

THE HIRING HEROES

AWARDS 2024

IN PARTNERSHIP WITH

Hawkwood 

TOP 100 STARTUPS TO WORK FOR IN 2024

This compilation features the crème de la crème of the UK's startup landscape in 2024. Companies that are building game-changing businesses that offer outstanding workplace experiences and unparalleled career opportunities.



RESI

100. RESI

Resi specialises in all things home improvement, helping customers to design, finance and build their dream home without the stress and, most importantly, without breaking the bank.

SUPERPOWER: HELPS CUSTOMERS TO GROW THEIR HOMES QUICKLY



ALTRUISTIQ

99. ALTRUISTIQ

Altruistiq's software solution delivers sustainability intelligence and real corporate impact in carbon reduction and beyond for large businesses that see more than 'just' reporting as the goal.

SUPERPOWER: EMPOWERS BUSINESSES WITH THE TECHNOLOGY TO AUTOMATE SUSTAINABILITY DATA MEASUREMENT

SIMBA

98. SIMBA

Simba's mission is to bring the importance of sleep back into focus, and help everyone wake up winning. They are experts in the science of sleep, constantly dreaming up new ways to make bedtime better.

SUPERPOWER: REDEFINING HOW THE WORLD THINKS ABOUT SLEEP

EASOL

97. EASOL

Easol is the all-in-one platform for managing your entire experience business, on your terms. Their mission is to put the technology, ownership, and possibilities in your hands – so you can create experiences that will shape the future.

SUPERPOWER: CREATING AND SELLING EXPERIENCES IS THE OPPORTUNITY OF A LIFETIME

thortful.

96. THORTFUL

thortful is a creative card marketplace supporting a community of designers, illustrators and photographers who create beautiful, unique greeting cards (most of which you won't find on the high street!).

SUPERPOWER: SUPPORTING A COMMUNITY OF DESIGNERS, ILLUSTRATORS AND PHOTOGRAPHERS

ankorstore

95. ANKORSTORE

Ankorstore promote the development and growth of local and authentic retailers and help European brands expand their customer base.

SUPERPOWER: SUPPORTING RETAILERS AND INDEPENDENT BRANDS

EVOLVE YOU

94. EvolveYou

EvolveYou are on a mission: to educate all women about how simple fitness can be, make them believe fitness is not about a quick-fix but about longevity and well-being.

SUPERPOWER: GIVING PEOPLE THE CONFIDENCE TO TAKE CONTROL OF THEIR LIVES AND MEET THEIR GOALS

HURR

93. HURR

HURR is a peer-to-peer fashion rental platform, promoting sustainable fashion choices by extending the life of clothing.

SUPERPOWER: PROMOTING SUSTAINABLE FASHION

PAPIER

92. PAPIER

Papier offers personalised stationery and design services, adding a touch of creativity and elegance to personal and business communication.

SUPERPOWER: FEEDS CURIOSITY AND CONTEMPLATION WITH ITS DESIGN

Farewill

91. FAREWILL

Farewill offers digital will writing and estate planning services, making end-of-life planning accessible and efficient.

SUPERPOWER: EMPOWERING PEOPLE TO NAVIGATE SOME OF LIFE'S HARDEST MOMENTS





90. Robin AI

Robin AI are on a mission to revolutionise the legal industry by simplifying contracts and making law accessible to everyone. We utilize cutting-edge machine learning and contract software, enhancing traditional legal services
SUPERPOWER: EMPOWERING LEGAL TEAMS THROUGHOUT THE CONTRACT JOURNEY



89. QOGITA

Qogita is revolutionising the process of wholesale procurement: it is a one-stop shop for all branded products with a click of a button and at the world's most competitive prices.
SUPERPOWER: REVOLUTIONISING WHOLESALE PROCUREMENT AS YOU KNOW IT



88. OYSTER

Oyster are on a mission to make it easier than ever for growing companies to hire, pay, and take care of brilliant employees; wherever they are in the world.
SUPERPOWER: CHANGING THE WAY THE WORLD WORKS - ONE BRILLIANT REMOTE HIRE AT A TIME



87. INDEED FLEX

Indeed Flex provide jobseekers with a way to find temporary work that fits their lifestyles.
SUPERPOWER: EMPOWERING JOBSEEKERS WITH CONTROL AND CHOICE OVER WHERE, WHEN AND HOW THEY WORK



