a net-zero future a reality through data driven technology.

Sector: Green Tech

Ambition: 10million tn CO₂e reductions from 65,000 users & £9.7million by 2025

Revenue: Revenue generating - commercially launched Q4 2021

The problem: A lack of accessible and accurate cross-sector carbon data creating major barriers for governments to achieve a green economy transition.

Your solution: An intuitive and accessible software platform that measures and aggregates operational carbon data. This provides businesses and local governments with achievable net zero pathways, enabling a green economy transition.

Competitive landscape: Fragmented new market with key data and knowledge gaps in current offerings, inhibiting collaboration.

USP: We are the only carbon management solution connecting local authorities with local businesses. The versatility of Climate Essentials enables cross-sector collaboration which fills data gaps and provides a standardised carbon management language.

Who will purchase from you: Local Government, trade associations, business ecosystems, SMEs.

Business model/route to market: SaaS subscription model with channel partners (e.g. local government), who recruit SME users through their sponsored programs. SMEs renew to become direct paying clients.



Company Details:

Climax Community Ltd
Date founded: 21st May 2019
City or country of company: UK

Main Contact

Anna Campbell
anna@climax.community
+447747078889

Non-revenue traction to date:

Regional traction in London, South Coast, Midlands, Northern Ireland, South East
Early International Clients
Over 5,000 tCO₂e reductions pledged
Part of PUBLIC (GovStart) accelerator
Recipient of an Innovate UK R&D project grant

Funding to date: £285,000

Next raise: Pre-series A £500-750,000

Tax status: SEIS / EIS eligible

Revenue forecast:

2022 - 410,000
2023 - 2,150,000
2024 - 5,300,000
2025 - 9,700,000
Cash Flow positive

Market: Size of **addressable** market \$6bn for 2025

Team:

Steve Berry - Angel investor & mentor to several early stage companies & serial Entrepreneur, 2 IPOs.
Daniela Menzky - Corporate Blue Chip leadership experience, founded & scaled several tech companies.
Martina Colman - MSc and MPhil Engineering, Cambridge University, 8 years of environmental consultancy experience.
Anna Campbell - 9 years of Commercial and Operational experience, establishing and growing in international markets

Cumulus Neuroscience

One line pitch: *Cumulus has developed technology that will revolutionise drug development and diagnosis of Alzheimer's disease*

Sector: *MedTech*

Ambition: *We aim to be a billion-dollar exit within the decade*

Revenue: *contracted revenue in 2022 is \$3.5M YTD (no sales staff – inbound only)*

The problem: *Objective measurement of brain health is expensive and can't scale. This leads to low success rate in CNS drug development and late diagnosis of neurodegenerative diseases.*

Your solution: *Low-cost and frequent assessment of multiple cognitive functions. Physiological and behavioural measures collected frequently at home. AI/ML derived from our large normative database provides unique insights.*

Competitive landscape: *competitors are other startups (e.g. Altoida, Linus Health). All use analysis of behaviour only.*

USP: *Multi-domain: physiological, cognition, mood, language. AI/ML from the world's largest proprietary DB provides unique insights at scale and low cost.*

Who will purchase from you: *First market is BioPharma R&D for use in Clinical Trials. Second market is Alzheimer's diagnostics in US Healthcare (PCP and specialists) from 2025 onwards.*

Business model/route to market: *Technology licenses + services. \$20K per study participant in clinical trials. Direct selling & delivery initially. Scale through CRO partnerships. Healthcare ~\$2K / diagnosis, reimbursed.*

Company Details:

Cumulus Neuroscience Limited
Founded 2016
Belfast, UK

Main Contact

Siggi Saevarsson, COO
siggi@cumulusneuro.com
+447525817217

Non-revenue traction to date: *Pharma advisory group meets monthly and participates in 3 pre-competitive consortium studies. Members are: GSK, BMS, Roche, Takeda, MSD, Biogen, Pfizer, Lilly, BI and J&J.*

Funding to date: *£11.9M in equity and convertible notes*

Next raise: *\$20M Series A. Raising now to scale BioPharma business and enter US Healthcare*

Tax status: *EIS eligible*

Revenue forecast:

2023: \$5M
2024: \$14M
2025: \$29M
2026: \$62M

Market:

BioPharma clinical trial market (1st): \$1B+
US Healthcare – Alzheimer Dx (2nd): \$5B+

Team:

Ruth McKernan, Chair
Dementia Discovery Fund, Merck, Pfizer, CEO Innovate UK, Head of UK Bio Industry Assoc.
Aman Bhatti, CEO



DEFENSIVE THINKING

One line pitch: A knowledge transfer platform, that helps UN Peacekeepers to effectively build peace in the digital age by bringing together the right data, at the right time, to answer complex questions and aid lifesaving decisions.

Sector: *Defence and Security Sector*

Ambition: Our ambition is to be the main player in geospatial analytics for peace operations within the next 3 years. A market valued to reach \$37.5 Billion by 2026.

Revenue: *Pre-Revenue, £60,000 Grant Funding*

The problem: Currently low-level intelligence is not collected in a uniform manner, retained at an organisational level, or shared with other peacekeeping forces.

Your solution: Our platform provides a more nuanced and accurate intelligence assessment and provides Peacekeepers with the ability to visualise and transform geospatial data into action by providing a full data-to-intelligence end-to-end solution.

Competitive landscape: *Competitors are offering Big Data information structures*

USP: We take a bottom-up approach to intelligence - to map 'atmospherics' such as environmental, political, religious, and cultural concerns.

Who will purchase from you: *UN and NATO Allied Militaries, NGOs, Private Security firms, Oil Companies.*

Business model/route to market: Our pricing model is based on multi-year agreements. Those agreements comprise the sale of subscriptions to access Defensive Thinking software within its hosting environment with ongoing services and software subscriptions in customers' environments with ongoing services.

Company Details:

Defensive Thinking Limited
Founded: 02.01.2020
Belfast, Northern Ireland

Main Contact

Matthew O'Neill
matthew@defensive-thinking.com
+447526912321

Non-revenue traction to date:

We have moved from having an MVP to having the front end developed. At present two trials conducted with the Irish Defence Force. Tested with GCHQ and currently waiting to present to NATO.

Funding to date: *The company retains full equity.*

Next raise: *Pre-seed round £1.8 Million*

Tax status: *We are SEIS and EIS eligible.*

Revenue forecast: *Year One £467,000; Year Two £869,000; Year Three: £256,000,000*

Market: TAM \$484 Billion

Team: Matthew O'Neill Co-Founder
Mark Williams Co-Founder
Neill McLaughlin Engineer
Dee Carbery Military Expert

One line pitch: *Manage the risks that come with AI, through policy and governance controls*

Sector: *RegTech / DeepTech / AI*

Ambition: *A multibillion dollar business*

Revenue: *Pre-revenue*

The problem: *AI is incredibly powerful, but also incredibly dangerous. Businesses need help to understand and manage these risks.*

Your solution: *Our B2B SaaS platform helps users manage the risks through policy and governance controls.*

Competitive landscape: *There are now multiple other early stage startups in this space, and large incumbents are interested too*

USP: *We're the only founding team in the space with deep regulatory experience and this will be a regulatory issue.*

Who will purchase from you: *Those building risky applications of AI. We're starting first with the financial services sector.*

Business model/route to market:
B2B, enterprise SaaS

Company Details:

Legal name of company: Enzai Technologies Limited
Date founded: August 2021
City or country of company: Belfast

Main Contact

Name Ryan Donnelly
Email address: ryan@enz.ai
Mobile 07590851450

Non-revenue traction to date: We have just started a number of enterprise trials, with a promising pipeline of further trials lined up

Funding to date: £565,000 pre-seed round closed in March 2022

Next raise: Seed round

Tax status: EIS eligible

Revenue forecast: TBC

Market: Size of **addressable** market
Many billions of dollars

Team:

Ryan Donnelly, CEO
Jack Carlisle, CTO

One line pitch: EquipGo is a platform which allows Quarry and Mining companies to manage profitability by collecting data to monitor all sites, fleets and operational activities in one central location.

Sector: ConTech/Enterprise software

Ambition: Global - CEO network and experience. 2,000+ customers, £25M + ARR

Revenue: *Pre-Revenue*

The problem: Quarry and mining companies waste up to 25% of total equipment costs in low utilisation and face challenges with frequent price rises in fuel and other materials. Operations are extremely difficult to manage due to having multiple machines, sites and fragmented data leading to low productivity and fluctuating margins. This can translate into 5% of revenues and on occasions more than entire net margins.

Your solution: The EquipGo solution provides transparency on all costs associated with equipment assets and sites by aggregating data. It gives a fully integrated solution to connect and optimise operations in real-time eliminating 25% of excess costs.

Competitive landscape: General equipment tracking solutions for all industry types.

USP: Solution specific for quarry and mining combined with real-time operational cost analysis tool.

Who will purchase from you: Small to mid-sized quarry and mining companies with further potential in recycling and civils.

Business model/route to market: Direct B2B in first 2 years with plans for global distribution partners as per CEO experience.

Company Details:

Legal Name: Ventive Digital LTD

Date Founded: Feb 2021

City: Belfast

Main Contact

Name: Donavon McKillen

Email: d.mckillen@equip-go.co.uk

Mobile: 07763 731762

Non-revenue traction to date: MVP product developed, testing with live customers.

Funding to date: NA

Next raise: £700k, Q2 2023

Tax status: *SEIS and EIS eligible*

Revenue forecast: Year 3 - £2.2M ARR
Cashflow break even Feb 2025

Market: *Global £6Bn, UK £75M*

Team: Donavon McKillen - CEO

Experience: Extensive global domain experience.

Education: BEng Engineering Management, MBA and International Business.

Patrick Duff - Senior developer


Experience: 5+ years software development experience.


Education: Application development and cloud computing.


Advisors


Bruce Douglas and Gareth Neill.


One line pitch: Interview intelligence software to ensure fair hiring. We've created the fairest way to conduct live interviews.


 **Sector:** HR tech, DEI tech, enterprise software.

 **Ambition:** £100m+ ARR by 2027.


 **Revenue:** On track for £100k+ ARR in 2022

 **The problem:** Hiring the right people is the hardest thing a company will ever do, hiring fairly ensures they will survive as a business.


 **Your solution:** Interview intelligence software that helps companies capture vital interview data (audio and transcript) that until now was being lost.


 **Competitive Landscape:** The industry is starting to explode with 3 mega trends, voice over video for fairness, the genuine desire to ensure diversity, equity and inclusion in the recruitment process and everyone being forced to adopt a digital process and go remote. Competitors:


[Brighthire](#) - \$36m+ raised (series B)
[HireVue](#) - 1st interview software unicorn
[MetaView](#) & [Screenloop](#) - both raised \$7m+ seeds


 **USP:** We have developed the fairest way to conduct live interviews at scale owning the end to end interview process. Hybrid approach not offered by competitors needed by public sector.


 **Who will purchase from you:**

 Healthcare - NHS in Ireland (HSE) is the largest employer in Ireland and our biggest user. Land and expand playbook via healthcare.

 Recruitment Process Outsourcers (RPOs) - strategic high volume recruiters e.g. Capita, Korn Ferry, Hays who work in tandem with healthcare.


 ♂ User personas - Heads of people, recruitment, resourcing, HR, DEI and talent leads.


 **Business model/route to market:**
 Enterprise SaaS model. Customers want annualised plans based on the predicted volume of hiring. Annual licenses from £6,000+, hospital groups ACV €25,000 with RPO's closer to £350k+

 **Company Details:**
 Equitas App Ltd.
 Trading since 2021 inception/idea 2018
 Belfast & London

 **Main Contact**
 Michael Blakley
 michael@equitas.ai
 07738476416

Non-revenue traction to date: N/A


 **Funding to date:** £354k Pre-seed round at a £1.6m pre-money valuation, HR/Recruitment angels + Techstart VC. September 2021 close.

 **Next raise:** £1.5m Seed round Q4 2022. £750k committed.

Tax status: All SEIS gone, EIS eligible.

 **Revenue forecast:**

2022: £100k+ ARR
2023: £1.45m ARR *(Breakeven Q4)
2024: £6.5m ARR

 **Market:** Size of the **addressable** market = £120m+ in next 5 years overall global market on interviews conducted £150bn+

 **Team:**

[Michael](#) - Co-founder/CEO - Domain expert
[George](#) - Co-founder/COO - Product & process
[Amy](#) - CTO - Enterprise software expert & dev team builder
[Javier](#) - Full-stack engineer - Voice tech expert
[Merilin](#) - Customer Success
[Rachel](#) - Full-stack marketer



One line pitch: ESTHER is a FinTech platform for crisis aid distribution via a pre-paid donation card with high risk merchant code blocks for fraud prevention.

\$500B of direct aid to individuals is distributed by US Foundations and Government each year.

Sector: *FinTech, B2B Saas*

Ambition: Global ambition - *\$1B revenue by year 7.*

Revenue: US platform launched September 2021. 6 Foundation Clients, 1 Government. \$84k Revenue.

