Advertising & Marketing

**Global Business
Innovation Programme
MarTech Summit
Singapore
09 — 13 March 2026**

Contents

About us

The Global Business Innovation Programme

The Global Business Innovation Programme (GBIP) helps ambitious UK companies that are developing cutting-edge technologies in key sectors to enter global markets of strategic importance and find international collaboration partners.

Funded by Innovate UK and managed by Innovate UK Business Growth, the intensive three-stage programme:
- prepares businesses for approaching and operating in market
- includes a tailored in-country visit, which allows businesses to develop a deeper understanding of the market and facilitates introductions to key partners and contacts from government, academia and commerce
- provides ongoing specialist support to help businesses cement relationships, leverage connections made during the visit, identify partnership opportunities and access R&D funding to drive cross–border collaboration.

Innovate UK

Innovate UK is the UK's innovation agency, helping UK businesses to accelerate growth through the development and commercialisation of new products, processes and services, supported by an easy-to-navigate, agile and inclusive innovation ecosystem.

www.ukri.org/about-us/innovate-uk

Innovate UK Business Growth

Innovate UK Business Growth is Innovate UK's national business growth and scaling service.

It equips established and ambitious small to medium sized innovation-focused businesses to make the best strategic choices and harness the right resources to accelerate their growth, via one-to-one support from innovation and growth specialists and scaleup directors in every UK region and nation.

Their tailored, expert advice helps clients sharpen their commercial strategies, realise the maximum value from their IP, raise game changing investment and take their businesses onto the global stage every year.

Marketing Technology

Marketing Technology (MarTech) brings together AI-driven analytics, automation platforms, customer data technologies, cloud infrastructure, and immersive digital tools to transform how organisations engage audiences and deliver personalised experiences at scale.

These solutions enable real-time insight, predictive targeting, dynamic content optimisation, and measurable performance improvements across the entire marketing lifecycle. Singapore is a recognised global hub for MarTech innovation and a gateway to the Asia-Pacific region. With a clear focus on innovation, the market offers significant opportunities for UK companies developing advanced advertising, marketing, creative and digital engagement technologies.

The UK's Creative Industries Sector Vision highlights advertising and marketing as a key growth area for the UK. The Innovate UK Global Business Innovation Programme (GBIP) aims to help UK businesses grow and scale on a global stage through building R&D and innovation collaborations and partnerships and accelerating access to the market.

This programme offers creative businesses a unique opportunity to connect with Singapore's dynamic ecosystem, explore new market pathways and co-develop innovations that will shape the future of marketing and advertising.

The MarTech Summit is a flagship event within the region, with three focused stages and two new thematic tracks, the agenda covers full-funnel strategy, customer experience, data, intelligence, and more – through keynotes, panels, fireside chats, and interactive sessions.

Noteworthy.

Noteworthy transforms expert insight into content that builds trust and drives demand.

Most businesses have valuable knowledge buried inside meetings, customer calls and busy experts who never have time to write.

This is the insight that builds credibility, differentiates you from competitors and drives buyer interest. Noteworthy's journalist-trained AI conducts in-depth interviews to surface expert opinion, customer understanding and research insight, then transforms them into publish-ready outputs.

Alongside video, social, blog and email content, Noteworthy supports the creation of sales collateral, thought leadership, lead magnets and campaign assets.

Everything starts with authentic, on-camera conversations, so outputs sound human, credible and commercially useful. Built for teams creating expert-led content at scale, Noteworthy removes the admin while preserving the quality and credibility behind real insight.

Collaboration Opportunities

Noteworthy is open to collaborations with brands, agencies, consultancies and teams looking to attain and scale expert-led insight.

We're particularly interested in working with organisations who rely on subject-matter experts, founders, partners or customer voices to build credibility and demand.

Collaboration opportunities include pilot programmes, beta partnerships, research-led content initiatives and co-developed use cases for sales enablement, thought leadership and lead generation.

We also welcome conversations with communities, organisations and platforms exploring more efficient ways to capture insight and turn it into commercially valuable insight and content.