86. TOO GOOD TO GO

Too Good to Go fights food waste by connecting consumers with surplus food from restaurants and stores, promoting sustainability
SUPERPOWER: DRIVING REAL-WORLD IMPACT FOR THE PLANET AND SOCIETY



85. OHME

Ohme are on a mission to speed up the global transition to clean energy by providing affordable and easy-to-use smart charging technology for drivers around the world.
SUPERPOWER: PAVING THE WAY TOWARDS AN ELECTRIC FUTURE



84. PURLOS

Purlos are helping colleges and universities to connect with hard-to-reach students through the admissions process.
SUPERPOWER: EMPOWERING LEARNERS TO ACHIEVE THEIR POTENTIAL



83. SHARESY

Sharesy is on a mission to transform the way venues connect with their communities and hire their spaces.
SUPERPOWER: MAKING UNDER-UTILISED SPACES VIBRANT CENTRES OF COMMUNITY AND CONNECTION



82. ZENCARGO

Zencargo simplifies supply chain management with digital solutions, enhancing transparency and efficiency in global logistics.
SUPERPOWER: TRANSFORMING BUSINESSES' SUPPLY CHAIN PERFORMANCE



81. KLUSTER

Kluster helps companies plan and execute their revenue strategies, ensuring they predictably beat their targets. They help companies avoid uncertainty in the sales process by alerting you to risks early on.
SUPERPOWER: ENABLING COMPANIES TO GROW



80. ONSI

Onsi on a mission to create a world of work where everyone wins - where workers get the benefits they need and businesses keep hold of their people.
SUPERPOWER: CREATING A WORLD OF WORK WHERE EVERYONE WINS



79. HUMANFOREST

HumanForest provides eco-friendly e-bikes for sustainable urban mobility, reducing congestion and environmental impact.
SUPERPOWER: CREATING A CLEANER, HEALTHIER, HAPPIER WORLD



78. ZILCH

Zilch's mission is to become the best way to pay for anything, anywhere and say goodbye to credit costs for everyone.
SUPERPOWER: CREATING THE WORLD'S MOST EMPOWERING WAY TO PAY



77. FREETRADE

Freetrade is an award-winning investing app and aims to get everyone investing by making it simpler and more affordable.
SUPERPOWER: MAKING INVESTING ACCESSIBLE TO EVERYONE



76. PERKBOX

Perkbox is a global benefits and rewards platform that helps businesses care for, connect with and celebrate their people — no matter where they are or what they like.
SUPERPOWER: ENABLING ORGANISATIONS TO ALIGN THEIR PEOPLE WITH THEIR PURPOSE



75. WHATNOT

Whatnot is a livestream shopping platform and marketplace. They are building the future of e-commerce, bringing together community, shopping and entertainment.
SUPERPOWER: INNOVATING IN THE FAST-PACED WORLD OF LIVE AUCTIONS



74. BEAM

Beam transforms how the world supports those left behind, through the power of people and technology.
SUPERPOWER: HELPING SOMEONE TURN THEIR LIFE AROUND FOR GOOD



73. CLEDARA

Cledara helps teams understand, manage and control the software subscriptions they use to grow their business.
SUPERPOWER: SIMPLIFIES SAAS MANAGEMENT AND EXPENSE TRACKING FOR BUSINESSES



72. CLEO

Cleo's on a mission to help millions of people improve their financial health and relate to them in a way their banks never could.
SUPERPOWER: EMPOWERING FINANCIAL WELLNESS WITH AI-DRIVEN FINANCIAL GUIDANCE



71. AIVEN

Aiven makes setting up cloud databases so simple anyone can do it. Their solutions take the pain out of cloud data infrastructure.
SUPERPOWER: MAKING DEVELOPERS' LIVES EASIER





70. COHERE

Cohere is the leading AI platform for enterprise. Their world-class AI is uniquely suited to the needs of business, unlocking unprecedented ease-of-use, accessibility, and data privacy.
SUPERPOWER: BUILDING MACHINES THAT UNDERSTAND THE WORLD



69. VENUESCANNER

VenueScanner simplifies event planning with a platform for finding and booking event venues, enhancing event experiences.
SUPERPOWER: CONNECTING PEOPLE IN THE WORLD'S BEST SPACES



68. AIRTIME REWARDS

Airtime Rewards is built around the idea that loyalty should be more rewarding and impactful for customers. To earn rewards seamlessly, towards something that really matters.
SUPERPOWER: HELPING USERS SAVE MONEY ON PHONE BILLS