The problem: The Cash Problem.
There is little traceability over crisis funds as they are usually distributed in cash and therefore open to fraud. For example during a natural disaster more than 30% of relief aid funds are reported to be misused and never make their way to those in need.

Your solution: US Foundations are able to distribute crisis relief directly to people verified to be in need. The ESTHER funding eco-system gives them visibility of funds from grant through to recipient spend. All transactions are traceable and high risk merchant codes like liquor stores and cash withdrawal are switched off safe-guarding donations for food essentials, utilities and rent.

Competitive landscape & USP: As part of the US Paal (payments as a lifeline coalition) ESTHER is at the forefront of developing both a card solution and management platform integration. Banks can offer a pre-paid card solution in isolation but with no stakeholder management ecosystem or reporting and analytics.

Company Details:
ESTHER Women LTD
July 2018
Belfast

Main Contact
Name: Richard Johnston
Email address: richard@estherinternational.com

Who will purchase from you: US Foundations & Governments. Channel partnerships include Banks, FinTechs with ESTHER as front UX access and back end reporting and analytics. Banking partners open up new markets internationally.

Business model/route to market: Our sales and marketing team is based in Boston and focuses on direct outreach to US Foundations via email marketing and phone outreach to fulfil our sales funnel requirements. Since

Non-revenue traction to date: Platform fully developed and live with 2 US beta customers. Pre-paid card product live in market with 5 year US Banking sponsorship contracted.

Funding to date: £1.1m Pre-Seed

Next raise: £4m Seed

Tax status: EIS available

Revenue forecast: *2 years minimum.*

Market: \$71b in US alone. We are already breaking out into European market with \$250k distribution project in Ukraine.

Ethelcare



One line pitch: The Ethel platform enables busy health and care organizations to provide remote care and support to large cohorts of vulnerable and elderly patients in their own home.

Sector: B2B AgeTech/HealthTech.

Ambition: £6 Million ARR by 2026

Revenue: £58k ARR

The problem: The NHS & Adult Social Care sector is under significant strain from several factors such as aging and a severe shortage of both clinical and care staff. NHS is struggling to discharge patients home with 20% of delayed because of “no-home care package available”. Thus the need to use technology to deliver care remotely.

Your solution: Ethelcare offers a **single, comprehensive platform** that brings together (currently) fragmented parts of health and social care delivery into an easy to deploy solution that enables personalization and an **enhanced level of care at home** for the elderly including hospital-at-home.

Competitive landscape: Currently there are some smartphone based (D2C) Apps available in the market. And one TV based platform

USP: The Ethel solution is made for healthcare companies to scale their service delivery operation in a patients' homes. Further, Ethel seamlessly integrates Healthcare AND social care delivery, which makes its unique offering best-in-class,

Who will purchase from you: Currently we have 6 local councils in the UK who are our paying customers. We are in advanced discussions with 10 more councils in the UK to pilot our product with a view to rollout in the near future. Over the next 12 months we also aim to reach each of the newly formed 42 ICS (Integrated Care Systems)

Business model/route to market: We Licence the Ethel solution to health and social care organizations for an annual subscription of £720 per license (£2 per user per day). Minimum of 10 licenses required per organization and there are currently 210 such organisations who fall in this category. Our goal is that by year 3 each of these councils will have 100 Ethels in their area (Each council currently looks after, on average, 3000 people in their area).

Additional Company Details:

Connected Care Solutions Ltd, Founded in 2016 in Lisburn, Northern Ireland.

Website: www.ethelcare.co.uk

Main Contact

Deepak Samson - deepak@ethelcare.co.uk
+44(0)7841977559

Non-revenue traction to date

SBRI Phase 1 - £80K (2016)

SBRI Phase 2- £240 K (2018)

Funding to date: None

Next raise: £500K (seed)

Tax status: EIS (TBC)

Revenue forecast:

June 23 - £278K ARR

June 24 - £1 Million ARR

June 25 - £3 Million ARR

Market Size:

Out of the £23 Billion that UK spends annually on Adult Social Care, only £200 Million (1%) is spent on technology enabled care. TAM of 2.2 million users in the UK

Team:

Deepak Samson (CEO/CoFounder) – 10 yrs experience in NHS management

John Compton (CoFunder/Advisor) – 40 years experience in NHS, with last 10 yrs as CEO of NHS in NI.

David Rose (CFO) - has several years experience as a CFO and Founder. Ex-Kodak executive.

Michael Van de Weg (Head of Strategy)- Ex-CEO of IMMJ selling imaging solutions to NHS with recent successful exit. (TBC)

Max Smith (Head of Sales) – Ex sales director at IMMJ systems, selling into NHS with a recent successful exit. (TBC)

Matthew McIlrath (Head of Product). Experienced Software developer with key interest in Tech for good.

eXRt Intelligent Healthcare



One line pitch: *An intelligent virtual reality(VR) stroke physio platform with remote monitoring to deliver better care and improve the efficiency of physio.*

Sector: *MedTech/HealthTech*

Ambition: *Global Reach: £30 million in sales*

Revenue: *Pre-Revenue*

The problem: *Stroke patients only do 2min of physio at home per day as current physio is mundane. Rising strokes mean physio departments are overstretched and can't provide recommended physio doses and it still costs £1.01billion to deliver stroke physio in the UK alone.*

Your solution: *A VR serious game platform with built-in AI for personalised physio with a web app for remotng monitoring to free up physiotherapist time to treat more patients. In our EU trial the solution provided an additional 26min physio at home and increased quality of life by 50%.*

Competitive landscape: *XRHealth – VR treatment rooms with a live expert
Mindmotion – non-VR upper limb rehab*

USP:

- AI algorithms for personalised physio
- Full arm/ Hand tracking
- Better communication a support feature
- Scalable – hardware agnostic, scalable across countries, B2B & B2C market

Who will purchase from you: *healthcare providers, individual patients*

Business model/route to market: *B2B SaaS; offering tiered subscription models.*

Company Details:

Legal name of company: eXRt Intelligent Healthcare Limited

Date founded: July 2019

City or country of company Northern Ireland

Main Contact

Name Dr Dominic Holmes

Email address dominic@exrt.io

Mobile +44 7514575765

Non-revenue traction to date:

- €1 million EU horizon funding
- 60K ICUR market discovery award
- 300K INNOVATE UK funding
- Pilot trials with:
 - HCA Healthcare
 - NHS NI
- Talking to several NHS London hospitals for trials.
- QMS developed (towards CE, UKCA & FDA marking)

Funding to date: *£0 - however CLN issued from Ulster University 50K for two year conversion.*

Next raise: *550k Pre-seed*

Tax status: *SEIS & EIS assured as of 2021*

Revenue forecast:

Year 1	Year 2	Year 3	Year 4	Year 5
£150K	£690K	£1.7m	£2.83m	£4,52m

Market:

- Total Addressable Market £7.9 million
- Serviceable Market £230 million
- Initial Target Market UK/NE-US £16million (7%)

Team:

Dr Dominic Holmes – CEO, Co-founder, neurotech expert

GenoME Diagnostics is developing novel blood tests for earlier detection of diseases in dire need of improvement.

Contact Details

Dr Shannon Beattie CEO, GenoME Diagnostics LTD, Belfast, UK
sbeattie26@qub.ac.uk, Tel: +44 (0) 7972056063

Revenue: Pre-revenue, first sales expected Q3 2023

Problem and Solution:

GenoME Diagnostics (est 2020) is a spin-out of PGJCCR at QUB, developing a novel early warning ovarian cancer test, OvaME.

This test provides a step change vs the currently ineffective gold standard CA125 test, which is associated with a high false positive rate and unacceptable level of missed diagnosis.

OvaME will provide more accurate & earlier detection of ovarian cancer, substantially cheaper than NGS or CTC based analysis methods.

The team are commercialising OvaME alongside a platform technology to develop further diagnostics across oncology and other aligned target diseases.

The ultimate ambition is for OvaME to be the world's first screening tool for ovarian cancer, with an ambition to begin necessary economic and clinical analysis in 2024.

Competitive Landscape:

There are currently no competitors providing an adequate solution for early detection for ovarian cancer.

NUCLEIX – developed a bioinformatic tool measuring methylated biomarker panels in urine for bladder cancer
GRAIL – conducting studies with NHS employing NGS for 50 types of cancer, however, it is still only 20% accurate in early-stage ovarian cancer.

Both major competitors measure methylation changes by NGS & bioinformatics which is much more expensive, variable & unsuitable for early disease detection compared GenoME methods.

IP:

Patent submitted for novel ovarian cancer biomarker panel & exclusively licensed wholly from QUB with no fees or retainer. Initial EPO examination indicates no relevant prior art.

Team possesses substantial know-how in process optimisation & marker combination, providing a platform for future disease expansion planned for 2023-2024.

Market Size in 2022:

Ovarian cancer diagnostics market: \$1 billion
PCR diagnostics market (ddPCR & qPCR): \$5.31 billion
CA125 market \$440M.

GenoME will seek insurer endorsement and supply OvaME assay kit to end user (healthcare laboratories) via distribution partners.

Exit:

- Successful commercial deployment of OvaME and follow-on technologies for disease monitoring, diagnostic and/or screening purposes
- Acquisition of company through development of significant diagnostic market access (trade acquisition) i.e. Roche, BioRad, Danaher, Menarini
- IPO

Highlights to Date:

- 3 month ICURE customer discovery journey
- Won highly competitive InnovateUK funding, Intertradelreland All Ireland Award, Women in Innovation Award & pre-seed SEIS funds
- Successfully validated OvaME test on tissue cohort with potential 99% accuracy, now validating in blood
- Beginning development in new disease indication

Funding to date:

2020 - **£50k** All Ireland Best New Start Company in Intertradelreland Seedcorn Awards

2021 - **£210k** ICURE follow on InnovateUK funding

2021 - **£300k** pre-seed equity finance by QUBIS, Deepbridge Capital, Clarendon Fund Manager (Co-Fund NI)

2022 - **£50k** Women in Innovation Award

2022 - **£500k** Biomedical Catalyst Grant for a collaborative project with QUB (grant in set up)

Required Funding:

£1.6M Seed Raise (with current investor follow through)

EIS Advanced Assurance received

Use of Funds –

- Achieve regulatory accreditation & market initial OvaME ovarian cancer technology globally
- Establish commercial function & distribution network
- Expand research team and sales
- Expand product pipeline new disease indications

Management Team

Dr Shannon Beattie CEO – PhD cancer research

Prof Paul Mullan CSO – Co-Founder and Professor of Oncology

Christopher Mosedale CBO – Significant SME experience and selling products into NHS

Dr Mark Street-Docherty Executive Chair – Seasoned CEO selling multiple diagnostics into international markets. Led acquisition of Elucigene to Yourgene in 2021.





HelpAndReUse - Fashion Resale as a service

Ambition

To be at the forefront of second-hand fashion resale, powering resale for sellers globally.
Valuation >£200m

Revenue

Early-stage revenue. 2022 To Date: £135k

Problem

Consumer behaviour is changing, driven by younger generations. Customers are more conscious of the products they are buying than ever before. In fashion the awareness of sustainability and environmental impacts is at all time high, especially given the huge impact of the fashion industry on our planet, responsible for 10% of all global carbon emissions. Fashion is changing and the fastest growing segment is second-hand with growth driven to date by peer to peer marketplaces. The emerging and fastest growing sector of second-hand is resale. Online resale provides a circular approach for retailers but operating efficiently at scale is extremely challenging. The logistics and software required is not feasible for most sellers.

Solution

Haru makes resale easy and accessible. We provide a premium end-to-end resale service managing the entire resale process and specialising in single SKU logistics. Our resale processing software allows Haru to digitise and manage high volumes of unique fashion products efficiently. Our customer software provides oversight and reporting on the entire process. Integrating with sales channels to sell products across multiple online channels, simultaneously, in addition to our own marketplace devoted to second-hand fashion; www.haruko.uk.

Competitive Landscape

The market leader in resale is ThredUp, a US resale provider. In the UK our main resale competitor is Thrift+ who offer a resale service for consumers. There are two SaaS/ Marketplace competitors in the charity sector, Thriftify & Shopiagio.

USP

Our USP is a scalable premium end- to-end service that pairs both SaaS & logistics to meet the needs our customers.

Who will purchase from you

Consumers selling secondhand fashion, Second-hand fashion retailers (vintage sellers etc.), charity & thrift shops, fashion brands, fashion retailers and fashion marketplaces. Haru initially targeted the charity retailer sector which has over 11,600 retail shops generating over £1.5b annually. We work with over 300 retail shops across the UK & Ireland, including Age UK and Barnardo's.

Business Model

Haru charges unit service fee's and commission at point sale.

Funding

Haru has successfully raised a Pre-Seed investment totalling £1.1million. Current investors include Angel Investors, TechstartNI, Ulster University (IUL), Clarendon CoFund, and Invest NI.

