

ABOUT THE REPORT

The European Tech for Good Report showcases the tech start-ups and scale-ups across Europe that were recognised by Super Connect for Good – a competition co-designed by Empact Ventures and Hays Technology – as demonstrating a positive social impact through the means of technology. The winners of the competition’s ten innovation streams as well as Super Connect for Good’s overall champion are profiled throughout the report in the form of case studies, and the nine finalists from each stream are also listed. Quotes from competition judges throughout provide insights into the thinking behind each innovation stream and the impact on societal challenges being made by the competition’s applicants. The competition’s winners were selected by the innovation partners and judges quoted in the report.

HAYS Technology

Recruiting experts in Scale Up

INTRODUCTION

JAMES MILLIGAN & JAMES HALLAHAN

This year, in collaboration with Empact Ventures, we were delighted to once again host the Super Connect for Good competition, this time extending it into Europe.

Covid-19 has presented challenges, but also opportunities for innovation to flourish, particularly innovation which seeks to address the challenges we are all facing as a society. The pandemic has increased the focus on ESG (Environmental, Social and Corporate Governance), and it’s becoming increasingly clear that a commitment to the integration of societal and environmental concerns in business operations is essential to being commercially viable as an organisation.

In recognition of this, it seemed the perfect time to extend Super Connect for Good further. The quality of entries that we saw was extraordinary, and in response, we decided to create the European Tech For Good Report, the first of a series of annual reports that profile the winners of the competition’s innovation streams. These happen to be some of the world’s most innovative start-ups and scale-ups - start-ups that are not only seeking to address societal challenges, but tackling them in astonishingly creative and original ways. You can find out more about some of our winners’ stories in our upcoming LinkedIn Live series, which will profile the nine winners of the competition’s regional streams.

In acknowledgement of their outstanding contribution to innovation in the Tech for Good sphere, we are awarding the overall winner of the Super Connect For Good competition a 12 month subscription to Hays Rise, a recruitment solution that supports the scaling journeys of start-ups and scale-ups, giving them access to tech talent, skills and content as a service. We look forward to supporting the recipient of the subscription as they continue on their scaling journey, as well as helping them to realise their next chapter through the acquisition and expansion of a talented and experienced team.



James Milligan,
Global Head of
Hays Technology



James Hallahan,
UK & Ireland Director,
Hays Technology



INTRODUCTION

KOSTA MAVROULAKIS

As the pandemic continues to affect our daily lives, a new breed of high-growth companies are quickly emerging across Europe with a greater social purpose. These Tech for Good start-ups and scale-ups are working hard to tackle the world’s most critical challenges today and tomorrow...

In today’s new normal, people, communities, businesses, healthcare systems and governments are facing challenges that threaten their very existence. Now, more than ever, there is a growing need to protect and treat everyone, everywhere, with the HealthTech and MedTech innovations able to address unmet needs in healthcare systems. As we look to tomorrow, the world is quickly understanding the huge mountain it has to address in climate change, with CleanTech ventures part of the pathway to overcoming it.

These challenges facing humanity cannot be addressed by large global governments alone, with everyone having a role to play, in particular, Tech for Good start-ups and scale-ups. These socially-responsible innovators need the right support if they are to contribute towards addressing our societal challenges. They need the right funding, equipment, space, skills and connections to scale their work in a way that enables these challenges to be tackled from a different perspective.

It is for this reason that Super Connect for Good was co-designed by Hays and Empact Ventures – to discover, connect and support tech start-ups and scale-ups across Europe creating a positive social impact on the world. Our partnership over the past three years reflects our shared belief in the importance of connecting the right people with the right organisations, at the right time, to create the right impact.

As such, we are delighted to bring you the European Tech for Good report, which shines a light on the Top 100 Tech for Good start-ups and scale-ups across 10 innovation streams in the UK, Ireland and Europe.



Kosta Mavroulakis,
Founder & CEO,
Empact Ventures

OVERALL CHAMPION



OVERALL CHAMPION MEDISIEVE

MediSieve is an innovative new medical treatment that can detect and remove specific substances, such as cells, bacteria and toxins, directly from a patient's bloodstream. The technology can be used as a direct treatment for disease, to increase the safety and efficacy of other therapies, or to enable personalised medicine. There are also potential applications as a diagnostic tool by enabling the detection of rare cells or other substances in blood.

There are several multi-billion-dollar markets available in oncology, infectious diseases, auto-immune diseases, poisoning, drug overdoses and others. MediSieve could lead the way to a future where these conditions pose far less of a threat to human health than they do today.

Our technology is powered by a special filtration system that removes the blood from a patient, filters out the harmful components, and then sends the healthy blood back into the body. MediSieve's filtration system works extremely quickly and only a small volume of blood is outside the patient's body at any given time. On average, a person's total blood volume can be filtered in fewer than 60 minutes, meaning the full treatment time from start to finish can be performed in under three hours. How does it work? The filtration system uses 'beads', biocompatible magnetic particles that are coated with binding agents, which are mixed with the blood within the filtration system, then attach themselves to specific targets. The targets are then removed and - if needed - retained for examination and further investigation; the beads never enter the patient's body.

This magnetic blood filtration technology is the first of its kind and could be a game-changer in how we tackle these serious diseases. Currently, treatments to remove harmful substances from the blood are extremely limited, and often involve removing 'good' elements alongside the 'bad' ones. In addition to this, the treatments can take a long time and are very expensive. The team behind MediSieve have huge hopes for the future. We aim to become a global player in the medical field and want to work in combination with other existing therapies.



Dr George Frodsham,
Founder & CEO, MediSieve



“

The innovative ideas developed by the finalists were incredibly impressive and highlight the creativity the start-up scene has to offer. They will be vital in helping us to tackle some of our greatest challenges and we are proud to be able to recognise some of their achievements. MediSieve is an extremely deserving overall champion of Super Connect for Good - their work treating blood-borne diseases and infections will be invaluable to the healthcare sector and we look forward to supporting them in the next stage of their growth.”

Simon Winfield, Managing Director,
Hays UK & Ireland



AI FOR GOOD

Artificial Intelligence (AI) is currently experiencing a rapidly growing upward trajectory in the world today, both in its adoption and ongoing use in businesses of all sizes. It is no surprise that tech start-ups and scale-ups are building new AI-based innovations with transformative capabilities to enable society's problems to be tackled from a different perspective. These innovations are seeking to solve the world's most challenging social issues – both today and tomorrow – in many areas including education, healthcare, mobility, climate change and more. As we embrace this paradigm shift further, AI for Good has the potential to change people's lives for the better by helping our communities, contributing to climate action and addressing unmet needs in the healthcare system.