67. YARDLINK

YardLink makes construction more efficient. They power up supply chains by bringing sites and suppliers together in one place
SUPERPOWER: HELPING COMPANIES TAKE CONTROL OF THEIR SUPPLY CHAIN



66. OLIVA

Oliva is the employee mental wellbeing platform for companies who want to properly care for their people, and help them grow.
SUPERPOWER: HELPS EMPLOYEES RESPOND TO WHATEVER HURDLES LIFE THROWS AT THEM



65. CIRCL

Circl are building a world where anyone, regardless of their background, can learn to lead, through real world coaching experience.
SUPERPOWER: ENCOURAGING SOCIAL MOBILITY IN LEADERSHIP



64. TAPESTRY

Tapestry use their collective brands' strengths to move our customers and empower our communities and make the fashion industry more sustainable.
SUPERPOWER: STRETCHING WHAT'S POSSIBLE FOR CONSUMERS AND THEIR INDUSTRY



63. LET'S DO THIS

Let's Do This are helping more people discover amazing experiences than any other community on the planet.
SUPERPOWER: INSPIRING INCREDIBLE EXPERIENCES



62. KITT

Kitt are spearheading the future of work, helping businesses and their teams to thrive in offices worth leaving home for.
SUPERPOWER: MAKING FINDING AND MANAGING OFFICES SIMPLE AND EASY



61. TINEY

tiney connects parents with trusted home-based childcare providers, ensuring the wellbeing and development of children
SUPERPOWER: ENABLING AFFORDABLE CHILDCARE FOR PARENTS AND HIGH QUALITY EARLY EDUCATION FOR CHILDREN



60. GOJI

Goji are improving investor access to alternative investments. They are developing market-leading technology to streamline processes and maximise efficiency across the value chain.
SUPERPOWER: CONNECTING PRIVATE FUND SUPPLY TO GROWING DEMAND



59. BUTTERNUT BOX

Butternut Box provides nutritious, personalised dog food delivery; ensuring pets lead healthy and happy lives.
SUPERPOWER: HELPING DOGS LIVE HEALTHIER, HAPPIER AND LONGER LIVES



58. CHIP

Chip are giving customers control and guidance to effortlessly build their long-term wealth using award-winning tech, whilst celebrating their achievements along the way.
SUPERPOWER: THE SUPER-APP FOR SAVING, INVESTING AND BUILDING WEALTH



57. VITA MOJO

Vita Mojo are powering the digital ordering technology behind the best food and drink brands across 1000s of locations.
SUPERPOWER: REVOLUTIONISING THE HOSPITALITY EXPERIENCE



56. THRIVA

Thrive empowers proactive health monitoring with at-home blood tests, enabling individuals to take charge of their well-being.
SUPERPOWER: HELPING PEOPLE LIVE HEALTHIER FOR LONGER



55. INTIGRITI

Intigrity specialises in crowdsourced cybersecurity services that help organisations protect themselves from cybercrime and data breaches.
SUPERPOWER: ENHANCING CYBERSECURITY THROUGH ETHICAL HACKING



54. CRYPTIO

Cryptio is the leading enterprise-grade accounting and financial reporting platform for crypto businesses, institutions, and DAOs.
SUPERPOWER: STREAMLINING CRYPTOCURRENCY ACCOUNTING



53. TRUST KEITH

Trust Keith help founders and operators save the time, energy and ambiguity of managing data protection themselves.
SUPERPOWER: MAKING DATA PROTECTION SIMPLE AND EASY TO UNDERSTAND



52. VIRTUAL INTERNSHIPS

Virtual Internships have an end-to-end platform that ensures intelligent, rapid matches between students and companies and provides access to real global remote internships at the world's most exciting companies.
SUPERPOWER: EXPANDING GLOBAL LEARNING WITH REMOTE INTERNSHIP OPPORTUNITIES



51. FLOWN

FLOWN provides a range of software tools for getting into the perfect mental state for deep work.
SUPERPOWER: HELPING PEOPLE TO BECOME MORE PRODUCTIVE AND FULFILLED





50. MULTIVERSE

Multiverse are laying the path to success for exceptional people, whatever their background. They provide high-quality apprenticeship programmes that combine work, training and community.

SUPERPOWER: CREATING A DIVERSE GROUP OF FUTURE LEADERS



49. ODDBOX

Oddbox are a subscription-based fruit and veg delivery company fighting food waste. They help farmers sell the perfectly edible, fresh fruit and veg they have already grown – even if it's "too odd" or there's "too many" of some crops.