Next Raise

Planning a seed raise of £2-3 million at the start of 2023

Tax Status

EIS Approved

Revenue Forecasts

Sep 22: £28k, Oct 22: £38k, Nov 22: 47k, Dec: £54k
23: £1.2m / 24: £3.5m / 25: £7.2m

Market

The global second-hand market is forecast to reach \$218B by 2026, growing 3x faster than the global apparel market with resale expected to grow 16x faster than general retail. With over 50% of fashion brands are now considering resale, our total addressable market is the wider fashion industry.

Team

Jacques Hill & Sam Lynas - Co-Founders
Mark O'Donnell - CTO
Chair - Paul Richardson (Ex GymShark Chair)

Contact - jacques@haruko.uk

ITUS Secure Technologies (CYBRISC)

One line pitch: We help insurance providers to understand the level of cyber risk in SMEs before writing cyber insurance

Sector: SaaS solution in Insurtech/Cybersecurity

Ambition: Secure 5% of SME cyber insurance market in Europe by Year5 (Net income €6.6M).

Revenue: CYBRISC is pre-revenue but company is revenue generating through consultancy (€338,000 to date).

The problem: Underwriters lack access to quality data to help quantify cyber risk in SMEs. The current paper-based 'self-disclosure' has led to high loss ratios and poor profitability.

Your solution: CYBRISC provides a personalised cyber risk assessment (Security score) for a SME. This data can be used by underwriters to augment the current pricing procedures.

Competitive landscape: Cyber risk ratings available to enterprise organisations via BitSight, Security Scorecard, Upguard (established relationships with insurers). Current risk ratings based on third party risk, network vulnerability or previous data breach information only.

USP: CYBRISC approaches risk from an 'inside looking out' approach and is designed for use by non-technical business owners. CYBRISC uses a unique, propriety algorithm specifically for SMEs. IP strategy includes trademark registration.

Who will purchase from you: Our ideal customer for CYBRISC is Insurance providers/MGAs (Managing General Agent) offering cyber liability cover to SMEs.

Business model/route to market: Insurance providers will provide access to CYBRISC to SMEs when taking out cyber insurance. ITUS will receive a 2% of written premium plus a fixed fee for each SME policy issued. SMEs will have the opportunity to unlock additional features for an additional fee.

Company Details:

Name: ITUS Secure Technologies

Date founded 2018 with

Location: Letterkenny (Ire) & Belfast (UK)



Main Contact

Dr Clare Ryan

clare@itus-tech.com

+44 77033 65433/+353 74 9117034

Non-revenue traction to date: MVP developed with 30 SMEs onboarded to CYBRISC. Zurich Innovation Champion for Ireland (2020), National Start-up Awards Fintech Bronze winner (2021-Ireland), Cyber Runway UK participant (2022, Intertrade Ireland Seedcorn Competition Regional Finalist (2022)

Funding to date: €50,000 equity funding through Enterprise Ireland.

Next raise: Currently seeking €250,000 in pre-seek funding (with eligibility of a further €250,000 through Enterprise Ireland)

Tax status: SEIS application submitted to HMRC

Revenue forecast: Yr1 €0.5M, Yr 2 €1.4M Yr3 €2.5M. EBITA positive at Yr2.

Market: Cyber insurance market forecasted to reach \$36B by 2030 with CAGR 24%.

Team: Clare Ryan, CEO & Co-founder (PhD). Extensive experience in information management and data protection
Paul Daly, CTO & Co-founder (MSc). Extensive experience in network security and software implementation.
Board of advisors in place including Jenny Ervine (Raise Ventures).



One line pitch: *Seedling enables teachers to create personalised educational games.*

Sector: *EdTech, K-12*

Ambition: *£3m revenue in 3 yrs*

Revenue: *Total revenue, £350,000.
Recurring, revenue £15,000.*

The problem: *Teachers are unable to personalize most digital learning materials for their students' needs.*

Your solution: *The Seedling platform*

Competitive landscape: *Existing game-based learning materials that offer personalization achieve this by using very basic formats like multiple choice quizzes.*

USP: *The Seedling platform enables teachers to customize text, sound, voiceover, graphics and difficulty levels, creating a truly personalized product. Requires no coding or design skills on the part of the teachers.
All of our game template code and library of graphics and other assets belong to us fully.*

Who will purchase from you: *Individual schools, school districts and language hubs.*

Business model/route to market: *SaaS model, initially offered as a freemium product to individual teachers. Upgradable to a full school or school district annual licence to access full features*

Company Details:

*Jetpack Learning Limited
30 Jan 2019
Belfast, Northern Ireland*

Main Contact

*Roisin Maguire
roisin@seedling.education
00 44 771 253 2335*

Non-revenue traction to date: *3 pilots in Canada with 3 different school districts and presenting at the National Association of District Supervisors of Foreign Languages in Boston in Nov. Live Product Stage.*

Funding to date: *£50,000*

Next raise: *£500,000 -£1,000,000*

Tax status: *EIS*

Revenue forecast: *Yr1 - £350,000,
Yr2 - £1,000,000, Yr3, £3,000,000*

Market: *£276,000,000*

Team: *CEO, Róisín Maguire - 25+ years digital design, instructional design, and company direction, with a focus on education running throughout.*

*COO, Tony Woods, 25+ years in digital education - former Design Director, Riverdeep Interactive Learning
CTO, Eamon McCambridge, 9 years leading the technical development of digital projects for education
Board Members*

One line pitch: *Completing the picture on the financial consumer*

Sector: *Fintech*

Ambition: *To become ClearScore for your assets! Achieving £100m valuation by the end of 2025.*

Revenue: *pre-rev*

The problem: *Today you can easily get a view of the liability side of your personal Balance Sheet, but not your assets.*

Your solution: *Legacy Score brings together in one place your complete Balance Sheet. Property, Pensions, Private Companies, and alternative investments. In delivering this we empower consumers to achieve their financial goals and support financial institutions to offer the right products to individual consumers.*

Competitive landscape: *There are competitors in each asset class today, but not in consolidating the asset classes.*

USP: *LegacyScore aims to combine the information with tailored planning tools to support consumers to achieve their goals.*

Who will purchase from you:

LegacyScore aims to directly serve consumers with a Freemium model. We will drive User growth and revenue via the B2B channel initially by building tools to value alternative investment assets and signing up the users of those asset classes. These users will typically be HNW.

Business model/route to market: *We will charge businesses on a per user basis.*

Company Details:

Legacy Score LTD
15 October 2018
United Kingdom

Main Contact

Paul Smyth
paul.smyth@legacyscore.com
+353867710894

Non-revenue traction to date:

LegacyScore.com is live with ~150 users, c.£60m of assets, £6m of liabilities and £16m of life cover.

Funding to date: *Self-funded to date of approximately £1m, with spend over the last 12 months of c.250k as the business has pivoted.*

Next raise: *c. £1m to support the build out of the right team, development of an Open Pensions dashboard and associated compliance functions*

Tax status: *EIS eligible*

Revenue forecast:

GBP'k	2023	2024	2025
Revenue	800	2,200	8,400
CashFlow	-500	-1,000	2,000

3 years minimum. Also state date of cashflow breakeven if known

Market: *Size of addressable market*

Team: *Paul Smyth is an experienced Strategy, M&A who Joined the team from CRH plc in September. Andrew Cuthbert is serial entrepreneur with a track record of business model innovation.*

One line pitch: *Legitimate brings together journalists and PR professionals in one platform.*

Sector: SaaS

Ambition: £750m+ Annual Revenue

Revenue: Pre-revenue

The problem: *Journalists and PR professionals don't have an effective way to communicate with each other. They use dozens of different products and waste hours of time and money trying to connect.*

Your solution: *Legitimate offers a streamlined solution, with everything in the one place. We provide PR professionals with a suite of tools to connect with journalists, send press releases and monitor impact.*

Competitive landscape: *Competitors including Cision, Businesswire and Meltwater offer static databases and email lists with high prices and low reliability.*

USP: *We have a dynamic platform where each profile is owned by the journalist themselves. We also stand out by bypassing email completely, offering a unique and reliable way to communicate.*

Who will purchase from you: *PR professionals from individual freelancers and agencies, up to enterprise companies. Anyone who wants to connect with journalists is also a potential customer (startups, small business owners etc)*

Business model/route to market: *The PR industry is broken into two halves: journalists and PR professionals. By offering journalists a free suite of tools we can own that half of the industry which is currently ignored. We also have a disinformation API that all social media companies will use. The API will provide hyper growth potential.*

Company Details:

Legal name of company:
Legitimate Labs Inc. / Legitimate Limited
Date founded: Nov 2019
City or country of company:
Delaware / Belfast

Main Contact

Gerard Donnelly
gerard@legitimate.io
07402918445

Non-revenue traction to date: 3000+ journalists, multiple publication partners - including National World(200 publications), 25 university partners

Funding to date: *\$150k Angel Investment, £60k Grants
1.9% dilution, Founders own 98.1%*

Next raise: *£1.5m - Q4 2022*

Tax status: *SEIS, EIS eligible*

Revenue forecast:
2022 - £0, 2023 - £1-5m, 2024 - £20m +

Market: *\$40Billion +*

Team:

Gerard Donnelly, CEO Full Stack Dev,
Caoimhe Donnelly, COO, 10 years management and ops experience

Advisory Board:

Jessica Cecil - 24 Years Director at BBC
Geraldine Finn - Ex Director of Innovation & People at Twitter,
Shachar Oren - VC with previous exit to Peloton

Gary Mc Donald

One line pitch: *Limitless combines location sales & Customer data providing insights*

Sector: *Property, Retail & Venue tech. Any physical building.*

Ambition: *Limitless is a global product for a global market & problem. We see Global revenue of 25 bn and hope to capture 48m within 5 years.*

Revenue: *150k this year rising to 500k next year.*

The problem: *Most physical building don't have customer data of customers in venue.*

Your solution: *We provide similar analytics as Google & Amazon combined*

Competitive landscape: *Many competitors offer point solution we offer end to end platform.*

USP: *We are Industry experts with domain expertise that tech companies don't have.*

Who will purchase from you: *Retailers, Councils, Venues Managing agents (Savills), Infrastructure specialists*

Business model/route to market: *SaaS model based on size.*

Company Details:

Legal Limitless Insights

Date founded February 2018

City or country of company Belfast

Main Contact

Name Gary Mc Donald

Email address

gary@limitlessinsights.com

Mobile 07801858809

Non-revenue traction to date:

Rolled out to 400 sites, starting in Olympia redevelopment & Battersea.

Funding to date: 1.0m

Next raise: Seed 800k

Tax status: SEIS, EIS eligible

Revenue forecast: 150k, 500k, 1.5m revenue

Market: TAM 25.2bn Target 48m

Team: Gary Mc Donald CEO

20+years Retail & Wholesale director & Architect.

Benjamin Fellowes CDO Loyalty programmes globally (Subway).

Valerio Crisciminna CTO Building Large sensor data platforms (SeeSense).

One line pitch: *Online marketplace to connect B2B Shippers who need product moved with Carriers.*

Sector: *Marketplace logistics*

Ambition: *Uber for Trucks. 5 year ambition is Gross Market Value £10B*

Revenue: *Pre-revenue during Beta testing*

The problem: *On average trucks in US and EU are 63% full.*

Your solution: *Shippers post loads on platform, Carriers can search for loads to perfectly match their journey plan. Simple yet transformational. Trust based approach.*

Competitive landscape: *Freight forwarders and 3PLs tackling same problem but less efficient model. Other marketplace platforms do not offer trust features or job easing reasons to stay. No established marketplace brand yet!*

USP: *For shippers: more competition for loads, trust at every step. Free! For Carriers: direct access to shippers, load optimisation.*

Who will purchase from you: *Land based freight Shippers and freight Carriers.*

Business model/route to market: *Phase 1: Beta testing with controlled market segment. Phase 2: establish key corridors. Phase 3: Full region launch. Repeat Phase 1&2 in next territories concurrently with Phase 3 in launch territory.*

Company Details:

Elvstone Holdings Limited
7th October 2021
United Kingdom

Main Contact

Ciaran Doherty
ciaran.doherty@loadar.com
+44 (0)7879 470621

Non-revenue traction to date: MVP completed Sept '22. Blue-chip customers onboarded for Beta testing already started.

Funding to date: £600k from TechStart Ventures at pre-seed stage

Next raise: Opening seed round Spring '23

Tax status: SEIS and EIS applicable

Revenue forecast: 5 year revenue target £300M. Cashflow breakeven point 20 months

Market: EU and US addressable market £168B

Team:

CEO and Founder: Ciaran Doherty
BSc(hons) Economics, MSc
Computers, MBA.
15 years director level P&L
responsibility in multi-national high
volume logistics businesses

Machine Eye Technology

About us Machine Eye is an innovative perception technology platform that makes our most dangerous industries safer, more sustainable, and ultimately, better places to work.

Sector Our platform has been developed to support Industrial and Agtech markets with opportunities to expand the solution into newly identified target markets with a variety of lucrative sales channels.

