LONDON'S **DEEP**TECH CATALOGUE

TECH
LONDON
ADVOCATES

BROUGHT TO YOU BY

TECH LONDON ADVOCATES

Tech London Advocates is a private sector led coalition of over 6,000 expert individuals from the tech sector and broader community who have committed to championing London's potential as a world-class hub for tech and digital businesses.

It strives to support London's tech start-ups and high-growth businesses in finding new investment, new talent and continued success.

GLOBAL TECH ADVOCATES

Global tech advocates is the umbrella organisation bringing together the various sibling networks from around the globe that have taken on the TLA model of collaboration and made it their own. The organisation unites them under the core mission of helping tech startups grow in size and scale.

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Special thanks to our sponors that have supported TLA on its growth journey and have made it all possible.

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INTRODUCTION

**RUSS SHAW, FOUNDER,
TECH LONDON ADVOCATES
& GLOBAL TECH ADVOCATES**

"The UK is in a strong position to carve out a unique place in the global deeptech landscape"

Over the course of the past few years, London has firmly positioned itself as a leading international tech hub, setting global innovation trends and producing technology that is dominating the 21st century. While Fintech has dominated the headlines in the London tech space, a range of other specialisms have recently gained considerable recognition and market attention, perhaps none more than the field of DeepTech.

A technological revolution driven by AI, VR and AR is sweeping the world, and the UK is in a strong position to carve out a unique place in the global DeepTech landscape, alongside fellow tech superpowers US and China. Whether it be due to our long-standing tradition of academic excellence in the field, or the innovation prowess demonstrated by the likes of DeepMind, Improbable and BenevolentAI, London and the whole of the UK are leading the way in shaping the technology that will define the future.

Ranging from artificial intelligence and machine learning, to data science and virtual reality, London has become a breeding ground for a number of exciting companies that are setting innovation standards on a global scale. As the UK capital looks to fortify its place as a leading tech ecosystem, one on par with Silicon Valley and the Pearl River Delta, its development in the DeepTech sphere will perhaps be the most crucial piece of the puzzle.

THE DEEPTECH 50

London is perhaps the only truly global city, and it now leads the way in the development of the products and services that will define society and business for years to come.

Within a large mosaic of exciting innovation that is taking place within the UK tech sector, DeepTech represents a unique and particularly significant piece that is helping to define this country's technological excellence.

The following list of companies demonstrates the range of innovation within the DeepTech landscape, as well as the bright future that lies ahead for Britain in this field.

IMPROBABLE
HERMAN NARULA
& ROB WHITEHEAD

Creator of large-scale simulations in the cloud, enabling virtual worlds of scale and complexity

LOGRHYTHM
CHRIS PETERSEN
& PHILIP VILLELLA

Provider of log management, security information and event management solutions

GRAPHCORE
NIGEL TOON &
SIMON KNOWLES

Accelerates the processing of complex models for training and inference

BENEVOLENT AI
KENNETH MULVANY

Harnesses AI to enhance and accelerate global scientific discovery

QUBIT
GRAHAM COOKE
& EMRE BARAN

Provider of tools to help marketers drive visitor conversions in real time

BLIS
GREG ISBISTER

Provider of mobile location and behavioural advertising solutions

MENIGA
ÁSGEIR ÁSGEIRSSON,
VIGGO ASGEIRSSON
& GEORG LUDVIKSSON

Helps financial institutions utilise data to improve digital channels and customer engagement