OVERALL WINNER BE NOSY

According to the World Health Organization, air pollution currently contributes to one out of every nine deaths worldwide. With no current means of effectively filtering and monitoring air-pollution exposure, we wanted to find a way of helping people take control of the air they breathe, and out of this ambition, Nosy was created. Nosy is an ergonomically designed, wearable piece of technology that fits neatly over your nose, providing effective protection for the respiratory system.

Our business model is built around providing advanced protection from air pollution and airborne particles through specially designed hardware, and our product helps people to comfortably and effectively filter the air they breathe. By focusing on creating a tight seal around the nose rather than on the face, and helping increase nasal airflow with a dilator, Nosy simultaneously prevents air leakage, increases wearability, and promotes nasal breathing. The easy-to-replace filtering system is worn directly under the nose to ensure users breathe purified air through sustainable and eco-friendly filters.

Besides saving lives through enhanced respiratory protection and awareness, Be Nosy's goal is to lead the way in changing how we approach our basic human need for clean air. With such a limited number of air-pollution data points currently in existence, our aim is to create technology that will employ the use of user data, leveraging on AI to create more accurate predictions around pollution levels. Growing our platform's ecosystem will be key to this – the more traction we can gain worldwide, the more data we will have to help us monitor air pollution and develop a better understanding of respiratory health. Looking to the future, the possibilities are endless.

We believe that everyone has the right to breathe well and be healthy, and our hope is that through enhanced data and re-education of how we think about the quality of our air, we will be able to influence systematic change that leads to a cleaner planet.



Carina Cunha,
Founder & Creator, Be Nosy

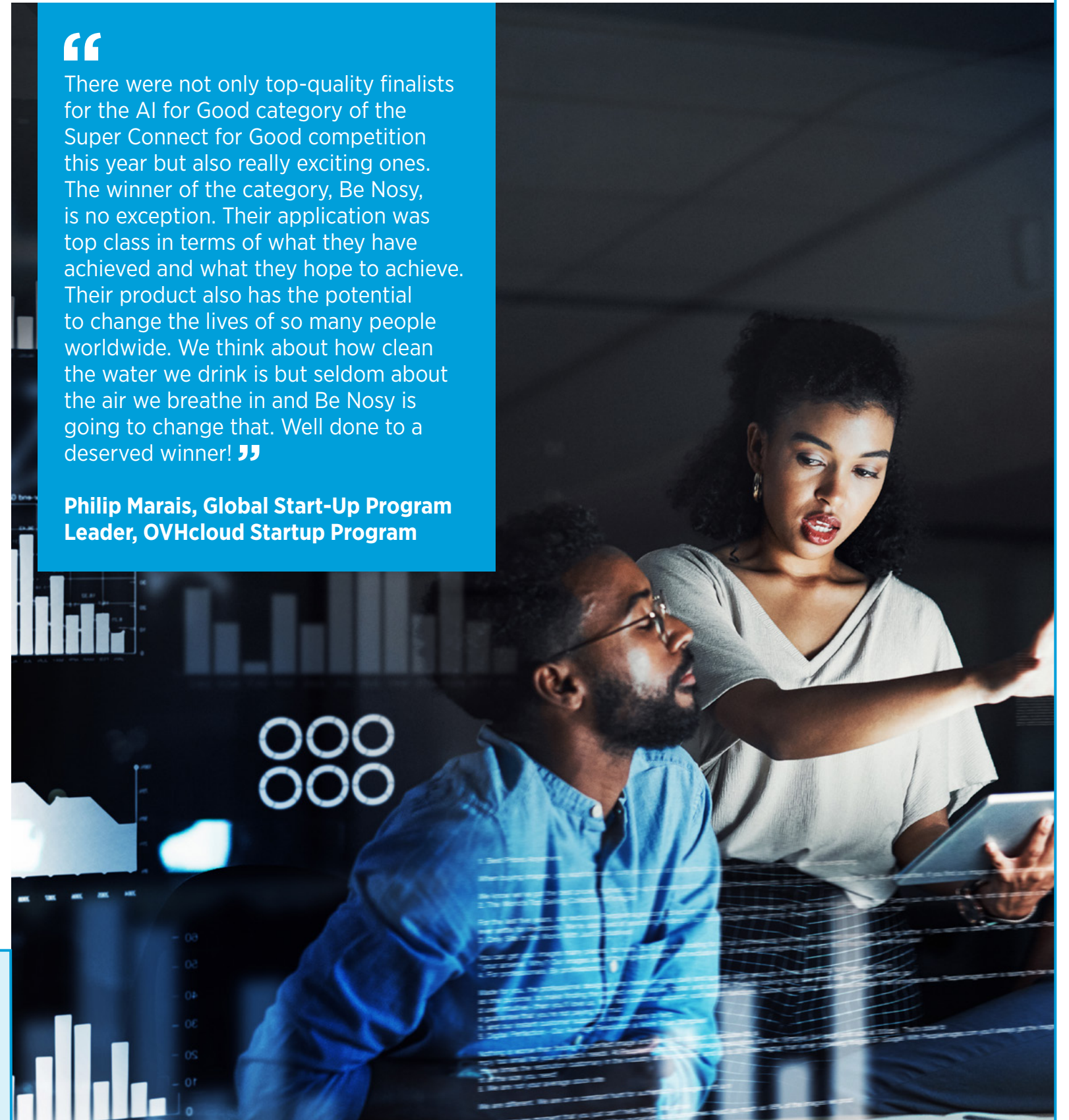
FINALISTS

Bright Idea Education (Cosmico) | CanSense | Citibeats | Happyr Health | MiiCare
Kids Speech Labs | Peer Education | Vik by Wefight | Serendipity



There were not only top-quality finalists for the AI for Good category of the Super Connect for Good competition this year but also really exciting ones. The winner of the category, Be Nosy, is no exception. Their application was top class in terms of what they have achieved and what they hope to achieve. Their product also has the potential to change the lives of so many people worldwide. We think about how clean the water we drink is but seldom about the air we breathe in and Be Nosy is going to change that. Well done to a deserved winner! ”

**Philip Marais, Global Start-Up Program
Leader, OVHcloud Startup Program**



EDTECH

Education has always been one of the most important parts of any society in the world for anyone, at any age, to continue to gain knowledge and learn new skills. It has a vital role to play for pupils in schools, students in colleges and universities, and employees in organisations of all sizes. EdTech focuses on technology that can increase the quality of the education delivered and make it more accessible to those that consume it.



OVERALL WINNER KLIK2LEARN

Designed by experts, led by research and used by leading institutions around the world, Klik2learn is a fast-growing, universally accessible English-language learning platform that's available to anyone, any time, on any device and in any location.

With the financial cost of global illiteracy estimated to be up to £800bn, the economic necessity of accessible learning has never been greater, and Klik2learn was founded on the principle that education should be available to everyone, wherever they are. Created by a team of language specialists, including former teachers, educators, designers and developers, it is designed to support businesses, educational institutions and governments that are in need of high-quality, online, certified vocational English courses with performance tracking at scale.