Ambition To accelerate business growth to scale to £10m within 5 years, based on 50% YOY growth with new customer acquisitions and strategic partnerships.

Revenue The Business model is shifting from capital sales to a blend of capital and service sales. The Enterprise Pricing model is being developed to lean more towards monthly recurring revenue for the licensing and consulting services over 3-year contracts, with capital sales contributing to hardware element of the solution.

The Problem The primary industries contain some of the world's most dangerous workplaces, with a fatality rate 18 times greater than any other industries. One of the leading causes of injury and death is accidental contact with machinery. Agriculture and Construction has significantly higher injurer rates than all other industries in the UK and Ireland, for example, the UK approx. 150 deaths, and 5000 serious injuries every year. (Health & Safety Executive)

Our Solution Machine Eye has been uniquely designed for "off-Highway" applications. The underlying technology within Machine Eye is computer vision AI (a strand of deep learning) which uses cameras and state of the art edge processors to identify and interpret the movement of humans around mobile industrial machinery uniquely in real time. Using this solution, autonomous decision making can take place to understand if a human is at risk of injury or collision. Our technology uses situational based safety algorithms, to provide a more flexible and co-operative system for a variety of industrial applications.

We provide invaluable "Real time data" to the business displayed to the driver on the machinery monitor and to the management in the control room with an interactive dashboard and reporting function. Our solution provides a variety of Productivity efficiencies to the business from cost savings (recruitment, training) sustainable revenues, reduced employee down times, improved workplace safety, employees feel valued, rewarded, overall improved staff retention.

Business Model The sales strategy has identified a variety of target markets initially based on direct sales to key global industries. Our global reseller partnership model will accelerate growth with key industries and territories, for example in NZ and Australia. We are currently engaged with strategic partnership discussions with global insurance providers to accelerate plans in 2023. We have ongoing conversations with OEMs to integrate our perception platform into the build of their machinery. Longer term we see Machine Eye becoming a trusted Tier 1 source for autonomous vehicle perception systems and data sources.

Competitive landscape – Blaxtair - vision-based object warning system, Everguard - worker centred AI, Intenseye – software only CCTV system, Yumain – uses AI & Edge computing to create real time inspection system, ProtexAI – platform that uses existing CCTV.

USP – The underlying technology within Machine Eye is a new implementation of computer vision AI (a strand of deep learning) which uses cameras and state-of-the-art edge processors to identify and interpret the movement of humans around mobile industrial machinery in real time.

Machine Eye Technology Ltd

NI654390

Founded April 2018

4 Sugarhouse Quay
Newry,
Co Down, Northern Ireland

Brendan Digney, Founder
brendan@machine-eye.com
07588197395

Non-revenue traction to date:
Early adopters UK & Ireland, Waste & Recycling, Material Handling, Transport & Logistics. Several sizeable orders pending.
Commercial technology platform ready to scale.

Funding to date:
Equity £251k
Deepbridge £150k, QUBIS £101k

Grant funding £235k
TechStart £75k, RAENG £50k,
Innovate UK £50k, Invest NI £50k,
Intertrade Ireland £10k

Next raise: £1.5m

Tax Status: EIS eligible

Revenue forecast:
2023 - £600k, 2024 - £1.2m,
2025 - £2.4m

Direct Sales model in the UK & Ireland, reseller partnership model in AUSNZ.
Breakeven est. Q1 2024

Market – TAM 500k new machines enter the global market annually, 12k new machines enter the UK, 1% is equal to 120 machines x £15k (current platform price) equal to revenues of £1.8m.

Team

Brendan Digney
Founder
Darren Ross
Chief Commercial Officer
Tom Reader
Head of Software
Tireoin McCabe PhD
Head of Data Science
Stephen McVittie
Advisory Board member

Modern Democracy

One line pitch: Modern Democracy is an award-winning female founded business that is the leader in the delivery of a proven, cloud based SaaS product, Modern Polling, that automates vital mandated election processes.

Sector: Government Software

Ambition: Global ambition to grow to £10million ARR

Revenue: Forecasted £1.3million ARR current financial year

The problem: At present, the vast majority of the 36,000+ polling stations in the UK are reliant on manual processes leading to challenges with staff recruitment, poor visibility of election day progress, and increased risk of human error. This is compounded by the Elections Act 2022 a major legislative change which creates additional administrative burden and complexity with the introduction of Voter ID checks in poll May 2023 and further phased changes.

Your solution: Modern Polling is a cloud-based digital poll clerk, replacing the need for an additional poll clerk. The solution can be downloaded to an iPad or can be purchased as a managed service out of the box solution. It automates the checking in and processing of the voter, provides real-time election monitoring throughout the day and automatically generates all statutory reports.

Competitive landscape: The Company's competitors range from large PLCs to smaller boutique operations. Competitors are restrained with their legacy systems

What are competitors currently offering: An early-stage bolt-on to legacy systems

USP: Modern Polling is the market leader and has been tried and tested at scale in more than 4,000 polling stations. To set it apart from its competition, Modern Democracy has focused only on critical election day delivery.

Who will purchase from you: Local Government, direct sales in UK, partners globally



Company Details:

Modern Democracy Ltd
Founded 2015
Located Derry, NI

Main Contact

Ann-Marie Slavin
amslavin@moderndemocracy.com
07802920456

Non-revenue traction to date: Core Product developed, tested, ready to scale.

Funding to date: £2,463,000

Next raise: £1.3million

Tax status: EIS applied for

Revenue forecast:

P&L Forecasts			
£'000	FY23 Forecast	FY24 Forecast	FY25 Forecast
Revenue	1,295	3,220	4,049
Cost of sales	(408)	(939)	(1,187)
Gross profit	887	2,281	2,862
Gross Profit Margin %	68.5%	70.8%	70.7%
Administrative expenses	(2,165)	(2,520)	(2,696)
Total Overheads	(2,165)	(2,520)	(2,696)
Other income	174	158	140
EBIT	(1,104)	(81)	306
Adjustments	11	16	23
Adjusted EBITDA	(1,093)	(65)	329

Market: The TAM in UK will grow to £100million per annum; globally the voting system market reached a value of USD 888.5 million in the year 2018 and is expected to garner a value of USD 1,394.9 million by the end of 2027. (Source Research Nester)

The business is led by founders Siobhan Donaghy and Ann-Marie Slavin, two experienced entrepreneurs with deep domain expertise, a track record of building to exit and a clear vision of building a world leading provider of election day software. Supported by Brian Reid (Chairman) and Sam Bolton (NED), both of whom were instrumental in the global growth and success of Kainos on its journey to flotation on the public markets

INTRO

We are building the UBER of Mortgages and the UK's most innovative Mortgage and Insurance advisory business.

Pain. The Mortgage Industry was designed for a pre-covid economy. Outdated CRM and legacy systems, manual processes and an inability to generate leads online has led to a fragmented market dominated by Mom-and-Pop firms and created a tremendous opportunity.

Solution. Build an innovative MortgageTech platform to help those Mom and Pop brokers – the UBER of Mortgages. Create a low-cost scalable mortgage advisory business for the post-pandemic, digital economy to maximise the opportunity and fund the Tech platform.

Ambition (UK) - 300 brokers, 5% market share, £1bn Value.

Validation.

- **Successful Pilot** - £55m of mortgage applications from 400+ borrowers went to 30 brokers in 6 months from across the UK.
- **Revenue Generating** – Our own brokers use our tech, generating £60k of written and banked revenue in the last 4 months
- **Industry Backed** - £250k of investment from 6 large UK mortgage and wealth firms

Hazel Way
Company Limited

Head Quarters:
Belfast, NI

Incorporated:
7th Jan 2020

Company No:
NI666826

Tax Status:
EIS eligible

Previous Funding:
£700k

Key Contact:
Matt McAllister
+44 7898 800324
+353 87 3450292

matt@
MortgagePropeller.com

KEY PEOPLE

MATT MCALLISTER, Co-Founder & CEO
Entrepreneur. Former COO Assure Hedge and Betfair International commercial manager. MBA | CeMAP



BENNY SHEEHY, Co - Founder & CTO
Technical Leader. 20yrs developing, consulting & delivering IT solutions. Former Fujitsu & Energia.



LAURA GORMAN, Senior Ops Director
Multi-award-winning broker. 12 yrs experience. Former MAB, Santander



PAUL DALZELL, Co- Founder, Chair & Investor
Industry Leader. Former Openwork Board member. Network owner with 100+ brokers, ~£750m annual mortgage lending and £0.5bn under mgmt



DORIAN LOVETT, Director, Advisor & Investor
Snr Partner CMG Advice - £300m annual lending

KRISTINA KERR, Gen. Counsel & Compliance Advisor
Ex Osborne Clark, Zurich Openwork

ROBERT GALVIN, CFO / Corporate Advisor
Ex Barclays, BZW, Andersen

THE OPPORTUNITY

£2.6bn

SAM: Commissions earned annually by UK brokers from 1.2m mortgages

£25bn

TAM: Cross selling opportunities Insurance, Wealth, Homebuyer market-place

BUSINESS MODEL

Platform: Subscription for platform access and commission per borrower engagement.

































Target customers – Mortgage Networks & Mortgage clubs

Broker business: Commission paid by lenders and insurers for each product advised and arranged by the company's broker business.

Future revenue opportunities: Licensing software to Property portals, Homebuyer marketplace, Wealth advising, Commercial lending, data monetization....

Route to Market: Strategic Affiliate Partnerships (Employee benefit, FinTech and Property platforms), Inbound Marketing, Social Media Advocacy Marketing, Client referrals

COMPETITION – Tech Competitors

Differentiators					
Tech Capability					
Web facing Lead Gen					
FCA Authorisation					
Client Self-Onboarding					
Broker Performance Tech					
Funding to date	£700k	£5m	£15m+	£5.6m	£8.1m
		 Most Competitive		 Least Competitive	

USP: Ability to get to breakeven, quickly. Founder grit. Timing.

Target Customers: Mortgage networks and Mortgage clubs

FINANCIAL FORECASTS

P & L Projections	2022 ,£	2023 ,£	2024 ,£	2025 ,£	2026 ,£
Sales	68,000	628,000	1,770,000	4,888,000	10,976,000
COS & Opex	463,000	796,000	1,406,000	2,800,000	4,409,000
(EBITDA)	(395,000)	(168,000)	364,000	2,088,000	6,567,000

COMPETITION – Broker Advising

Differentiators						
Integrated CRM						
Automatic lead generation capability						
Ability to convert leads						
Automation and proprietary tech						
Protection and GI X-sell						
Performance Tech						

The Ask

Raising £350k at £2.25m pre-money*

USE of FUNDS

- 35% Tech and Marketing
- 35% Salaries (Sales & Ops)
- 30% OPEX & Contingency

*Targeting Dec '22 to close out existing round – c.£150k committed

Progress:

Breakeven expected in Q2 2023. Successful ongoing discussions with industry customers will accelerate, growth, tech spend and funding needs.

One line pitch: *On a mission to empower athletes to take control of their movement and eradicate preventable injury*

Sector: *SportsTech, MedTech*

Ambition: *Achieve 14.9X return by Year 7*

Revenue: *Pre-revenue*

The problem: *ACL injuries affect over 2 million people worldwide every year, are the most frequent career-ending injury, and have a 50% recurrence rate. Within the NFL, there are an average of 71 ACL tears every year with an average cost of £587k per injury (£42M total). A major market opportunity is available for Movetru to counteract this issue.*

Your solution: *Movetru takes rehabilitation and performance improvements out of the laboratory and onto the playing field. This is done through a smart garment and individualised user algorithm.*

Competitive landscape: *Existing technologies which are limited by subjective data. The products do not focus on movement quality and involve time-consuming data processing.*

USP: *Primary market focus will be on ACL injuries, with an aim to reduce ACL rehabilitation time by up to 27% through individualised algorithms.*

Company Details:

*Movetru Ltd
Belfast, nee Ballymoney*

Main Contact

*Naomi McGregor
naomi@movetru.io
+447511054305*

Non-revenue traction to date:

*Pilot since November 2021
End-to-end working product
Expected launch: Summer 2023*

Funding to date:

*Grants & Competitions: £550k
Equity: £150k*

Next raise:

Seed, commencing shortly, £6.8M

Tax status:

*SEIS limit used until April's law change
EIS eligible*

Revenue forecast:

£13M predicted revenue by year 3

Market: *£1 billion lost in salaries due to athlete injury in teams across the NFL, MLB, and Premier League each year*

Team:

Founder & CEO is an engineering scholar & RAEng Enterprise Fellow. Team received multiple awards & scholarships.

The Board of Advisors consists of industry experts in Big Data & ML, Engineering & IP, Medical Device Certification, Operations & People Management, and Legal.

