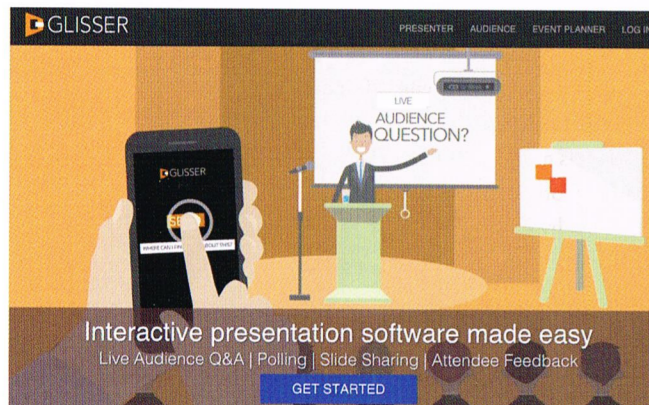


STARTUPS TO WATCH IN 2016

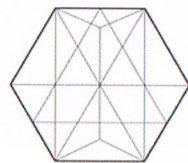


GLISSER

Glisser.com

If you dig out an edition 1 of Disrupts, you'll find a company called Glisser in the profiles section. Six months later, Glisser wins 25,000 at the Mass Challenge Awards. It's nice to be right. What do they do?

It's an interactive layer on top of PowerPoint. If you've ever wanted to claw your own eyes out in boredom halfway through a presentation you'll understand the value this has. Glisser brings PowerPoint out of the dark ages. Making it dynamic, highly shareable, and totally engage-with-able by the audience in real time. It will soon be standard at events, corporate presentations, and so on.



BOLD MIND

INTERNET OF THINGS APPLICATIONS
REAL WORLD DATA IN REAL TIME

BOLD MIND

Boldmind.co.uk

We met these guys at a Fintech Storm meetup, focusing on the Internet of things. IOT is a wide sea of ideas and possibilities, easy to get lost in, very little to navigate by. BoldMind however have a very clearly defined space within ad tech, proper backing from partners, and without going into details, a solid understanding of what they, where they are, and where they are going, and they are already doing it. And that's a major differentiator in IOT terms.

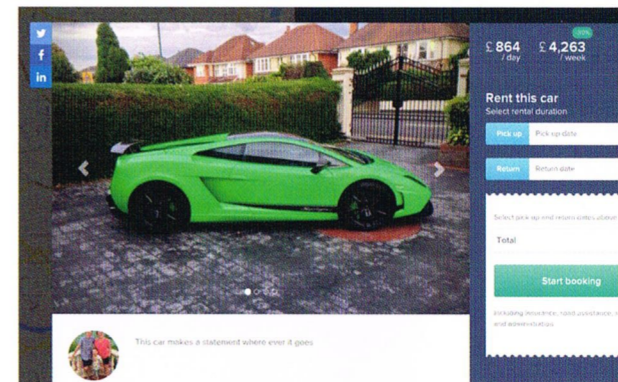


TALENT ROCKET

Talentrocket.co.uk

Another Mass Challenge company, and a serious player in recruitment. It works like this:

As a potential employee you follow the companies you want to work with, via the platform. You start career conversations with them. You are in dialogue with them. When vacancies and opportunities arise, you are notified. It's the socialisation of recruitment, and it (rightly) completely bins the standard middleman approach. It's a facilitator, and that's the way to do it. They already have some pretty blue chippy clients including Uber, Transferwise and Mindcandy. And of course the companies dig it because it's all about community building around their brand, and they get to employ fanboys and fangirls. Win Win Win. Better, cheaper, quicker.

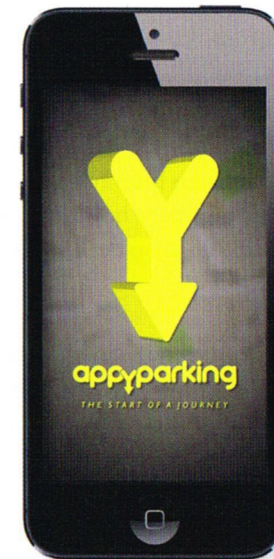


RENTECARLO

Rentecarlo.com

Ok, this is a good looking one. In a nutshell, AirBnB for cars. Peer2peer car rental. Graduates from ignite100 incubator. They're not the only ones in the space, but that's no bad thing, there's no need for exclusivity in this market, it's better to have multiple players creating awareness and offering choice at this stage. And if one or two competitors get hyper traction and go for market dominance they see everyone else as a possible buyout fodder anyway.

My first thoughts looking at the website were How the hell does that work in terms of insurance? The first tab explains exactly that, as soon as a car is booked through the site the company automatically insures it for the duration of the rental. Daily rental from £34 for a Ford Ka up to £864 for Mikes 2011 Lamborghini Gallardo. Don't even tempt me Mike. I could see this really taking off.

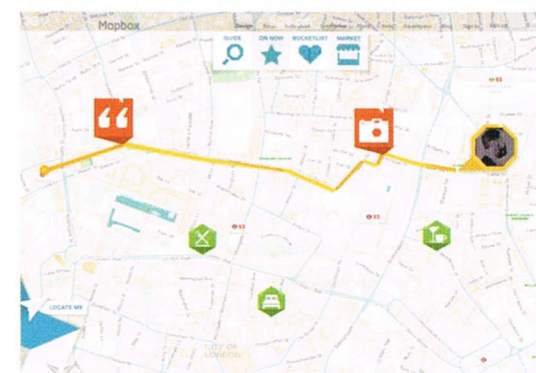


APPY PARKING

appyparking.com

These guys are parking nerds. They collated, mostly BY HAND if you can believe it. The data to create the UK's most detailed parking information database. Which they now have available as an API, and on their own app.

Why one to watch? Well they have the best data, they won peoples choice at Pitch to Rich, and word is they're doing alright. The data is a real problem solver, especially for businesses, which is good, they have a B2B and a B2C business model. That's very good. The B2B business model can save some companies literally millions of pounds a year in parking fines, serious money. Also it's all going to fit nicely with the whole telematics IOT movement, smart vehicles, and so it's not just future proof, it's future defining. By being THE company with the parking data, collated from god knows how many councils, boroughs, and so on, non of whom were ever going to be able to come up with a digitised solution for parking queries, they've solved the problem at the local authorities end, and the problem at the logistics and transport end, in one go.



FIREFLY

www.firefly.ly

Firefly is helping people connect the dots of their travel life cycle in an elegantly designed mobile app. Currently, the tools to meaningfully plan a trip, get guided content at a destination, capture, share and relive travel moments, are horribly fragmented. You've got photos on Instagram, a journal on Evernote, advice from Tripadvisor, a guidebook and a DSLR to capture photos you may never look at again. With Firefly, one can now plan a trip, get personalised guided content in a destination, capture and share moments, and relive it through one-of-kind mementos after.

In 2015, Firefly raised more than £700,000 in seed funding through crowdfunding platform Seedrs and an equity-free Innovate UK grant. Firefly also completed a Microsoft Ventures Accelerator programme.