PRIVITAR
JASON DU PREEZ
& JOHN TAYSOM

Enables organisations to interpret data safely

BEMYEYE
GIAN LUCA PETRELLI

Provider of crowdsourced in-store data for blue chip manufacturers and retailers

REALITYMINE
GARRY PARTINGTON
& ROLFE SWINTON

Provider of global data and analytics about the life of the consumer

PROWLER.IO
VISHAL CHATRATH, DR. DONGHO KIM & ALEKSI TUKIAINEN

Developing the world's first principled AI decision-making platform

INTENT HQ
JONATHAN LAKIN

Enables consumer brands to gain actionable insight on their customers

ONZO
TRANSFORMING BIG UTILITY DATA INTO REAL INSIGHT

Provider of insights that allow consumers to reduce energy consumption

DIGIME
JULIAN RANGER

Allows consumers to share personal data with businesses

SIGNAL MEDIA LTD
DAVID BENIGSON

Transforms information into accessible, actionable business knowledge

SEMMLE
OEGE DE MOOR

Data-driven software engineering

DECIBEL INSIGHT
BEN HARRIS & TIMOTHY DE PARIS

Reveals users' behaviour online, to inform businesses on improving CX

HELLO SODA
PAUL SHEPHERD & JAMES BLAKE

Predicts credit rating and potential for fraud

DESKTOP GENETICS
RILEY DOYLE, VICTOR DILLARD, EDWARD PERELLO

Develops AI to re-engineer the human genome

ENCOMPASS CORP,
WAYNE JOHNSON & ROGER CARSON

Visual analytics platform

MATILLION
MATTHEW SCULLION

Delivers useful technology to help companies exploit their data using the cloud

PAVEGEN
LAURENCE KEMBALL-COOK

Harvests energy and data from footfall

PEAK
RICHARD POTTER, ATUL SHARMA & DAVID LEITCH

Provider of data analytics service that delivers value immediately

DELTADNA
CHRIS WRIGHT & MARK ROBINSON

Provider of player realtionship management solutions

REPOSITIVE LTD
FIONA NIELSEN & ADRIAN ALEXA

Offers a platform that enables individuals to access and share human genomic data

STEEL EYE
DAVID HAINES & SHANKAR VASUDEVAN

Provider of regulatory complicance technology and data analytics

JUKEDECK
ED REX & PATRICK STOBBS

Develops of an AI music composer

GLURU
TIM PORTER

Advanced analytical and predictive user data software company

QUANTEXA
VISHAL MARRIA

Data analytics company

PRISM
JAMES COLLIER, OREN FARAGE & LON BLAYER-GAT

Connects publishers and advertisers with consumers using first party data

AVORA
RICKY THOMAS
Brings machine-learning powered data intelligence to businesses

BIG DATA FOR HUMANS
PETER ELLEN & STEVEN ROSE
Provider of data for customer marketing in retail and travel sectors

BUZZ RADAR
PATRICK CHARLTON & MARC CHARLTON
Makes data insightful, accessible and actionable

ZEGAMI
SAMUEL CONWAY, ROGER NOBLE & STEPHEN TAYLOR
Visual data exploration

FRESH RELEVANCE
MIKE & PETER AUSTIN
Personalisation platform that helps marketers get their jobs done

TVBEAT
ROBERT FARAZIN
Connects data from cross-device TV analytics

BIGSTEP
LUCAS ROH
Makes professional analytics solutions accessible to companies of all sizes

CENTURY TECH
PRIYA LAKHANI
Combines AI, big data, and behavioural science to provide real-time insights to educators

FORMISIMO
AL MACKIN & TOM NEW
Google analytics for online checkouts and forms

GYANA
JOYEETA DAS
Provider of on-demand insights on people and places

MASSIVE ANALYTIC
GEORGE FRANGOU
Analytics innovator

STORAGEOS
CHRIS BRANDON, ALEX CHIRCOP & SIMON CROOME
Provider of de-centralised storage platform for containers and the cloud

RED SIFT
RAHUL POWAR
Provider of smart apps and bots to work on data to surface actionable insights

PRECISIONPOINT SOFTWARE
NIGEL GEARY
Provider of business intelligence solutions

FORCIVE
GABRIEL AND MURIEL DE DOMINICIS
Captures and operationalises live data at extreme scales

GECKKBOARD
PAUL JOYCE & ROB HUDSON
Software that focuses teams to improve key metrics

VIEWSY
ODERA UME-EZEOKE
Creator of unique datasets to help businesses thrive

ARIDHIA INFORMATICS
DR DAVID SIBBALD & PROFESSOR ANDREW MORRIS
Provider of biomedical informatics and analytics