Who will purchase from you: *B2B through Sports Teams, Division I Universities, and insurance companies.*

Business model/route to market: *SaaS w hardware included in package*

<p>One line pitch: <i>ProScore brings professional level analysis and highlights to US Youth Soccer, helping players and coaches take performance to the next level and making every moment a recruitable one</i></p> <p>Sector: <i>Sport-tech</i></p> <p>Ambition: <i>We want to be the primary platform for US youth soccer and college soccer recruitment with ARR of £10m+</i></p> <p>Revenue: <i>£50k MRR</i></p> <p>The problem: <i>parent and players are spending huge amounts of time and money to create highlights for sharing and college recruitment</i></p> <p>Your solution: <i>Our platform provides highlights, game footage and statistics for users aligned to their dedicated player profile</i></p> <p>Competitive landscape: <i>There are video clipping services and college recruitment platforms but Proscore is unique in spanning these areas</i></p> <p>USP: <i>Established team of analysts, tech infrastructure, scoring algorithms and an exclusive partnership agreement with USYS. We also have a proven track record in the professional game with our Incognito product.</i></p> <p>Who will purchase from you: <i>Amateur sports participants, colleges and clubs</i></p> <p>Business model/route to market: <i>Sell direct to players/parents. Wider options for advertising and partnership revenue. Marketing via social media and exclusive USYS partnership</i></p>	<p>Company Detail: Legal name: MPS Data Ltd Date founded: 8th Aug 2019 Country: Northern Ireland</p> <p>Main Contact: Jamie Mudge jamie.mudge@mps-data.co.uk 07708908060</p> <p>Non-revenue traction to date: successful beta launch at USYS National Championships (July 22). ~1000 users ahead of monetisation</p> <p>Funding to date: £3m equity</p> <p>Next raise: £2m – expected H1 2023</p> <p>Tax status: EIS/SEIS eligible</p> <p>Revenue forecast: £0.5m, £2m, £4m</p> <p>Market: 4m youth soccer players in the US, 1.6m – 2.3m players u14 – u19 across the US. US youth sport market sized at \$19B</p> <p>Team: Mark Shields CEO – First Class Honours in Economics from Cambridge University Paul Smyth, COO – 10 years of industry experience, founder of one of largest football data-based betting syndicates Chris Cooper, CFO – ACA qualified accountant, 10+ years experience in Big4/Industry – FTSE100, FTSE250 companies David Noble, CPO – 10 years with Deloitte Digital leading digital transformation programmes for FTSE100, FTSE250 companies Jamie Mudge, CCO – 10 years with Deloitte consulting – selling and running major programmes for a range of clients</p>
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One line pitch: *Helping pet owners keep their pet's safe through technology.*

Sector: *Pet Tech*

Ambition: *£20m Annual revenue in 5 years.*

Revenue: *£13,000 last financial year
c£18,000 this financial year*

The problem: *Pet owners and Veterinary clinics suffer a lot of problems in the pet microchipping world (Legal requirement for dogs and will be for cats) including high-cost low value solutions, poor technology &UX as well as poor customer service.*

Your solution: *Incredibly easy to use software backed by great support, our platform is free to the pet owner, while our competition charge pet owners just to update or change their details.*

Competitive landscape: *Competition offers a range of service with most charging a one-off fee to update / change pet owner details. Industry wide shift expected with upcoming new legalisation being passed in England.*

USP: *Contract with a world leading manufacturer of pet microchips, (Trovan), In-house built platform, Free for pet owners to register / manage their pet's details.*

Who will purchase from you: *B2B2C. We sell to microchip implanters, (Vet clinics, Vet wholesalers, animal rescues etc).*

Pet owners then register microchip becoming our customer.

Business model/route to market: *Sell microchips to implanters targeting them through cold calling, events, and inbound marketing.
Pet owner becomes our customers via that implanter giving us access to engage them through our platform and remarketing.*

Company Details:

MyPet Headquarters Ltd
Feb 2019
Belfast

Main Contact

Conor McManus
conor@mypethq.io
07515542742

Non-revenue traction to date: 26 implanter customers c10,000 users, 600 new pets added every month

Funding to date: *None*

Next raise: *Seed (£250,000) in next 6 – 12 months*

Tax status: *No advanced assurance yet but we believe we are eligible for SEIS under new rules starting April 23. (Started trading Nov 2020)*

Revenue forecast: *£9 million in 2025*

Market: *£7 billion*

Team:

Conor McManus – Co-founder / CEO – Exited logistics company 2016. Product management background.

Paul Reaney – Co-founder / CTO – master's in software development – Software engineer for full career

NEUROVALENS

One line pitch: Non-invasive medical devices that treat disease by applying electricity to the brain

Sector: Medical Devices. Our primary focus is on Type 2 Diabetes. With our secondary areas of interest being Obesity, Insomnia, Anxiety and PTSD. Future areas of development include Chronic Pain, Drug Withdrawal and Parkinson's Disease.

Ambition: £1 billion +

Revenue: Pre-revenue

The problem: Type 2 diabetes (T2D) is the most expensive chronic condition with an annual cost of \$760 billion. 1 in 10 US citizens have T2D (with this number increasing to 1 in 3 by 2050) and in the UK almost 5m people have T2D. Globally, close to 500 million individuals are affected by T2D corresponding to over 6% of the world's population

Your solution: Neurovalens' technology allows early treatment with a low-risk, non-invasive, drug-free alternative that aims to stop the progression of T2D.

Competitive landscape: Currently there are no devices to treat T2D. The key competitor is drug therapy. The high-risk profile of second-line drugs provides an opportunity to enter the treatment pathway much earlier with a low-risk intervention.

USP: Patent granted in US. IP protects method of neurostimulation delivery into brain.

Who will purchase from you: Our primary target is the US healthcare market with a focus on reimbursement through healthcare insurance providers.

Business model/route to market: In the US, we aim to enter the market via distributors. In the UK, our target is to achieve NICE recommendation and therefore be available on prescription through the NHS. Additionally, other key markets include MENA, China, and India where the fastest rates of T2D diagnosis are currently experienced

Company Details:

Neurovalens Limited
2015
Belfast

Main Contact

Jason McKeown
jason.mckeown@neurovalens.com
07412508707

Non-revenue traction to date:

Confirmation of 'fast-track' approval after formal review by US FDA. Phase III Clinical trials now active.

Funding to date: ~£11m equity funding

Next raise: Series A2 - £3m.

Tax status: EIS eligible

Team:

Jason McKeown – CEO. Medical Doctor, Visiting Scholar University of California.
Iain Hendrick – Head of Engineering. Experience in regulated technology sector.
Chris McCabe – Head of Software. Experience in regulated software sector.
Tina Lai Liedtke – NED, US-based medical device expert, specialises in neuromodulation and T2D.

Plaswire Limited

One line pitch: Sustainable solution for forever plastics, replacing concrete and virgin plastics.

Sector: Sustainability, Greentech, ESG,

Ambition: Worldwide licensed processing plants. Europe company owned plants.

Revenue: Existing business £1.5M GP54%.
RX Polymer is a spin-off new start up. Located on same site, utilising feedstock services of Plaswire. CEO will move to start up with support from existing team.

The problem: Forever residual packaging waste, aviation and wind turbine waste. Currently incinerated – high CO2 resulting 3 tonnes per tonne burned.

Your solution: Transforming mixed residual packaging, aviation and wind turbine into construction products. Replacing concrete and virgin plastics, carbon offset 6 tonnes / 1 tonne polymer

Competitive landscape: Concrete and virgin plastic products at equal or higher prices.

USP: Ability to process mixed disparate polymers into a single polymer – RX Polymer. Currently working on IP protection with Murgitroyd

Who will purchase from you:
Distributors of construction accessories, building materials.

Business model/route to market: Sell products against like for like with competitive prices, carbon saving, net zero ESG. Present to majors, Boeing, Airbus, Siemens, LA's, governments

Company Details:

Plaswire Limited 05030750
31 January 2004
Northern Ireland

Main Contact

Andrew Billingsley
andrew@plaswire.com
07813695316

Non-revenue traction to date:

Initial market testing with prototype
Presenting concept to national distributors of construction materials UK + Ireland, Germany.
Projects/discussions with SpiritAero Morocco + Belfast, Boeing USA, Airbus Bristol, 2 provincial governments Mexico.

Funding to date:

No external funding – all organic

Next raise: £6 - 10million

Tax status: N/A

Revenue forecast: Excluding licenses

Yr1 0.7M
Yr2 3.0M Breakeven year
Yr3 4.5M
Yr4 5.6M
Yr5 6.4M

Market: UK precast concrete market £2.3 billion
Global USD 165 billion by 2027

Team:

CEO Andrew Billingsley – BA Econ.
plastics, construction, manufacturing,

Inbound Investor Company Summary Template

ProAxis Limited



One line pitch: We provide highly novel protease biomarker tests to enable patients to receive appropriate treatment faster.

Sector: Health & Life Sciences – in vitro diagnostics.

Ambition: >£100 million valuation within 5 years.

Revenue: ~£400K revenue forecast for 2022.

The problem: Existing protease assays are neither specific nor sensitive enough to provide sufficient clinical utility.

Your solution: ProAxis' technology enables development of small molecule inhibitors, which bind covalently and irreversibly to the active site of the target protease, thus supporting assays which are highly specific and sensitive.

Competitive landscape: Assays offering measurement of total protease levels, or non-specific activity assays. No other PoC test available.

USP: ProAxis' core ProteaseTag® technology is protected by granted patents in both Europe and the US.

Who will purchase from you: Pharmaceutical companies, academic researchers, respiratory healthcare teams.

Business model/route to market: Combination of direct sales and partnerships with experienced local distributors.

Company Details:

ProAxis Limited
Belfast, Northern Ireland, UK
Founded 2013

Main Contact:

Dr David Ribeiro
Email: david.ribeiro@proaxis.com
Mobile: +44 (0) 7872 542336

Non-revenue traction to date: The company has received non-dilutive grant funding in excess of £1 million via a variety of competitive processes, including from NI, UK and EU sources.

Funding to date: £3.5 million

Next raise: Seeking up to £2million in Q4 2022, primarily to fund expansion in the US.

Tax status: Not eligible for SEIS or EIS.

Revenue forecast: £20 million in 2026.

Market: SAM of ~£1.6 billion.

Team:

- **Dr David Ribeiro, CEO since 2015.** Previous senior management positions within respiratory field at Pharmaxis, Pfizer, Solvay and Encysive.
- **Dr. Louise Ryan Murphy, Head of Business Operations.** Previous roles at Abbott Diagnostics, Horizon Discovery and Predict Immune with a focus on IVD medical devices.
- **Simon Williamson, Head of Commercial Operations.** Vast experience in respiratory field with previous roles at GSK and AZ.
- **John Clarkson, Chairman.** Highly experienced business professional and qualified accountant. Current Chairman of Netscientific plc, a Life Sciences and Sustainability Technology Investment and Commercialisation Group.



Raidmed Ltd

One line pitch: At Raidmed we provide remote home monitoring to empower people living with diabetes avoid foot ulcers and amputations.

Sector: Digital Health / Medtech.

Ambition: £30m by Yr5

Revenue: pre-revenue

The problem: US \$18.8bn direct annual cost of amputations; 80% of which are avoidable with this solution.

Your solution: At-home daily thermal foot imaging service to detect diabetic pre-ulcerative hotspots. Integrated with clinician workflow.

Competitive landscape: Existing products include socks, shoes, weigh-scales.

USP: Raidmed solution is (a) non-contacting operation (b) small form factor, (c) ease of use, (d) accessibility as a low-cost solution. Proprietary detection algorithms.

Who will purchase from you: Value-based healthcare organisations (initially in US), which will prescribe our solution to their medium to high risk diabetic patients for home use.

Business model/route to market: Institutional healthcare organisations will fund purchase through healthcare reimbursement codes.

Company Details:

Legal name of company: Raidmed Ltd

Date founded: Jan 2022

City or country of company: Belfast, UK

Main Contact

David Branagh

david.branagh@raidmed.com

07897386417

Non-revenue traction to date: Prototype to de-risk technology. Development with DiabetesUK and global key-opinion leaders.

Funding to date: £0 equity (£100k grants)

Next raise: £150k Pre-seed in Q4'23 to build out end-to-end prototype.

Tax status: SEIS/EIS eligible

Revenue forecast: £200k '23, £3.4m '24, £14m '25. Cashflow breakeven 2024.

Market: \$14.4bn total addressable market

Team:

David Branagh MBA, CEng (founder and CEO) - medtech veteran with FDA and CE successes.

Advisors:

Michelle Lott (US Regulatory and Quality)

Michael Caulfield (retired medtech CEO)

Jon Warner (US startup and medtech)

David G Armstrong (KOL on diabetic foot disease prevention and treatment)



Respiratory Analytics Ltd

One line pitch: aflo™ automates respiratory inhaler technique to improve patient self management and clinician remote monitoring for the 750M people around the world with chronic respiratory conditions.

Sector: Digital health – hardware enabled SaaS/deeptech

Ambition: Global revenue of \$100M by 2027

Revenue: Pre-revenue

The problem: Poor inhaler technique – causing suboptimal drug delivery and uncontrolled symptoms – affects 90% of the 700M+ patients with asthma and COPD, causing 3.6M deaths each year, costing \$440B in the US, EU and UK alone. **Covid 19** accelerated adoption of data/digital tools for improved self management and physician remote monitoring.

