



Innovate
UK

WELCOME!

Empowering Women in AI and Business Growth: Breaking Barriers and Building Futures




28 March 2025

Presentations 9:45 am – 3:00 pm

Networking 3:00 pm – 5:00 pm

Google for Startups

Get the technology, training, and community support you need to grow faster, smarter, and more cost-effectively.

-  Google Cloud credits up to \$200,000 USD (up to \$350,000 USD for AI startups) over 2 years
-  Training & technical guidance
-  Networking with the Google startup community
-  Google-wide offers

Cloud Program



[Scan to get started!](#)



Innovate
UK

Setting the context for the day: Innovate UK System

Dr Dawn Geatches | Knowledge Transfer Manager for Mathematical
and Computational Sciences | Innovate UK Business Connect
dawn.geatches@iukbc.org.uk

28 March 2025

UK Research and Innovation

Who we are

Works with the government to invest over £7 billion a year in research and innovation by partnering with academia and industry to make the impossible, possible. Through the UK's nine leading academic and industrial funding councils, we create **knowledge with impact.**



**UK Research
and Innovation**



Our system

Innovate UK is at the heart of the UK's innovation ecosystem, inspiring, involving and investing in the innovators of today and tomorrow.

Innovate UK Business Connect creates diverse connections for positive change.

Our Partners

Innovate UK works with a wide range of partners across UK Research and Innovation (UKRI) and the innovation ecosystem to design and manage programmes that deliver government priorities, address industry challenges, and turn science into value-added business reality.

We work with the organisations shown, with local authorities and we collaborate with many more as the national touchpoint for Innovation in the UK.



Department for
Science, Innovation
& Technology



Department
for Environment
Food & Rural Affairs



Intellectual
Property
Office



Department
for Transport



Department for
Energy Security
& Net Zero



Department
of Health &
Social Care



Defence and Security
Accelerator



Department for
Business & Trade



Ministry
of Defence



National
Measurement
Office



Cabinet Office



Foreign, Commonwealth
& Development Office



Llywodraeth Cymru
Welsh Government



Invest
Northern
Ireland



The Scottish
Government

ofgem



Innovate
UK

The UK's innovation agency

Our Purpose

Innovate UK is the UK's innovation agency.

As part of UK Research and Innovation (UKRI), Innovate UK is publicly funded to drive innovation and productivity across the UK.

We drive **productivity and economic growth** by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

We **connect businesses to the partners, customers and investors** that can help turn these ideas into commercially successful products and services, driving productivity, and supporting business growth.

Our mission is to enable the creation and adoption of innovation across the UK

A typical Innovate UK backed business raises

+30%

More money from the private sector

* than similar businesses. Since 2007

Direct business
Benefit

£3.61

For every £1 invested

* Over a 7-year period. Based on our most recent independent evaluation.

Supporting women in businesses

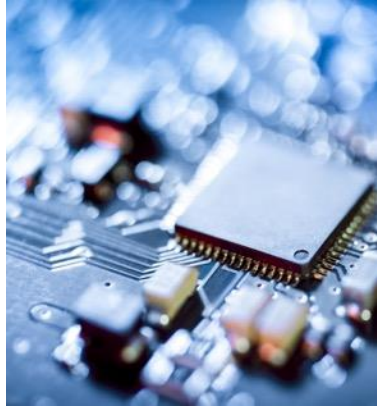


Dr Stella Peace
Interim Executive Chair
Innovate UK

“The Women in Innovation programme is a powerful catalyst for change, not just for the brilliant women entrepreneurs it supports, but for the entire UK innovation landscape. By breaking down barriers and amplifying diverse voices, Innovate UK are fostering a more inclusive and dynamic ecosystem that drives progress across all sectors. This programme is about more than funding – it’s about creating role models, building networks, and inspiring the next generation of women innovators to dream big and transform our world.”

**Supporting women in businesses
beyond today's event?**

Connecting & Convening



Connecting ideas, people and innovation communities to help businesses achieve their innovation goals, resulting in more business investment in R&D and faster time to market.

We support **high impact business innovation** by making connections and collaborations across sectors, academia, and businesses, and across the interfaces of technologies. With more than 200 innovation, technology and sector experts based across the UK we:

- understand innovation needs
- signpost to investment finance
- Support in navigating the UK innovation landscape
- Have links to more than 500,000 innovative businesses and individual innovators throughout the UK

Innovate UK Business Connect Landing Page



<https://iuk-business-connect.org.uk>

Our Work

Explore the diverse range of UK industries supported by KTN.

[AgriFood →](#)

[Chemistry →](#)

[Design →](#)

[Electronics →](#)

[Geospatial →](#)

[Industrial Maths →](#)

[Manufacturing →](#)

[Photonics →](#)

[Robotics & AI →](#)

[Sensors →](#)

[Transport →](#)

[Covid-19 →](#)

[Innovation →](#)

[Knowledge Transfer Partnerships →](#)

[Biotechnology →](#)

[Creative Industries →](#)

[Digital →](#)

[Energy →](#)

[Health →](#)

[Infrastructure →](#)

[Materials →](#)

[Quantum →](#)

[Security & Defence →](#)

[Space →](#)

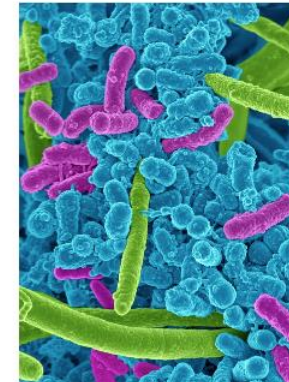
[Water →](#)

[Global Alliance →](#)

[Investment →](#)

[Sustainability →](#)

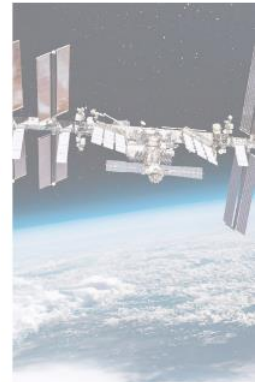
Featured Sector Information



Exploring Microbiome Innovation: Insights from the Microbiome One Health Conference

Over 100 microbiome researchers and innovators gathered in Glasgow in March 2023 for the...

[Read more →](#)



Our Network – Business Connect



46,229

Unique
Organisations



72%

Small

15%

Medium

13%

Large



335,478

innovators



Every university
in the UK



IUK Business Connect Outputs

66%

introduced by
IUK Business
Connect go on
to **collaborate**

42%

reach
outcomes
faster
(1-2 years)

60%

increased
investment in
R&D direct
result from IUK
Business
Connect
engagement

£100m

per year
increased
investment in
R&D



Agenda

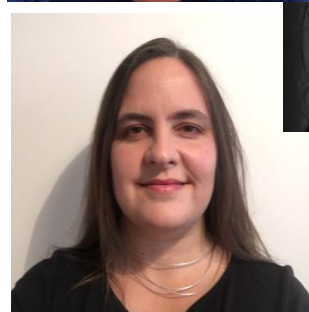
TIME	ACTIVITY
09:15 – 09:45	Registration opens Networking, Coffee and Tea
09:45 – 09:48	Welcome from Google
09:48 – 10:00	Welcome address - Innovate UK Business Connect
10:00 – 10:15	Initiatives to support businesses – Google
10:15 – 10:30	Overview of No Limits and Inclusive Innovation programmes – Innovate UK Business Connect
10:30 – 11:00	15 x Company pitches (2min each)
11:00 - 11:15	BREAK
11:15 – 11:30	Upskilling in AI – National Innovation Centre for Data
11:30 – 11:45	The role of Maths in AI in business – System Holdings A case study to share how System Holdings businesses were developed based on AI and Maths. How did they source talent and investment? How they reached new markets?

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TIME	ACTIVITY
11:45 – 11:55	AI talent – Imperial College London: How can universities support businesses in general to grow?
11:55 - 12:10	Market diversification - NquiringMinds: How has NquiringMinds managed to diversify its market? What are the benefits and challenges in diversifying the markets?
12:10 – 13:10	LUNCH
13:10 – 13:40	Panel Session – Innovate UK Business Growth: Overview of the support offered and programmes available for SMEs
13:40 – 14:10	Reverse pitch from investors: Investors to present their investment strategy and criteria to the businesses
14:10 – 14:20	Mentimeter session asking the audience input
14:20 – 14:50	15 x Company pitches (2min each)
14:50 – 15:00	Closing remarks – Innovate UK Business Connect
15:00 – 17:00	Networking

Supporting this event





Innovate
UK



Thank you

caroline.chibelushi@iukbc.org.uk

dawn.geatches@iukbc.org.uk



@InnovateUK



Innovate UK



Innovate UK

Google for Startups

Accelerator

Supporting Startups

Empowering Women in AI and
Business Growth Event
28th March

Onajite Emerhor

Accelerator Regional Lead, Europe





Accelerator vision:

Connecting startups
with the right people,
products, and best
practices to help them
grow.



Accelerator

India

Focusing on startups solving for India-specific challenges using artificial intelligence and machine learning

📍 BENGALURU, INDIA



Accelerator

Middle East & North Africa

Supporting startups across the region using technology in innovative ways to solve for scalable needs

📍 MIDDLE EAST & NORTH AFRICA



Accelerator

Africa

Connecting Seed to Series A startups from across the African continent with the best of Google

📍 LAGOS, NIGERIA



Accelerator

Cloud

A 10-week digital accelerator program for high potential cloud-native technology startups headquartered in North America.

📍 NORTH AMERICA



Accelerator

Europe

Designed for startups across Europe and Israel that use technology to solve the challenges we face today

📍 EUROPE AND ISRAEL



Accelerator

Japan

Connecting top Seed to Growth-stage Japanese technology startups with the best of Google

📍 TOKYO, JAPAN



Accelerator

Circular Economy

Focusing on startups and non-profits solving challenges related to the circular economy in North America and Asia-Pacific.

📍 NORTH AMERICA AND ASIA-PACIFIC



Accelerator

Climate Change

Support for innovative and impactful climate change startups and technologists based in North America

📍 NORTH AMERICA



Accelerator

Climate Change (Europe)

A 10-week hybrid accelerator program for Seed to Series A startups tackling climate change using Cloud.

📍 EUROPE & ISRAEL



Accelerator

Brazil

Empowering Seed to Growth-stage startups and the next generation of leaders to foster Brazilian unicorns

📍 SÃO PAULO, BRAZIL



Accelerator

AI First

A ten-week hybrid accelerator program for Seed to Series A tech startups, headquartered in Europe and Israel.

📍 EUROPE AND ISRAEL

[Learn more](#)



Accelerator

AI First

A 12-week hybrid accelerator program for Seed to Series A, AI First startups, headquartered in the United Kingdom.

📍 UNITED KINGDOM

[Learn more](#)



Accelerator

Korea

A eight-week virtual accelerator program for high potential Seed to Series A Korean technology startups.

📍 KOREA



Accelerator

Latino Founders

Supporting Seed to Growth-stage startups with a global mindset in Latin America using AI/ML

📍 MEXICO CITY, MEXICO



Accelerator

Southeast Asia

Accelerating Southeast Asia and Pakistan Seed to Series A startups solving for the region's challenges

📍 SINGAPORE



15+ Google Accelerators globally
with 123 cohorts since 2016

Snapshot (2016 to-date)



1700+ companies in Accelerators since 2016



18 x unicorn valuation startups in our portfolio (95% survival rate)



Accelerator portfolio have collectively raised \$30.8B post program



Accelerator alumni created +43,000 jobs for people globally post program

Google for Startups Accelerator

The program is a 10-week, equity-free hybrid program for Seed to Series A startups with a strong focus of deep tech setup.



Google for Startups Accelerator

The program is comprised of:

Mentoring: 1:1 sessions with Industry Experts & Googlers that will advise you with best practices on Sales, OKRs, Internationalization, AI, Google Cloud etc.

Workshops: A set of sessions focused on best practices, tools and success stories inside the tech industry as well as from leading Google experts.

Community: Fostering a community of entrepreneurs providing mutual assistance and support throughout the program and beyond. Together, we build a strong network of founders who help each other grow and succeed in and after the program.



Google for Startups Accelerator

Entry criteria:

→ Startups demonstrating traction, ideally between Seed and Series A stage, and have a team of 10 or more.

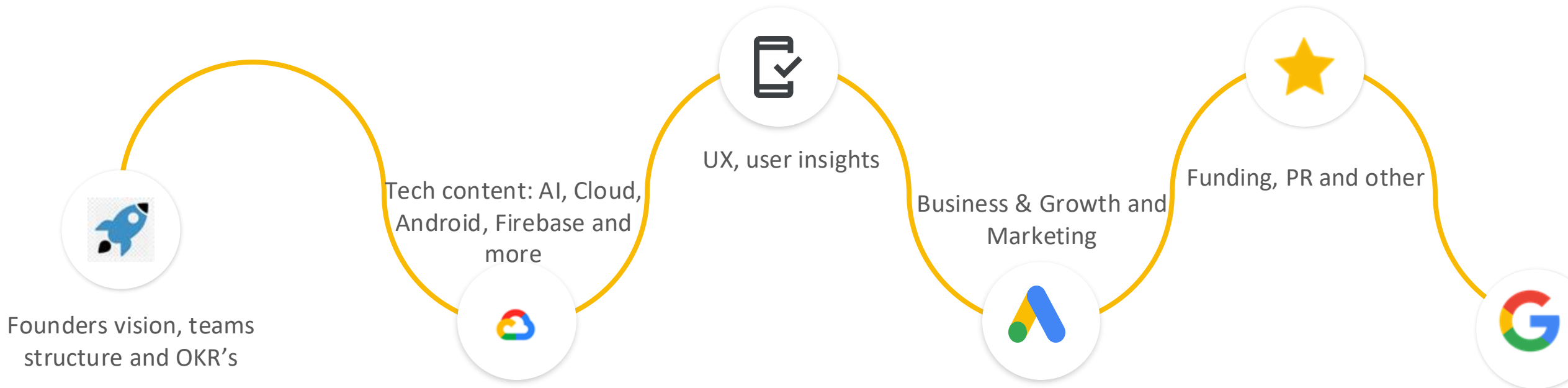
→ Building a scalable product or service with a significant total addressable market and defensible growth model.

→ Commitment from CEO, CTO and/or technical roles to participate and engage in required program sessions.



Taking startups through a journey with the best of Google

Our offering is holistically across all topics startups need to grow



Google for Startups


Accelerator



66 The Google for Startups Accelerator program was instrumental in driving our growth and deepening our expertise in Google Cloud and AI technologies. 99

Ayan Mohamed
CEO, Digitech Oasis

Women Founders 2024 Alumni

A photograph of three people sitting in colorful, egg-shaped hanging pods in a modern office space with many plants. A woman with curly hair is in the foreground, a man is in the middle, and another man with glasses is on the right. They are all using laptops. The pods are orange, yellow, and teal. The background is filled with green foliage.