Our organisation has seen unprecedented evolution in the last two years, and the onset of the pandemic presented us with the unique opportunity to make our software even more relevant and accessible to teachers and learners. In response, we created the Digital Learning Hub, where we brought all our resources together in one place and enabled educators to provide continuity of learning during lockdown. Students were able to access high-quality, multi-level accredited courses alongside assessments, videos and animations, while teachers were provided with assessment tracking, a chat feature and reporting tools to help them keep an eye on what their pupils were achieving.

The pandemic has exacerbated existing digital inequalities, and Klik2learn has always endeavoured to focus on developing rich content for mobile devices at a low cost. This offers those from more disadvantaged socio-economic backgrounds access to our software, and in emerging economies we offer it free of charge, working with NGOs and charities. From a Tech-for-Good perspective, great satisfaction comes from our ability to help those in greatest need, and we look forward to helping our ever-expanding learner base realise their potential and embark on their pathway to lifelong learning.



Ann Attridge,
Founder & CEO, Klik2learn

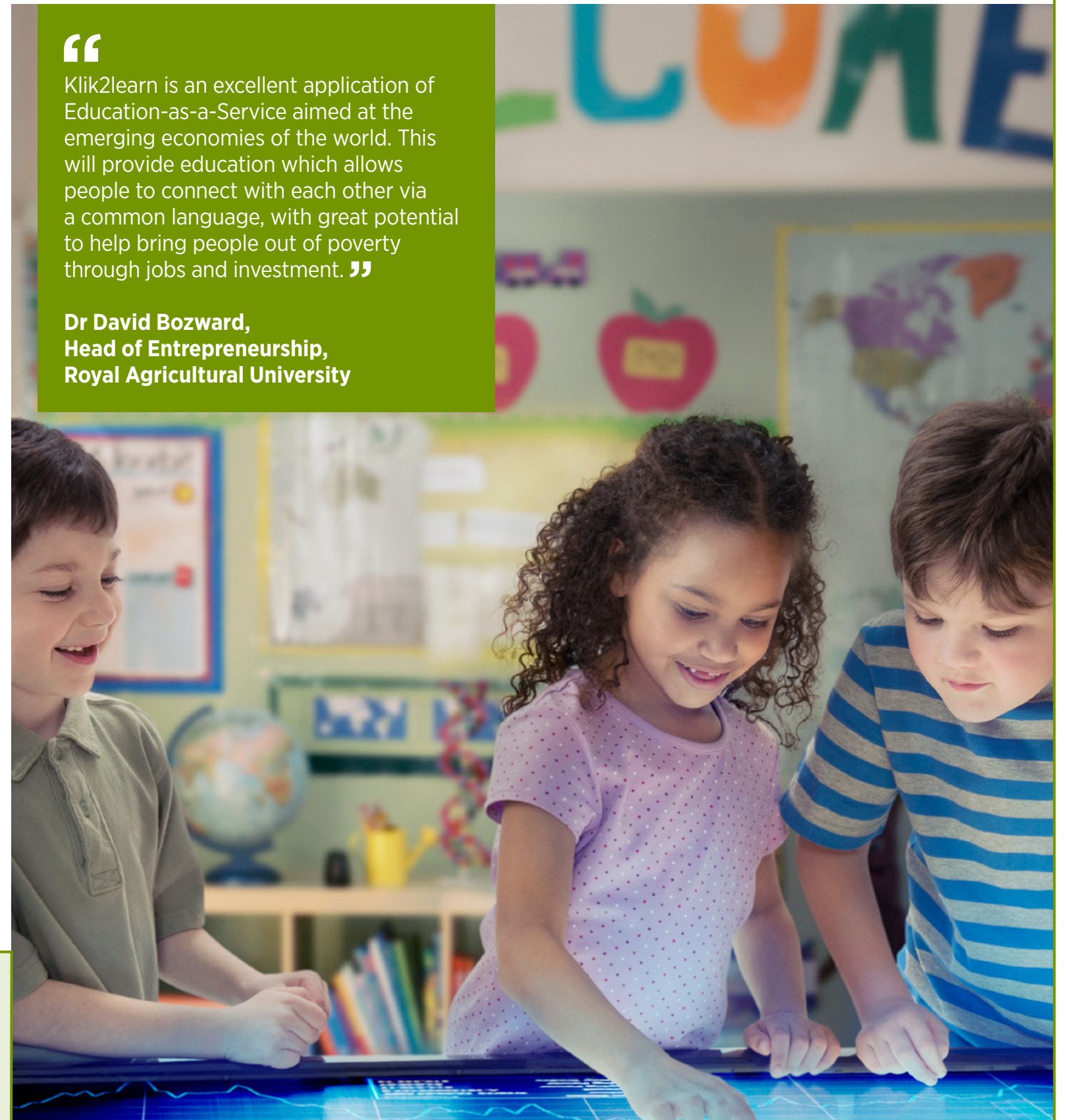
FINALISTS

VerifyEd | Persona Education | Bright Idea Education (Cosmico) | Kide Science
Neosap | DoGood People | Peer Education | Endoxa Learning | KIMO



Klik2learn is an excellent application of Education-as-a-Service aimed at the emerging economies of the world. This will provide education which allows people to connect with each other via a common language, with great potential to help bring people out of poverty through jobs and investment. ”

Dr David Bozward,
Head of Entrepreneurship,
Royal Agricultural University



HEALTHTECH

The recent adoption of HealthTech in the healthcare sector has played a major role in improving the monitoring and delivery of care for patients while addressing unmet needs. It has put the control back in patients' hands by improving the equitable access to the treatment they need from home which is, in turn, saving people's lives. These patient-centric innovations are improving the delivery of care at home in a cost-effective manner both before and during the COVID-19 pandemic.



OVERALL WINNER BRAINBERRY

An enormous 850,000 people were diagnosed with dementia in the UK in 2015, a figure that's expected to grow to two million per year by 2051. With no cure currently on the horizon, our HealthTech company, BrainBerry, has responded to the growing crisis by developing technology to address the current market and clinical gap in dementia treatment. How? By using a data-driven gaming app and headset that provides therapeutic brain monitoring of dementia patients.

Known as a COSMA Neurofeedback System, this technology consists of a wearable EEG headset that captures a patient's brainwave activity while they play on the cognitive gamification COSMA app. It autonomously tailors gaming therapies for each patient, and in time aims to shift cognitive function towards that of a healthy person.