Henry McIntosh Director

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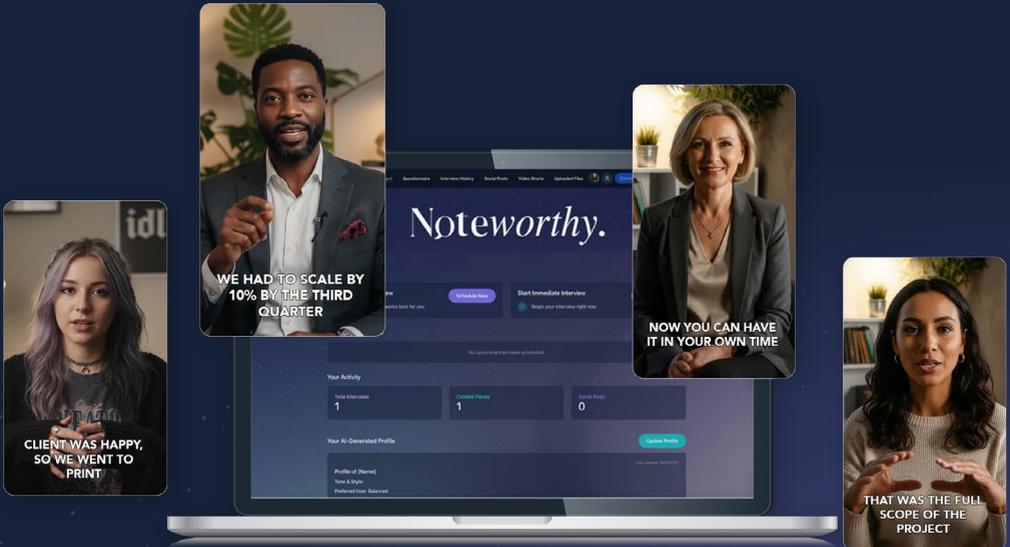📞 +44 (0) 7786 858 975   ✈ www.benoteworthy.io

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Noteworthy.

Your best content never gets made

It's locked inside meetings, customer calls and busy experts who never have time to write.

Spend *more time creating,* less chasing. Get expert-led insight, *without the admin.*

Inside your business and customer base is insight that builds credibility, differentiates you from competitors and drives demand. Most of it disappears the moment the meeting ends.

Noteworthy's journalist-trained AI conducts in-depth interviews to surface expert and customer insight, helping you create publish-ready content, sales assets and campaign material in a fraction of the time.

BOOK A DEMO

benoteworthy.io

AMI.GO®

Amigo Partnership, an AI-enabled creative agency; has launched AMI.GO®, the platform to enable a "synthetic marketing model".

AMI.GO® is an AI-driven technology at the cutting edge of GenAI for the advertising and marketing industry.

AMI.GO® transforms marketing, brand and creative delivery by augmenting talent with AI-driven technology, accelerating upstream intelligence and marketing decisioning, with downstream creative delivery at scale.

Launching in H1 2026, AMI.GO® comprises an initial three applications, delivering an end-to-end synthetic marketing platform integrating strategy, simulation testing and creative automation in one platform.

What makes AMI.GO® different is the technology's combination of two AI layers: an agentic LLM system for contextual reasoning and workflow, and a proprietary, custom machine-learning engine built on Bayesian inference to deliver probabilistic reasoning with simulation validation, ensuring outputs are applied, accurate and reliable.

Collaboration Opportunities

We would like to discuss collaboration opportunities with:

Brands = to explore how AMI.GO® could help transform marketing, creative and campaign effectiveness. Note, we are offering a select group of brands priority access to a Pilot Beta Programme.

Agencies/Consultancies = to explore how AMI.GO® can expand capabilities or forge commercial partnerships to offer AMI.GO® to clients (extending partner services).

Data/Tech Companies = to explore collaborations to enable entry into the agentic space, harnessing our proprietary machine-learning model, or for AMI.GO® to become their AI solution partner.

Innovation Collaborators = to explore AI solution partnerships and R&D/innovation collaborations.

Mat Kiddie CEO

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IMAGINE

Decision
intelligence

Creative
automation

Pre-test
ideas

AN AI PLATFORM THAT TRANSFORMS
YOUR MARKETING AND CREATIVE DELIVERY

Generalist GPTs & LLMs won't revolutionise the way you work. **AMI.GO®, will.**

AMI.GO® accelerates upstream intelligence and marketing decisioning, with downstream creative testing and delivery at scale.

The results are faster, evidence-based decisions, accelerated processes, exponential creative scaling, and enhanced effectiveness.

Want to know more about AMI.GO® at Martech Summit Singapore?

Get in touch to organise a meeting:

✉ **meetup@amidotgo.com**

AMI.GO®
IMAGINATION ACCELERATION

amidotgo.com

ARCADE STRANGE

Human centred experiential systems using AI and robotics to drive footfall, engagement and ROI.

Arcade Strange designs human centred experiential systems that help brands cut through noise at trade shows and live events. Our work focuses on how people interact with technology in busy, attention scarce environments, turning curiosity into meaningful engagement.

By combining behavioural insight, interaction design and AI powered robotics, we create experiences that actively challenge delegates to engage with a brand's proposition through voice, gesture and even EEG based mind control. For global brands including Google, Sage and BlackRock, our work has increased trade show footfall by more than ten times compared to previous stand formats.