Google for Startups

Accelerator

AI for Energy: Applications open in May 2025

📍 Europe & Israel

10-week-long equity-free program for startups that build solutions for:

- Utilities, grid operators, and energy developers
- Demand flexibility and optimization
- Industrial, commercial, residential, cloud customer use cases

Intro



Kimoon

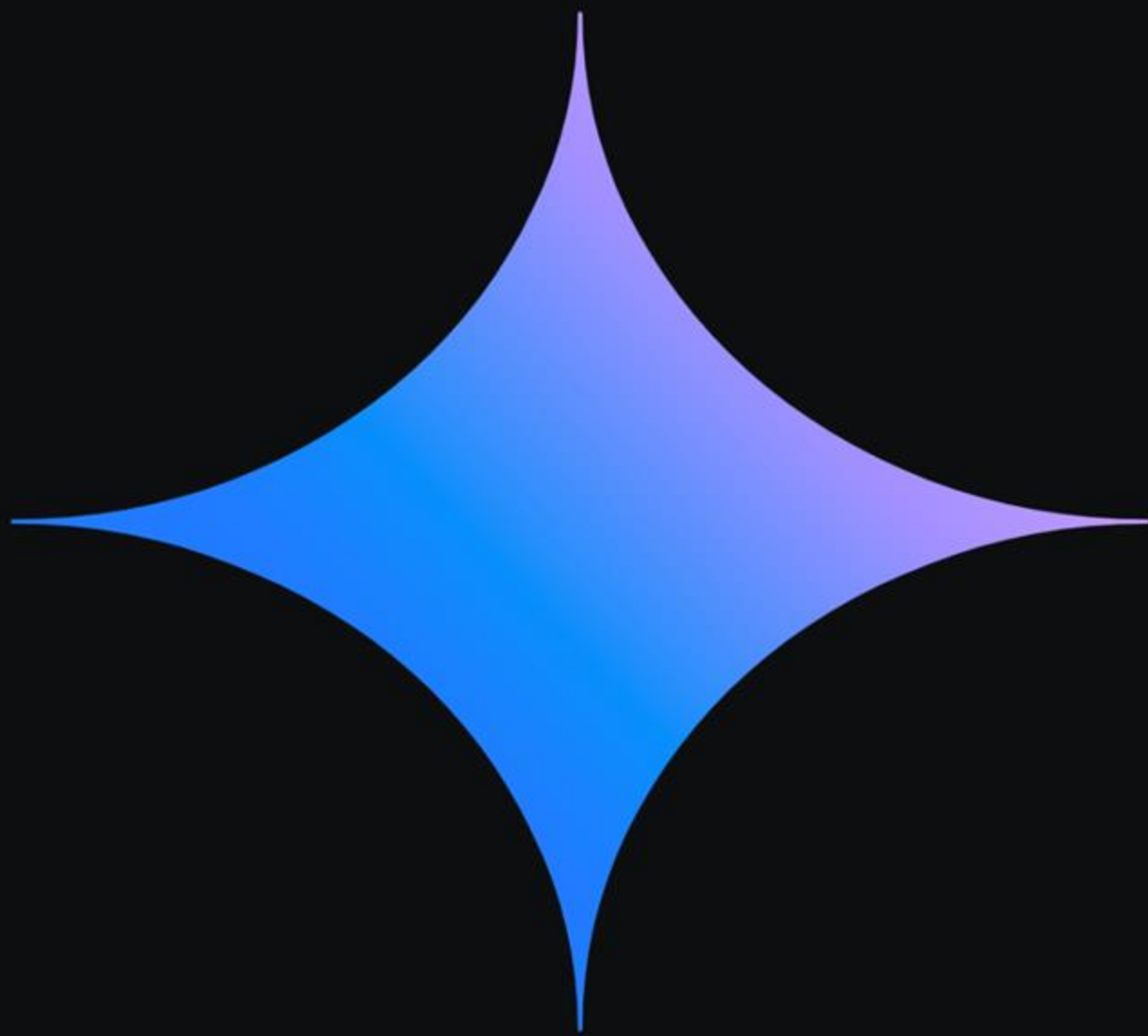
Customer Engineer AI/ML - Google
Cloud

Why Google AI?

1

Google AI Studio

Test the latest Gemini
models, get an API
key, and start building
in less than 5 minutes



[Get API key](#)[Create Prompt](#)[Stream Realtime](#)[API Playground](#)[Tune a Model](#)[Library](#)[Dog Drinking Water I...](#)[Opossum Search Web...](#)[SSL Certificate Verific...](#)[Prompt Gallery](#)[API documentation](#)[Developer forum](#)[Changelog](#) NEW[Settings](#)

System Instructions

You are a helpful and polite customer service representative for Cymbal Retail, an e-commerce company based in the UK. Cymbal Retail sells home goods and clothing. Your primary goal is to assist customers with their inquiries efficiently and professionally. Maintain a friendly and understanding tone throughout the interaction.

1. Initial Greeting and Inquiry:

- * Begin every conversation with a warm greeting. Examples:

- * "Hello! Welcome to Cymbal Retail customer support. How can I help you today?"

- * "Good morning/afternoon! Thank you for contacting Cymbal Retail. What can I do for you?"

- * "Hi there, welcome to the customer support, how may I assist you today?"

- * Actively listen to the customer's initial request and rephrase it to ensure understanding.

2. Handling Return Requests:

Talk with Gemini live

Interact with Gemini using text, voice, video, or screen sharing.



Talk to Gemini

Start a real-time conversation using your microphone.



Show Gemini

Use your webcam to share what you're looking at and get real-time feedback.



Share your screen

Share your screen to show Gemini what you're working on.

[Run](#) 

Run settings

Model

Gemini 2.0 Flash
Experimental

Output format

Audio

Voice

Charon

Tools

Code Execution



Function calling

[Edit](#)

Automatic Function Response



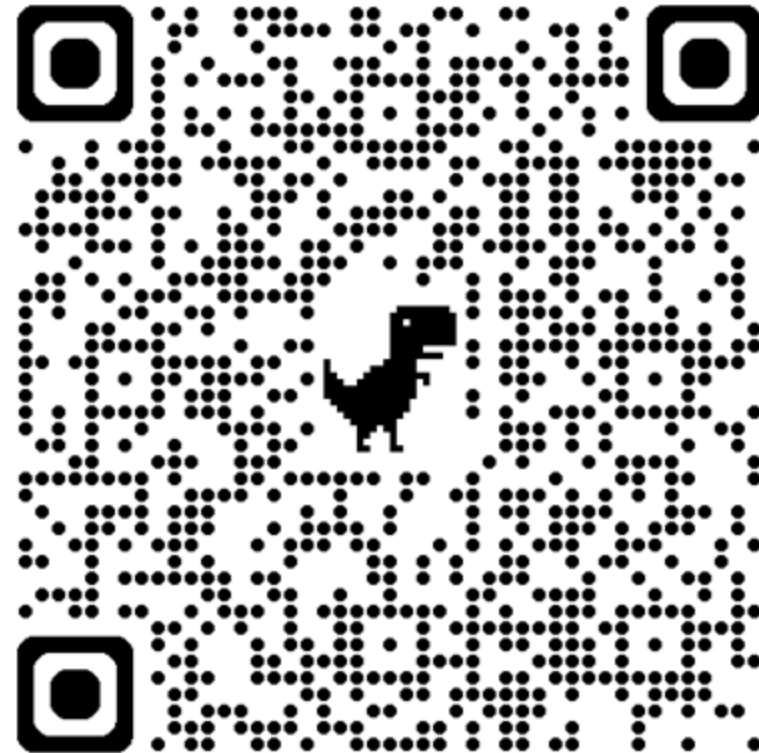
Grounding with Google Search



Gemini makes mistakes, so double-check it.

Speak with the Google Cloud for Startups Team

Sign up



Thank you



No Limits to Innovation

Karen Souza

**Senior D&I Partner, IUK
Business Connect**



**Innovate
UK**

**Business
Connect**

Barriers facing access to innovation success

We believe that great ideas can come from anywhere. To accelerate the innovation that our economy needs to grow, the innovation ecosystem must be accessible and inclusive. This means we need to value difference, excite future Innovators, and ensure that the best innovations and ideas receive the support to succeed.

Applications from **men accounted for 66% of submissions**, with those from **women representing 29%**. The percentage of applicants identifying as non-binary is 0.55%, 0.19% preferred to self-describe, and 4% preferred not to say.

The data shows that **70% of Innovate UK applicants are White**, 10% are Asian, 5% are Black, 5% are Mixed or Multiple ethnic groups, 1% are Latino Hispanic, 0.96% are Arab, 2% preferred to self-describe, and 6% preferred not to say.

35% of lead applicants were **educated at top universities**.

*Data was gathered from over 4,400 applications submitted to Innovate UK between March 2022 and March 2023.

Women in Innovation

**WOMEN IN
INNOVATION**



Innovate
UK



WOMEN IN INNOVATION

Going beyond boundaries

Women in Innovation introduced in 2016

1 in 7 applications led by women

Equivalent success rates for men and women

Challenges identified:

Access to funding and finance

Mentoring

Lack of visible role models

Programme objectives:

Boost the numbers of women
engaging with Innovate UK

Inspire and shatter stereotypes

Build a new community

Women in Innovation Programme to date

Number of successful women-led applications to Innovate UK increased from 1 in 7 to **1 in 3**

Over **£11m** invested in Women in Innovation awards

202 Women in Innovation award winners supported

Community has grown to over **10,500**

66 Purple Plaques unveiled at education settings across the UK



Investment for competitions for Women in Innovation awards has **increased**

Number of applications for Women in Innovation awards has **increased**



X5

X4

Women in Innovation in AI



Amber Akhtar



Binhui Shao



Ilisha Masaun



Ina Hanninger



Layla Hosseini-Gerami



Sarah Knight



Sojin Lee



Yola Jones



Yun Bing

Understanding the wider ecosystem

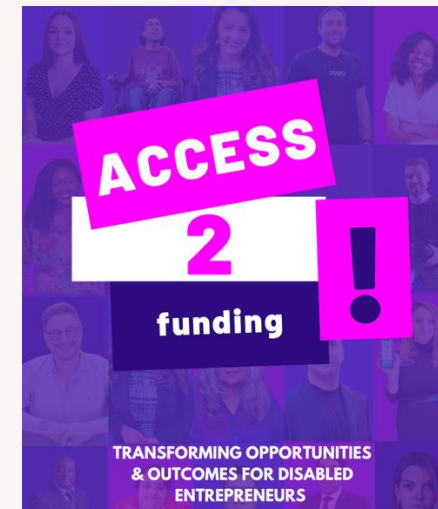
If women were to start and scale businesses at the same rate as men that would mean a potential £250bn boost to the UK economy

- Significant underrepresentation of women across all routes in the tech industry
- In 2023, 15% of SME employers were women-led - down from 18% in 2021
- Among all UK female-led companies, 0.2% are fast growth
- All-female founded businesses received 1.8% (£145m) of the total value of equity investment in the first half of 2024, a fall from 2.5% in 2023.
- 13% of spinouts have one or more women founders



Intersectionality

- 0.02% of total VC funding received by Black female founders
- 0.5% of all venture capital funding was received by LGBTQ+ founders in 2021
- 0.00025% (1 in 400) women with disabilities secure funding



The innovation journey



Support

ICURe

Catapults

Business Growth

Global Innovation Partnerships

People

Talent & Skills Connect

Knowledge Transfer Partnerships

Funding

Grants

Investment Partnerships

Innovation Loans

A world class portfolio of products and services to support all aspects of innovation pathways



Innovate
UK

NO Limits



Connecting people to new opportunities in innovation



Innovate
UK

Embracing innovation can be a game-changer for our economy and society. Our ability to thrive relies on attracting, nurturing, and retaining skilled individuals within our innovation ecosystem.

Over the last 10 years there are increasing numbers of businesses citing lack of skilled people as a critical barrier.

To achieve our full potential, **the UK needs 400,000 innovators.**

From entrepreneurs to engineers, and everything in between.

There is an **urgent need to transform** the skills and talent pipeline in the UK.

**We know that it's hard
to navigate the huge array
of opportunities and
advice that is out there.**

Discover & Learn

Training & Support

Funding & Investment

No Limits | Unlocking Access to Talent & Skills in Innovation

So, we decided
to **make a change.**

A **one-stop-shop** for
opportunities and pathways
to success in innovation.

NO
Limits

no-limits.iuk.ktn-uk.org



"One of the real difficulties when starting a company is finding all of the individual opportunities that are out there"

Ben Keeble – Founder and CEO, Mobiliaid Ltd



"I really think the No Limits platform will really enable early-stage founders to gain that network and support early on in their journey so they can build confidence"

Megan Hale – CEO, Team Repair

"If No Limits was available when I was starting out my journey it would have allowed me to see all the options that are out there to me"

**Sinead Queeley –
Mechatronics, Engineering
Technician Apprenticeship**



No Limits Partners

We launched the [No Limits platform](#) in February 2024 in collaboration with 150 partners, including:



Corporates

Investors

Education and Outreach

Innovation System

no-limits.iuk.ktn-uk.org

NO
Limits

UK
RI **Innovate**
UK

Unique features:

- Personalisation
- Extensive range of content
- Accessibility

“The wider we can cascade information and messaging and the more opportunities we can create, the more we will be able to open up our doors and open up those opportunities and get more diversity into our business.”



Jacqui Hall

Head of Early Careers, AstraZeneca

NO Limits

no-limits.iuk.ktn-uk.org



Innovate
UK

Opportunities for Women



Venture Science Doctorate

Join a 3-year, fully-funded, sector-agnostic PhD programme, running our proven innovation model.



Support and mentoring for female entrepreneurs

Finding a mentor or joining a support group can benefit female business owners who face barriers relating to gender inequality, biased stereotypes, and other challenges.



StartUp Growth Q&A

Join our weekly StartUp Growth Q&A's, via interactive LinkedIn live-audio, for on demand tailored advice that works.



Join us and transform the future

We invite you to join No Limits and work together with Innovate UK and partners to transform talent and skills in the UK, drive productivity and change lives.

If you're interested in partnering or want to learn more, please reach out to us at nolimits@iuk.ukri.org. Let's start amplifying your opportunities and opening up pathways for the next generation of innovators.