Your solution: aflo™ is a device, app, clinical portal and data analytics hub, automating correct inhalation technique for patients, providing real-time data analysis and decision support for clinicians

Competitive landscape: US based Propellor Health (acquired for \$225M in 2019) and Australia's Adherium built the digital respiratory market paving the way for FDA 510(k) clearance for aflo™. Neither automate technique.

USP: AI driven automation of inhaler technique, aggregated with air quality and user specific clinical data permits fully personalised self management and accurate remote monitoring

Who will purchase from you: Public healthcare systems, insurers, Healthcare Managed Organisations

Business model/route to market: **B2B direct distribution model** charging an annual licence fee for a single user device, real-time feedback user App, clinician portal and cloud hosted data analytics hub. Potential for early market entry with a **simple device-app consumer model** for less developed markets.

Company Details:

Respiratory Analytics Ltd
Nov 2019
Northern Ireland

Main Contact

Dr Susan Kelly
susan@afloanalytics.com
07730348303

Non-revenue traction to date: Positive usability test. Innovate UK funds won twice. Support from A+Lung UK. Real world user testers (x10). Clinical trial (starts Q4 22) and licencing interest.

Funding to date: £750K non-dilutive grants, £1M equity

Next raise: Seed round, £2M Q2 2023

Tax status: EIS eligible

Revenue forecast: Expected UK revenue in year one is £3M, £7.8M in year two, rising to £12.5M in year three. US revenues in preparation.

Market: Addressable market is 400M asthma and COPD users of Metered Dose Inhalers. Cystic fibrosis is to be defined.

Team:

Founders: Dr Susan Kelly CEO former Market Access/ Govt Affairs at Novartis, including novel respiratory products

Dr Jim Harkin (CTO) Head of Intelligent Systems at Ulster University – electronics and firmware specialist

Prof Liam McDaid (R&D) ML/AI lead at Ulster University

Board: Chair Bob Rosenberg (investment/ US advisor)

Investor lead: Mary McKenna (Oxford Foundry, EU Horizon Europe), exited tech founder (Learning Pool)

Clinician: Dr Martin Kelly, respiratory physician, Dr Garry MacDonald (Scottish Govt advisor)

US commercial and clinical advisor: Dr Jack Cochran (former Exec VP Kaiser Permanente Foundation)

RETinIZE

WHERE TECHNOLOGY MEETS CREATIVITY

Raising
Series A
In Autumn 2023

ANIMOTIVE
REALTIME IMMERSIVE ANIMATION

Developing *Animotive*: An innovative SaaS product that harnesses the latest VR tech to remove **over 50% of the cost & time** from 3D animation production

\$9B
Addressable Market
that's experiencing rapid growth

PROBLEM

The current technologies that are supposed to help people create 3D animation too often get in the way. Right now, producing 3D animation requires:

- A highly skilled team
- A lot of time
- Very deep pockets

SaaS Product
launches early 2023

SOLUTION

Animotive makes 3D animation production easy and intuitive and delivers savings of 50-80%. Using a VR headset, our software lets you embody characters, collaborate remotely in real-time with your team, then shoot, light and export your scenes, as video or fbx. This is the break-through in usability and affordability that the market has been waiting for

TRACTION

- First eight paid *Animotive* enterprise contracts closed (total value: ~£150k)
- HTC Vive promotional partnership for Facial Tracker product launch
- #5 in BusinessCloud's MediaTech 50 for 2022
- Digital Catapult's 2020 Augmentor Programme (one of ten start-ups selected)
- CreaTech One To Watch - UK Department of International Trade 2020

EIS
Pre-approved

FUNDING

2019:

- RETinIZE founded
- £400k pre-seed investment from TechStart Ventures

2021/22:

- Raised £2m seed round
- Led by Sure Valley Ventures
- +TechStart, Clarendon & VGC
- +Angels from USA & Netherlands

COMPETITION

High End:

- Companies like *Imaginarium* and *The Third Floor*
- Expensive, complex, not off-the-shelf solutions

Consumer:

- Companies like *Tvori* and *Flipside*
- Not for professional production

Animotive

- Professional, affordable, accessible
- No direct competitor

BUSINESS MODEL

Recurring subscription-based revenue (SaaS)

Target Segments:

- Enterprise: Production Studios
- Pro/consumer: Content creators
- 3D Asset Marketplace
- Brand Partnerships

LEADERSHIP

Phil Morrow Co-founder/CEO
30 years TV industry experience

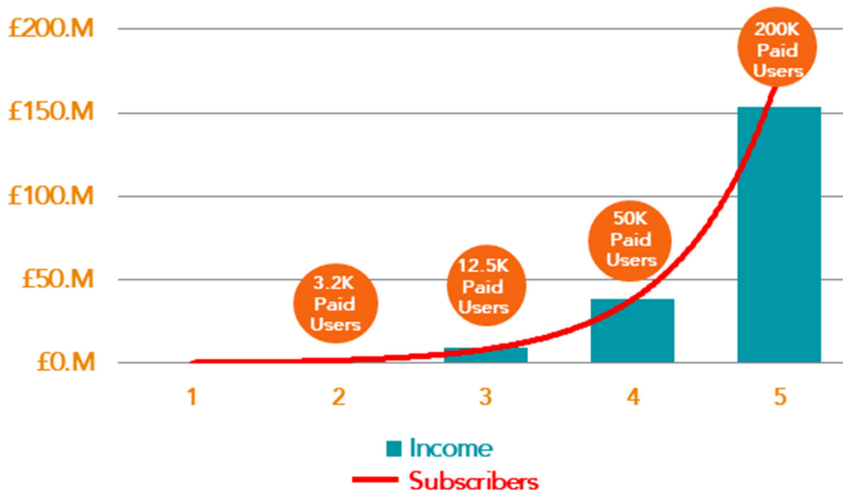
Jack Morrow Co-founder/CTO
Former TV Tech Supervisor

Dr Jamie McRoberts Product Lead
PhD in Immersive-tech

CONTACT

Elizabeth Khorrani
Business Development Manager
Retinize Limited
2 Crescent Gardens
Belfast, BT7 1NS
elizabeth@retinize.com
Office: 028 9002 2451
Mobile: 07539 456325

5 YEAR PROJECTIONS



**Mission:**

To help 100 million people have a successful surgery.

Problem

There is a misconception that surgery begins on the day of the operation. In reality, the operation is only half the battle, everything we do before and after plays a critical role in the success of the surgery.

Under preparation for surgery results in avoidable cancellations, delayed recovery and postoperative complications. 1 in 3 patients experiences postoperative complications, half of which are avoidable with better preparation.

Solution

Sapien Health is a digital clinic that helps people prepare for and recover from surgery at home.

Our mobile app-based solution combines human health coaching, personalised digital guidance and a toolkit of educational resources to help our members understand and adopt lifestyle habits proven to improve surgery outcomes.

Differentiators

Key differentiators include;

- Health coaches provide multi-behavioural support.
- Surgery agnostic perioperative service.
- Zero burdens on healthcare providers and no system integration required.

Outcomes

Sapien research has demonstrated;

- 2-day reduction in the average length of hospital stay.
- 10-point improvement in health activation (PAM score).
- Improvement in all self-rated behaviours from program entry to exit.
- YHEC economic analysis: est. £564 saving pp.

Business Model

Target customers are US self-insured employers (68M employees covered) and US health plans.

Usage-based business model - fee per program (paid from employer health trust)

Traction (UK Market)

Revenue (last 12 months): £838K.

Notable customers include Lime Insurance Company, Cheshire and Merseyside ICS and North London ICS.

Product: Available on iOS and Android mobile devices. Patient Net Promoter Score (NPS): 90.

Reg: ISO27001, Cyber Essentials, DTAC & more.

Other: Showcased in the NHS Perioperative Playbook

Evidence: Completed 2 x studies with 2 x RCTs planned for 2022, including SBRI funding of £375k.

US Growth Plans

1. **Immerse:** Build industry knowledge and establish connections to secure a US launch partner.
2. **Launch:** Roll out with first US employees and begin collecting real-world data.
3. **Sell:** Utilise outcomes data and leverage relationships with intermediaries, US advisors and academic activities to secure new deals.

Funding Requirement

Sapien has secured £2.5M funding (Oct 2022).

Preparation work has begun for the next investment round to help scale the business within the US market.

Notable investors include: LifeArc Ventures, Crista Galli Ventures, Clarendon Fund Managers, SFC Capital, Damien Lane.

Founding Team

CEO - [Dr Matthew Beatty](#)

Medical doctor, 2nd-time founder and ex-Clinical Lead at Huma.

COO - [Luke Eastwood](#)

Qualified barrister, 2nd-time founder and ex-DPO at Huma.

CMO - [Dr Robbie Huddleston](#)

Medical doctor, member of the British Society of Lifestyle Medicine, certified health coach.

CPO - [Adam Robinson](#)

Computer Science background and ex-Senior Product Manager at Huma, Seedrs and Spotify.

All support welcomed in establishing new commercial relationships & partners.

Contact email: matt@sapienhealth.io



Company Name- Seven

One line pitch: “Making every interaction more human”

Sector: B2B Saas

Ambition: To achieve a \$1bn valuation

Revenue: Pre-Revenue

The problem: Customers not responding/ engaging to text based emails, newsletters and outreach. Leading to no relationship being built/ higher churn rates.

Your solution: 7 allows the user to record a short form video of themselves, add call to action buttons (link to URL, phone, email, file etc) and share the link we provide absolutely anywhere. Currently testing out automation feature that would allow a company/ individual to scale themselves.

Competitive landscape: Video Ask (Typeform company), BigVu, Vidyad.

USP: Automation flows will make the product extremely sticky as businesses will be inserting customers into 1+ flows, 7 will then be able to build a profile of each customer based on engagement/ routes.

Who will purchase from you: Scaling tech businesses and services/ physical product companies.

Business model/route to market: SaaS based model. Route to market will be through partnerships, Paid online marketing, referrals.

Company Details:

Seven Software Ltd, founded Oct '21 in Northern Ireland

Main Contact

Scott Wylie. scott@sevenvideo.io
07935711913

Non-revenue traction to date: In last 6 months we have been testing, assumptions, learning from customers and shipping product tests on a weekly basis. Have discovered value within sales, customer onboarding and communication.

Funding to date: £250k Dec '21 from Techstart NI.

Next raise: Aiming to raise £1m to build customer base, integrations (Stripe, Salesforce, HubSpot etc), Enable new market segments and to build out lean team ~5 in total (customer and product side).

Tax status: SEIS/ EIS eligible.

Revenue forecast: Due to the scale of the customer segments that we are working with, we expect these customers to be worth \$0.5M-\$2M ARR at scale and could easily see a path to \$10M ARR in the next 3 years.

Market: Size of *addressable market*: 128M sales and marketing professionals in the world, ARPU ~\$1,000 per user. ~\$128B.

Team: Scott Wylie- Founder
Pete Hawkins- Full stack developer (currently contracting, onboarding at next raise.)
Ran 2 other businesses together www.payhere.co (Exited May 2021) & Alternate Labs Ltd- Software development agency.

Soundly Direct

One line pitch: *We help couples sleep in the same bed again, thanks to Soundly our FDA approved oral anti-snoring device*

Sector: Consumer health

Ambition: *The world's default snoring solution - £15m+ revenue Y5*

Revenue: *Pre rev*

The problem: *Snoring is a simple problem to fix. A bespoke oral anti-snoring device, produced from dental moulds, fits onto the teeth and prevents the jaw falling backwards during sleep, the cause of snoring*

Legacy devices, prescribed by dentists, are bulky, awkward and expensive, requiring several time-consuming dental appointments

Your solution: *Soundly is a bespoke, compact, user-friendly and affordable solution.*

Soundly can only be purchased through soundlydirect.com. Customers use our at-home kit to produce dental moulds - no need for expensive, time-consuming dental visits

Competitive landscape: *In the US, dentist supplied products can cost up to \$3,000 and take up to 12 weeks to manufacture*

USP: *B2C bespoke snoring solution.
US patent
FDA approved solution*

Who will purchase from you: *The snorer or their partner*

Business model/route to market:
B2C through soundlydirect.com

Company Details:

*Greystone IP Ltd t/a
soundlydirect.com
24/3/2017
United Kingdom*

Main Contact

*William Purvis
will@cinchortho.com
07455107951*

Non-revenue traction to date: *B2C consumer trials completed 2021. FDA approved. US/EU/UK patent. Irish Dental Sleep Medicine Association approved*

Funding to date: *Self-funded to date
c£250k*

Next raise: *Seed - £550k net of fees*

Tax status: *SEIS and EIS eligible*

Revenue forecast:

*Y1 - £750k
Y2 - £2.4m
Y3 - £4.8m
B/E - month 13*

Market: *90 million in the US snore affecting 180m people*

Team:

*William Purvis – Co Founder, Inventor
Judy Purvis – Co Founder*

*(40+ years' experience in custom orthodontic device production
www.cinchortho.com)*

*Grainne Kelly (Founder/CEO
Bubblebum) - NED*

One line pitch: *Improving cancer outcomes by overcoming hypoxia*

Sector: *Life and Health Science, MedTech*

Ambition: *>£50m*

Revenue: *Pre-revenue*

The problem: *Hypoxia (lack of oxygen) reduces radiotherapy efficacy by up to 300% and ultimately leads to treatment failure.*

Your solution: *Our simple and elegant solution is to saturate hypoxic tumours with oxygen to maximise the effects of radiotherapy and improve overall outcomes for cancer patients.*

Competitive landscape: *No competitors provide oxygen directly to tumours to overcome hypoxia prior to radiotherapy. Other approaches use radiation sensitisers to enhance overall efficacy. StimOxyGen technology may be complementary as well as competing with these technologies.*

USP: *The proprietary and innovative mechanism of action is the preferred choice to overcome hypoxia and is seamlessly integrable into clinical practice.*

Who will purchase from you: *StimOxyGen will earn revenue from the sale of vials of disposable nanoparticles to radiation*

Company Details:

Legal name: StimOxyGen Limited

Incorporation date: 9th March 2021

Location: Coleraine, Northern Ireland

Main Contact

Sian Farrell

sian.farrell@stimoxygen.com

+44 (0)7907 082260

Non-revenue traction to date:

StimOxyGen has demonstrated in vivo proof of principle of enhanced radiotherapy activity to reduce tumour growth in pancreatic cancer and filed for patent protection.