Our experiences are modular, brand safe and built to scale, giving commercial and marketing teams a dependable way to justify event investment and improve trade show ROI.

Collaboration Opportunities

Arcade Strange is looking to collaborate with brands, agencies, platforms and event partners who are focused on improving the performance of live marketing in the APAC region. We are particularly interested in partnerships around trade shows, conferences and large scale brand experiences where attention, interaction and measurable outcomes matter.

We welcome conversations around pilot projects, local delivery partnerships and longer term collaborations that adapt proven AI powered experiential systems for new markets, audiences and cultural contexts.

Seth Jackson Founder

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ARCADE STRANGE

CREATING ATTENTION THAT DELIVERS ROI

▶ Most trade show stands struggle to attract attention in **crowded, noisy environments**.

▶ We design human-centred experiential systems that **create attention first**, then turn it into **footfall**, **sales conversations** and **measurable outcomes** for marketing teams.

Book a meeting during the Singapore visit

www.arcadestrange.com/contact

KLAXON

Klaxon AI is a platform that enables anyone, anywhere to create an advert for radio or podcasts in five minutes. No need for expensive studios, scriptwriting skills or voiceover talent.

Klaxon AI is a UK-based marketing technology company that enables businesses to create professional audio advertising quickly, affordably and at scale using artificial intelligence.

The platform removes traditional barriers to audio production, such as the need for studio time, specialist skills, scriptwriting or voiceover expertise.

Designed for SMEs and SME-focused marketing agencies, Klaxon AI makes audio advertising a practical, repeatable marketing channel rather than a bespoke, high-cost service.

Following Innovate UK funding to develop its MVP, Klaxon AI is now focused on international growth, collaboration and innovation, helping brands and agencies unlock the potential of audio within modern, data-driven marketing strategies.

Collaboration Opportunities

Klaxon AI is seeking collaboration with Singapore and South-East Asia-based marketing agencies, MarTech platforms and digital publishers interested in scalable audio advertising solutions.

We are open to pilot campaigns, strategic partnerships and technical integrations that embed AI-driven audio creation into existing marketing workflows.

Priority areas include agency resale or white-label models, joint go-to-market activity, and product localisation for regional markets.

We are also interested in co-innovation opportunities that explore new use cases for audio advertising, including personalisation, multilingual campaigns and performance-driven marketing across digital channels.
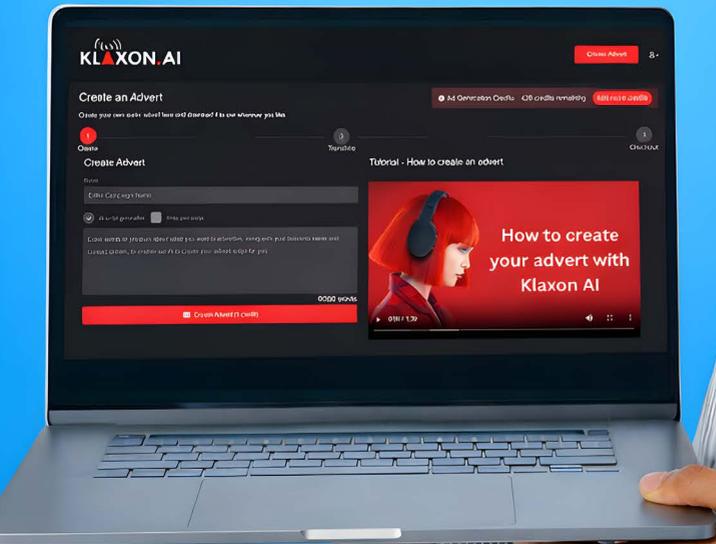
Mark Woodward Co-Founder & Director

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"I created my first audio advert in 5 minutes - no mic needed!"

LIVR

LIVR delivers 10x efficiency improvements through the intersection of AI and immersive technology. The company's government-validated platform transforms how organisations train, serve customers, and share knowledge across any device.

LIVR transforms how organisations access, share, and use knowledge through the unique intersection of artificial intelligence and immersive technology. The company's integrated ecosystem combines emotionally intelligent AI Agents, immersive learning environments, and universal device accessibility to deliver documented 10x efficiency improvements across enterprise operations.

LIVR's approach addresses the three critical challenges every organisation faces: training people effectively at scale, providing consistent quality service, and personalising experiences without driving up costs. The company's AI technology has been formally validated by the Singaporean government for reliability, security, and compliance, enabling deployment in regulated industries where traditional AI solutions face barriers.

Founded on the principle that technology should enhance human connection rather than replace it, LIVR serves clients across legal services, hospitality, real estate, and industrial operations.