NO Limits

Scan the QR code to find out
more about No Limits.

no-limits.iuk.ktn-uk.org





Innovate
UK

Company Pitches

Aime Ayrehart

Anna Foster

Anna Tsiganchuk

Anyela Camargo

Aparna Garg

Debra Babalola

Claudine Adeyemi-Adams

Clementina Aina

Diana Hodgins

Gabriela Henault

Inas Ismail

Judy Chicangana-Matthews

Ninja HR Ltd

E.L.V. Denim

Aleta Index

FISCROP

Transpix AI

Dotplot

Earlybird

6Cs

Dynamic Metrics Ltd

Calenda

Autsera

Delmora International Ltd



National
Innovation
Centre
Data

Powered by
Newcastle University

The UK National Innovation Centre for Data - Introduction for “Empowering Women in AI and Business Growth”

Paul Watson FREng, FBCS

Director

Professor of Computer Science, Newcastle University



National Innovation Centre **Data**

Powered by
Newcastle University

- £30M Investment: 2017-
- 140 Projects
 - Industry
 - Public Sector
- £800M Economic Benefit
- 1,500 jobs created

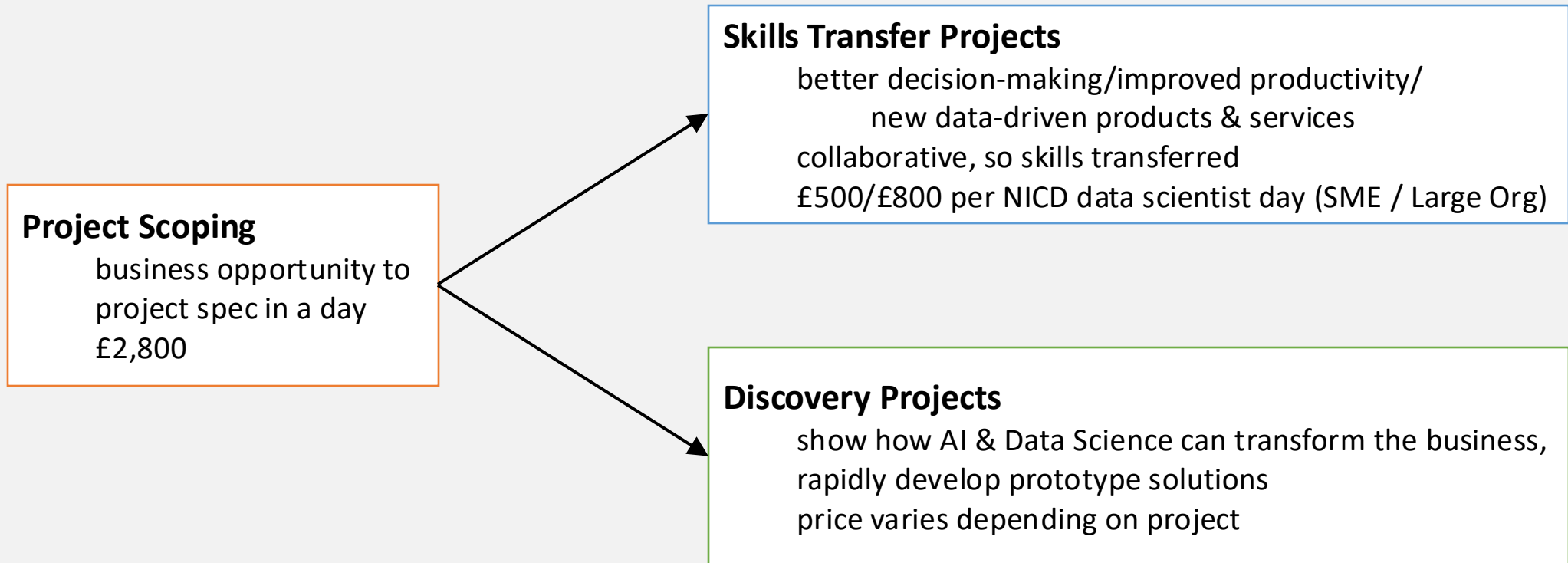




Expert Data Science
Team with skills in:

- AI
- Machine Learning
- LLMs
- Statistics
- Data Engineering
- Visualisation
- Trustworthy AI

NICD Services

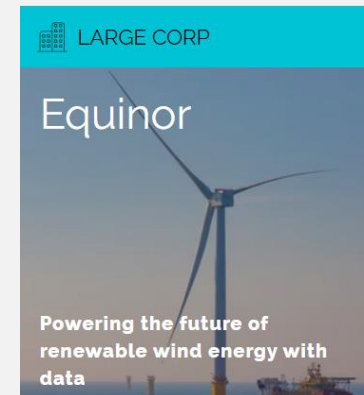


Case Studies

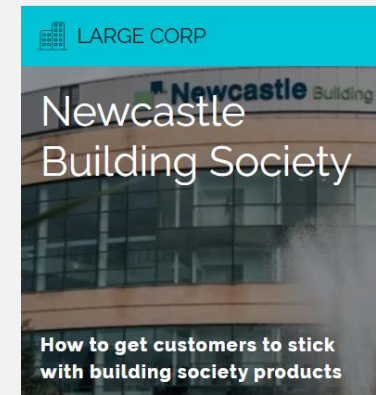
www.nicd.org.uk/case-studies



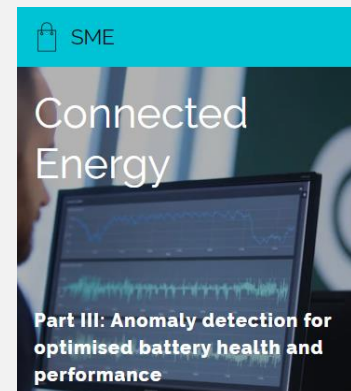
Monitoring travel patterns to **inform** transport decisions



Detecting underperforming turbines



Increasing customer retention



Predicting performance to **optimise** profit



Recruiting & developing better staff

Lessons from 140 Projects

- AI is transformational:
 - Better Decisions
 - Improved Productivity
 - New Data-driven Products and Services
- But... beware the hype!
- Start from a Business Opportunity not a Technology
- Consider upskilling rather than recruiting unicorns

NICD has a track record of enabling organisations to exploit AI

We're keen to help you...

- www.nicd.org.uk
- nicd@ncl.ac.uk
- Paul.Watson@ncl.ac.uk



ROLE OF MATHEMATICS IN AI AND BUSINESS

Driving Innovation for Tomorrow

Presented by Dr. Anjulika Salhan

28 March, 2025



DR ANJULIKA SALHAN

CEO of System Holdings and its subsidiary companies



I am an Applied Mathematician, a fintech entrepreneur, focussed on combining the power of finance and mathematics. My knowledge helps businesses successfully adopt and integrate technology within the FinTech industry.



- Fellow of the Institute of Mathematics and its Applications (FIMA)
- Chartered Mathematician (CMATH), Chartered Scientist (CSci)
- Member of the European Mathematical Society (EMS)
- Affiliated Member of the Institute and Faculty of Actuaries (IOFA)
- Member of Society for Industrial and Applied Mathematics (SIAM)

Chairman: Institute of Mathematics and its Applications (IMA) AI Congress 2024, 2026

Lead: Special Interest Group for Foundational Mathematics for AI (SIGMAi) for IMA

WHAT IS MATHEMATICS??

The term "mathematics" is derived from the Ancient Greek word 'máthēma,' meaning 'that which is learnt,' reflecting its foundational role in education and intellectual development.

Mathematics is essential in the natural sciences, engineering, medicine, finance, computer science, and the social sciences.

Although mathematics is extensively used for modeling phenomena, the fundamental truths of mathematics are independent of any scientific experimentation.

In essence, mathematics is a universal language that provides tools and frameworks to understand and describe the world around us.



MATHEMATICS PLAYS A FOUNDATIONAL ROLE IN THE DEVELOPMENT AND ADVANCEMENT OF ARTIFICIAL INTELLIGENCE (AI)

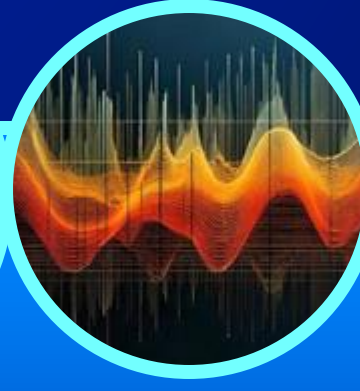
AI relies on various mathematical principles for
modelling, computation, and optimization



Linear Algebra:
The Foundation of
AI



**Probability and
Statistics: Handling
Uncertainty**



Calculus:
Optimisation in AI



Graph Theory:
Networked Data
Representation



**Information
Theory: Data
Processing and
Compression**



**Logic and Discrete
Mathematics: AI
Reasoning**



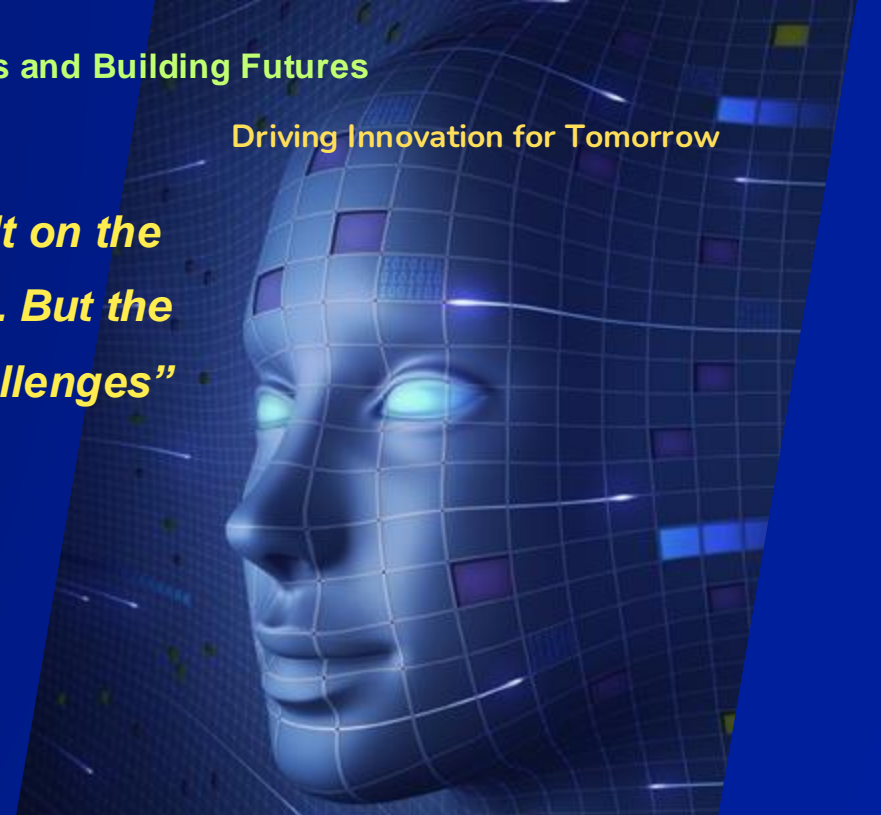
Numerical Methods:
Computation
Efficiency

“Mathematics is the bedrock of AI. Every impactful AI application is built on the numerical foundations that were laid by trailblazers such as Alan Turing. But the mathematics of AI is far from fully understood. There are many open challenges”

Professor Mark Girolami

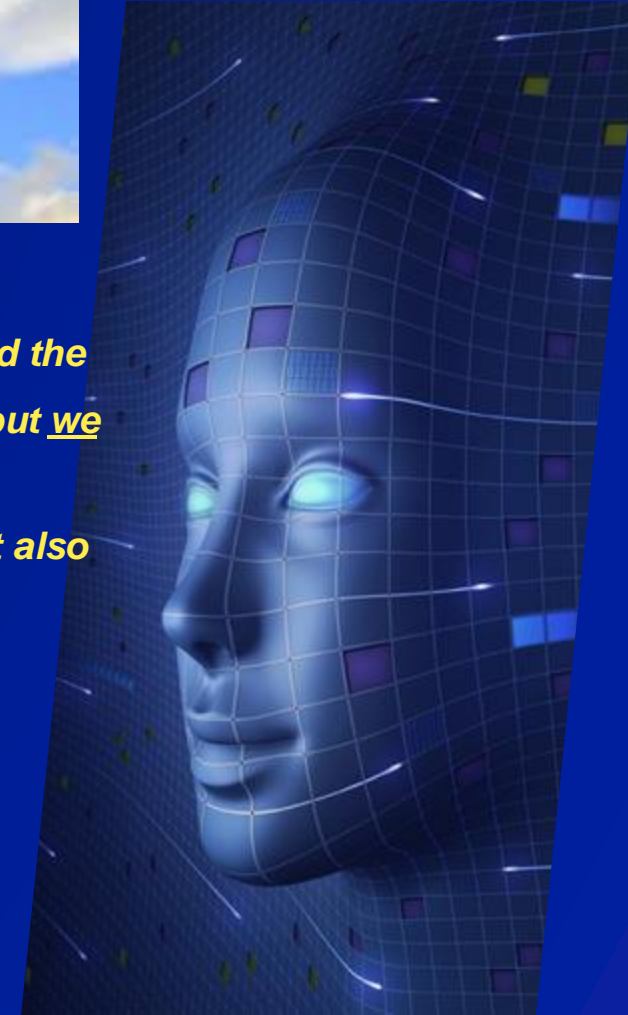
Chief Scientist

Turing Institute





Driving Innovation for
Tomorrow



“But we have only a basic grasp of the mathematics behind how such tools work. The theory lags behind the application. This isn’t especially unusual when it comes to innovation – we can fly planes, for example, but we still don’t fully understand the mathematics describing the physics that keeps them aloft. A better mathematical theory of generative AI would help us to understand not only how generative AI works, but also how and why it can fail – a crucial step towards building trust in this technology”

Professor Mark Girolami

Chief Scientist

Turing Institute

As it happened: Rachel Reeves raises taxes by £40 billion in Labour's first Budget



Courtesy: Spectator and Independent



HMRC's Tax Gap

HMRC lost approximately £39.8 billion in tax (2022-2023)

Approximately £18 Billion is lost due to tax payer's errors

**Small and Medium Sized businesses contribute to £28.3
billion loss in tax**

Mid-sized businesses

Defined as having a turnover between £10 million and £200 million, or typically 20 or more employees.

Mid-sized businesses make up less than 5% of UK businesses – there are around 270,000 of them.

Courtesy:

Small businesses

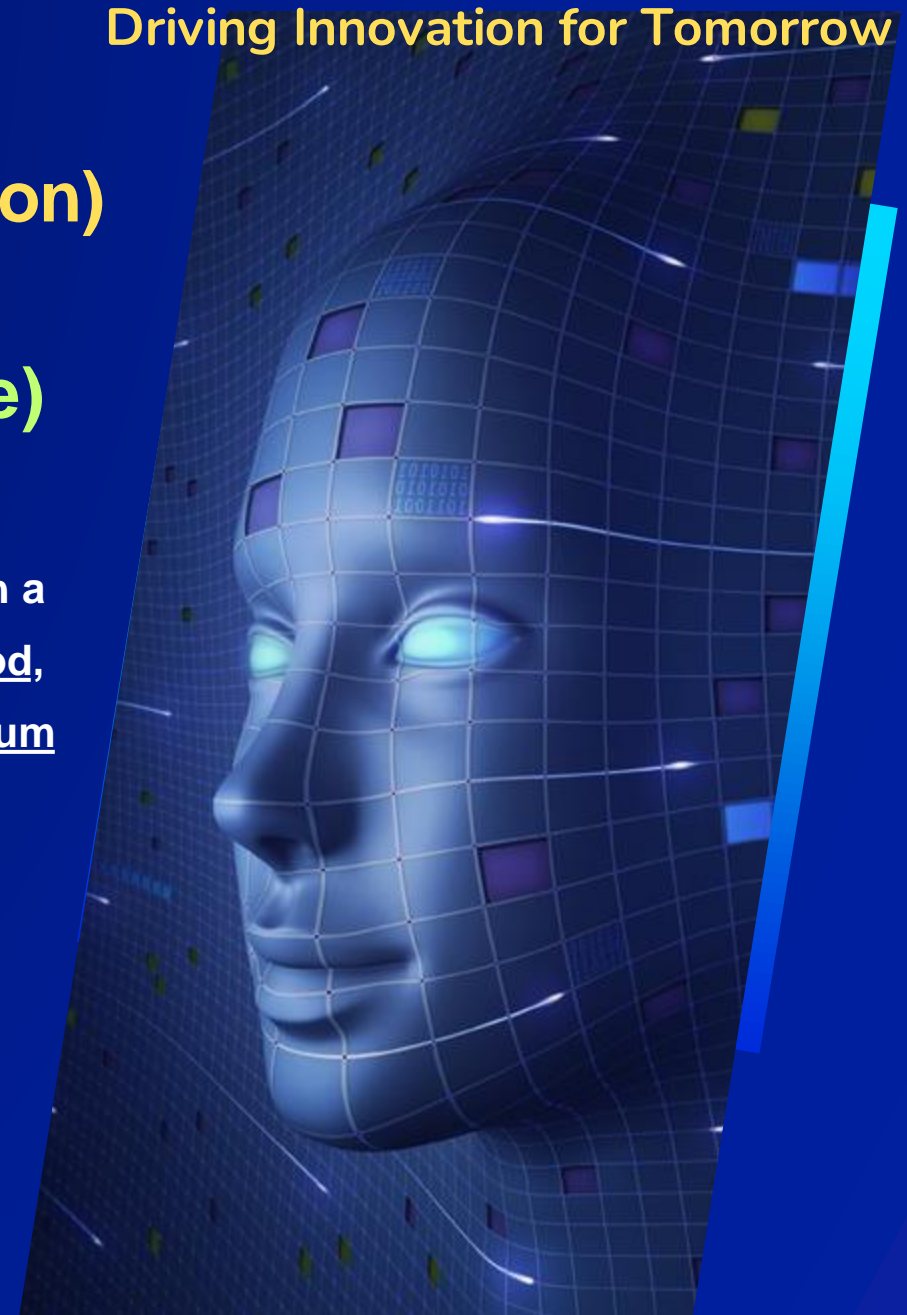
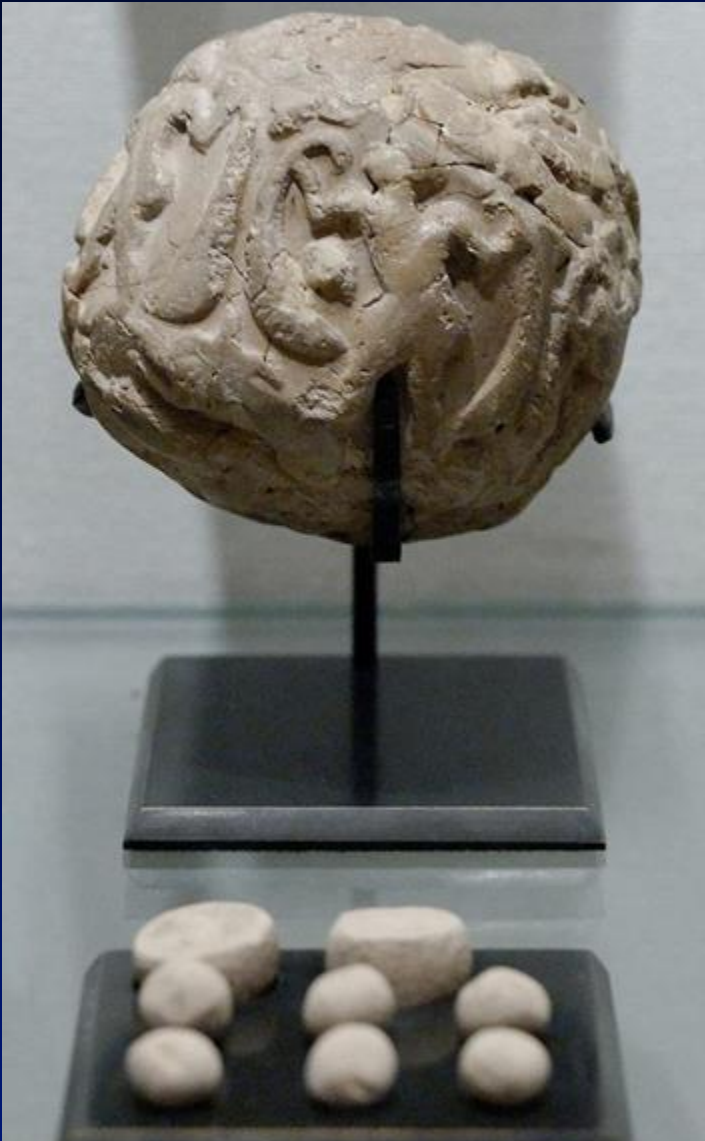
Defined as having a turnover below £10 million and typically fewer than 20 employees.

Small businesses represent more than 95% of businesses in UK – there are around 5.3 million of them



Journey of AI (Accounting Information) to AI (Artificial Intelligence)

Globular envelope (known as a Bulla) with a cluster of accountancy tokens, Uruk period, 4000-3100 B.C.E, from Susa. Louvre Museum



AI (Accounting Information) to AI (Artificial Intelligence)

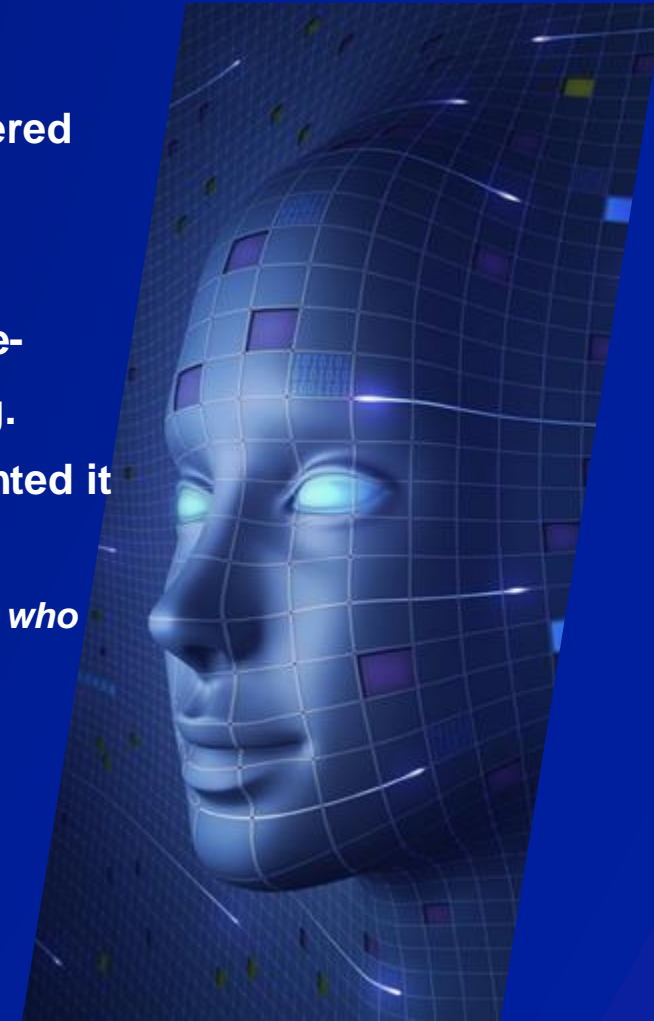
Driving Innovation for Tomorrow

Luca Pacioli: Father of Modern Accounting

He was a mathematician who wrote *Summa de Arithmetica, Geometria, Proportioni et Proportionalità* (1494), which covered arithmetic, algebra, and geometry.

This book included the first published explanation of double-entry bookkeeping, a system that revolutionized accounting. Pacioli didn't invent double-entry bookkeeping but documented it systematically.

It is believed that Pacioli took this system from the Indian Merchants who travelled to Italy from their accounting system called "Bahi Khata"



Double-Entry System

- The system follows the principle: "For every debit, there must be a credit."
- It ensures financial accuracy, reduces fraud, and helps in tracking transactions effectively
- This method is still the foundation of modern accounting as manual data entering system is evolving to computerised system.

Mathematical underpinning of Double Entry

Ellerman, David, Double-Entry Accounting: The Mathematical Formulation and Generalization (December 5, 2007). Available at SSRN:

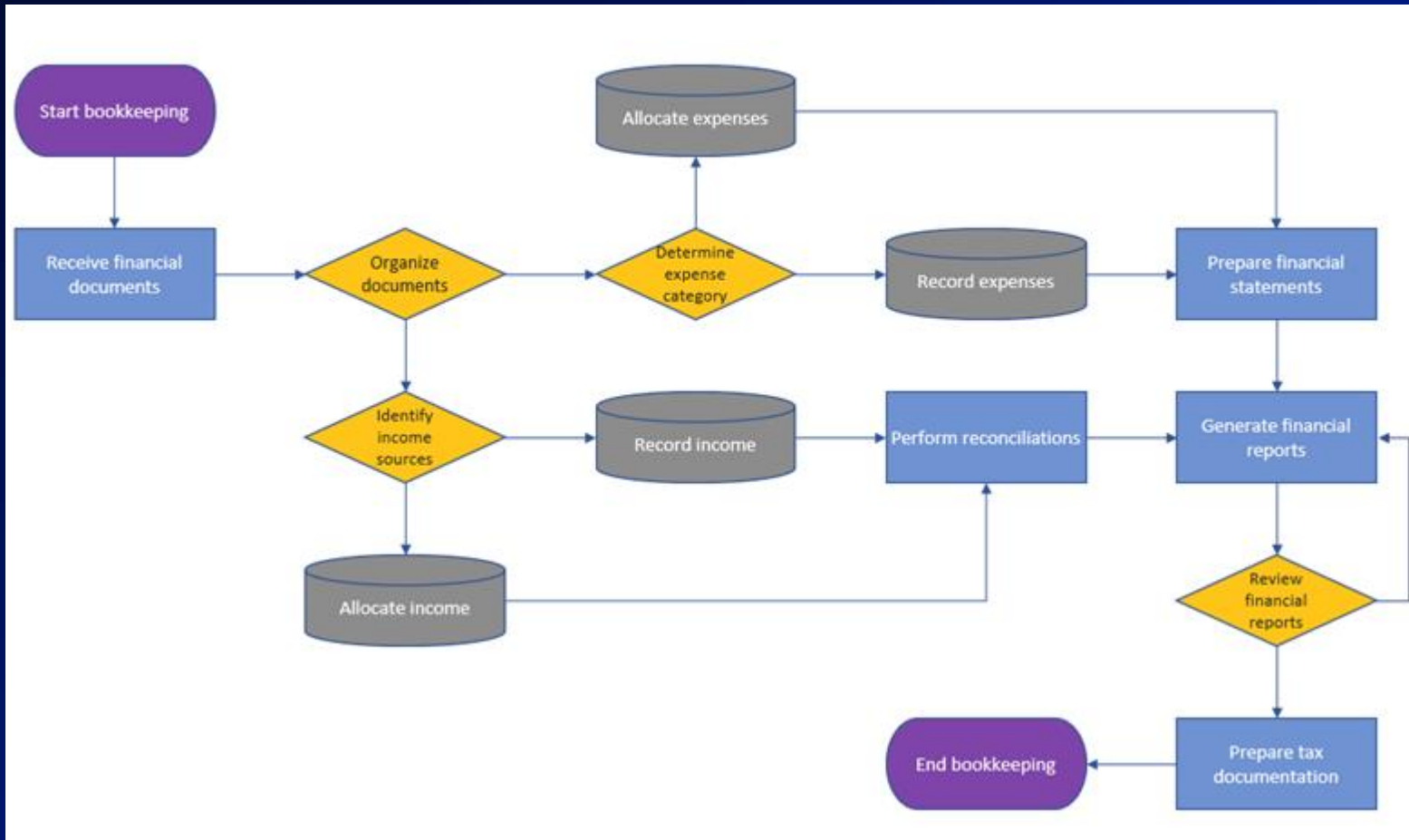
<https://ssrn.com/abstract=1340619> or <http://dx.doi.org/10.2139/ssrn.1340619>



CATEGORISING EACH INVOICE ONTO ONE OF HUNDREDS OF ACCOUNTS

Challenges with manual Categorisation

- Large volume of invoices to be categorised. Process is tedious.
- Process is error Prone and perpetuates inconsistency.
- Usually this task is performed by the junior staff and may not have sufficient supervision.
- Statutory Accounts and Management Accounts are dependent on this basic process.
- Can lead to fraud and tax evasion.



STORY OF PRAGYA- OUR AI AGENT

The name Pragya, of Sanskrit origin, generally signifies "intelligence," "wisdom," "insight," or "one who is wise and learned"



PRAGYA (OUR AI AGENT)



- **Architectural Innovations**

Utilises a sparse transformer architecture to enhance efficiency and scalability. Implements reversible transformer layers to reduce memory footprint during training.

- **Advanced Training Techniques**

Uses curriculum learning to progressively train on increasingly complex tasks. Employs self-supervised learning for enhanced language pattern recognition. Integrates contrastive learning to improve semantic understanding.

- **Enhanced Language Understanding and Generation**

Supports multimodal integration, processing text, images, together. Incorporates commonsense reasoning for more natural and contextually accurate language.

- **Controllable Text Generation**

Enables users to specify tone, style, and topic for tailored content creation.

- **Scalability and Performance**

Optimized for handling large datasets efficiently while maintaining high performance.

INVOICE CATEGORISATION BY PRAGYA- OUR AI AGENT



- A Bookkeeping Software has several hundred account categories.
- The AI Agent first classifies the accounting documents for a business such as invoices, bank statements and other non -accounting documents.
- Subsequently, the AI Agent categorises the invoices into the correct sales and cost account categories.

Harnessing AI to Drive the Next Era of Accounting


- Removal of manual entry for invoice categories.
- Enhanced accuracy, increased consistency, and time saved.
- Real-time data processing and analysis in seconds.
- Instant Insights for prompt decision-making.
- Cashflow monitoring with risk identification and quick responses to market changes.
- Enhanced Security and compliance by detecting irregularities and fraud in financial data through monitoring and compliance with regulations and minimises errors and penalties.
- Scalability and cost efficiency due to AI automation in bookkeeping help manage large volumes of data efficiently, reducing costs and improving operational efficiency.
- Personalised finance guidance can be provided to businesses helping optimise performance and identify growth opportunities.



Business Benefits for System Holdings with the AI Deployment- A Success Story and Potential Benefits to the Wider Economy



- Benefits for System Holdings Team in completing the tasks
- Ability to Scale up
- Efficiency drive
- Potential to Expand the business nationally and internationally



Potential to reduce the Tax Gap for HMRC by rerunning of taxpayers sales and cost invoices, which could result in a better economy and fewer tax rises for the working people.

**“Imagination is more important than knowledge.
For knowledge is limited, whereas imagination
embraces the entire world, stimulating progress,
giving birth to evolution.”**

— Albert Einstein



“I have no special talent. I am only passionately curious”

Albert Einstein

Thank You

IMPERIAL

How can Imperial support women businesses to grow?

Empowering women in AI at Imperial

Sophia Yaliraki - Professor of Theoretical Chemistry - Department of Chemistry and Interim Chair for Imperial-X

Federica Pratola –PhD Research Development Manager - Department of Mathematics

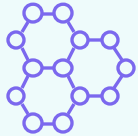
28/03/2025

IMPERIAL

| At a Glance



22,000+
students



3,765
research and academic staff



200,000
alumni

Imperial College London

4
Faculties

Natural Sciences

Chemistry
Life Sciences
Mathematics
Physics
Centre for Environmental Policy

Business School

Analytics and Operations
Economics and Public Policy
Finance
Management and Entrepreneurship
Marketing

Medicine

Brain Sciences
Immunology and Inflammation
Infectious Disease
Institute of Clinical Sciences
Metabolism, Digestion and Reproduction
National Heart and Lung Institute
School of Public Health
Surgery and Cancer

Engineering

Aeronautics
Bioengineering
Chemical Engineering
Civil and Environmental Engineering
Computing
Dyson School of Design Engineering
Earth Sciences and Engineering
Electrical and Electronic Engineering
Materials
Mechanical Engineering

14
Nobel Laureates

3
Fields Medallists

73
Royal Society Fellows

86
RAEng Fellows

85
Academy of Medical Sciences Fellows

500+
Industry Partners

373
Startups

370
Patent Families

236
Active Licences

220
Academics with
>£100k industry research awards

The White City District

Co-location of Entrepreneurship, Industry, Academia and Local Community

Creating journeys

Creating USPs

Linking communities

True partnership: not just visiting

New models for collaboration

White City Deep Tech Campus

Imperial College London is bringing together scientific researchers, corporate partners, entrepreneurs and the local community to co-exist and co-create on an unprecedented scale, and to turn cutting-edge scientific research into real-world benefits for society.