Funding to date: *£150K equity plus £350K grants*

Next raise: *£1m seed funding (Q3 2023)*

Tax status: *SEIS and EIS eligible*

Revenue forecast: *Revenue not expected for 5 years due to Clinical Studies*

Market: *Addressable radiation oncology market value \$3.5bn*

Team:

CEO Dr Les Russell has >40 years of experience in commercialising technology, fundraising, IPO, Business Development, Marketing, R&D and clinical trials in medical devices

CSO Sian Farrell is a qualified pharmacist with extensive R&D experience and has won several awards for her entrepreneurial skills and presentations.

oncologists through a distribution network.

Business model/route to market: *Manufacture of the coated particles for radiotherapy will be outsourced and distributed by major companies in the radiation and imaging fields. Radiation oncology is a highly acquisitive space and StimOxyGen expects to be acquired by one of these companies.*



One line pitch: We use machine learning to detect problems in wastewater networks

Sector: AI SaaS within Water

Ambition: £50mn per annum profit

Revenue: Current contractual revenues are £2.5mn

The problem: Wastewater utilities struggle to identify blockages, points of ingress and infiltration etc. which causes pollution events, limits capacity and damages expensive infrastructure.

Your solution: With best-in-class accuracy, we identify where these network problems occur which in turn facilitates a proactive maintenance intervention.

Competitive landscape: As this is new technology, competition is low globally. Handful of small players trailing StormHarvester.

USP:

Category leading. Best in class accuracy.
2 machine learning patents submitted.

Who will purchase from you:

Customers will be wastewater utilities.

Business model/route to market:

We are selling successfully direct and have just started selling through partners in North America.

Company Details:

StormHarvester Ltd.

Formed in 2017

Belfast, Northern Ireland

Main Contact

Jonathan Lavercombe

COO

jonathan@stormharvester.com

Mobile: 07931391206

Non-revenue traction to date:

2 pilots in US Pilots

River level prediction product approved for Innovation UK grant

Funding to date: £4m

Next raise: A round in Q1 2023 - £2m-£4m

Tax status: EIS eligible

Revenue forecast:

Company is cashflow positive

2022 £1.3m

2023 £4m

2025 £7m

Market: This is a new market but current products operate in a space of £1bn market.

Team:

CEO Brian Moloney (Co-founder, ex-

hydraulic modeller and civil engineer)

COO Jonathan Lavercombe (Former GM in software, telecoms and fintech sectors)

CTO Stevie Gallagher (Experienced software engineer, team leader and machine learning practitioner)

Board Member Ben Tam, CEO of Isle Utilities

Powering the resolution of high volume low value disputes

Sector: *Legal Tech*

Ambition: *EBITDA of £4m after 3 years of investment*

Revenue: *£120K of revenue in year 0.*

The problem: *Traditional methods of resolution cost too much money and take too much time. This also results in unnecessary prolonged reserves/retentions against claim values.*

Your solution: *We ride the wave of digital transformation in consumer facing industries. We have built 2 SaaS products that power the resolution of high volume low value disputes for industry in a fraction of the time.*

Competitive landscape: *Competitors offer a traditional method of claim/dispute handling which is time intensive. Any large outsourcer is a competitor and potential customer.*

USP: *Our platform imbedded algorithm is capable of machine learning.*

Who will purchase from you: *Any industry with high volume, low value disputes. All industries which are consumer facing. Outsourcers that provide services to consumer facing industry.*

Business model/route to market: *Our successful traction to date has been to partner with membership organisations that already have the key players from industry in the room.*

Company Details:

TalkTerms Limited
Incorporated – 5th March 2021
Incorporated in Belfast

Main Contact

Name – Aaron Moore
Email address –
aaron.moore@talkterms.com
Mobile – 07922674654

Non-revenue traction to date: *We are in advanced discussions with key players in the travel industry to deliver pilots in Q4 2022/Q1 2023. TalkTerms Swift is at MVP stage.*

Funding to date: *Grant funding achieved via InvestNI, TechStart and Innovate UK – circa £110K
SEIS investment circa £52K*

Next raise: *Early seed – £750K-£1m required*

Tax status: *TopCo is SEIS approved and convertible to EIS*

Revenue forecast: *2023 – £800K, 2024 – £3.5M and 2025 – £8M
Cash flow break-even – April 2024*

Market: *\$870BN*

Team: *Aaron Moore – Co-Founder – 14 + years domain expertise in the alternative resolution of disputes.
John Keers – 20+ years sales and marketing experience. Academic at Ulster University with focus on commercial alternative dispute resolution.
Lee Greenwood – Consulting CTO – seasoned CTO specialising in early start-up.
Martin McFadden – Chair – 30+ years experience selling SaaS to insurance, banking and other regulated industries.*

TEAMFEEPAY is a fintech platform for grassroots football clubs. Our platform helps these clubs with payment technologies, financial reporting, member management, digital fundraising and e-commerce solutions.

TRACTION: we currently have over 700 clubs using the platform at the end of Q3 2022. Within those 700 clubs, the platform interacts and serves over 25,000 coaches and volunteers and over 75,000 footballers. In Q4 of 2022 we plan to accelerate our customer acquisition and GTM strategy that will result in us securing approx. 75 new clubs every month. We have achieved an ARR Run rate of £720k since we launched in Aug 2021.

AMBITION: By 2026 we plan to have annual recurring revenue of over £30mil with 10,000 grassroots football club customers across Europe.

Problem/Opportunity:

- 90% of Football clubs across Europe use cash or outdated membership collection methods (e.g. Standing order);
- Lots of volunteers involved in the collection of this cash, there is lots of wasted time / not all the money gets collected;
- Clubs are purchasing merchandising stock and hoping to sell it for cash at the side of a pitch.

Solution:

- TeamFeePay helps grassroots football clubs with digital income payments from their members
- Provides Instant reporting, reconciliations & clear audit trail;
- Subscription fundraising service & digital first football themed fundraising tools with members and supporters
- Emerging digital ‘club shop’ and e-commerce technology

MARKET SIZING: There are 250,000 football clubs across Europe. Based on our targeted £3,000 per customer, we believe the serviceable market to be worth an estimated £750 million per annum with our core and fundraising solutions. The E-commerce potential however of the platform will be at least 10 times that.

BUSINESS MODEL: We operate an ‘annual license + ongoing transaction’ business model. Our annual license fee to use the software per club is £249 and then we have a charge of approx. £0.80 (after stripe and bank interchange fees) for all payments that we collect on behalf of our clubs. The majority of our clubs complete more than 1000 transactions per annum through the platform. We have an additional fundraising and e-commerce bolt-on that generates us additional license and transactions fees.

COMPETITORS: There are a number of ‘multi sport’ membership management and payment companies that operate in the space. Sport Engine (a ComCast company) are the biggest in the world and there are a few well organised competitors across the UK and Ireland called Pitchero, Clubforce and Player 360.

USP: We are the only ‘football focused’ service provider in the market and our laser focus on the ‘grassroots space’ is helping us to win the market quickly. We have 4 unique differentiators when compared to the competition;

1. We are a fully account managed service.
2. We have a UK Gambling License (acquired in June 2022) that allows us to provide digital fundraising ‘games of chance’ like lottos and draws.
3. We provide advice and guidance (resources, tools) on grassroots football funding, club development and access to online training.
4. We provide our clubs with ‘non stock’ club shops that is helping them generate revenue and profits on club branded merchandise.



Name: Concept Apps Ltd (trading as TeamFeePay)

Key Contact – Liam McStravick (CEO)

Contact: liam.mcstravick@teamfeepay.com / 07909 51416

CURRENT REVENUE (RUN RATE)

By end of Sept 2022 we will have achieved an annual run rate of £720k (13 months after commercial launch).

EXPECTED ARR BY END OF THAT YEAR (with current investment)

- Dec 2022 – 800 Customers / £1 mil in ARR
- Dec 2023 – 1,500 Customers / £2.5 mil in ARR

FUTURE FUNDING ROUND (Q4 of 2023):

In Q4 of 2023, we will complete a growth round of circa £3mil which will allow us to;

- Grow to 10,000 Customers across Europe
- Grow ARR to at least £30 million by end of 2026
- Increase our ACV per customer to £3k
- Build additional revenue generating technology

This investment round will qualify for EIS Tax Incentives.

Staff Team – Currently 14 full time employees

Founders – 4 hugely experienced founders (20 years each) in sport, technology, go to market, sales and Start-Up.

- Liam McStravick – CEO (sports entrepreneur with 5 exits over the past 18 years).
- Stephen Houston – CTO – award winning developer with international black chain, fintech and insure tech background.

Investors – All NI based institutions and High Profile Angels (equity investment of £2mil in past 18 months).

Chairman – Michael Black (MBE) – Has overseen 3 exits of more than \$100 million.

THE **CONSCIOUS BEAUTY** GROUP

We launch world class innovative beauty products in the most environmentally responsible way.

WE ARE PARADOXX – biotech, vegan & sustainable hair and body brand.

MINI HUMANS – baby/kids personal care brand that is good for kids + good for the planet.

SUPERNOVA – the high-tech multi-tasking hair tools brand.

Ambition:

We have plans to scale group revenue to £20m in 2025 and have already set the foundation for success, currently operating across 70+ retailers in 25 countries.

Revenue:

We launched in March 2019 and achieved revenues of £500k in our first 10 months. We doubled that to just over £1m in 2021.

The problem:

Over 120 billion units of packaging is produced by the beauty industry each year and consumers are becoming more aware of the impact single use plastic has on the environment. They are also more concerned with what ingredients they are using on their skin.

Your solution:

Our WE ARE PARADOXX + MINI HUMANS brands bring together clean formulations in infinitely recyclable aluminium packaging to offer customers products that care for their skin as much as the environment.

Competitive landscape:

Nearly every brand under the sun in beauty is claiming they are sustainable by simply using plastic as it's "recyclable". However, plastic degrades in quality over time and let's face it, only 9% of it gets recycled. We choose alternative materials like aluminium which is infinitely recyclable but maybe more importantly, causes no environmental damage at sea or landfill unlike plastic. Others brand talk the talk, we walk the walk and lead the way.

USP:

Company Details:

The Conscious Beauty Group Ltd
Originally traded as Paradoxx Ltd
founded in Feb 2018.
Belfast, Northern Ireland

Main Contact

Yolanda Cooper
Yolanda.cooper@weareparadoxx.com
07731818953

Non-revenue traction to date:

Supernova is pre-revenue. We originally sold a cordless version of our tool in 2020 where we achieved sales of £250k before the pandemic hit, proving initial customer demand for a 3-in-1 concept.

Funding to date: £3.4m plus closing
£1.25m this week.

Next raise: TBC

Tax status: EIS eligible

Revenue forecast:

2022: £1.3m
2023: £5.5m
2024: £10.5m
2025: £20.2m

Market:

The global hair care market is projected to grow from \$77.15 billion in 2021 to \$112.97 billion in 2028 at a CAGR of 5.6% in forecast period, 2021-2028. Hair Care Appliances Market is projected to reach US\$ 19.51 Billion by 2028 from US\$ 14.44 Billion in 2022. It is estimated to grow at a CAGR of 5.1% from 2022 to 2028.

Team:

Founder is ex-Global Head of Marketing for Vita Liberata who sold to US company Crown Laboratories in 2018.
Board is chaired by Hilary Dart who was previously President of Calvin Klein Inc and investors include the Founder of UK fashion retail giant New Look.

