

Venture Capital Matchmaking

Presenting some of Europe's hottest investment opportunities for UK venture capitalists




GREAT
BRITAIN & NORTHERN IRELAND

Foreword



Dan is an experienced Director with 22 years of international business experience in Europe, Asia and the Americas. He has a strong track record of sales leadership, delivering business growth and developing productive, long lasting business relationships.

Dear VC and startup community,

We often see London and South East England concentrate a large chunk of investment opportunities for international companies and investors. The UK Government is committed to tackle this by levelling up and spreading opportunities equally across other regions of the country. These regions can certainly contribute to these efforts by creating a more competitive business environment, retaining and attracting talent and increasing exports.

In this edition, we focus our attention to the region of the West Midlands, which is the home of the Green Industrial Revolution. The region is leading the way in the move to a low carbon economy, net zero and sustainability through its automotive research clusters facilities and global manufacturers.

The region's biggest city, Birmingham, will host this summer the [2022 Commonwealth Games](#). This will be the first-ever net zero edition of the games, demonstrating the very best of Global Britain to the world and showcasing this region's strengths as a place of bold innovation, powerful history and a dynamic culture.

The West Midlands was recently named the UK's fastest growing tech sector, set to create an extra 52,000 jobs and boost the national economy by £2.7bn by 2025. The region's technically proficient talent pool and expertise in computer programming has also attracted software businesses from all over the world. It also has significant R&D and innovation potential, transforming industries such as manufacturing through automation and rail through digital rail solutions. Finally, this is also the region that spearheads the most dynamic healthcare and med-tech economies across the UK, worth GBP 6.5bn and employing over 17,000 professionals.

We believe that this issue offers you a taste of the innovation and talent of European technology companies that are looking for their next raising round to help them expand internationally via the UK. We encourage companies to consider the best possible location for them and for many it may be indeed the West Midlands.

If you would like to discuss a partnership with any of the companies featured in this issue, please do not hesitate to get in touch with the DIT contact listed, who will gladly make an introduction. We look forward to continuing working with you.

Warm regards,

Dan Storer - Chief Investment Officer, [West Midlands Growth Company](#)

AD Knight

Advanced Engineering

Israel
2019

www.ad-knight.com

DIT Israel
Liron.Attias@mobile.trade.gov.uk
[LinkedIn](#)

At AD Knight, we are developing technologies that allow us to generate insights based on high accuracy location data, by leveraging mobile phones and other connected devices to passively collect data while preserving people's privacy.

AD Knight's first product is solving the problem of understanding where people are for traffic safety and control thus, allowing people to walk, jog, ride, and drive safely based on its technology for detection, prediction, and alerting all road users, anytime, any weather, and visibility conditions.

2021 Revenue
£10,000

2022 Revenue
£410,000

Notable Customers
National Transport Infrastructure Company, Denso corporation, Kfar Saba Municipality

Investment Required
£3,000,000

Investment Received
£1,500,000

Number of Employees
10

Feedyou

Business Services

Czech Republic
2017

 www.feedyou.ai

 DIT Czech Republic
 Tereza.Vickova@fcdo.gov.uk
 [LinkedIn](#)

Feedyou is a Gartner recognised Conversational AI Platform leader with 250+ enterprise chatbot & voicebot implementations in 30 countries.

In general, we are redefining the way how companies think and use virtual assistants and conversational AI in their processes to ease our daily work routines, improve CX & EX and reduce costs.

Most of us deal with boring and often frustrating routine work. Example: Call centres have notoriously high turnover.

The average turnover rate for a call center is 30-40%, but some centres see numbers as high as 100% in a single year.

That's why we do what we do.

 **2021 Revenue**
£535,645

 **2022 Revenue**
£898,500

 **Notable Customers**
Penta Investments, Tesco CE, Volkswagen

 **Investment Required**
£2,000,000

 **Investment Received**
£948,955

 **Number of Employees**
35

Twin Science & Robotics



Education and Training

Turkey
2017

www.twinscience.com/en

 DIT Turkey
 Simon.Sprince@entrepreneurs.gov.uk

 [LinkedIn](#)

The existing educational system is formed around subject matter learning rather than skill-based education; as a result, 50% of the young generation won't have the basic skills in the next ten years.

It also does not cover the sustainable development goals signed by 193 countries, which are essential for a sustainable world for younger generations.

Twin is building the next generation education by developing 21st century skills of children by purpose led STEM learning.

 **2021 Revenue**
£1,272,000

 **2022 Revenue**
£2,385,000

 **Notable Customers**
Rolls-Royce, Softline UK

 **Investment Required**
£6,000,000

 **Investment Received**
£3,000,000

 **Number of Employees**
25

Prosoma



Healthcare

Poland
2018

 www.prosoma.com

 DIT Poland
 Magdalena.Mariankowska@fcdo.gov.uk
 [LinkedIn](#)

Prosoma is a venture designing digital therapeutics solutions for oncology.

Our first application, Living Well, caters for the mental health needs of cancer patients post-diagnosis.

It includes a comprehensive programme, that aims to lower cancer-related anxiety and depression, improve patients' quality of life, their adherence to treatment and to improve their overall treatment journey and outcomes.



2021 Revenue
N/A



2022 Revenue
N/A



Notable Customers

Techniker Krankenkasse, Asklepios Kliniken, Daichii Sankyo



Investment Required
£10,000,000



Investment Received
£4,000,000



Number of Employees
20+

epihunter



Healthcare

Belgium
2017

 www.epihunter.com

 DIT Belgium
 Elias.Suliman@fcdo.gov.uk

 [LinkedIn](#)

Epihunter is a pioneering digital therapeutics (DTx) company focused on brain disorders.