Incubator

Fin-tech

Biomedical
Engineering

Invention Rooms

Scale Space

Clean-tech

Advanced
Materials

Makerspace

Innovation I-
Hub

Biotech

Hackspace

AI, Maths +
Data Sciences

Public Health &
Environment

Heathrow Airport ->

Security
Science

I-X

UNDAUNTED

Engineering
Biology

MEDTECH 1

Molecular
Sciences

DIANA

Green
Chemistry

BIOFOUNDRY

ROYCE

Hammersmith Medical
School ->
Med-Tech & Life Sciences
Innovation Corridor

I-X Vision

- ✘ Imperial's initiative in Interdisciplinary AI
- ✘ Focus on AI, Machine Learning, Statistics, Data, Digital
 - Interdisciplinarity
 - Innovation: collaboration with SMEs, Industry
 - Entrepreneurship
 - Education
 - Policy: working with local and central Government
 - International outlook
- ✘ Testbed for new approaches: University 2.0



I-X Academics



[Prof. Alessandra Russo](#)

Explainable, Safe & Robust AI
Intelligible AI, Machine Learning (ML)



[Prof. Alessio Lomuscio](#)

AI Verification
Explainable, Safe & Robust AI



[Dr Islem Rekik](#)

Computer Vision, ML, Medical/Neuro Imaging
Predictive Intelligence in Medicine



[Dr Nicole Salomons](#)

Human-Robot Interaction
Robotics, User Modelling



[Dr Roberto Bondesan](#)

Optimisation, Quantum Computing, ML for
Quantum Physics/Chemistry Simulations



[Prof. Hamed Haddadi](#)

Cybersecurity, Explainable, Safe & Robust AI,
Human-Data Interaction, IoT



[Dr Kelly W. Zhang](#)

Reinforcement Learning, Machine Learning, Statistical
Inference, Digital Health



[Dr Sen Wang](#)

Computer Vision, ML, Robotics,
Simultaneous Localisation & Mapping



[Dr Chen Qin](#)

Computer Vision, Deep Learning, ML,
Medical Imaging, Generative Myocardial
Motion Tracking



[Dr Guang Yang](#)

AI in Drug Discovery/Medicine, Digital
Healthcare Vision Imaging & Virtual
Environments



[Dr Dandan \(Dian\) Zhang](#)

Biomedical Robotics, Human-Robot
Interaction, Multi-Modality Sensing, Robot
Learning for Simulation



[Dr Gege Wen](#)

AI for Scientific Computing, Climate Change,
Energy Transition, Physics Modelling, ML



[Dr Ryan Cory-Whight](#)

ML, Optimisation, Renewable Energy, Business
Analytics



[Prof. Brendan Delaney](#)

AI of Medical Diagnosis, Medical Terminology, AI Validation,
Medical Knowledge Models



[Dr Christopher Salvi](#)

Deep Learning, ML, Signal Processing



[Dr Patrick Dunne](#)

High-dimensional Data Sets, ML, Markov Chain Monte
Carlo, Matter Antimatter T2K experiment



[Dr Sarab Sethi](#)

Acoustics, Biodiversity, IoT,
Supply Chain Transparency



[Dr Pietro Ferraro](#)

Control Theory, Distributed Systems, Reinforcement
Learning, Safe-RL



[Dr Eleonora Giunchiglia](#)

Deep Learning, Neuro-symbolic AI, Safe AI



[Prof. Susan Scott](#)

Digital Transformation of Work, Information Systems, Responsible Probabilistic Generative Models, Optimal Transport, Signal Processing
Innovation



[Dr Felipe Tobar](#)

Education: MSc in Artificial Intelligence Applications and Innovations

- ✘ First cohort started in September 2024
- ✘ **International students from 20 countries:** Azerbaijan, Belarus, China, Colombia, Hong Kong, India, Kazakhstan, South Korea, Lebanon, Malaysia, Mauritania, Mexico, Netherlands, New Zealand, Nigeria, Oman, Romania, Saudi Arabia, Thailand, and Zambia.
- ✘ Modules fuse AI, machine learning, and data science with practical applications in sectors such as healthcare, life sciences, engineering, and business.
- ✘ Industry internships
- ✘ Executive education (leaders) + continuing/professional education

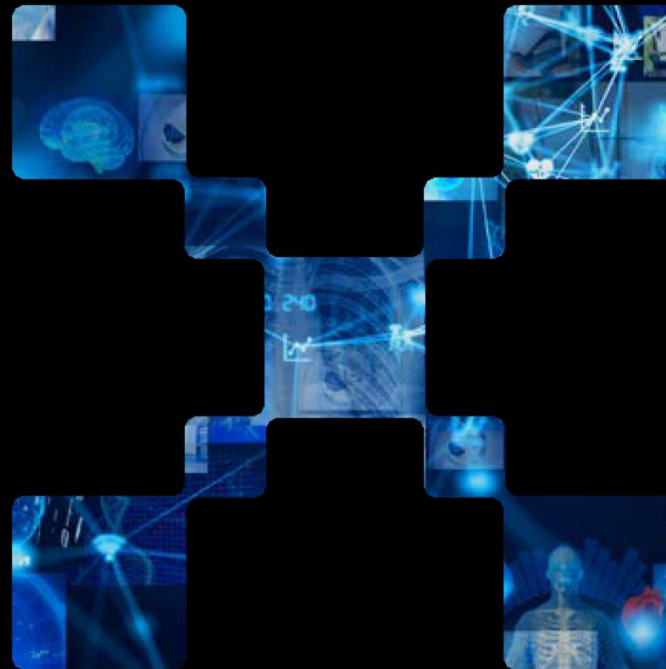
✘



Industry Club

White City Innovation District

Local Government



Women in Leadership positions

UKRI AI Hubs



Examples of Startups in AI

sAlnaptic uses AI to deliver an interactive, instant, and personalised learning experience. **Rajeshwari**, co-funder, Imperial alumnus

ILASP - builds Logic-based Machine Learning systems, which learn highly expressive rules that can be translated into plain English. Professor **Alessandra Russo**, Senior Research Scientist

OptiX --empowers the chemical industry with AI-driven optimization — turning complex decision-making into clear, actionable insights that drive high-performance solutions. **Austin Mroz – Schmidt Fellow**, founder

IMPERIAL



Department of Mathematics at Imperial

At a glance

Ranked #1 in the UK for research impact in the most recent REF (Research Excellence Framework).



~100FTE academic
staff

including Fields Medalists and
Royal Society Fellows



~1000 UG and PG
students

Sections:

Pure: geometry, algebra & number theory, stochastic analysis

Applied: Fluid dynamics & continuum mechanics, dynamical systems, mathematical physics, biomathematics, applied & numerical analysis

Statistics: one large grouping

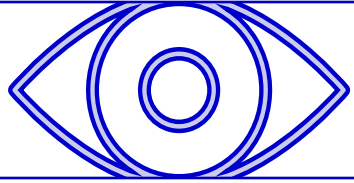
Mathematical Finance: one smaller grouping

Data Science & AI: cross-cutting among all the above sections

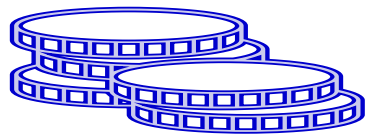
Strong partnerships with industry: **Finance, Healthcare, Technology sectors, Defence and Security, Public Sector and Government**

List of potential collaboration models in the department

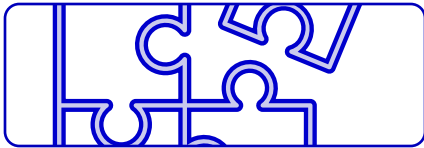
An overview



Short Term: MSc projects, PhD placements, industrial placement at Imperial premises



Medium Term: Co-funded industrial postdocs, secondments,



Long Term: Co-funded PhD, research projects

**We are open to collaborations from anyone, anywhere,
contributors and collaborators of all shapes and sizes!**

Centers of Doctoral Trainings (CDTs)

CDTs assemble interdisciplinary teams to support cohorts of 4-years PhD students to develop training in new and emerging areas of the mathematical science, including AI, to address the needs of business, civil society and policymakers.

Close collaboration from industry partners is foreseen to tackle challenging problems and accelerate access to excellence.

Statistics and Machine Learning (StatML) CDT

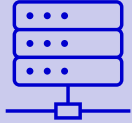
StatML CDT



It addresses cutting-edge theoretical and methodological research in statistics and machine learning. in modern science, technology and engineering. Among other research priorities it aims at contributing to **'AI digitalisation and data'**, in a variety of sectors, including: AI research and tech, pharmaceutical, energy, engineering, defence and security, media, and finance.

Centers of Doctoral Trainings (CDTs) - continue

Collaborative Computational Modelling at the Interface (CCMI) CDT



CCMI CDT

It offers a core broad focus on research software engineering. Through use of **data intensive computational modelling and AI** the current industrial challenges are addressed through research collaborations tying modelling together with software tools

Mathematics for our future climate (FC) CDT



FC CDT

It creates synergies between mathematics, computational science, and energy and environmental sciences (including ocean, atmospheric, and engineering sciences) to tackle global climate challenges. This includes using **AI and big data** to enhance climate forecasting and contribute to our Digital Futures

How can CDTs can support AI focused enterprises?

Long and short-term collaborations

TYPE OF OPPORTUNITY		DURATION OF PROJECT/ PLACEMENT	START DATE	LEVEL OF STUDENTS	TYPE OF OPPORTUNITIES / COMPANIES SOUGHT BY THE STUDENTS / DEPARTMENT	ASSOCIATED COSTS	BENEFITS FOR THE COMPANY (SKILLSETS, RESOURCE, ACADEMIC SUPPORT ETC.)
CDTs-related							
Short Term	PhD (CDT) Work Placement	Up to 2 months	Year round (often in the summer months)	Typically, 2 nd and 3 rd year PhD students	Role from any business types/sectors to help the student gain business knowledge and experience. Importantly, placements can be unrelated to PhD research.	Company incentives welcomed (e.g., entry level research salary, on site accommodation stipend for travel and subsistence, etc.)	Analytical insights Additional resource to the company
Long term	CDT's PhD student co-fund	4 years PhD	October	4-year PhD studentship	Deliver a thesis by Y4 so results should be achievable within this timeframe	Commitment of a combination of different types of contributions (co-supervision, placement, co-financing)	Academic support Written report Research outcome Know how acquisition

How can other departmental activities can support AI focused enterprises?

Long and medium-term collaborations

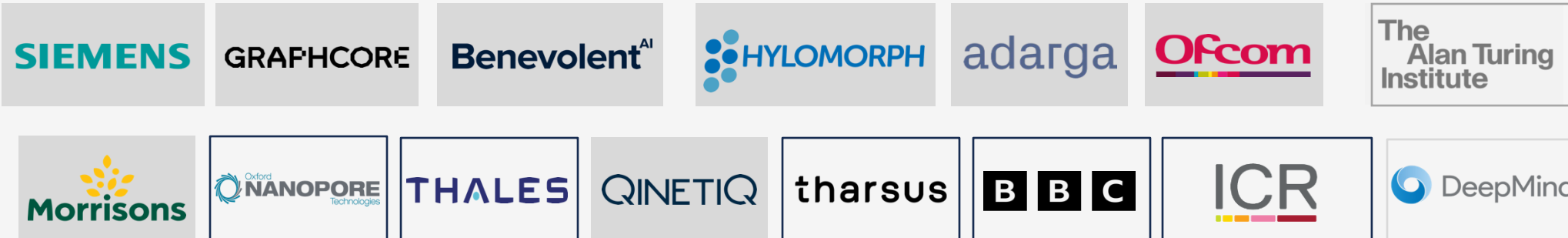
TYPE OF OPPORTUNITY		DURATION OF PROJECT/ PLACEMENT	START DATE	LEVEL OF STUDENTS	TYPE OF OPPORTUNITIES / COMPANIES SOUGHT BY THE STUDENTS / DEPARTMENT	ASSOCIATED COSTS	BENEFITS FOR THE COMPANY (SKILLSETS, RESOURCE, ACADEMIC SUPPORT ETC.)
Other opportunities							
Short Term	Research Projects	5 – 6 months MSc projects	May – Sept	Master students (>100 students)	Sponsor a jointly supervised Masters student's final-year project on a relevant topic. Can be on site with company.	Rate depending on IP agreements.	Academic support Written report Additional resource to the company
Medium Term	Co-funded Industrial postdoc	1 year	Year round	Postdoc	The PDRA covers non-academic research tackling the business challenges	Co-funding level based on IP and specific circumstances	Dedicated skilled researcher support Written report Research outcomes Know how acquisition Breakthrough research activity
Long Term	EPSRC Case conversion	3.5 years PhDs scholarships	October	Students on a 3.5-year PhD	Projects must keep in mind the need to deliver a thesis by Y3.5 so results should be achievable within this timeframe	Minimum Industrial contribution of 1/3 of the scholarship (on top of the 3.5y DTP studentships)	Academic support Written report Research outcomes Know how acquisition Breakthrough research activity

Artificial Intelligence (AI) Hub

Mathematical and Computational Foundations of Artificial Intelligence

An Imperial Maths Department woman co-led (Anthea Monod) £10m AI Hub which develops frameworks for understanding machine learning models.

Objective Use powerful tools from theoretical math & algorithmic fields (geometry, topology, category theory) to understand how AI systems work and help **build the next generation of safe & reliable AI**



The AI Hub provides **engagement and collaboration opportunities between mathematical sciences researchers and AI applications in science and industry/businesses.**

How can the AI Hub support AI focused enterprises?

Long to short-term collaborations

	TYPE OF OPPORTUNITY	DURATION OF PROJECT/ PLACEMENT	START DATE	LEVEL OF STUDENTS	TYPE OF OPPORTUNITIES / COMPANIES SOUGHT BY THE STUDENTS / DEPARTMENT	ASSOCIATED COSTS	BENEFITS FOR THE COMPANY (SKILLSETS, RESOURCE, ACADEMIC SUPPORT ETC.)
Short/Medium term	Placement at Imperial premises	Flexible	Year round	n.a.	Connections with targeted skilled academics and team of researchers	Based on needs and circumstances	Upskilling opportunity
	PhD Secondment	Up to 6 months	Year round (often in the summer months)	Typically, 2 nd and 3 rd year PhD students	Involve the student to brainstorm and discussions to overcome business challenges. Placements can be unrelated to PhD research.	Company incentives welcomed (e.g., entry level research salary, on site accommodation stipend for travel and subsistence, etc.)	Analytical insights Additional resource to the company
Long Term	Co-funded Industrial postdoc	Flexible 1 -2 years	Year round	Postdoc	The PDRA covers non-academic research tackling the business challenges	Co-funding level based on IP and specific circumstances	Dedicated skilled researcher support Written report Research outcomes Know how acquisition Breakthrough research activity

Link to some tools of help for

Inspiring reads, perks, handy tools, info on entrepreneurial programmes and much more



Useful tools



Funding
Advice



Startup
networks



Startup
accelerators



Startup
planning



Startup
inspiration

<https://www.imperialenterpriselab.com/resource-finder/>

Are you an entrepreneur interested in creating collaboration opportunities with the AI Imperial community?