SUPERPOWER: FIGHTING FOOD WASTE, ONE CURVY CUCUMBER AT A TIME



48. ZINC WORK

Zinc are an all-in-one employment background checking software for a fairer, more transparent process.

SUPERPOWER: SUPERCHARGES THE CAPABILITIES OF AMBITIOUS HR AND HIRING TEAMS



47. HIBOB

HiBob offers resilient, agile technology that wraps all the complexities of HR processes into a game-changing, user-friendly tool that touches every employee across the business.

SUPERPOWER: TRANSFORMING HOW ORGANISATIONS OPERATE IN THE MODERN WORLD OF WORK



46. LEGATICS

Legatics is a legal transaction management platform that helps lawyers manage transactions so they run seamlessly for everyone involved. They help alleviate the burden of low level work and overwork that plagues many lawyers

SUPERPOWER: STREAMLINING PROCESSES FOR LAW FIRMS AND LEGAL PROFESSIONALS



45. ACCURX

Accurx is the easy-to-use platform where patients and healthcare professionals communicate. They connect people across the system to make NHS professionals happier and patients healthier.

SUPERPOWER: TRANSFORMING THE WAY HEALTHCARE COMMUNICATES



44. RAFT

Raft automates the entire freight journey for complete transparency and control. They are transforming the industry's productivity and performance by using technology to make that communication dramatically easier, faster and more accurate.

SUPERPOWER: EMPOWERS FREIGHT FORWARDERS TO DELIVER MORE VALUE TO CUSTOMERS



43. ROOSER

Rooser are helping to remove the guesswork and frustrations of trading seafood so you can buy and sell with confidence, every time.

SUPERPOWER: MAKING THE FRUSTRATIONS OF THE SEAFOOD INDUSTRY A THING OF THE PAST



42. PERLEGO

Perlego offers unlimited access to educational books, revolutionising learning resources for students and professionals.

SUPERPOWER: MAKING LEARNING ACCESSIBLE TO ALL



41. TALLY WORKSPACE

Tally Workspace helps companies find the perfect offices, meeting rooms, and coworking spaces across 1,000s of offices and coworking spaces in the UK and beyond.

SUPERPOWER: FOSTERS BUSINESS COLLABORATION AND PRODUCTIVITY WITH DYNAMIC CO-WORKING SPACES





40. ANYTHING WORLD

Anything World use AI to automate complex 3D industry tasks such as rigging and animation that used to take days for professionals to do manually and now can get done in minutes, for a wide variety of categories

SUPERPOWER: SIMPLIFY 3D CONTENT CREATION FOR EVERYONE ACROSS THE METAVERSE



39. IWOCA

iwoca wants small business owners to spend less time on paperwork and more time running their businesses. They offer flexible business financing, empowering entrepreneurs to grow and succeed with ease

SUPERPOWER: SOLVES THE PROBLEM OF ACCESS TO FINANCE FOR SMALL BUSINESSES



38. MONEYBOX

Moneybox have brought saving, investing, home-buying, and retirement services together into one simple app. So people can reach their goals and build wealth with confidence, whatever their starting point.

SUPERPOWER: REVOLUTIONISES SAVING AND INVESTING



37. LOTTIE

Lottie is a later living marketplace focused on elevating later living and helps families find their loved ones the best care homes and retirement homes at affordable and fair prices.

SUPERPOWER: EMPOWERING FAMILIES AND IMPROVING ELDERLY CARE STANDARDS



36. NUMAN

Numan empowers men with accessible healthcare solutions, addressing health concerns discreetly and effectively through a cutting-edge platform that integrates diagnostics, medication, supplements, digital programmes and doctor consultations in one place.

SUPERPOWER: MAKE IT SIMPLE FOR MEN TO DO SOMETHING ABOUT THEIR HEALTH



35. BIRDIE

Birdie revolutionises elderly care with digital solutions that empower caregivers and improve the quality of life for seniors.

SUPERPOWER: EMPOWER CAREGIVERS AND ENHANCE SENIORS' QUALITY OF LIFE



34. ZERO GRAVITY

Zero Gravity reaches low-income students from all four corners of the UK, empowering them to reach top UK universities.

SUPERPOWER: SCALING SOCIAL MOBILITY ON A LEVEL PREVIOUSLY UNSEEN IN THE UK



33. SILVERBIRD

Silverbird specialises in international trade, offering comprehensive solutions for businesses to expand globally.