The company is based in London and Singapore with operations across Europe and Asia-Pacific. For more information, visit **www.livrai.io**.

Collaboration Opportunities

LIVR's emotionally intelligent AI avatars offer Singapore martech firms practical applications in customer engagement, brand experiences, and personalised marketing at scale. Having proven our technology with Singapore government agencies including Prison Service, Civil Defence, and SGH, we're looking to partner with martech companies who need human-like digital interactions without per-user infrastructure costs.

Specific opportunities include: white-label avatar solutions for customer service platforms, co-development of sector-specific marketing applications (retail, hospitality, finance), and integration partnerships with existing martech stacks. We bring validated UK AI technology ready for Asian market deployment and seek partners who can scale distribution across Singapore and regional markets.

Leo Kellgren-Parker CEO

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LIVR

Digital Humans with Emotional Intelligence

We build the next gen of
AI powered XR experiences that adapt to people and deliver measurable impact

LIVR transforms organisational knowledge through the intersection of artificial intelligence and immersive technology. The company's integrated approach combines emotionally intelligent AI Agents, immersive environments, and universal device accessibility to deliver 10x efficiency improvements. With government-validated AI technology and proven impact across multiple industries, LIVR enables organisations to train more effectively, provide consistent service, and personalise experiences without increasing costs.

PhD-Level Domain Knowledge

Zero hallucinations through proprietary RAG system

Emotional Intelligence

Builds relationships like trusted colleagues, not tools

Universal Access

Any device smartphone to headset, no barriers

Instant Expertise

Every employee performs at expert level, 24/7

marketypes

Building the personality layer of commerce.

At Marketypes, we're building the personality layer of commerce. What that means is, we help retailers and marketplaces match products to people, using their personality as the means of segmentation, rather than the rudimentals of demographics or clicks.

And we're starting by concentrating on gifting, because that's where our product can have the most impact.

We have a proprietary psychometric model, engineered for scale using AI, and our commercial trials to date have been shown to improve conversion, loyalty, and emotional fit, while reducing returns.

The company works with multi-brand retailers to embed "Shop by Personality" experiences directly into their catalogues, transforming human insight into measurable commercial performance.

Collaboration Opportunities

Marketypes is keen to explore collaborations with leading ecommerce platforms, multi-brand retailers, retail technology providers and AI innovation teams operating in and through Singapore.

We are particularly interested in meeting regional leaders from major marketplaces, enterprise retail groups and personalisation technology companies to discuss pilot programmes, data partnerships and platform integrations.

We also welcome opportunities to connect with venture investors, corporate innovation teams and academic or research partners focused on applied AI and consumer behaviour.

These collaborations would support local market validation, joint product development and long-term commercial partnerships across Asia-Pacific.
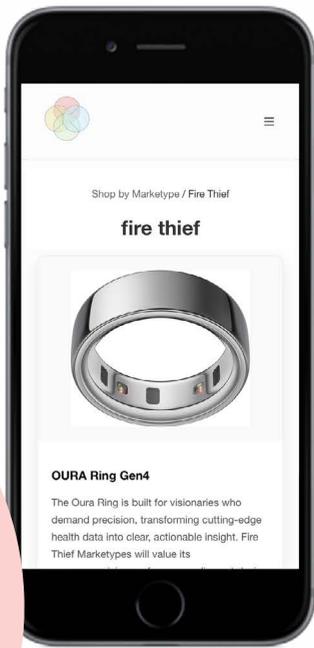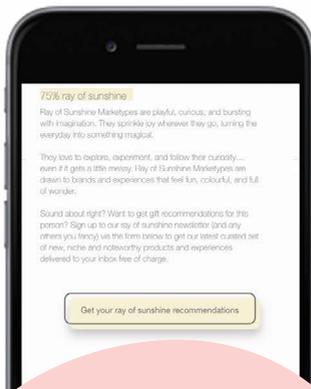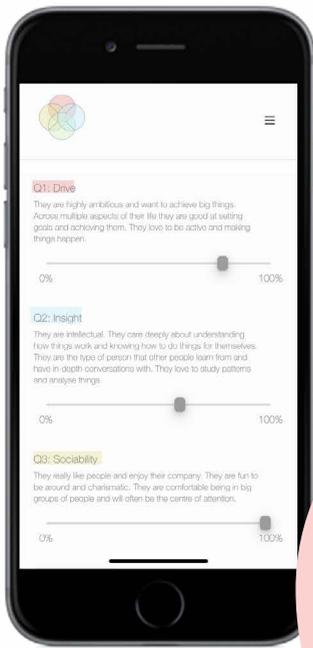
Simon Vincent CEO

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marketypes

building the personality
layer of commerce

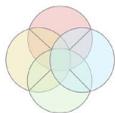# match your products to people, not clicks or demographics

marketypes helps retailers and marketplaces organise their
catalogues by personality, using proprietary psychometrics and AI.

benefit from:

| more conversions | stronger loyalty | fewer returns |

find out more
marketypes.co.uk

Patented AudioQR tech for trusted, measurable engagement across all media and places.