SIMUDYNE
JUSTIN LYON
AI stimulation platform for developers and data scientists in financial institutions

BLURRT
JASON SMITH & NICK MILLER
Social analytics and content software platform, allowing users to engage with social audience

15 TO LOOK OUT FOR

BLOOMSBURY AI
DR GUILLAUME
BOUCHARD, LUIS ULLOA
& DR SEBASTIAN RIEDEL

Provider of instant information
through the use of AI

CONTEXT SCOUT
MARC SLOAN AND
ANDREW O'HARNEY

Intelligent web browsing
which can understand one's
online needs

COUNT OPEN
OLIVER HUGHES

A new way to interact
with and explore data

D RISK IT
ARISTOS PETERS

Educational app to assist
startup investment

EIGEN
DR LEWIS Z LIU &
JONATHAN FEUER

Systems integrator providing
consulting, integration and
support for the Oil & Gas
industry

ESSENTIA ANALYTICS
CLARE FLYNN LEVY

Advocate of next generation
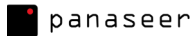intelligent technology
to improve investor
performance

KLYDO
NICK SCHWEITZER &
WAI-CHUEN CHEUNG

AI powered research
assistant which helps
innovators solve problems
and make decisions

LOBSTER
OLGA EGORSHEVA,
MARIA IONTSEVA &
ANDREY DMITRIEV

Stock social media photo
platform for content creators
and photographers

PANASEER
NICK WHITFIELD

Platform to help discover
and remedy cybersecurity
vulnerabilities

REACT AI
GREGORY EPPS, DR
CHARLES GALAMBOS
& NIC GREENWAY

Bespoke business solutions
solved through AI

SHEPHERD
WILL BROCKLEBANK

Platform which spots
potential breakdowns early
on to empower FMs and
safeguard insurers

TESTBOARD AI
COLIN SMITH

Analytics platform which
helps businesses improve
their workflow

TOMBOLO
JON ROBERTSON

Innovation project using
data to make cities more
interconnected

YELLOWDOG
GARETH WILLIAMS

Startup helping companies
make the best use of their
computer power to access
data

NETKERNAL
PETER ROGERS &
TONY BUTTERFIELD

Platform putting information
resources at the heart of
evolvable architectures

The DataTech group within Tech London Advocates is emerging as the network that is perhaps most exposed to the innovation and investment trends which are driving the technology agenda of tomorrow. Bringing together start-ups, investors, service providers and brands that focus on the flourishing DeepTech landscape, the group is at the forefront of the most exciting and ground-breaking developments in the London tech scene.

KAM RAFIQUE, HEAD OF TLA DATATECH GROUP

We are really starting to see the DeepTech sector come of age, as evidenced by the number of companies that are experiencing growth in this sphere. Many of the businesses in the City are starting to apply AI and machine learning at a high rate, drawing on London's unrivalled talent pool in this field, and the increasing investment that is accompanying it. As one of the emerging companies, we are very excited to be part of this new technological wave.

COLIN SMITH, CO-FOUNDER, CAMBRIDGE DATA

Britain has an international reputation for producing ground-breaking research in the DeepTech space, and we must leverage these strengths to realise our tech sector's full potential. With so many exciting and innovative companies emerging, it will prove hugely beneficial to the UK as a technology hub and the country's wider economy, if we ensure we remain open for business and allow steady streams of investment to flow into the sector that will define the economy moving forward.

CLARE FLYNN LEVY, FOUNDER & CEO, ESSENTIA ANALYTICS

London's DeepTech scene is undoubtedly the best in the world. Having been a part of the AI scene for over a decade, I've witnessed first-hand the ecosystem emerge from a mere academic speciality to a dominant tech sector. With increasing niche support, in PropTech, GovTech, DataTech, Cyber and beyond, I really feel that the UK has the ability to bring to life the innovation that will change the world.

ALEXANDER POTTER, FOUNDER, COG LABS