

# The UK's Female Founders Mission to New York 2020



Department for  
International Trade



British  
Consulate-General  
New York

PROUD TO SUPPORT

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BRITAIN & NORTHERN IRELAND



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## Notes

The British Consulate General in New York and the UK's Department for International Trade are pleased to present ten UK companies for the 2020 Female Founders Trade Delegation to New York.

For more information about this trade mission or to set up an appointment with any of the companies listed, please contact:

### **Ashley Stearns**

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To find out more about DIT, visit our website:  
[www.great.gov.uk](http://www.great.gov.uk)

# Welcome

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**Laura Hickey**  
British Deputy Council General,  
New York

I am delighted that the British Consulate in New York and the Department for International Trade are hosting the second UK Female Founders Trade Mission to New York. We are excited to introduce this exceptional group of innovative female-founded companies from across the United Kingdom.

Our delegates will experience an immersive insight into New York's tech scene, which will provide them with the opportunity to accelerate their growth and international expansion. The three-day programme of business development will bring together business leaders, investors, ecosystem influencers and other female entrepreneurs.

This mission will also look to identify and propose solutions to the barriers that female founders face when raising venture capital. We'll explore how the public and private sectors can work together to dismantle these barriers and STEM the Funding Gap for female entrepreneurs.

I would like to thank all of our partners who have been so generous in their support of this mission.

# Meet the Team

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**Ashley Stearns**  
Vice-Consul, Technology



**Francesca Lorenzini**  
Vice-Consul, Capital Investment



**Stephanie Horsburgh**  
Head of Public Diplomacy



**Daniel Halpin**  
Trade Associate, Tech & Creative



**Josh Goldsmith**  
Investment Associate, Tech & Creative

# Bob's Business



**Melanie Oldham**

CEO

[melanie@bobsbusiness.co.uk](mailto:melanie@bobsbusiness.co.uk)

## *Meet the company:*

Bob's Business is a cyber EdTech company delivering effective and engaging online awareness campaigns.

We excel where the market is currently failing by focusing on people as human beings and tailoring our training and content to effectively change human behavior with a positive approach.

By empowering users throughout our targeted training, we are able to make a difference in improving workplace cultures and behaviors whilst evaluating risk and applying individual user metrics.

## *Objective of the visit:*

With new cyber technology, Bob's Business is looking to find investment to advance its products by leveraging cutting edge technologies and artificial intelligence. This will allow us to aggressively scale revenues in both the US and the UK.

## *More Information:*

[bobsbusiness.co.uk](http://bobsbusiness.co.uk)

HQ: Barnsley

Clients: Burberry Group, UK

Government, Chime Communications Group

# Dataswift Ltd

# Dataswift



**Irene Ng**  
CEO  
[irene.ng@dataswift.io](mailto:irene.ng@dataswift.io)

## ***Meet the company:***

Dataswift is an internet technology company launching a new generation personal data management platform that enables businesses to deliver legal ownership and control of personal data to their customers through their ownership of their own Personal Data Server (the “HAT Microserver”).

Dataswift provides a complete solution (integrated technical and legal/regulatory compliance) for websites and applications to interact with their customers’ data at scale, globally.

## ***Objective of the visit:***

To further develop Dataswift’s community and to assess the NY market for personal data management.

## ***More Information:***

[dataswift.io](http://dataswift.io)  
HQ: Cambridge  
Funding: £2.37mil

# Good-Loop



**GOOD-LOOP**

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**Amy Williams**  
Founder & CEO  
[amy@good-loop.com](mailto:amy@good-loop.com)

## *Meet the company:*

Good-Loop is an ethical ad platform which uses the \$600bn ad industry to fund good causes around the world whilst delivering 40% higher ad recall & a 30% uplift in brand perception.

We distribute our ethical ad formats across premium publishers & social media sites. If someone chooses to engage, they can unlock a free donation to a relevant charity. Keith Weed, President of the Ad Association, called us a 'win-win' for advertisers & consumers.

## *Objective of the visit:*

We run ethical ad campaigns in 12 markets across Europe. We would like to identify our first US customers to launch into the North American market with a splash.