Its mission is to enable people with brain disorders to participate more fully in society.

Their digital solutions apply real-time AI to third-party wearable EEG for real-time interventions that reduce the daily life impact of such conditions while generating real-world data (RWD) for better diagnosis, optimized treatment and new therapies.

The company already created, clinically validated, and commercialized a beachhead for absence epilepsy in Europe, the UK and Australia/New Zealand.

Working with KOLs, pharma, Medtech and patient organizations, they prepared a product pipeline of 11 products in 5 brain disorders.

 **2021 Revenue**
£86,000

 **2022 Revenue**
£86,000

 **Notable Customers**
Epilepsy patients in Europe, UK, Australia & New Zealand

 **Investment Required**
£515,000

 **Investment Received**
£1,132,000

 **Number of Employees**
3

SynPlan (by VNNOR AS)

SynPlan

Healthcare

Norway
2019

 www.synplan.ai

 DIT Norway
 Ane.Birkeland@fcdo.gov.uk
 [LinkedIn](#)

Problem: The Coronavirus pandemic has exacerbated hospital staffing shortages as resources have been stretched thin due to the increased number of patients.

Hospitals are struggling to keep up with the growing demand, and the quality of service is declining.

Solution: SynPlan is an AI solution to help optimise staff planning by predicting in advance the demand for healthcare as well as the absence of employees.

 **2021 Revenue**
£170,000

 **2022 Revenue**
£500,000

 **Notable Customers**
Trondheim municipality, Oslo municipality

 **Investment Required**
£2,000,000

 **Investment Received**
£300,000

 **Number of Employees**
5

Salty Lemon Entertainment



Software

Belgium
2018

 www.saltylemonentertainment.com

 DIT Belgium
 Elias.Suliman@fcdo.gov.uk

 [LinkedIn](#)

Indoor rowing is a great full-body workout, but is often perceived as lengthy, intense, and quite spartan.

Salty Lemon Entertainment is a young start-up that is developing EXR, the app that makes indoor rowing fun.

By connecting your indoor rower with a smartphone or other device, we elevate your indoor rowing experience.

Row through 3D environments based on real-life locations, get real-time feedback from custom training schedules and analyze your results, and stay motivated with gamification elements like XP, coins, and character customization.



2021 Revenue

£70,324



2022 Revenue

£134,849



Notable Customers

Indoor rowers who own an ergometer



Investment Required

£1,000,000



Investment Received

£1,000,000

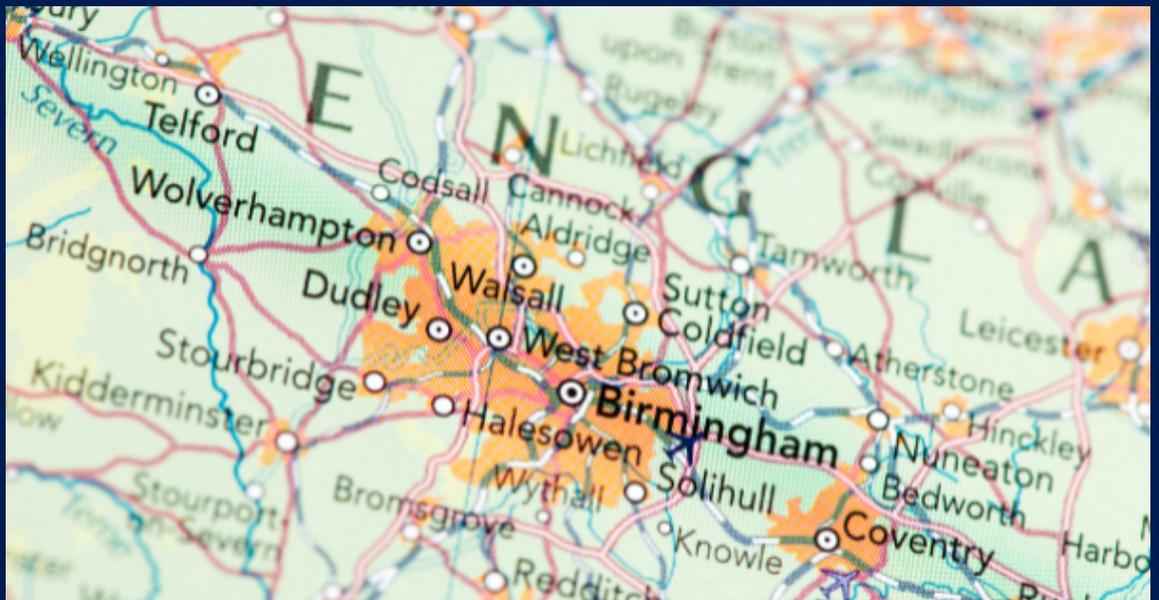


Number of Employees

6

A Technology Intensive R&D Region

The West Midlands



With extensive academic, industry and consultancy expertise in the West Midlands, there is the unique ability to collaborate on research and development across nearly every aspect of technology and digital innovation without leaving the region.

Some examples of the region's industry R&D assets include:

- **5PRING**
- **Energy Systems Catapult**
- **Warwick Manufacturing Group (WMG)**
- **Manufacturing Technology Centre (MTC)**
- **Innovation Birmingham**

**Need more info?
Get in touch now**

VC.Matchmaking@fcdo.gov.uk



GREAT
BRITAIN & NORTHERN IRELAND

Department for International Trade

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government department with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward looking trade diplomacy strategy.

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