Minfo is a UK-based MarTech platform solving advertising's biggest measurement gap: offline attribution. Our patented AudioQR technology embeds inaudible signals into TV, radio, streaming, and physical spaces, turning passive media exposure into measurable, real-time engagement.

Unlike panel-based estimates or modelled lift, AudioQR captures deterministic, verifiable interactions at the moment of media consumption and interest, delivering a 96.7% verified interaction rate. Every connection generates privacy-compliant zero-party data without cookies or invasive tracking.

With three US patents, accessibility-first design in partnership with RNIB and NADP, the world's first fully interactive radio station, and a live city-scale pilot in Bath (UK), Minfo bridges the offline-to-online engagement and attribution gaps that continue to cost advertisers billions annually.

Collaboration Opportunities

Would you like engagement with that? Minfo adds measurable engagement to existing awareness campaigns. Looking to build on world firsts in the UK, we seek collaborations with creator economy networks and influencers to solve the "unclickable TV screen" problem, where over 50% of YouTube viewing happens on connected TVs but viewers cannot interact.

We are exploring opportunities with broadcast and CTV operators looking to offer brands deterministic attribution, giving TV the last click it has always deserved.

We also welcome discussions with agencies, ad tech platforms, and brands seeking accurate measurement that replaces panel-based estimates with verified, fraud-free engagement data.
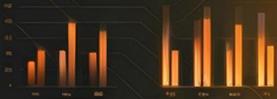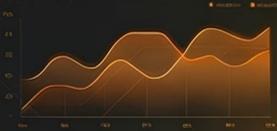
Roland Storti Founder & CEO
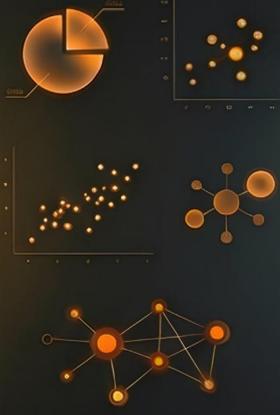
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Would you like ENGAGEMENT with that?

navigator

Advanced platform using exclusive travel data for precision-targeted digital advertising.

Navigator is an advanced marketing platform using exclusive first-party travel data to deliver precision-targeted digital advertising at scale.

We're transforming from a traditional agency model into the world's premier retail media network for travel—building on innovative AI products that accelerate our vision.

At our core is travel data. Through strategic partnerships with leading airlines and online travel booking platforms, we access unique first-party data revealing genuine travel intent—from flight and hotel searches through to booking patterns.

Our advertising clients—destinations, tourism boards, hotels, airlines, and travel brands—leverage this intelligence to reach travelers when purchase intent is highest. Navigator transforms traditional travel advertising by replacing broad demographic targeting with behavioural signals indicating real booking readiness.

Based in London but operating globally, Navigator is redefining how the travel industry connects brands with their ideal customers.

Collaboration Opportunities

There are 3 areas to our business.

1. Supply - we partner with airlines and online travel booking platforms and access their exclusive first-party customer data

2. Demand - we contract brands and advertising agencies who benefit from reaching these audiences at scale

3. Technology - we are building an exciting AI native retail media network which is a first in travel

Any collaboration in these areas would be amazing.

Steve Rowbotham Founder/CEO

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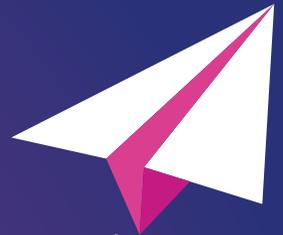
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in www.linkedin.com/company/navigator-tech

navigator

Turning travellers into your customers

Precision-targeted travel advertising powered by exclusive **first-party** data at global scale.

NORTH-AI

North AI measures human attention with AI to predict impact of ad creative, 20x faster, 86% accurate.

North AI is an award-winning Neuroscience and AI company that helps brands predict how creative will perform before launch.

The platform measures human attention across ads, websites, and digital experiences to show what people notice, ignore, and remember.

Using AI trained on neuroscience research, North AI delivers results in under five hours, making it around 20× faster than traditional testing methods, with up to 86% predictive accuracy.

Brands use North AI to improve creative decisions, reduce wasted media spend, and increase sales performance. The company works with enterprise customers in Europe and the US and is focused on APAC growth.