We have just closed a \$1.5m seed investment round. In 12 months' time, after gaining traction in the North American market, we'll be looking to meet early-stage B2B tech investors to raise a Series A for our US-expansion strategy.

## *More Information:*

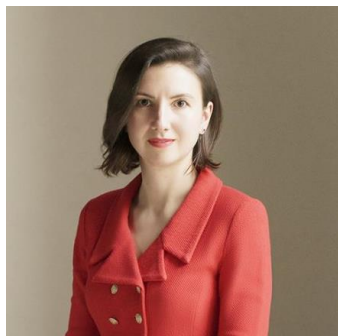
[good-loop.com](http://good-loop.com)

HQ: Edinburgh

Funding: \$1.5mil

Clients: Unilever, Coca-Cola, H&M

# iamYiam



**Lorena Puica**

CEO

[lorena@iamyiam.com](mailto:lorena@iamyiam.com)

## ***Meet the company:***

We bring technology to transform quality of life. Using state-of-the-art AI and the latest scientific evidence, we provide population analytics, as well as personalised insight, advice, support, and motivation, giving people the tools they need to improve their health and wellbeing continuously.

## ***Objective of the visit:***

Discover partnerships with health and life insurers and discuss pre-Series A fundraising.

## ***More Information:***

[iamyiam.com](http://iamyiam.com)

HQ: London

Funding: £6mil



# Limitless Technology



**Megan Neale**  
Founder and COO  
[megan@belimitless.io](mailto:megan@belimitless.io)

## *Meet the company:*

Limitless' SmartCrowd platform empowers anyone on the planet to earn money providing brilliant customer service for brands they love.

Founded in 2016, Limitless enables global enterprises in 20+ countries to connect customers with qualified experts solving customer service enquiries on-demand, providing a faster and better service for significantly less cost.

## *Objective of the visit:*

Secure a US VC or strategic investor for our next funding round which is planned to close in summer 2020.

## *More Information:*

[limitlesstech.com](http://limitlesstech.com)

HQ: London

Funding: £8mill

Clients: Microsoft, Unilever, Sage

# Oval



**Benedetta Arese Lucini**  
CEO  
[ba@ovalmoney.com](mailto:ba@ovalmoney.com)

### ***Meet the company:***

Oval is the easiest way to improve your financial health.

Pay smart, track your spending, save and invest automatically.

### ***Objective of the visit:***

Meet the VC and FinTech landscape in New York to raise funds and be prepared for the challenges of scaling.

### ***More Information:***

[ovalmoney.com](http://ovalmoney.com)

HQ: London

Funding: £11mill

# Plural AI



PLURAL•AI

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**Camille Rougie**  
CEO and Co-founder  
[camille@plural.ai](mailto:camille@plural.ai)

## *Meet the company:*

Plural is building a data science platform for finance – we help finance professionals make better investment decisions. We use natural language processing and machine learning to mine the web at scale and build a hyper-granular picture of the corporate landscape.

We save our clients weeks of manual work by helping them discover new targets and assess them quicker.

## *Objective of the visit:*

Gather an understanding of the US landscape and NY FinTech ecosystem – both clients and investors.

## *More Information:*

[plural.ai](https://plural.ai)

HQ: London

Funding: £1.5mil

# Proximity Insight



**Cathy McCabe**  
CEO and Founder  
[cathy@proximityinsight.com](mailto:cathy@proximityinsight.com)

## *Meet the company:*

Proximity Insight develops leading Shop Floor Engagement (SFE) software for retailers with a focus on luxury verticals. Our store platform puts cutting-edge capabilities in the hands of sales associates to drive traffic through all physical and online channels.

Our SFE platform is the #1 solution for driving retail sales. It makes it possible for retailers to personalize customer engagement at a human level, drive increased sales through all channels, scale best practices across an entire business, and empower their relationships with customers everywhere.

## *Objective of the visit:*

Meet US partners and build out our US networks.

## *More Information:*

[proximityinsight.com](http://proximityinsight.com)

HQ: London

Funding: £500,000

Clients: MCM Worldwide, John Lewis Partnerships, Matchesfashion

# Notes

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# Notes

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Department for  
International Trade

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