The therapeutic aspect of the COSMA Neurofeedback System is backed by science known as 'neuroplasticity' (the ability of the brain to change both physically and functionally throughout one's life). Clinical studies carried out in 2020 and 2021 support the science by demonstrating improvement in new learning-working memory and sustained attention, and showing a decrease in negative moods in patients with early Alzheimer's, validating its effectiveness. The innovation is enhanced with a network framework that promotes a relationship between end users, such as patients, carers and doctors. It's an ecosystem that supports the patient-centric treatment journey, placing the power in their hands.

The data continuously collected from the devices is presented via user-friendly dashboards that communicate with each other and enable the tracking of patients' progress. This takes place within a regulated, encrypted and scalable server and database, which should lead to a sustainable ecosystem, where personalised therapy is provided, as no two dementia cases are the same. This personalisation stems from extensive research that suggests dementia sufferers achieve enhanced benefits when focusing on their own memories and personal life experiences. Our technology enables users to upload their own photos, songs and stories to provide a unique therapy for every person. By focusing on this, it is possible for users to retain more personal memories and continue to live a more improved quality of life.

Though the incredible possibilities that science and tech can realise are the lifeblood of BrainBerry, it's our values that drive us to do what we do. Our hope is that we can continue to dedicate ourselves to the research and development of effective therapies that will positively impact both the cognitive function and psychological wellbeing of people with dementia.



Kartheeka Bojan,
Director, BrainBerry

FINALISTS

AZmed | Be Nosy | GlycanAge | Virtuleap | UNEEG Medical UK
RemmedVR | MediSieve | Medwise | Access Earth

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The Leeds Teaching Hospitals NHS Trust is passionate about the future of our NHS, and is driven to stimulate innovation both within and without our hospital networks to enable continuous improvements to healthcare services. With two new, state-of-the-art digital hospitals of the future planned to open by 2026 this is an important time to implement exciting new ideas and innovations. It has been a pleasure to support the Super Connect for Good competition over the past two years, which has allowed us to engage with a range of superb innovators in the HealthTech and MedTech sectors helping us to achieve this goal. We are very much looking forward to working with not only our competition winners, but also all the great companies that presented their superb innovations to us.”

Dr Christopher McKee, Business Development and Innovation Manager, Leeds Teaching Hospitals NHS Trust



MEDTECH

At a time when the pandemic has forced many patients to be cared for in hospitals around the world, MedTech plays a vital role in the fight against COVID-19. It specifically focuses on innovation that is delivered within clinical environments (e.g. hospitals) where medical devices, diagnostics and treatments are provided by clinicians. Today's medical devices range from surgical innovations supporting surgeons before, during or after surgery to the diagnosis of diseases or conditions by doctors.



OVERALL WINNER QV BIOELECTRONICS

QV Bioelectronics is a start-up medical device company that has pioneered a life-changing implant for patients with glioblastoma – an aggressive brain tumour that has no cure and a very low survival rate. Currently, people with this form of cancer undergo the same treatment: surgery to remove the tumour, radiotherapy and chemotherapy, but the chances of the tumour recurring are, unfortunately, very high, and the survival outcomes are some of the worst of any type of cancer.

While we can't prevent or cure glioblastoma, our team of neurosurgeons, scientists and engineers have developed a piece of technology that aims to extend patients' life expectancy and improve their quality of life. This electric field therapy implant, which is inserted into the cavity left behind after surgery, delivers electric fields at specific frequencies that interrupt cancerous cell growth – meaning it can slow down the growth of the tumour.

Many new drugs targeting glioblastoma treatment are ineffective as the tumour is very genetically diverse. This means that the tumour is able to develop resistance to drugs and is then able to regrow rapidly. Glioblastoma cells are also known to have in-built resistance mechanisms to therapy; therefore, a new approach is needed that avoids these issues, which is where electric field therapy comes in.

Although our product is in its early stages of development, we hope to become the standard of care for glioblastoma patients and are aiming to make this revolutionary technology available to as many people as possible. We strive to minimise the devastation caused by this relentless disease.



Christopher Bullock,
Co-Founder & CEO, QV Bioelectronics

FINALISTS

Coroflo | Be Nosy | MiWEndo Solutions | MediSieve | UNEEG Medical UK
AZmed | CanSense | iLof | DiabTrend



The NIHR Surgical MedTech Co-operative is delighted to support this initiative, which highlights the need for technologies that improve outcomes and quality of life for patients and the general public. We judged the MedTech stream and our role was to assess the merits of the technology, how inclusive the technology was (in terms of whether it could be used by most demographic groups) and the likelihood of adoption which relies on the clinical unmet need. The quality of applications was high, and we will definitely see some of these technologies in circulation and making a difference to people's lives. ”

**Vee Mapunde, Programme Director,
NIHR Surgical MedTech Co-operative**



SMART CITIES

In recent years, cities of all sizes across the world have embraced innovation locally as a way to improve citizens' lives and safety while reducing waste and energy. From smarter public transport to energy-efficient infrastructure, the innovation at the heart of today's cities is having a major impact on its local community. At the centre of the movement are discussions focused on the ethical use of big data collected by Internet of Things (IoT) devices and sensors enabled by full-fibre and 5G networks.



OVERALL WINNER SWIFTCOMPLY

I was working as an engineer for Dublin City Council in 2008 when I developed Europe's first fat, oil and grease regulatory programme. The goal was to help solve the problems with the local sewers, which had become blocked with a build-up of these waste materials, commonly known as fatbergs or FOG (fat, oil and grease). When I saw how successful the programme was, reducing the blockages by 95%, I set about trying to come up with a solution that could tackle the issue on a global scale. In 2016, SwiftComply was born.

A staggering amount of FOG blockages occur in the UK every year – around 296,000, at a cost of almost £10 million. A large part of the issue lies in the communication difficulties between the businesses that produce the waste materials, and the regulators who enforce the proper disposal of them. SwiftComply aims to bridge the gap between these two entities, with the goal of reducing administration, paperwork and fines for businesses, and improving bureaucracy, resources, data management and databases for the regulators. Our ultimate goal? A streamlined system that results in the proper collection of fat, oil and grease, which can then be converted into biodiesel. In fact, if the 250,000-plus tonnes of FOG that clog up UK sewers each year were to be turned into highly sustainable biodiesel, it could prevent one million tonnes of greenhouse gas emissions.

The programme offered by SwiftComply specifically targets food service establishments and not only connects them with regulators and compliance bodies but also helps educate and inform them of best practices and their responsibilities around drains and sewers. The unique technological solution offered by us brings all key stakeholders together and results in social, environmental and economic benefits for all.

Our company mission is to change FOG management for the better. We want to encourage a shift from the illegal disposal of these waste materials towards education around the dangers and a far more environmentally friendly approach that will only aid our government's goal of carbon neutrality.