Collaboration Opportunities

North AI is seeking collaboration opportunities with Singapore-based enterprise brands, creative agencies, and marketing agencies to run pilot projects and proof-of-concepts. These partnerships will focus on predicting ad performance and improving creative effectiveness across APAC markets using North AI's patent-pending neuroscience and AI technology.

The company aims to work with regional brand teams and agency partners to embed attention and conversion prediction into creative and MarTech workflows.

The goal is to demonstrate clear commercial impact, support faster decision-making, and build long-term partnerships that enable scalable rollout across Southeast Asia.

Rishi Kapoor CEO

✉ rishi@north-ai.com

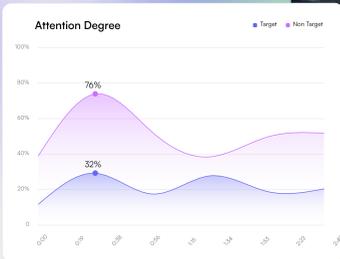📞 +44 (0) 7983 635 858   ➤ www.north-ai.com
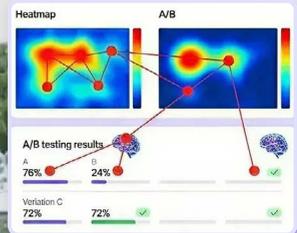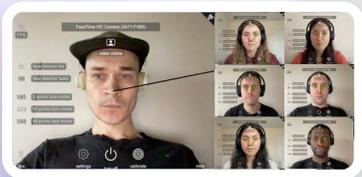
in www.linkedin.com/company/north-ai

Sendr™

AI-native outreach CRM with agentic enrichment, video and intelligent workflows to grow pipeline.

Sendr is an AI-native Outreach CRM helping sales and marketing teams elevate their top-of-funnel through agentic SendrAI, real-time data enrichment, dynamic video experiences and intelligent multi-channel sequencing. Built with the Financial Times as a design partner, Sendr reduces GTM tool complexity while increasing buyer engagement at scale.

Sendr brings deep GTM and product leadership. CEO Dave Cannell has 15+ years' experience, including a startup acquired by Google and global partnerships at Optimizely whilst co-founder John Bromley is a highly experienced product leader including projects with ITV and Mesmerise VR. Since launching in July 2025 following pre-seed funding from Haatch and BBB, Sendr has onboarded 4,000+ teams in over 120 countries.

Collaboration Opportunities

Sendr partners with organisations, agencies and enterprise teams to deliver secure, scalable AI-native outreach and ABM. ISO27001 certified and trusted by customers including the Financial Times, Sendr combines a 500m+ global B2B dataset with agentic SendrAI enrichment, intelligent automation and personalised video to help teams engage buyers effectively and compliantly across markets such as Singapore and APAC.

We are keen to collaborate with MarTech leaders, B2B marketing agencies, universities and innovation ecosystems - including incubators and accelerators - in Singapore to develop regional case studies, integrations and go-to-market partnerships that accelerate pipeline growth and showcase UK innovation in AI-driven marketing.

Dave Cannell CEO

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Sendr™

Sequencer

Data Studio

Agentic
Enrichments

Video Pages

Automations

Lead Finder

AI-native Outreach CRM for B2B marketing teams

Agentic enrichment, video outreach and intelligent workflows to grow pipeline compliantly across APAC.

Book a demo

SCAN ME!

sendr.ai

Conversational AI avatars delivering multilingual, low-bandwidth, personalised engagement, at scale.

SKC Studios is a creative technology company designing conversational AI avatars that transform how people engage with places, brands, culture and information.

Our AI avatars converse naturally in 100+ languages, answer questions in real-time, integrate with backend systems and trigger workflows, helping organisations streamline operations while delivering exceptional customer experiences.

1956 Individuals is our flagship conversational AI platform, featuring emotionally intelligent avatars built on our principle of AI with heart. Engineered for enterprise-scale impact, the platform enables organisations to reduce costs, drive growth and reimagine engagement through transparent, ethical and human-centred AI.

Collaboration Opportunities

SKC Studios is seeking forward-thinking partners across Singapore and ASEAN who want to redefine customer experience through sustainable, human-centred AI.

We are actively exploring pilot collaborations with leaders in financial services, healthcare, retail, travel and tourism to deploy multilingual, emotionally intelligent avatars that improve service quality while reducing operational costs. Ideal partners include organisations looking to enhance personalisation, manage high customer volumes or meet strict privacy and data sovereignty requirements.

Through co-designed pilots, we aim to rapidly validate use cases, localise for Southeast Asia's multicultural audiences and scale successful deployments across the region.

Babita Devi Co-Founder & CCO

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What if information could talk back?