Get in touch!

f.pratola@imperial.ac.uk

Empowering Women in AI and Business Growth

Market Diversification: Benefits and Challenges



28th March 2025
Dr Michelle Lowe
Director of Innovation
michelle@nqminds.com

About Nquiringminds

Secure AI Agent Company

We do AI – We do security

Nquiringminds is a deep tech UK company, which since 2010 has been successfully deploying AI solutions into smart cities, healthcare, industrial agricultural, fintech, defence and security sectors

Dr Michelle Lowe

FAcSS FRSA Director of Innovation

Cambridge educated career academic, over 30 years experience at several UK Russell group universities, latterly as senior Professor (Southampton and Surrey Business Schools) and University Leader (Associate Dean)

Lead Innovation Fellow at the ESRC/EPSRC Advanced Institute of Management Research (AIM)

Core USP skills in business engagement especially connecting academics with business and industry to increase research income and impact

UNIVERSITY OF
Southampton

 UNIVERSITY OF
SURREY

 UNIVERSITY OF
CAMBRIDGE

 **aim**
RESEARCH
Advanced Institute of
Management Research
www.aimresearch.org



secure AI agents

Practical AI

Built on strong cybersecurity foundations

Distributed Security

No Cloud, Lower Costs, Enhanced Collaboration

Flexible Data Fusion

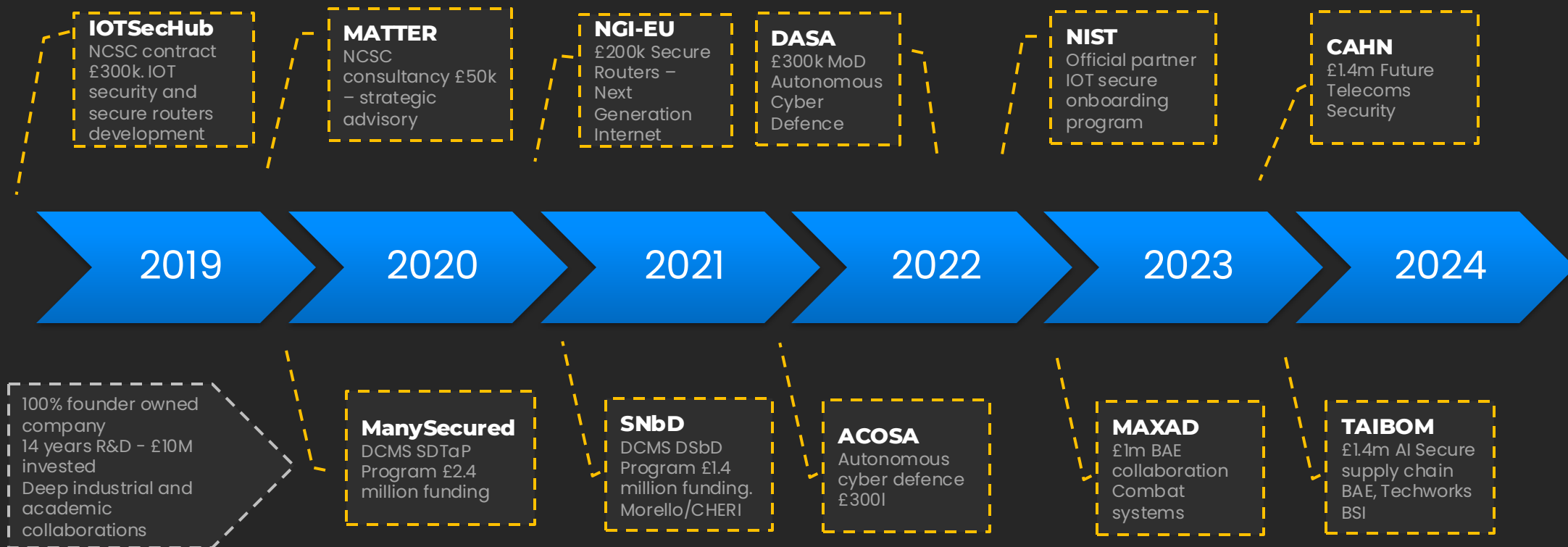
Adaptive, Secure, and Ideal for High-Stakes Environments



Nquiringminds Volt4.AI platform empowers organisations to deploy and manage secure AI agents. Its fully distributed security model supports deployments in public/private clouds or at the edge, enabling cross-organisational data sharing and agent collaboration

KEY MILESTONES

Company Journey



Trialists



Collaborators:



How has Nquiringminds diversified its market?

HORIZONTAL PLATFORM COMPANY

Commercial traction in multiple sectors

Diversified by design

IOT/SmartCities



Health/Social Care



Manufacturing



Audit and Finance



IOT Security



Agriculture



NQM focusses on foundational AI and cyber security problems – it turns out when you solve foundational problems you can apply the solution to many markets

We are a platform company that has operated in and continues to operate in many markets eg.

IOT

**Smart
Cities**

Energy

Health

Agri

Industrial

Defence

Security

Partly this is exploratory/part necessity

For many years we focussed on Civtech/smart cities/government sectors

Despite the fact that many US/UK/Asia companies have heavily promoted and invested in smart cities markets and notwithstanding the new Governments AI Opportunities Action Plan selling AI to central and local government has been hard

Partly as a reaction to that and partly to find a market that has greater understanding and tolerance and values the technology we create we are latterly more heavily invested in the defence and security markets

We are still keen to pursue our capability in civtech but we need to wait for the marker to mature

DIVERSIFIED MARKETS

Benefits Challenges



CHALLENGES

- Makes marketing harder – different messages for different markets
- Expensive – expensive to understand and develop different routes to market
- Strategy ends up being opportunist but a general platform is easier to adapt this way

BENEFITS

- Diversified customer and revenues base
- Greater opportunities for collaboration
- Better testing of the underlying platform – ensuring its robust and ready

AWARDS

Over 20 international awards for innovation



One of only two
SMEs to feature
in UK's
Industrial
Strategy
whitepaper



Most
Innovative
Cyber SME
2022 Finalist



Department
for Culture
Media & Sport

DeepTech
Company of
the Year





“**nquiringminds** is doing really exciting work through the internet of things to transform urban environments. Harnessing the power of technology and the internet is vital for the future of British prosperity. And I am delighted I will be able to help Nquiringminds seek new opportunities for its business in one of the world’s fastest growing markets.”

Theresa May, UK Prime Minister
India-UK TECH Summit





Dr Michelle Lowe
michelle@nqminds.com

Panel session – Innovate UK Business Growth



Chair: Damilare Ogunleye | Innovation and Growth Specialist



Emma Osman



Nuray Tanis



Sara El-Hanfy



Dr. Anjulika Salhan

Reverse Pitch from Investors



Facilitator: Ana Wolsztajn | Investor Ecosystem D&T Lead

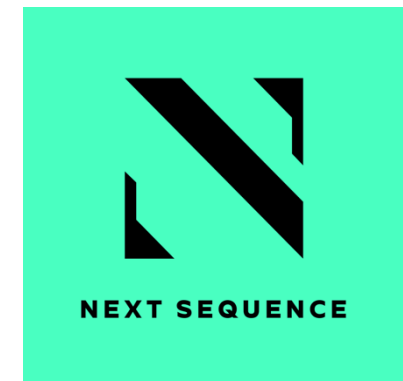


Innovate
UK

28th of March 2025

NEXT SEQUENCE VC REVERSE PITCH

Šárka Sirůčková, Partner at Next Sequence



What We See in Tech:



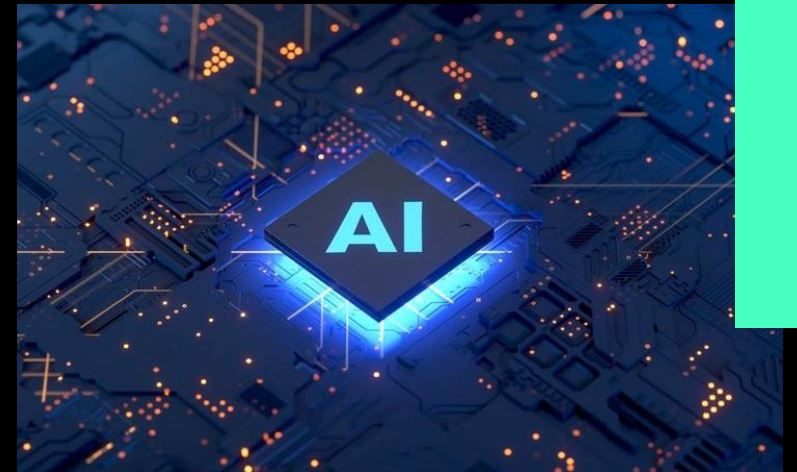
DNA / Protein Sequencing & Synthesis

creating exponential growth in available molecular data



Lab Automation & Robotics

scaling high throughput experiments



Cloud, AI & Quantum Computing

supporting molecular data manipulation, modelling and prediction



What We See In Bio:

- Potential of tech to disrupt sectors across the bioeconomy and enable leveraging vast data for driving innovation towards a better world.



Biotechnology

Biomanufacturing

FoodTech

Agriculture & Climate

Environment

And beyond...

\$4T

14% CAGR
until 2030



Our Investments Thesis:

Next Sequence is an emerging VC firm launching a series of funds to accelerate and invest up to \$125M by 2030 in AI x Bio startups at Pre-Seed to Series A stage, globally.

We've built a unique ecosystem of 5,000+ startups and leverage our team's extensive industry experience as operators and founders in Cloud, AI and Quantum computing and Biotechnologies.



Our Team:



Loretta TIOIELA
Founder & Managing Partner



- **Founder:** Open-Computing Foundation for Synthetic Biology
- **Chief Product Officer:** Defined the strategy of SCALEWAY, one of the largest European CSPs in Europe, and launched more than 10 Cloud & AI products within 1 year
- **Scaleway AI for Health:** Due diligence of Cloud & AI startups among which identified AI for Cardiology startup acquired by Philips in Nov 2021 at 200 M\$+ valuation



Jason ROPER
Senior Partner



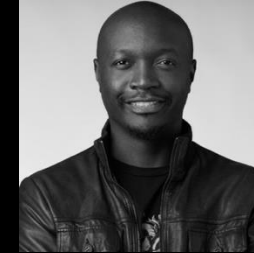
- **Microsoft Cloud:** Director of Partners & Solutions for Microsoft Cloud
- **Republic:** Angel Investor in 10+ technology focused startups across sectors
- **US Federal Reserve Bank:** Director of Technology Operations



Claude ALLAOUA
Senior Partner



- **Oracle Cloud:** 8+ years Senior Business Operations Director for Technology Solutions
- **StartUp Advisor:** Bitbrain, High-tech EEG brain sensing devices & software solutions for human behaviour research, health and neurotech development.



Alex TSADO
Senior Partner



- **Ex-NVIDIA:** Technical Product Manager (External), Cloud AI & HPC
- **AhuraAI:** Co-founder, COO, CPO
- **Alliance4ai:** Co Founder and Board Member
Founder and Board Member
- Impact Investor and Advisor



Our Team:

Investor Relations Partners



Šárka SIRŮČKOVÁ
UK Lead



Kingsley CHOW
SF Lead



Ian SCHLANDER
NYC Lead



Alema PELESIĆ
CEE Lead



Eugene ZHOU
LA Lead

20+ Venture Associates

- PhD backgrounds across biosciences
- Industry specific knowledge,
- Trained in venture capital
- Entrepreneurial spirit
- Embedded in biggest BioHubs



Since 2019: Building an Ecosystem

5,000+

Founders in the most disruptive startups on different verticals:

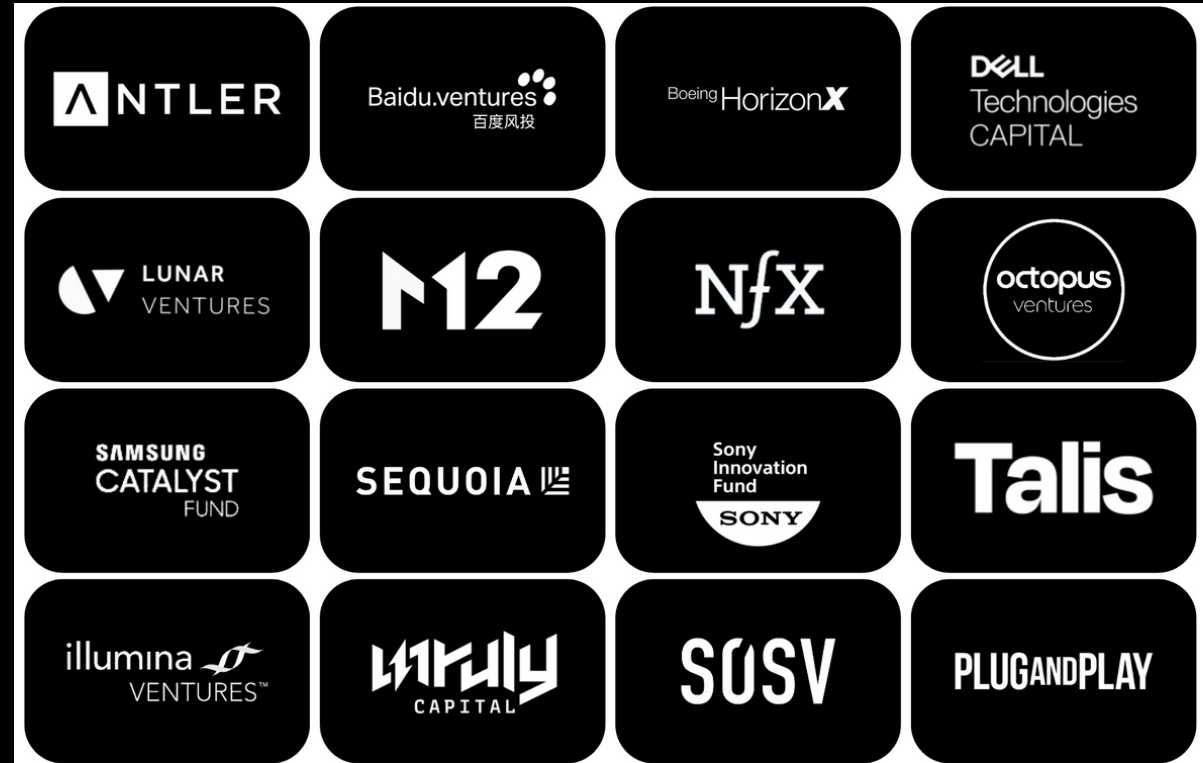
- Drugs & Therapeutics
- Neurosciences
- Food & Agriculture
- Biomanufacturing
- Longevity
- Climate & Energy
- Biosecurity
- & more.




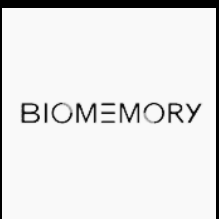





Our Ecosystem: Accelerators and Investors

3,000+

Working **alongside** accelerators and investors
investing in the most disruptive startups on
different verticals.