Michael O'Dwyer,
Founder & CEO, SwiftComply

FINALISTS

Civic Dollars | Happaning | ClimateTrade | Not Just a Jewel | Famiio
Access Earth | CityMaas | Electric Miles | Red Zinc Services



I really enjoyed the live judging session for the Smart Cities category. The quality of the pitches was exceptional and it was fantastic to see some innovative use-cases for technology within the Smart Cities arena. There was a mix of early-stage start-ups with smart ideas through to scale-ups that already have customers and a proven business model. Our winners were SwiftComply who had an exceptional data and monitoring solution to a real-world problem that they are solving to reduce FOG build-up in our sewers. ”

Martin Pardey, Senior Business Director,
Hays Technology



INDUSTRY CHALLENGE

The new challenge was established by Siemens Mobility to tackle a subset of the Smart Cities movement, focused on improving public safety through the use of intelligent mobility solutions. It challenged applicants to find new data solutions that help traffic management systems make better-informed traffic prioritisation decisions that also improve public safety.



OVERALL WINNER CITIBEATS

Citibeats is an augmented text analytics platform that analyses different data sources to detect people's opinions, trends, beliefs, and concerns. Its ethical artificial intelligence technology, which combines machine learning and natural language processing techniques, converts real-time information found on social media, chatbots, helplines, forums, and more into data, which can be used and interpreted by organisations and governments to assist them in reacting to social issues.

The main objective of Citibeats is to understand societal changes and help multilateral organisations, policymakers, governments and private companies identify and react to genuine issues that are affecting people – without the need for surveys. The platform collects information from a huge variety of places, and then uses machine learning to translate this into statistics and figures that are presented in an easy-to-understand format. Our goal? To give a voice back to the masses, and to make what they think count. Citibeats helps decision-makers see, at scale, what it truly is that matters to people.

In fact, Citibeats can detect trends faster than the media and other traditional methods of data capturing. The cutting-edge technology can analyse any language, dialect or slang, leaving no area behind, and measures all demographics – including those that are underrepresented.

Citibeats has won prestigious awards since its launch in 2018, including 'Most Innovative Project' in the global inclusion and empowerment section at the United Nations World Summit Awards, an accolade we are very proud of. Now, our technology has been picked up by leading organisations – including the World Health Organization and the Inter-American Development Bank – who are reaping the benefits.

In addition to this, our company has recently secured funding of €2 million from international investors, which will allow us to become a reference as a social-understanding solutions developer.

Over the next 18 months, we are aiming to become a full Software-as-a-Service (SaaS) company, and our technology will enable organisations all around the world to better understand their people, and what really makes them tick.



Ivan Caballero,
CEO, Citibeats

FINALISTS

Happaning | CityMaas | RemmedVR | Equal 1 Labs | ESUS Mobility
WizyVision | Red Zinc Services | vadeCity | Hello Auto



With so many disparate solutions and technologies to consider in order to choose a winner for this year's Industry Challenge, making a call on a standout performer was always going to be difficult. For Citibeats to stand out from the crowd is a testament to the innovation that permeates their core concept and the execution of this mission through cutting-edge science and technology. Leveraging a blend of AI, NLP and Data Science to address global communities' most pressing problems in real time, is what this competition is all about. By creating a powerful social understanding platform coupled with a deep connection to improving society, Citibeats has delivered a solution that not only has impact today but has exponential applications for the future. Exciting times ahead for a very worthy winner, well done all at Citibeats. ”

David Burke, Talent Acquisition & Employer Brand Director, Workhuman

CLEANTECH

Climate change is one of the greatest challenges facing humanity - today, tomorrow and for future generations. CleanTech is contributing to our response to this challenge through the adoption of clean technologies that reduce or eliminate the environmental effects of global warming. It improves our long-term environmental sustainability by helping our environment to flourish through many technological interventions. These include, but are not limited to renewable energy, smart recycling, agricultural technologies, and environmentally-friendly practices.



OVERALL WINNER IGS

IGS (Intelligent Growth Solutions) is a cutting-edge AgriTech innovator that provides those working in agriculture with top-of-the-range equipment that not only benefits the user but the planet, too. Our products allow farmers to grow their crops vertically rather than horizontally in a smart, controlled environment, which opens incredible opportunities for a better yield, profit and impact on the Earth.

Our company's beginnings go back to 2013 when a farmer in Scotland, Henry Aykroyd, began looking for a solution to the problem that has plagued those in the cultivation business since the dawn of time - how to grow crops well and economically all year round. He teamed up with engineer, Dave Scott, to discuss how this could be done indoors, bringing agriculture and engineering together, and the rest, as they say, is history.

IGS offers smart products that can bring the evolution in farming that is needed. Our patented tower-automation platform not only allows crops to be grown vertically, but it requires minimal human interference and uses an app to maintain the health of the plants. Our patented HVAC and modular irrigation systems, which we have designed, are so effective, that they produce two to three times greater yields than typical greenhouse environments, and our three-phase power and communications platform controls all the LEDs to deliver the exact amount of light the plants need, when they require it - reducing power requirements by up to 50%. The IGS technology controls everything from light, temperature and humidity levels to the air's CO₂ levels, irrigation and nutrition. The results? Top-quality crops that have been produced without pesticides, meaning organic produce can suddenly become affordable to the masses. And, there's a bonus - this method of growing hugely reduces emissions and hydrocarbons, too.

Our population is ever-increasing and usable arable land is ever-decreasing, so there's never been a more appropriate time to think about sustainable alternatives to the traditional method of crop farming. IGS's technology not only enables farmers to grow more products, more often, but it allows them to do so in spaces they may have never considered before.