SUPERNOVA has multiple patents pending and is the world's first hair straightener, curling iron and wave wand. It does the job of three individual tools in one, saving customers money as well as space in their suitcase when travelling. WE ARE PARADOXX has proprietary biotechnology in our hair growth collection which is clinically proven to create thicker, fuller hair in just 4 weeks making it the fastest acting hair loss serum on the market. The formulas also include hero ingredients from Ireland, making us the only brand to use the likes of Jameson's whiskey for shine, Hops for volume and Irish moss to condition. MINI HUMANS is the only baby/kids brand to use plastic-free packaging.

Who will purchase from you:

All three of our brands are omni-channel so our customers are retailers, etailers, TV shopping channels, distributors, airlines, duty free stores and direct consumers.

Business model/route to market:

We are already selling to a wide range of retailers including Target, QVC and Ulta in the USA, department stores and specialty beauty retailers such as Douglas in Europe and Fenwick, Sephora UK, Cult Beauty and Look Fantastic in the UK. We also have recently partnered with distributors in markets like China, Turkey, Scandinavia and Malta.

Inbound Investor Company Summary Template

ubloquity



One line pitch: *Blockchain for smart borders, frictionless trade, and provenance*

Sector: *agri-tech, supply chains, borders/trade*

Ambition: *The future of all global trade will be digital, and it will be carried on distributed ledger technology. Our platform will underpin imports and exports between the UK and the rest of the world.*

Revenue: *circa £1m p/a, projected to be £12m p/a within three years. Current valuation £10m – vision £30m by 12/23*

The problem: *Provenance and trade is paper based. Digitalisation can make border processing up to 90% faster, and 60% cheaper, increasing exports and ROI.*

Your solution: *Our blockchain platform captures multiple sources of data, processes and verifies that data, enabling the trust ecosystem to function, while delivering value to each participant in the network.*

Competitive landscape: *There are very few competitors that have launched commercial blockchain products like ours. Some offer elements where we have designed and built an open platform to support federation, thus removing barriers to adoption*

USP: *We combine our platform with our know-how and experience in supply chains. The combination of multifactor verification ensures only reliable and trustworthy actor and asset data is written to the chain.*

Who will purchase from you: *supply chains with a trust requirement, governments mandating new customs or border arrangements.*

Business model/route to market: *Sell direct to large manufacturers that require provenance, sell as part of consortium via high value government contracts.*

Company Details:

ubloquity

Founded August 2021

Scarva, Co Armagh, NI

Main Contact

Name Rob Chester, CEO

Email address rob@ubloquity.io

Non-revenue traction to date: PoC for International Spice Co, generated £100k in fees, Fujitsu signed 3-year exclusive contract, paying up to £85k per month, plus revenue share of up to 12%

Funding to date: *£2m seed investment in August 2021*

Next raise: *Seed+ - £3m-£5m*

Tax status: *EIS and SEIS approved*

Revenue forecast: *£10m p/a, Feb 2023 cashflow net positive*

Market: *TAM – UK £120M – TAM – EU €540M – ROW Currently under investigation*

Team: Rob Chester **CEO**, Kieran Kelly **CTO**, Ineke Rentmeesters **COO**, Alin Jurj **IT**

Director, John Buxton **Commercial**

Director, Dom Burch **Strategic Comms**,

Ellen Marks **Agri Tech Manager**.

Board of investors and advisors, e.g. Rory Sexton, a former Apple Inc VP for supply chain operations with nearly 30 years' experience in the field.

One line pitch: Next-gen body armour. 5x stronger, 70% lighter and made for all body types.

Sector: Materials/ Defence

Ambition: The company has ambitions plans to be turning over £43m by year three. Owing to the strong margins associated with the business this should lead to EBITDA of £25m. The company would have estimated value of at least £125m though this will be understated owing to the rich intellectual property catalogue of the business.

Revenue: Pre-revenue

The problem: body armour is so heavy and cumbersome soldiers would rather go into life threatening situations without it. Comfort supersedes safety. Current solutions are:

- Heavy at 10Kg+
- Protects 11% of the body
- One size fits all

Your solution: Modular next gen body armour. Made from an innovative material that is 3d printable. Vikela is:

- Light weight at 3Kg
- Protects 100% of the body
- Fits all body types

Competitive landscape: Virtus system used by the British military, 500k units over 10 years, £400 11.4kg. Interceptor body armour used by American military, 1.2m units, £420, 10.5Kg

USP: Our unique patentable manufacturing method allows us to produce armour that is stronger than what is currently on the market, 70% lighter and can protect the extremities as well as the torso. We can fit all body types at no extra cost to the consumer and fully recycle our product at the end of its lifecycle.

Who will purchase from you: Militaries, mine clearance charities and police forces, ambulance services

Business model/route to market:

Replacement of current plate armour,
Upgrade with extremities protection,
Licence to reach foreign markets (US etc)

Company Details:

Vikela armour LTD

01/07/2020

Belfast, Northern Ireland

Main Contact

Peter Gilleece

Peter@vikela-armour.com

07522441944

Non-revenue traction to date: received innovate UK funding to take the product from prototype to certified and saleable. Patents on our tech are due to be filled before end of year. We are completing further testing in October 2022

Funding to date: £500,000, (£350k innovate UK grant £150k angel investors 15% equity)

Next raise: £5,000,000, seed by February 28th 2023

Tax status: EIS eligible.

Revenue forecast: product will launch September 2023 and will begin making sales. Sales forecast for year 2 £1m, year 3 £10m

Market: initial target £12 Billion. We are aiming to double this as we are the only company that can offer extremities protection due to our light weight armour.

Team:

Staff

Founder and CEO - Peter Gilleece

CTO – Robert Stewart

COO– Jenny Gregg

Operations and production – Adam Smith

Advisory

Business mentor – Darren Mawhinney

Financial – Hannaway chartered accountants

Business advice and growth – Daniel Crawford



www.biild.io

One line pitch: *Introducing ..Wholeschool's new Ground-breaking, AI enabled, Low Code Enterprise Software Platform delivering 10-100x efficiencies in Software development, Dev Ops and Data Analytics.*

Sector: *Enterprise Software with multi-sector applications.*

Ambition: *£50m revenue business in 5 years (based on growth funding investment).*

Company Revenue: *over £2m*

The problem: *There are not enough skilled people in the world to supply the insatiable demand for software and data services.*

Your solution: *Our powerful, innovative and disruptive technology accelerates and 'ignites' developer productivity ('velocity') for the delivery of sustainable, enterprise grade applications with integrated agile dev-sec-ops orchestration and Datamesh / Data products ... all through one platform.*

Competitive landscape: *'Closed loop' Low-Code/No Code platforms. Attracting significant investments. See Gartner Low Code Application Platform (LCAP Quadrant).*

USP *biild will be the 'companion plug-in' platform of choice for developers providing flexibility in development techniques via a multi-paradigm framework including, app generation from (low)code, developer portal, word, excel and voice.*

Who will purchase from you: *Any business /organisation or individual involved in Software development, cloud computing data analytics and digital transformation.*

Business model/route to market: *B2B Phase (Ver 1.0, Ver 2.0)-Global Consultancies, Gov and systems integrators. B2C phase (Ver 3.0) – public SaaS platform inc. 'Citizen Developers' and school students (including Biild Incubator and Academy)*

Company Details:

Wholeschool Software Limited
(www.whole.school)

Date founded 2008

Belfast Northern Ireland

Main Contact

Name Frank McGonagle

Email frank@biild.io

Mobile 07773351154

Non-revenue traction to date: *Positive engagements with Global Consultancies /system Integrators (typically 200k – 600k in-house consultants per company). Near term domestic opportunity in major c£500m Edtech tender and other international opportunities progressing in Education, Energy and Tourism sectors.*

Funding to date: *None – 5 year 'bootstrapped' investment to reach Ver 1.0 MVP.*

Next raise: *£1.5m growth round (next 6 mths) to accelerate development to Ver 2.0 (est. 18mths).*

Tax status: *Not applicable*

Revenue forecast:

		Est.					
£ 000's		2021	2022	2023	2024	2025	2026
Total Revenue		£2,154	£2,442	£1,100	£2,900	£8,600	£19,500
Costs		£1,930	£1,931	£900	£3,600	£6,691	£8,153
EBITA		£224	£511	£200	-£700	£1,909	£11,347

Market: *TAM of \$60trn (Global software & Data services). From very large companies/Gov to individual developers. SOM for initial target IT Services companies/consultancies > \$500m*

Team:

Frank McGonagle : *Director/Co Founder with 35 years experience in the IT, Software and Consulting Industries.*

Garry Cullen : *Director / Co Founder with 35 years business development and operational experience.*

Steven Knox : *CTO and shareholder with over 20 years experience in enterprise software development and platforms.*

Fintan Marquess : *Sales and support Manager and shareholder with 20 years experience in client engagement and account management.*

Inbound Investor Company Summary Template



Zendra Health

One line pitch: Zendra Health is a MedTech company that developed a "Shopify" for medical-grade digital health solutions.

Sector: Health

Ambition: £100M valuation in 2026.

Revenue: £175k - Incl. recurring revenue.

The problem: Healthcare services want to move from paper-based to digital care pathways, but building digital care pathways take a lot of time (15 months) and cost a lot of money (£380k).

Your solution: Zendra Health has developed a ready-to-assemble digital health platform that enables healthcare services to digitise their care pathways at a fraction of the time and cost.

Competitive landscape: Huma, My mHealth, Connect Health Group and ISO 13485 certified software providers.

USP: Unlike its competitors, Zendra Health is a medical device company and is ISO 13485 Certified (takes 2 years). In addition, clients not only use our technology to create apps but also create virtual wards, coordinate care and streamline health data collection.

Who will purchase from you: Service leads in Mental Health, Older Persons Care, and Rehabilitative Care.

Business model/route to market: Zendra Health wins deals through proposals and B2B sales via warm leads, referrals from other healthcare services & thought leaders, inbound leads and strategic prospecting.

Company Details:

Legal name of company: Zendra Ltd

Date founded: April 2020

City or country of company:

Main Contact

Name: Thomas Coleman

Email address:

thomas.coleman@zendrahealth.com

Mobile

Non-revenue traction to date: Zendra Health's product is built and has over 40 customers in US, UK and Ireland across all of its target markets. 90% of the deals won have been over the last year. Two deals are on a national scale.

Funding to date: Self-funded

Next raise: The company is seeking a seed investment opportunity in April 2023 of £900K with state-provided match funding of £150K.

Tax status: EIS eligible

Revenue forecast:

2022	2023	2024	2025
£262K	£790K	£2.9M	£5.5M

Breakeven: Jan 2024

Market: £371M

Team: The team consists of twin brothers David and Thomas Coleman and Matteo Gubellini. David (CTO) was a Director of Engineering for a Silicon-Valley based Digital Health Start-up that successfully got acquired. Thomas (CEO) is an award-winning business consultant. Matteo (CRO) is a medical device regulatory expert with deep domain expertise in rolling out hardware and software medical devices in US, UK and EU markets.

Inbound Investor Company Summary Template



One line pitch: We are a data, marketing and sales SaaS platform consisting of 3 market focused brands: Zymplify, Lead Onion and Zym.

Sector: Intent Data / MarTech

Ambition: To achieve £10m ARR run rate by end of 2025

Revenue: £1.8m ARR run rate (September 2022)

The problem: The Martech landscape is complex, fragmented, tactical and costly.

Your solution: We "Zymplify" the fragmented landscape by replacing the multiple solutions with one platform.

Competitive landscape: Key competitors are ZoomInfo, Bombora, HubSpot, Apollo, Keap, Active Campaign.

USP: Only provider with end-to-end intent data, marketing and sales in one platform. Only platform providing 1st, 2nd and 3rd party intent.

Who will purchase from you:
Zymplify & Lead Onion: B2B mid market sized companies with 20 - 500 employees.
Zym: UK based SMEs with 1 - 20 employees.

Business model/route to market: SaaS based model, demand generation followed by free trial and product demos.

Company Details:

Zymplify Limited
2014
Northern Ireland

Main Contact

Michael Carlin
Michael@zymplify.com
+447733895305

Non-revenue traction to date:

Approved vendor for UK Government Help to Grow: Digital programme.
Partnership with Vodafone and Enterprise Nation to deliver digital training to 800,000 SMEs. Major data partnerships.

Funding to date: £2.7m raised, £1.2m equity / £1.5m loan facility

Next raise: £5m Series A

Tax status: EIS eligible

Revenue forecast:

2022 - £1.7m / 2023 - £2.8m
2024 - £5.5m / 2025 - £8.7m

Market:

Zym: UK 750,000 SMEs eligible for Help to Grow
Zymplify & Lead Onion: Global market, 400,000 B2B in US alone.

Team: Michael Carlin, CEO and Founder, experienced business professional and tech entrepreneur.

Steve Lesser, US, operating executive and investor with 40 plus years experience.
John Campbell (board), US, director of Constant Contact.
John Martinson (board), US, founder Edison Ventures, VC with 40 years experience.