SUPERPOWER: POWERING INTERNATIONAL TRADE AND UNLOCKING GROWTH



32. PIGMENT

Pigment provides AI-driven financial solutions to help businesses streamline their financial processes and optimize decision-making.

SUPERPOWER: HELPING TEAMS PLAN, MAKE DECISIONS AND ADAPT TO CHANGE



31. BLINK

Blink offers secure messaging and communication solutions for frontline workers, streamlining business operations and team collaboration.

SUPERPOWER: REVOLUTIONISING LIFE FOR FRONTLINE WORKERS





30. YOUNG ONES

YoungOnes has been connecting freelancers with businesses to work short-term gigs across hospitality, retail, logistics and events.

SUPERPOWER: HELPING YOU FIND YOUR NEXT FREELANCE GIG IN 5 MINUTES



29. LOG MY CARE

Log my Care simplifies care management with user-friendly digital tools, enhancing efficiency and quality in the healthcare sector.

SUPERPOWER: SIMPLIFIES CARE MANAGEMENT WITH USER-FRIENDLY DIGITAL TOOLS FOR ENHANCED HEALTHCARE EFFICIENCY



28. GUESTREADY

Guestready optimises short-term rentals with professional management and services, maximising property owners' returns.

SUPERPOWER: MAKING SHORT STAYS A BETTER EXPERIENCE FOR EVERYONE, EVERYWHERE



27. HOME MADE

Home Made streamlines the rental process with tech-driven solutions, delivering hassle-free experiences for landlords and tenants.

SUPERPOWER: STREAMLINES RENTALS WITH TECH-DRIVEN SOLUTIONS



26. EDUME

eduMe revolutionises employee training with mobile-first, personalised learning solutions, boosting workforce skills and engagement.

SUPERPOWER: PUTTING AMAZING FRONTLINE TRAINING JUST A CLICK AWAY



25. PEPPY

Peppy supports your employees through underserved areas of health that fall through the gaps all too often – menopause, fertility, having a baby, women's health and men's health.

SUPERPOWER: EMPOWERS EMPLOYEES WITH DIGITAL HEALTHCARE FOR ENHANCED WELL-BEING AND PRODUCTIVITY



24. HOFY

Hofy exists to equip the world's talent with the means to do their best work. Their platform enables any organisation to deliver the tools and experience their people need, straight to their doorstep.

SUPERPOWER: CUTS THE CLICKS, KILLS THE COMPLEXITY AND BRINGS CLARITY TO THE CHAOS.



23. EMPOWERRD

EmpowerRD drives innovation and growth for businesses by unleashing potential through expert R&D tax credit optimisation.

SUPERPOWER: ENABLING INNOVATIVE COMPANIES TO ACCESS FUNDING TO FUEL THEIR GROWTH.



22. HOWNOW

HowNow advances careers and skills by empowering continuous professional development through a versatile digital learning platform.

SUPERPOWER: MAKING MEANINGFUL LEARNING A PART OF EVERYDAY WORK



21. BIGBLUE

BigBlue ensures customer satisfaction and business growth by optimising e-commerce operations with efficient fulfillment and delivery services.

SUPERPOWER: AMAZING DELIVERY EXPERIENCES THAT BOOST SALES



20. GUIDER

Guider helps individuals achieve their professional goals by guiding career development with AI-driven mentorship and personalised support.

SUPERPOWER: BUILDING THE WORLD'S MOST LOVED MENTORING, PEER LEARNING AND UPSKILLING SOFTWARE



19. BEN

Ben boosts morale and productivity in the workplace by enhancing employee well-being through a comprehensive benefits platform.

SUPERPOWER: MAKING BENEFITS AND PAY WORK FOR EVERYONE, EVERYWHERE



18. HERTILITY HEALTH

Hertility Health empowers women to take control of their reproductive health with at-home fertility testing and valuable health insights.

SUPERPOWER: LEADING THE CHARGE ON THE REPRODUCTIVE REVOLUTION



17. JURO

Juro simplifies complex legal processes for businesses by automating contract management with AI-powered efficiency and agility.

SUPERPOWER: REMOVING THE HEADACHE OF LEGAL PROCESSES THROUGH AI-POWERED AUTOMATION



16. VIVACITY

VivaCity's community-centered approach pioneers sustainable urban regeneration, revitalising cities and improving lives in the process.