David Farquhar,
CEO, IGS

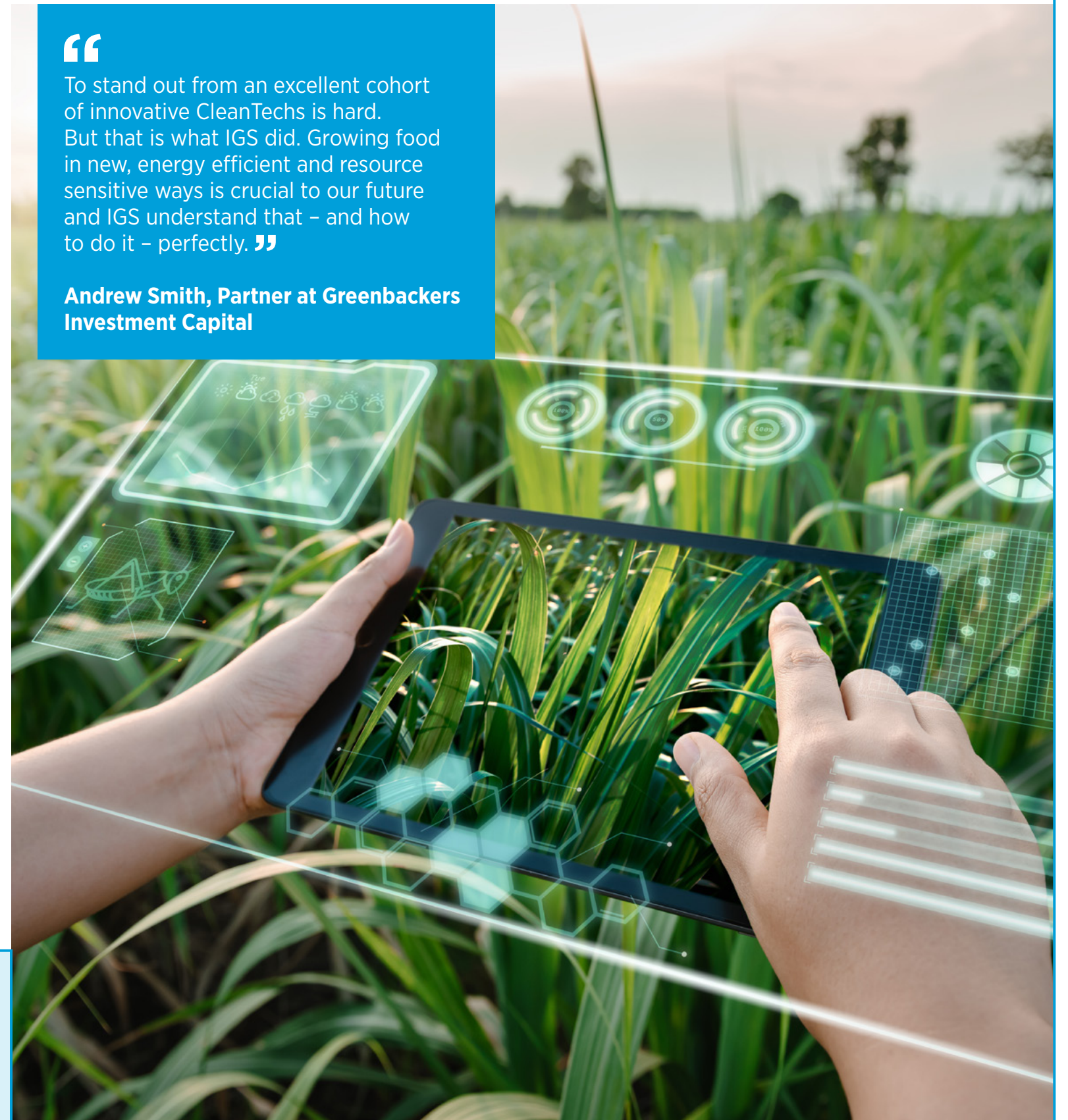
FINALISTS

Be Nosy | SwiftComply | DoGood People | Seeng | Electric Miles
ESUS Mobility | ClimateTrade | Orange Power | Appanion



To stand out from an excellent cohort of innovative CleanTechs is hard. But that is what IGS did. Growing food in new, energy efficient and resource sensitive ways is crucial to our future and IGS understand that - and how to do it - perfectly. ”

Andrew Smith, Partner at Greenbackers Investment Capital



FINTECH FOR GOOD

The past decade has seen the rise of FinTech in the private sector playing a pivotal role in the financial services industry. It has changed the way that we save, spend and shop on a daily basis through online payment gateways, open banking and blockchain-based services. It was thus inevitable that start-ups and scale-ups would use FinTech to make the world a better place by promoting great transparency, accountability and financial inclusion – making products more affordable and accessible to all.



OVERALL WINNER CURVEBLOCK

Traditionally, the real-estate construction-investment sector has been dominated by banks and high-net-worth individuals, who invest heavily in real-estate projects and then reap the financial rewards when they are completed and sold. Historically, it has been difficult for anyone outside of these groups to gain access to this lucrative market – until now. CurveBlock is making strides to democratise the construction-investment sector while pioneering the shared economy, opening it up to the public and making investing much simpler and more affordable than it has ever been before.

The platform uses centralised blockchain technology to pioneer its shared economy, with the profit-share model digitising its construction-investment future profits and making the public the primary financial beneficiary of their net-zero, energy-positive real-estate developments. At the moment, more than 90% of the public are excluded from the benefits that investing in the construction industry can bring, despite it netting returns from 25% to upwards of 80%. CurveBlock flips this on its head: the FinTech platform has been designed with the public in mind and not accredited high-net-worth investors. The platform has a very unique spin to it: people buy digital shares that represent ownership of all future profits that the company makes. This means the public no longer have to choose which investment to invest in, and their digital shares offer an evergreen passive income via a blended portfolio of investments within green real-estate.

Not only are all profits shared evenly with CurveBlock and its users, but the business model gives back, too, in the form of its environmental impact. In fact, CurveBlock's future-pipeline portfolio only contains houses that are built via modern methods of construction, with integrated renewable energy technologies and with supreme energy-efficiency. This means they do not require fossil fuels to run and actually produce more renewable energy than they consume – big news, as real-estate is one of the largest polluters of carbon dioxide globally. In addition to this, a charity donation of 5% is made per each completed development, with the charity beneficiaries decided by CurveBlock users.

CurveBlock has the ultimate aim of making the shared economy a global product, benefiting millions and eradicating financial exclusion, all via the construction and sales of net-zero, energy-positive real-estate, benefitting the public financially, as well as the planet.



Gary Woodhead,
Co-Founder & CEO, Curveblock

FINALISTS

Worldcoo | IE Hub | Quota | Ü Impact | itsettled
Goodbox | ClimateTrade | Sustainably | Sonik Pocket



The other judges and I were very impressed by the quality of the submissions. Picking a winner wasn't easy as we were presented with so many FinTech for Good innovations. Ultimately we went for what we thought was the most original idea.

Curveblock.io was really impressive and we were particularly interested in how they manage to bring the construction sector together with green investing. Making investment the fuel for change will boost the green construction sector. Well done to their founder, Gary Woodhead, for a great submission and an even better presentation. ”

**Mickael Paris, Marketing Director,
FinTech Scotland**

GENERAL TECH FOR GOOD

Tech for Good start-ups and scale-ups don't always fit into one of the innovation streams outlined in this report, or sometimes sit in several streams. It is for this reason that we created the General Tech for Good stream, so the competition can shine a light on those start-ups with these characteristics that deserve their place in this report.



OVERALL WINNER HAPPANING

Delivering the unique ability to crowdsource immersive storytelling, Happaning is a video platform that lets you watch an event from any perspective, at any time and from anywhere in one accessible, navigable platform.

The technology is powered by revolutionary media format, multi-Vantage-Videos, or simply ViiVids®. Our proprietary ViiVid technology lets viewers navigate between vantage points either in real-time or retrospectively, by simply swiping in the direction they wish to move in. These ViiVids allow viewers to freely attend live events, explore global landmarks or relive past experiences as if they were present. It's our take on time travel, and there's no end to its possibilities. The potential for Happaning to enable inclusive, virtual access to events, entertainment and culture is limitless, but there are many other applications, such as journalism, policing, security and judiciary evidence, to which it could add broader value.