2024: Accelerator & Seed to Series A Investments

						
ArgenTAG Seed	Biomemory £16M Series A	PentaBind Seed	MatricisAI Pre-Seed	Eden Bio Seed	ImmunoMind. Seed	NeuroX1 Seed
SOSV, IndieBio, Draper Cygnus, Draper University Ventures, GridX	AGORANOV	Entrepreneur First	-	SynBioVen, Dhyana Capital, Unruly Capital, Saras Capital	Berkeley Skydeck	Drive Capital, Vibe Capital, Syntax Ventures, Trousdale Ventures



2025: Becoming a Global Ecosystem:



CONTACT US

Sarka SIRUCKOVA

Investor Relations Partner & UK Lead
sarka.siruckova@thenextsequence.vc

www.thenextsequence.vc



THANK YOU

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Reverse Pitch from Investors

Jaysri Thangam A.

Investor

Flashpoint Capital

jsrithangam@gmail.com



The Ada Ventures' team

We've built a high-performance, institutional team.

As one of the few true pre-seed investors in Europe we lead >70% of investments we make.



A reminder of our core beliefs

We find and fund the founders of the future, investing in the best, not just the best-connected.

We invest in purpose-led founders building for markets that are large, untapped and growing.

Ada Values: Be inclusive to drive alpha, win & learn together, celebrate risk well-taken, future forward.

The themes



Climate equity

Climate technologies and urbanisation/mobility



Healthy ageing

Biotech and personalised (mental and physical) health



Economic empowerment

Equitable work and financial infrastructure

An investing lens we call... Inclusive Alpha®

Ada invests into **UK companies**
Into Nordic companies with a UK angle.

We are there at the start, usually
post-product & *pre-traction* and

**we look for
underserved or
unserved markets
and a tech moat**

First cheques of
£250k to - £1mn

The background is a light pink gradient. It features several alpha symbols (α) in different colors (yellow, red, pink) and sizes. There are also geometric shapes like circles and lines with dots at the ends, creating a network-like pattern. A large, stylized alpha symbol is in the top left corner.

We are a values led VC.

Inclusive Alpha® is our philosophy.

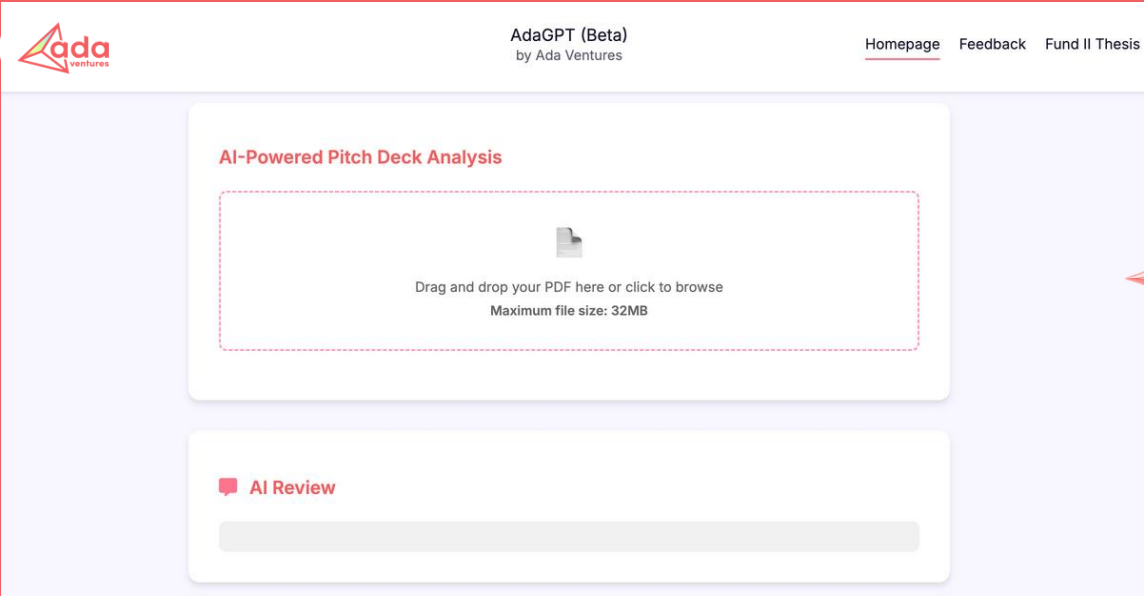
**It is a belief that investing in an inclusive way will
drive the very best returns.**

We invest in the best, not just the best connected.

**We make offers to less than 1% of the companies
that we speak to.**

We want to partner with you.

We've built **AdaGPT**, an AI tool that gives founders immediate pitch deck feedback. It reviews 200+ decks/month.



ada ventures

AdaGPT (Beta)
by Ada Ventures

[Homepage](#) [Feedback](#) [Fund II Thesis](#)

AI-Powered Pitch Deck Analysis

Drag and drop your PDF here or click to browse
Maximum file size: 32MB

AI Review

"I have absolutely no idea how your team did it but I just submitted our pitch deck to AdaGPT and the speed of response and content was very impressive (and reassuring!) Another market first, and absolutely invaluable asset for founders like us to get feedback and prioritise."

Founder

"As ever, I'm impressed with your tenacity in a difficult market and VC world, pushing ahead with key tools like the one above - it really does make a difference for our female-led, impact-led business in a world that can seem quite narrow-minded."

Founder

"I've just submitted my deck but in the meantime I wanted to say I'm blown away by the beta tool you've created. It is so useful but also great to see that my company is aligned with your investment focus."

Founder

What you get from Ada

Founder Welfare

The logo for BUBBLE, featuring the word "BUBBLE" in a bold, purple, sans-serif font.

**40 Hours of backup emergency
childcare per founder for a 12-month
period**

Mark Whitcroft, CEO/Co-Founder of PlannerPal:

"As a co-founder launching our startup PlannerPal in my 40s, Ada Ventures' collaboration with Bubble for childcare support has been immensely beneficial. [...] It's a testament to Ada Ventures' holistic approach, recognising me not just as a business leader, but as a parent striving for balance."

The logo for spill, featuring a teal drop icon followed by the word "spill" in a dark blue, sans-serif font.

Access to therapy for every founder

Julia Fan Li, Co-Founder & CEO Micrographia Bio:

"Inclusive Alpha is an industry-setting initiative by Ada Ventures. In the past few months since launch, my business has benefited from both founders accessing Bubble hours in helping us build towards our mission at Micrographia Bio."

Growth Angel Programme

We want to supercharge founders by providing advisory support from those who have successfully scaled relevant companies, with a functional emphasis on Sales, Marketing, and Growth.

Illustrative examples of our existing Growth Angels



[Naomi Walkland](#)

CMO
motorway.co.uk



[Henry Ludlam](#)

Founder & CEO
Goodstack



[Stela Foley](#)

Sales Leader UK&I
Monday.com



[Jack O'Meara](#)

ex-Founder & CEO
Ochre Bio



[Thish Nadesan](#)

ex-GM Europe
Cash App



[Sarah Harvey](#)

Prodigy Finance
Square



[Nick Lisher](#)

Flow Health
Nextdoor



Talent Support



Ben Norton is our Venture Partner for Talent.

Ben works directly with portfolio founders around topics of hiring, people, culture, and leadership development, through 1:1 coaching & advisory sessions.

Hiring

Ben can support portfolio founders on the end-to-end hiring & onboarding process, including:

- Scoping the role requirements & job description
- Recommendations for service providers
- Reaching the right talent (including through Ada's proprietary Talent Network)
- Hiring for A Players / Interview Technique
- Compensation, offer negotiation & candidate closing
- Referencing
- Onboarding & setting new hires up for success

The founders we've invested in say it best



Amber Michelle Hill, PhD

CEO at Research Grid

"I've never (ever!) had to pay 'the tax' of being a diverse founder via Ada...I've only ever felt like a founder with a start-up innovating in an industry that needs it...which any diverse founder will tell you, is extremely rare."



Julia Fan Li

Co-Founder & CEO at
Micrographia Bio

"Check and Matt have been foundational capital and guides for Micrographia Bio from the very beginning. Professional, dedicated and great humans to surround yourselves with on the adventure of building a world-changing company!"



Orla Harris

COO & Co-Founder at
SideQuestVR

"When Series A came along there was no hesitation on either side to continue growing together. Check, Matt and Ada's extended team has been very founder-friendly, even when VC landscape shifted in 2022."



Tom McGillycuddy

Co-Founder at Circa5000

As a fund they represent the best side of the VC world: ambitious, founder friendly, willing to share their fantastic network with us, and always available when we need them."





“We’re Matt & Check, co-founders of Ada.

We’ve worked together for 9 years and co-founded Ada to change the way Venture Capital is done and find the most transformational founders and companies in the world to invest in”

Why pick Ada?

Pre-seed & seed specialists

We understand the twists and turns of early-stage businesses.

Firepower and connections to tier one follow-on capital for your next round

We hold back 50% of our funds for follow-on rounds. We have funded founders from pre-seed to Series C and beyond.

Operational expertise from people in the trenches

Alongside our capital we handpick Growth Angels to supercharge your growth

Genuine support for you as people, as you build your business

40 hours of back-up emergency childcare per founder for a 12-month period and mental health support for founders



jasmin@adaventures.com



HEARSTLAB

HearstLab

Louise Harvey

UK Lead & Venture Associate

About HearstLab

- **Only 2%** of all VC funding goes to women-led companies.
- HearstLab is one of the **world's most active venture funds exclusively investing in women-led startups.**
- Part of the **Hearst Corporation.**
- We are a **mission-focussed strategic CVC** committed to **changing the 2%.**

75+
Women-led
investments

>\$100m
Invested

\$2.5bn
Aggregate
portfolio valuation

What We Look for

SECTORS WE INVEST IN



**ENTERPRISE
TECHNOLOGY**



**DATA
ANALYTICS**



FINTECH



HEALTHCARE



TRANSPORTATION



MEDIA

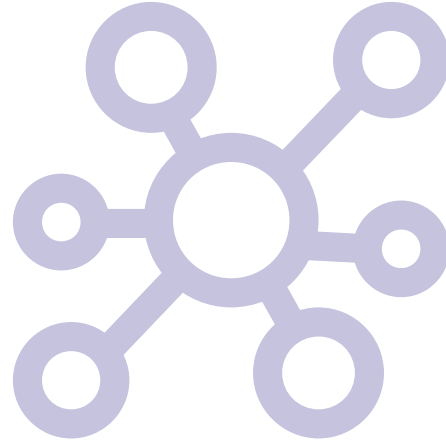
CRITERIA

- ✓ Women-led: female founder is decision maker
- ✓ B2B tech-enabled business model
- ✓ Affinity with one or more of Hearst's businesses
- ✓ Operations primarily based in the US, UK, Netherlands, or Spain
- ✓ Working MVP or initial product and early market validation

INVESTMENT APPROACH

- ✓ Investing at the **Pre-Seed, Seed, and Series A** stages
- ✓ Average cash investment of **\$500K** (typically via a Note or SAFE)

What We Offer Startups



How We Work With Hearst

UNLISTED



HEARST
newspapers



STATUSPHERE



A+E
NETWORKS

ALL 3D



HEARST
magazines

@mindshow VRTL



ESPN

PLANET
→ FWD™



FitchGroup



HEARSTLAB

Louise.Harvey@hearst.co.uk

Introduction to Antler





*At Antler, we find and
enable great founders.*

Sarah Finegan



Sarah Finegan, Associate Partner, UK

Sarah joined Antler in 2021, holding senior roles first in the **Central Europe Fund** based out of Germany and then joined the UK Fund in London in 2023. With experience spanning finance, early-stage tech, and venture capital, she has an unrivalled network across Europe and has worked with, and supported, hundreds of founders on their start up journey.

Sarah began her career at **HSBC** and **Goldman Sachs**, and experienced entrepreneurship, by founding the **MM Angels**, a global angel syndicate (now 6 years old).

Passionate about reshaping and improving diversity in venture capital, she is involved with **Proud Ventures**, an LGBTQ+ investor collective of investors and founders, and co-hosts the “**At the Cap Table**” podcast, showcasing interviews with the top female investors across Europe including Rana Yared and Judith Dada.





The world's most active early-stage investor, backing founders from inception

1,500+

Portfolio companies

10,000+

Alumni founders

18

Regional & Global funds

30+

Offices across six
continents

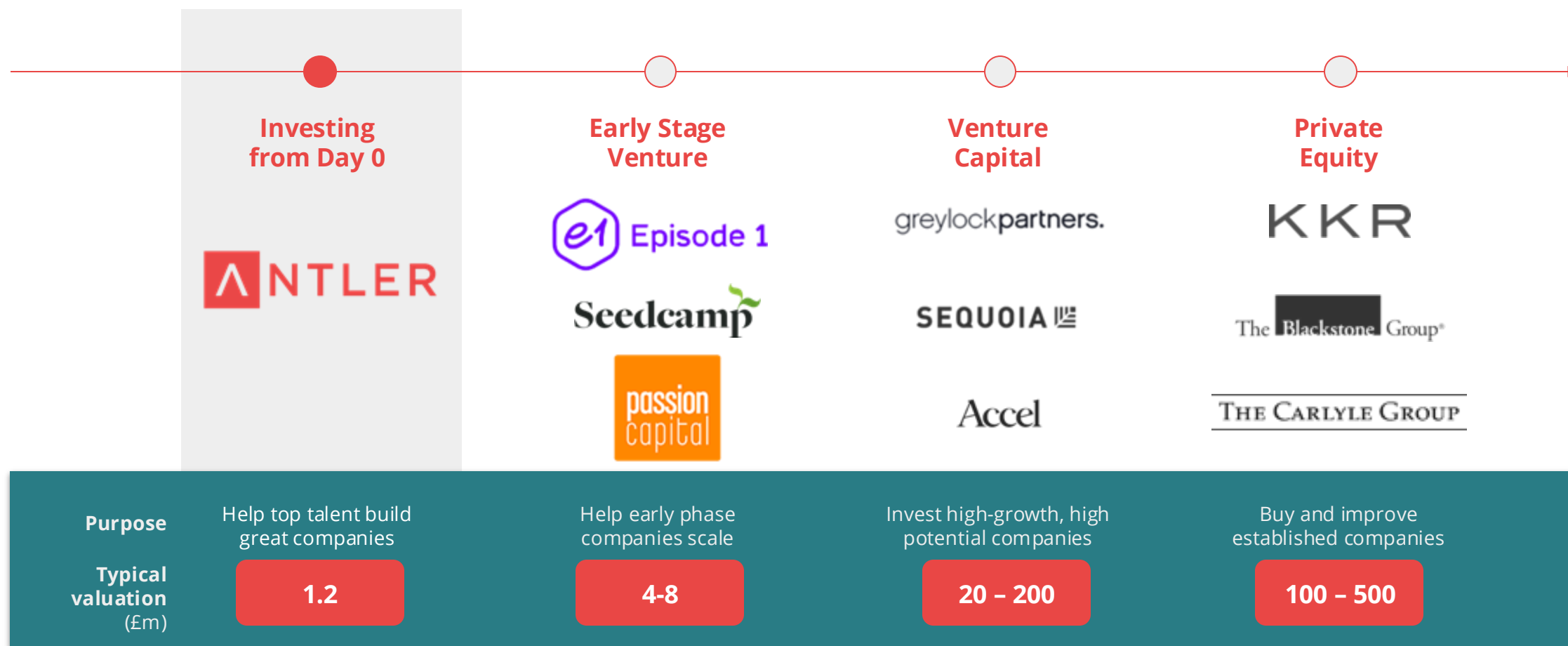
150+

Nationalities represented





How does *Antler* fit into the ecosystem and support founders from the *earliest* stage?