Now it can. 1956 Individuals are conversational AI avatars that guide, connect and act, so your people can focus on what matters. Built by the team at SKC Studios, our AI Avatars transform customer and visitor experiences.

SKC STUDIOS

1956INDIVIDUALS.AI

SWAI.Ai

SWAI.Ai: The world's first AI-native Revenue OS. We automate global growth for ambitious brands.

SWAI.Ai is a UK-based tech startup delivering the world's first AI-native Revenue Operating System. Backed by Innovate UK, we empower agencies to move beyond fragmented software stacks via a single autonomous engine for multi-market execution.

SWAI.Ai enables teams to plan, build, and launch complex regional campaigns 300x faster and 8x cheaper, while reducing manual overhead by 90%. Our "agentic" architecture acts as an intelligent execution layer that handles the entire customer journey, allowing agencies to scale margins without increasing headcount.

SWAI transforms agency operations from manual tool management to autonomous revenue outcomes—offering a scalable, future-proof foundation for the global digital economy.

Collaboration Opportunities

We are seeking strategic partnerships with Singapore-based Regional HQs and global agency networks looking to solve the "Localisation & Execution Bottleneck."

SWAI.Ai offers the intelligent infrastructure needed to execute localised, cross-border campaigns across fragmented ASEAN markets without increasing headcount.

We are also looking to connect with APAC-focused VCs interested in B2B AI infrastructure that bridges the gap between high-cost strategic hubs and high-volume regional execution.

Our goal is to secure pilot partnerships with forward-thinking firms ready to transition from traditional SaaS "tool-fatigue" to a unified, autonomous Revenue OS.

Joanna Callaway Co-Founder and Growth Manager

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Where Giants Roam

We tell your stories. We think creatively. We build campaigns that get you noticed.

Where Giants Roam is a CGI and production studio that crafts mesmerising, memorable content for brands that want to stand out.

We blend live action production, spellbinding 3D motion and CGI virtual photography to create photoreal, high-quality visuals that stop people mid scroll. Working closely with our clients, we build and shape captivating, emotive visual experiences through our team's creativity, technical skill and marketing intelligence.

We know attention is hard won, so we build campaigns that deliver not only entertainment, but results across every touchpoint.

Collaboration Opportunities
We collaborate with teams that want to bring bold ideas to life through high-end CGI, motion, live production and creative storytelling.

Working as an extension of your team, we offer technical depth, strong creative direction and dependable production support across campaign content, product storytelling or experimental digital experiences, helping partners move fast and deliver with confidence.

We believe the best collaborations come from transparency, curiosity and shared ambition - when everyone is aligned and open to possibility, the work is at its strongest, the process is smooth and the results speak for themselves.

Rhiannon Porter Managing Director

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Where

Giants

STORYTELLERS.
CREATIVE THINKERS.
STANDOUT CAMPAIGNS.

WE CRAFT STORIES WITH
IMPACT. WE THINK BEYOND
THE EXPECTED.

CGI. PRODUCTION. VFX. MAGIC.

Roam

Real-time enterprise loyalty technology to reward customer behaviour.

White Label Loyalty is a loyalty technology platform that helps brands reward real customer behaviour in real time. We power flexible, scalable loyalty programs across transactions, engagement, and lifecycle moments — without heavy development.

From fully customizable loyalty microsites to API-first infrastructure, our platform enables brands to launch faster, capture valuable first-party data, and build deeper customer relationships.

Trusted by global brands and product-led teams alike, White Label Loyalty makes modern, behaviour-driven loyalty easy to deploy and simple to scale.

Collaboration Opportunities

White Label Loyalty collaborates with technology partners, agencies, and platforms to embed loyalty into customer ecosystems.

We work closely with partners to co-create solutions, integrate seamlessly with existing stacks, and unlock new revenue opportunities through loyalty-led use cases.

From joint go-to-market initiatives to technical integrations and co-branded programs, our flexible platform makes it easy to deliver value quickly — while scaling across markets, industries, and customer segments.

Achille Traore CEO & Founder

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Launch enterprise-grade loyalty 10x faster

WHITE LABEL LOYALTY

Loyalty Engine

Inputs:
- Transactions
- Your CRM/ERP
- Geolocation
- Social media activity
- Or anything else

Engine:
- Reaction
- Customer Segmentation
- Achievements
- Points calculation
- Liability Management
- Referrals
- Tiers
- ......