Happaning aims to disrupt the traditional video media format, which offers just one singular perspective, making it open to bias, careless editing and deliberate misdirection like static photography before it. Our blockchain style decentralised peer-to-peer codec verifies the time and place of footage, detects post-production edits and empowers viewers to switch perspectives to gain a richer appreciation of what's happening. ViiVids enables more immersive, collaborative and verifiable storytelling and viewing experiences, enabling more informed decisions regarding the truth of what's shown and making it one of the few viable countermeasures against deepfakes and the spread of misinformation in video content.

Our platform makes user-generated video content more collaborative, immersive and verifiable, in contrast to government and industry strategies, which focus on regulation, call for corporate responsibility and manual intervention. The impact of this could help to rebuild public faith in journalistic reporting, which may, in turn, reverse the erosion of trust that has been growing in society which typifies recent global trends.



Andrew Eniwumide,
Co-Founder & CEO, Happaning

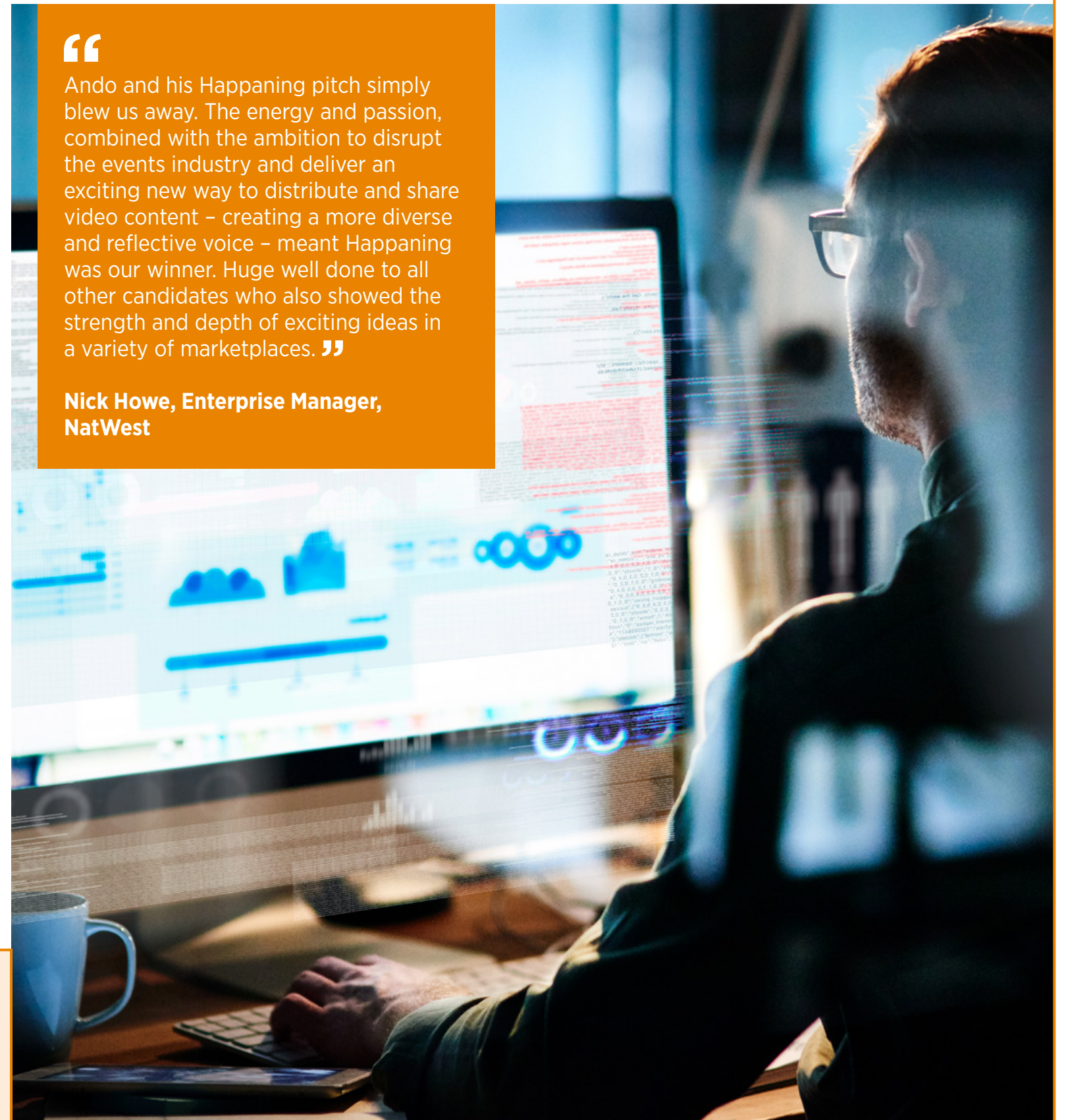
FINALISTS

BitNinja Security | Electric Miles | SwiftComply | ClimateTrade | DoGood People
Civic Dollars | Bright Idea Education (Cosmico) | itsettled | Frog Systems



Ando and his Happaning pitch simply blew us away. The energy and passion, combined with the ambition to disrupt the events industry and deliver an exciting new way to distribute and share video content – creating a more diverse and reflective voice – meant Happaning was our winner. Huge well done to all other candidates who also showed the strength and depth of exciting ideas in a variety of marketplaces. ”

**Nick Howe, Enterprise Manager,
NatWest**



PRE-SEED CHALLENGE

The new challenge was established with Microsoft for Startups, to provide a dedicated category for very early-stage start-ups with a working prototype or minimum viable product that is aiming to create a positive social impact.



OVERALL WINNER UNIVARSITY

Univarsity was founded by a team of young entrepreneurs as a solution to the lack of engagement and participation in sports at universities. The team discovered first-hand the difficulties in accessing information and resources from all the clubs and societies available to them, which led to the creative idea of a 'one-stop-shop' for all things sport-related. The result? A smart, white-labelled platform that is set to revolutionise the way universities and undergraduates facilitate and access sports.

There are 150 higher education institutions in the UK, each having an average of 50 sports clubs and many more social communities. While this provides a wealth of variety to potential members, until now, accessing the information on these groups has been difficult. Our team at Univarsity are passionate about eliminating this problem, and by doing so, we aim to encourage participation in sports and to help sports clubs connect with current and future members. In addition to this, the platform can assist with typical pain points, such as administrative and finance tasks. Until now, there hasn't been a central, official platform for students looking to take part in sports - that's where Univarsity comes in. We're here to modernise sports club management, making the whole process more efficient, with the goal of improving the physical health and wellbeing of the UK's student body.