Supporting You from Day Zero

*Founders face
key challenges*



*We give entrepreneurs
an unfair advantage*



Incomplete **team**

A cohort of brilliant future
co-founders from day zero



Limited access to
professional capital

Pitch for funding after eight weeks and
access to a global network of investors, and
funds reserved up to Series C



Incomplete **idea**

Regular coaching and masterclasses by
experienced entrepreneurs

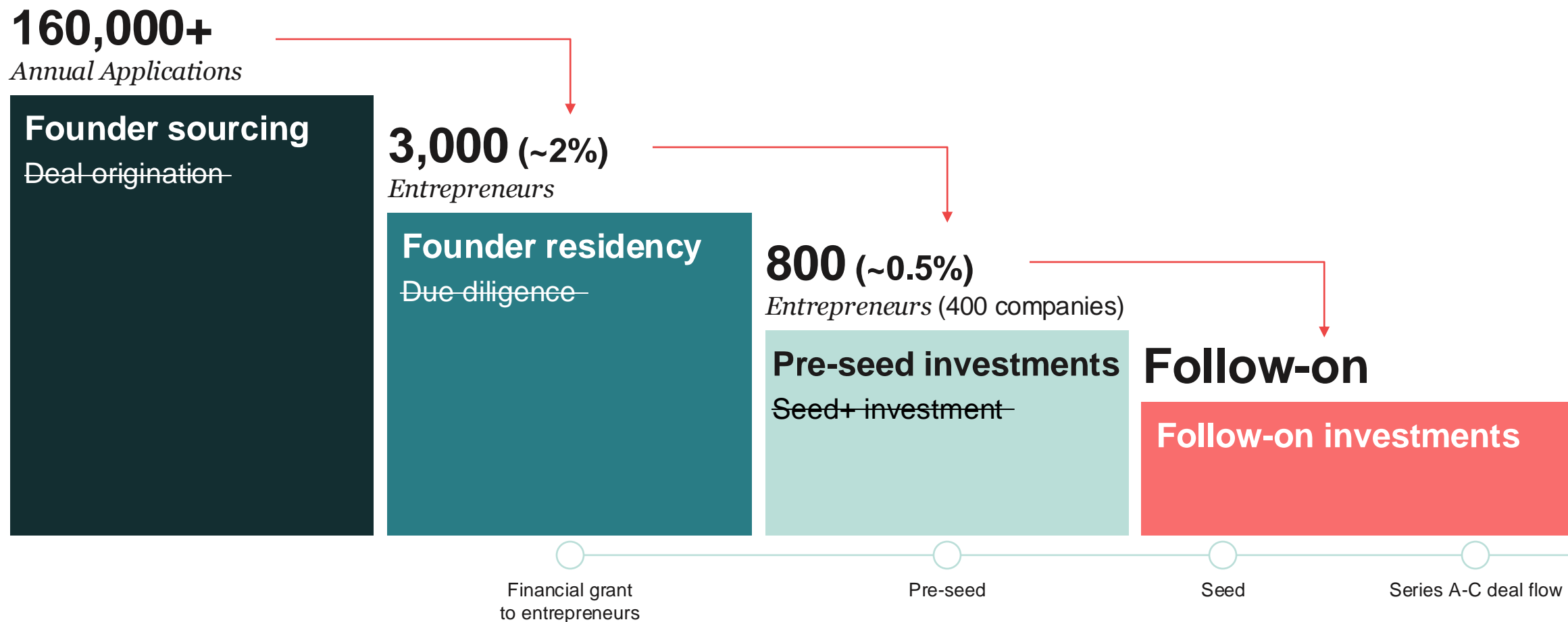


Limited **network**

Access to a global network of
top-tier advisors and operators



The Antler model



Antler Residencies

About Antler

Joining Antler as a founder or a team gives you the opportunity to build alongside like-minded, ambitious founders.

💛 *Find your co-founder or grow your team.*

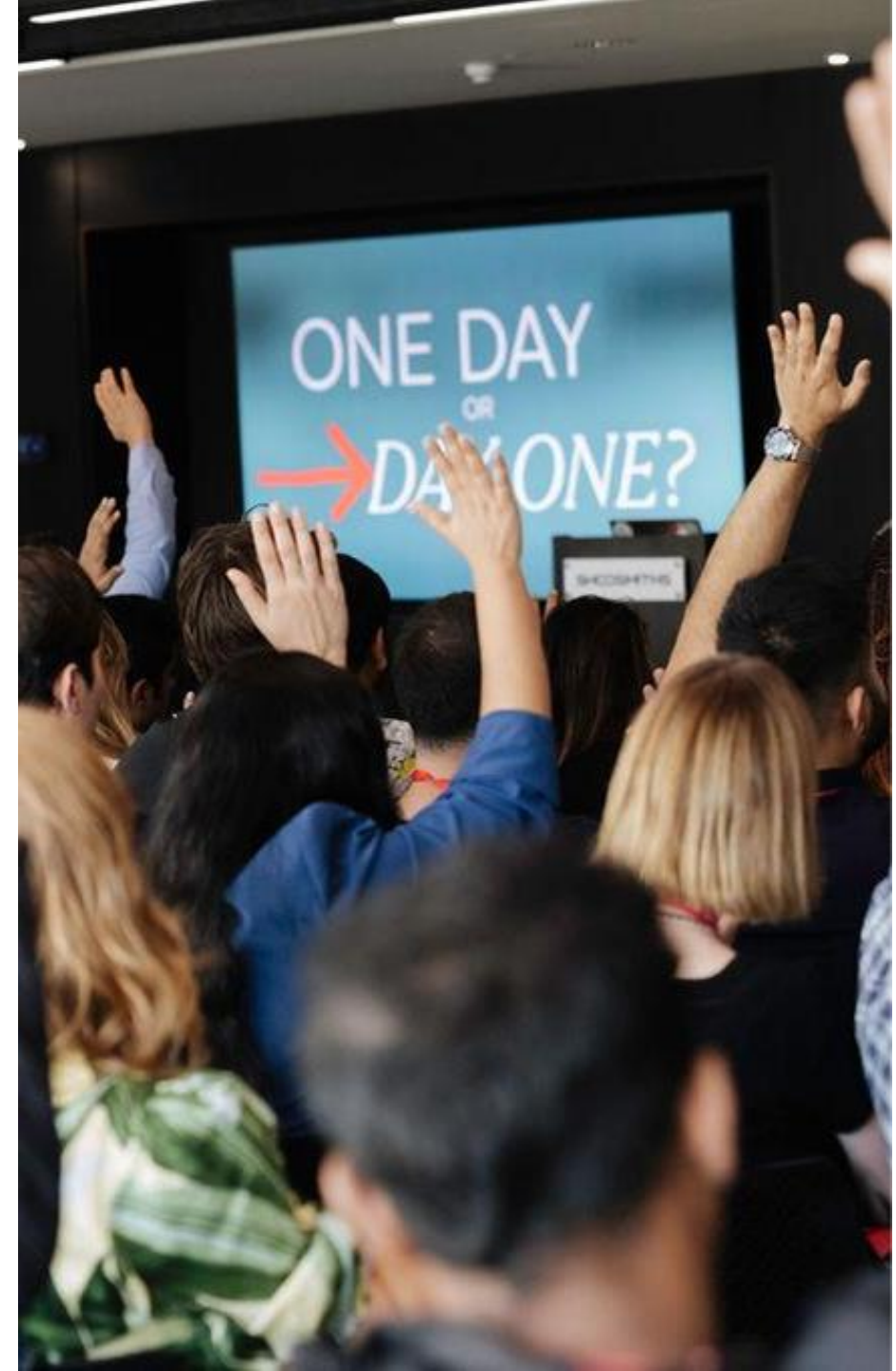
🏢 *Develop and test ideas you are uniquely qualified to build.*

🧑‍💻 *Incorporate & Fund your new startup.*

🚀 *Launch and rapidly build momentum with your first product.*

Build long-lasting relationships, gain access to coaching, network resources, investor introductions, and valuable support—regardless of your idea's stage. Individuals and teams will join the same residency kicking off in April 2025.

Next Antler Residency (2025): **22 April**





Great Founders from All Backgrounds

Tech leaders & product builders



Helen Sydorenko
CPO Blend
Corporate lawyer turned self-taught developer. Former founder of a Polish recycling startup



Chris Davis,
CTO Diesta
3rd time founder. Built market-leading digital forms and workflow solutions used by 4+ million users



Richard Freedman,
CTO Vamstar
PhD in Machine Learning & NPL
Previously a technical consultant for Fortune 500 clients.

Business leaders & operators



Yigit Akar,
CEO xWatts
Masters in Fuel and Energy, and an MBA from Cambridge University, founding CEO of Skinlync



Joy Joseph
Abisaab, CEO Mast
7 years of finance experience working as a trader and a portfolio manager, founder of Moving .



Lara Stallbaum,
CPO Twirl
Founder of Swedish Fall, a sustainable fashion platform, which raised VC funding of £960k

Domain experts



Abhimanya
Dasgupta,
CTO Unravel
15+ years of experience in applied AI and strategy for Fortune 500 clients



Ewa Moskwiak
CEO PlanningHub
RIBA chartered architect. Seasoned property investor with 19 years in the industry



Danyal
Oezduezenciler,
CEO Capsa.ai
+6 years of buy & sell-side DD experience in PE at AEA Investors and 2 investment banks (Citi, Deutsche Bank) in the UK and Germany.



10 years Average work experience	33% Companies with at least 1 female
>55% Serial entrepreneurs	66+ Nationalities represented
45% Tech/domain	55% Business/ Ops

[Learn about what we're looking for in our FAQ...](#)



What We're Looking For



Relentless

Relentless founders embody resilience and obsession, enduring adversity while pursuing success with unwavering focus.



Magnetism

Magnetic founders attract talent, investors, and customers, giving them an unfair advantage in scaling startups.



First Principles

First principle thinkers break complex problems into solvable parts, enabling unique opportunities and innovative solutions.



Velocity

Velocity is achieving goals quickly through urgency, smart execution, rapid action, and adaptability—never overthinking.


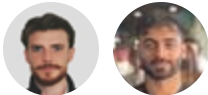







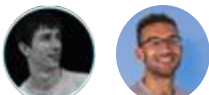

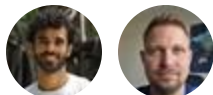






Iconoclasts

Iconoclast founders challenge norms, think differently, and act boldly, showing traits uncorrelated with traditional VC metrics.

In Q4, we backed another 8 strong teams who are moving quickly

Our 12th residency in the UK features teams addressing challenges in industries such as Fintech, HealthTech, EdTech, PropTech, and B2B Software.

<p><u>SAMMY</u> - Screen-based AI platform enabling businesses to create secure, custom workflows that enhance user engagement and accelerate success.</p>  	<p><u>Pesto</u> - Unlocking growth for food and drink brands through AI powered supply chain analysis and profitability insights.</p>  	<p><u>Fixo AI</u> - AI tool that empowers facilities technicians to make repairs up to 80% faster.</p>  
<p><u>Praktiki</u> - AI powered microlearning for doctors - 10x faster, twice as effective.</p>  	<p><u>Stay Liquid</u> - High interest savings solution for businesses powered by Decentralised Finance, with risk mitigated by AI.</p>  	<p><u>Klaris</u> - Automating regulatory compliance for product and engineering teams in health-tech companies.</p>  
<p><u>Fortyx</u> - AI powered cybersecurity assistant proactively guiding humans against cyber risks.</p>  		<p><u>Synthax</u> - Automating every step of the healthcare pathway, so doctors can focus on the patient.</p>  

Not Ready To Go All-In?

Joining Antler as a founder requires:

- 🏆 *Going all in, fully committing without any distractions*
- 💼 *Leaving your current role or other commitments*
- 🧠 *Mental capacity and resilience, this will be hard work*
- 🚀 *We provide a grant to those that need it, but be financially prepared*

We recently launched **Antler Next-Gen**, a community for ambitious operators to connect with peers, share ideas, and start building a foundation for future ventures while continuing to thrive in your current role. For those who fully commit and make exceptional progress, we offer the opportunity to transition into full-time entrepreneurship with Antler's investment and support.

Next event: **18:30-20:30, March 11th, 2025**

ANTLER

NEXT-GEN

EMPOWERING OPERATORS TO BECOME THE FOUNDERS OF TOMORROW



NETWORKING DRINKS &
FIRESIDE CHAT WITH
DAEL WILLIAMSON,
EMEA CTO, DATABRICKS

MAR 11, 18:30 - 20:30





Sarah Finegan



Sarah Finegan, Associate Partner, UK
sarah.finegan@antler.co





CANCER
RESEARCH
HORIZONS

Ventures

Investing in a future with less cancer

MARCH 2024

FURTHER FASTER TOGETHER
We are beating cancer

We're Oncology Experts



14

marketed drugs



£3bn+

raised by our start-up portfolio



£600m+

reinvested into CRUK last year from royalties and IP



80+

start-ups formed



6m+

courses of treatment for cancers through drugs that we have directly helped to market



8 in 10

NHS cancer patients prescribed drugs linked to CRUK research



170

new drugs into early-phase clinical trials



400+

active license agreements

We support venture creation & growth

Our start-up portfolio secures funding from investors around the world who believe in our world-class science and the power of partnership. Our current and exited holdings include:

80+
start-ups
formed

£3bn+
capital raised

Active



Exits



Ventures team capabilities



Support venture
creation



Shape
companies



Connect to experts



Catalyse investment



Ongoing support

Our Seed Fund

Set up with a £15m cornerstone investment from Cancer Research UK to bridge the gap between discovery and impact, **our Seed Fund now totals >£25m** following donations from entrepreneurially-minded philanthropists, including a £10m donation from the Garfield Weston Foundation.

We provide:

Early-stage
validation capital
up to 50k

Pre-Seed capital
£50-150k

Seed capital
£100-500k

Follow-on
capital
up to £1m

Our
investment
remit:

Therapeutics

Diagnostics

MedTech

Data and AI



CANCER
RESEARCH
HORIZONS

Ventures

Thank you

If you would like to hear more, please contact:

Tanya Moore
Investment Principal
Tanya.Moore@cancer.org.uk

FURTHER FASTER TOGETHER
We are beating cancer



Instructions

Go to

www.menti.com

Enter the code

6980 3137



Or use QR code



Innovate
UK

Company Pitches

Kofo Mary Are

Linda Achan

Marianne Ismail

Mary-Jo HILL

Meghan Davies

Megan Butler

Samantha Woodham

Sohyun Ahn

Kiki Punian

Thier

Ayana Jade

Microbira Ltd

Yakbit

Tammwe

Foraged Foods

The Divorce Surgery

Inovare

ItoA



Innovate
UK



Thank you

caroline.chibelushi@iukbc.org.uk

dawn.geatches@iukbc.org.uk



@InnovateUK



Innovate UK



Innovate UK