SUPERPOWER: PIONEERS SUSTAINABLE URBAN REGENERATION WITH A COMMUNITY-CENTERED APPROACH



15. RADICALLY DIGITAL

Radically Digital is a tech consultancy that ideates, innovates, and builds future-forward tech. They empower startups and scaleups to be more competitive and facilitate growth.

SUPERPOWER: SOLVING THE WORLD'S DIGITAL CHALLENGES IN A MEANINGFUL WAY



14. SHIELDPAY

Shieldpay promotes trust and security in financial dealings by securing high-value transactions with a trusted and transparent payment escrow.

SUPERPOWER: SAVING BUSINESSES MILLIONS THROUGH FAST AND SECURE PAYMENT PROCESSING



13. LAKA

Laka enhances the biking experience by revolutionising insurance for cyclists through a supportive community that offers fair and transparent coverage.

SUPERPOWER: REVOLUTIONISING INSURANCE FOR CYCLISTS WITH COMMUNITY-DRIVEN FAIRNESS AND TRANSPARENCY



12. SIDEQUEST VR

SideQuestVR offers a community to share, build and discover XR experiences, making it more collaborative and accessible for everyone.

SUPERPOWER: EMPOWERS VR ENTHUSIASTS TO EXPLORE AND DISTRIBUTE IMMERSIVE EXPERIENCES EFFORTLESSLY



11. ZEN EDUCATE

Zen Educate have revolutionised recruitment for the education sector. And they've done it by caring to make every step of the process a better experience for teachers and schools.

SUPERPOWER: USING SMART TECH TO CONNECT TEACHERS AND SCHOOLS



10. ZEELO

Zeelo's shared transportation services are revolutionising event logistics and daily commuting by offering efficient, eco-friendly solutions that reduce congestion and environmental impact.

SUPERPOWER: EFFICIENT, ECO-FRIENDLY EVENT TRANSPORTATION SOLUTIONS



9. TOGETHER

Together's innovative platform streamlines group gifting and event planning, making it easy for users to collaborate, contribute, and create memorable experiences together.

SUPERPOWER: STREAMLINES GROUP GIFTING AND EVENT PLANNING FOR SEAMLESS SHARED EXPERIENCES.



8. SYNTHESIA

Synthesia are an AI video generation platform that enables everyone to create professional videos without mics, cameras, actors or studios.

SUPERPOWER: MAKING VIDEO EASY FOR ANYONE



7. DEEL

Deel helps thousands of companies expand globally with unmatched speed and flexibility. It's global hiring, HR and payroll in just one system.

SUPERPOWER: BRINGING THE WORLD TO WORK



6. BIPPIT

Bippit gives everyone in your organisation a professionally-qualified financial expert to work with, so they feel less stressed, more secure, and more settled in their job.

SUPERPOWER: IMPROVING EMPLOYEE WELLBEING BY PROVIDING ORGANISATIONS WITH FINANCIAL EXPERTS



5. MARSHMALLOW

Marshmallow help 100,000s of UK newcomers get a fairer deal on their car insurance every year. So far they have sold over 342,000 policies and paid out £66m in claims.

SUPERPOWER: GETTING YOU A FAIRER DEAL ON YOUR CAR INSURANCE



4. OCTOPUS ENERGY

Octopus Energy are powering 5 million+ UK homes and businesses with award-winning 100% green electricity today, and they are building the sustainable energy system of tomorrow.

SUPERPOWER: MAKING ENERGY FAIR, CLEAN AND SIMPLE FOR ALL USING TECHNOLOGY



3. INCIDENT.IO

incident.io are making a meaningful difference in the way teams of all shapes and sizes manage incidents, and providing little bits of delight every step of the way.

SUPERPOWER: CHAOS-CALMING INCIDENT MANAGEMENT THROUGH SLACK



2. YONDER CARD

Yonder is rebuilding the 'broken' credit market with a product that prioritises customers and their needs, instead of simply serving shareholders.

SUPERPOWER: REBUILDING THE BROKEN CREDIT MARKET AND PUTTING CUSTOMERS FIRST



WINNER - SUPER STARTUPS 2024



1. URBAN JUNGLE

Urban Jungle crafts insurance for the demands of a new generation. Their cover is simple, clear and fair. They are working towards a world where everybody feels confident about their financial future.

SUPERPOWER: TRANSFORMING THE INSURANCE INDUSTRY