Univarsity can be downloaded as a university-branded app or accessed via an organisation's intranet. It removes the need for traditional pen-and-paper registration, physical leaflets and in-person recruitment drives - not only making the sport more accessible but reducing the impact of these groups on the environment. It helps teams promote and advertise what they do, drives interest, increases communication, and could even assist with funding goals. In fact, there is also a portal for detailed demographics and analytics related to each university.

Our long-term goal is to reach a large percentage of the UK's universities and then move on to targeting those in the US. Ideally, we would like to have around 300 universities using the platform by 2026, making sport genuinely accessible for all, regardless of background or experience.



Rory Lascelles,
Co-Founder, Univarsity

FINALISTS

Accarier | Elliot for Water | Your UK Farmer | DocNoc | NEBS Systems
Picnic Bank | Op2Mark | TUBR | ZEVOLV



At Microsoft we see technology as a key enabler in helping to create a sustainable social impact. We love to focus on helping social impact start-ups to grow, increasing the size and speed at which they can have impact. We are so proud to support the Super Connect for Good competition which is helping to make the critical connections needed in pre-seed companies to enable growth. Huge congratulations to Univarsity on winning the Pre-Seed category - I can't wait to continue to support them and see what they achieve next. ”

**Jimmy Cockerton, UK Business Strategy
Manager, Microsoft UK**



CONCLUSION

HAYS Technology

Recruiting experts in Scale Up

FINAL THOUGHTS HAYS TECHNOLOGY

I've worked at Hays for over 20 years, and I have never seen digital transformation on such a scale and at such a pace as we are at today. The quality of the entries for the Super Connect for Good competition were simply amazing, and really reflect the innovation in the technology sector that we are seeing across Europe.

Each of the winning start-ups are really deserving of this accolade, demonstrating just how much good can be brought about thanks to advancements in technology, from MedTech and CleanTech to Smart Cities and the use of artificial intelligence. I'm hoping that the calibre of the start-ups in this report will inspire more young people to consider careers in this industry, as they've really demonstrated the incredible impact that tech can have on society, and how you don't need to be part of a huge corporation to make a difference.



Jane Bamford,
EMEA Technology Director, Hays

HAYS Recruiting experts
worldwide

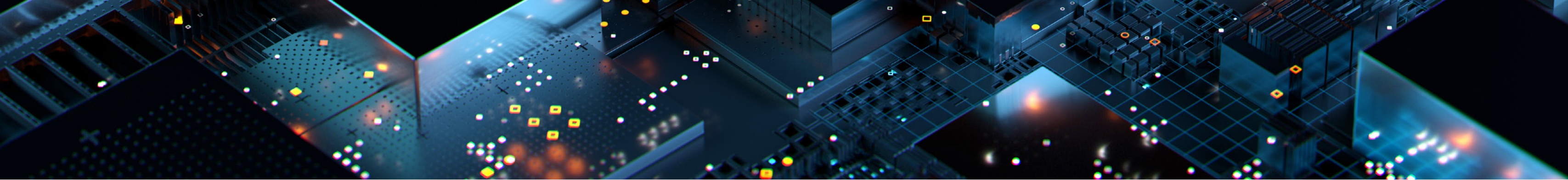
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ABOUT HAYS TECHNOLOGY

We're Hays Technology, and we're the world's leading tech recruiter. We've spent years nurturing an ecosystem of highly engaged and unique candidates, providing progressive technology and disruptive digital organisations with the skills of today and tomorrow.

Whether you are looking for contract, interim or permanent roles, we have the knowledge and network to help you find people who can make a real difference to your organisation.

We have over 2,500 specialist tech recruiters in 33 countries across the globe, who are currently working with over 30,000 tech contractors and who fill over 20,000 permanent technology jobs each year.

As your partner, we can recruit for a wide range of roles across infrastructure, cyber security, cloud, software development, data & advanced analytics, projects & change management, leadership, intelligent automation, Salesforce, Workday and ServiceNow.

We know tech talent is hard to find, which is why we've been cultivating talent communities around the world for years, from those with junior level experience through to director and CIO level, to help professionals find roles where they can make a difference. This enables us to provide you with access to niche professionals with relevant skills and experience that match your business ambitions.

We manage the recruitment process from start to finish, finding the best talent through assessments and technical tests, helping match the right people to the right places. This means we always find the best match for your role.

Our insights are powered by experience, intelligence and data, made possible by our investment in new technologies and systems. Our research keeps our customers up to date about what the tech market looks like now and what the skills of tomorrow will be, and can help you offer the right salaries and benefits to attract top talent.

IMPACT VENTURES

THE STARTUP SUPER CONNECTORS

ABOUT IMPACT VENTURES

Impact Ventures are global super connectors who co-design initiatives, scout for world-class innovation for larger organisations and funders and open the right doors at the right time for tech start-ups and scale-ups.

We bring people together based on mutual need and interest in a personalised and facilitated way to support you in creating strong relationships and partnerships through our super connections.

We work with both people and organisations in the private, public and third sectors to understand their needs, interests and challenges and then bring them together with those that can address these areas through our initiatives.

Our co-designed initiatives include the Super Connect Series, Super Connect for Good Competition, Virtual Northern MedTech Summit, Market Access for MedTech and more.

For more information, visit:



SUPER CONNECT FOR GOOD TOP 100 INNOVATION FINALISTS

ARTIFICIAL INTELLIGENCE

[Be Nosy](#)
[Bright Idea Education \(Cosmico\)](#)
[CanSense](#)
[Citibeats](#)
[Happyr Health](#)
[MiiCare](#)
[Kids Speech Labs](#)
[Peer Education](#)
[Vik by Wefight](#)
[Serendipity](#)

EDTECH

[Klik2learn](#)
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HEALTHTECH

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[AZmed](#)
[Be Nosy](#)
[GlycanAge](#)
[Virtuleap](#)
[UNEEG Medical UK](#)
[RemmedVR](#)
[MediSieve](#)
[Medwise](#)
[Access Earth](#)

MEDTECH

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[MediSieve](#)
[UNEEG Medical UK](#)
[AZmed](#)
[CanSense](#)
[iLof](#)
[DiabTrend](#)

SMART CITIES

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[Civic Dollars](#)
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[ClimateTrade](#)
[Not Just a Jewel](#)
[Famiio](#)
[Access Earth](#)
[CityMaas](#)
[Electric Miles](#)
[Red Zinc Services](#)

INDUSTRY CHALLENGE

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[RemmedVR](#)
[Equal 1 Labs](#)
[ESUS Mobility](#)
[WizyVision](#)
[Red Zinc Services](#)
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CLEANTECH

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PRE-SEED CHALLENGE

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[Accarier](#)
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