Outputs:
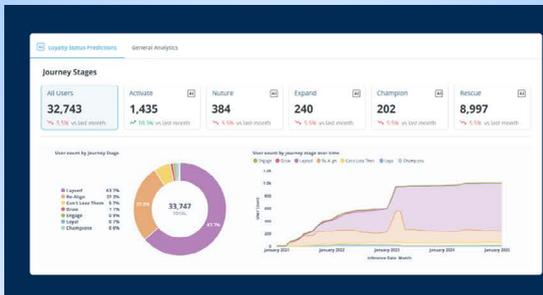- Gift Card
- Coupons
- Payout
- Any customised incentives

- Reward any behavior in real time
- Fully customizable, out-of-the-box
- Integrate with API & scale fast

- Events
- Loyalty Console
- Analytics

LOYALTY CONSOLE

120,000 Users Registered
300,000 Daily Events Reported
40,000 Rewards Purchased

Trend of growth to loyalty events (Cumulative)

Total number of members

Average customer lifetime value 9540 Total EUR

- Rewards
- Badges
- Wallet

Loyalty Status Predictions | General Analytics

Journey Stages

All Users	Activate	Nurture	Expand	Champion	Rescue
32,743	1,435	384	240	202	8,997

User count by Journey Stage
33,747 TOTAL

- +10-20% increase in spend
- Up to 2x increase in transaction frequency
- Launch in weeks, not months

Trusted by

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YAi

YAi helps marketers turn AI content into discoverable, trustworthy assets for search engines & LLMs.

YAi is an AI-powered marketing technology platform that helps teams scale AI-generated content without sacrificing trust or performance.

As AI becomes the default for content creation, marketers face growing risks around accuracy, brand credibility and search visibility.

Unlike existing tools, YAi uniquely combines content verification with optimisation for both traditional SEO and Generative Engine Optimisation (GEO). By strengthening factual accuracy and semantic clarity, YAi improves content visibility and performance across AI-driven discovery channels.

Designed for marketing teams producing content at scale, YAi delivers faster workflows, stronger brand confidence and higher content ROI.

Collaboration Opportunities

YAi is open to collaboration opportunities with:
- Enterprise marketing technology, content and innovation leaders
- Marketing and advertising agencies
- Policymakers
- R&D partners

We are looking for mutually beneficial pilot projects, as well as data partnerships with agencies and AI & Machine Learning-focused R&D partnerships with Higher Education and research organisations.

YAi works with B2B companies producing content at scale in regulated and brand-sensitive sectors such as financial services, healthcare, professional services and FMCG.

We also partner with agencies embedding YAi as an optimisation layer across multiple client workflows.

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YAi

AI Content That Performs Where It Matters

Brand trust • Search engines • LLMs

YAi helps marketers turn AI content into discoverable, trustworthy assets for Search Engines and LLMs

Improve accuracy, boost SEO and AI search visibility and get results faster!

- Rated 5/5 on Product Hunt
- 8,000+ documents verified
- GDPR/PDPA ready
- No training on your data

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10x
your content
ROI

Meet us during the MarTech Summit in Singapore

Open to pilots & partnerships

Leading The Visit

Dr Samantha Lynch
Innovation Lead
Innovate UK

Dr Samantha Lynch supports high potential enterprises to unlock their ambitions.

Her work with Innovate UK has included delivery for the Create Growth Programme which has funded over 300 creative enterprises to scale and grow.

Samantha is also a knowledge exchange academic focused on innovation and enterprise. Her interest is in driving the research chain from conceptual thinking through to commercialisation.

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Chantelle Brandon Reeves
Senior Innovation &
Growth Specialist
Innovate UK Business Growth

Chantelle Brandon Reeves is a Senior Innovation and Growth Specialist at Innovate UK Business Growth, delivering strategic advisory support to high-potential UK businesses.

She works with founders to enhance investor readiness, strengthen strategic planning, optimise IP strategy and facilitate access to innovation funding across early-stage and scaling ventures. Through key Innovate UK programmes—including Invest-Ability, Women in Innovation and Creative Catalyst—she supports companies to refine investment strategies, improve pitch quality, build leadership capability and engage effectively with the innovation ecosystem.

With a background in arts marketing, creative business development training facilitation, Chantelle brings robust commercial insight and coaching expertise. She is committed to enabling UK innovators to accelerate growth and achieve long-term competitiveness.

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Philippa Dean

Innovation & Growth Specialist
Innovate UK Business Growth

Philippa has been part of Innovate UK since 2019, supporting SMEs and scaling companies to progress their innovation goals.

She began her career as a lead generation specialist with a business development background, also providing marketing support across Innovate UK contracts.

She later moved into the Internationalisation team, where she now works with clients through Innovate UK Business Growth.

Philippa has supported a diverse range of inward and outward missions across sectors including Cybersecurity, MedTech and Advanced Manufacturing, and she brings substantial experience working with organisations in the creative industries.

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