

Microsoft Accelerator announces GBP100m tech start-up line-up at London Pitch Day

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UK's most disruptive high-technology startups graduate from Microsoft Accelerator London's 14-week programme.

LONDON 30th June, eleven of the UK's most disruptive high-technology startups graduated from Microsoft Accelerator London's 14-week programme. The GBP100m company line-up pitched to corporate investors, Microsoft Clients and VCs in a bid to secure Series A funding.

Microsoft Accelerator is a global initiative designed to give innovators the help they need to make the transition from startup to large-scale enterprise. The program is a short cut to success; Participants gain access to Microsoft's global network, USD0.5m of cloud technology, and dedicated office space in London.

The accelerator, led by CEO in Residence, Warwick Hill, has established itself as a fiercely successful mentoring program in London's tech scene where innovators can develop their ideas without giving up equity.

Microsoft Accelerator London has mentored the eleven digital companies on a 1:1 basis, delivering comprehensive technical audits in addition to providing the knowledge, expertise, tools and resources to build sustainable businesses and attract customers.

Warwick Hill said:

"We know what investors look for. We get startups fighting fit and ready for series A. Microsoft Accelerator's here to make good companies great!"

"We stand out from the crowd because we don't take equity and start-ups aren't required to build MS tech into their products."

"By the end of the programme, start-ups are pitch-ready for series A. We provide on-going support, and actively seek to introduce potential customers and partners to one another. Following 14 intense weeks, we provide quarterly reviews as part of our alumni program as well as support throughout the Microsoft ecosystem.

The next round of applications is now open. Apply before 31 Jul to Microsoft Accelerator London (http://bit.ly/MSA_LDN)

"We are looking for digital technology start-ups from a whole range of industries, from FinTech to personalised medical technology to big data management and everything in between". He added, "applications close on 31 July, so get in quick!"

The Microsoft Accelerator is in the league of its own, delivering clear results:

>> USD1.9bn has been raised by the Microsoft Accelerator alumni

>> 454 companies have passed through Microsoft's Accelerator programme in the past 4 years

>> 32 Start Up exits: 29 acquisitions to-date (one by Microsoft) 3 IPO

>> 81% of all companies in the Accelerator programme raise funding

>> USD4.9m Average (median) in funding raised in year following graduation

Microsoft Accelerator Case study: Delivering bespoke healthcare one byte at a time

FitWell (<http://www.fitwell.co/>) is a wellness coaching A.I. startup that helps time starved people take control of their personal fitness. The FitWell App delivers your own Personal Trainer, Nutritionist and Life Coach direct to your smart phone by making use of data coming from wearable and IOT devices and utilising machine learning.

Health data from wide variety of wearables, IoT devices, well known apps and services seamlessly integrate for a wholesome portrait of personal health, making data useful and the smart coaching much more tailored. Based on analysis of billions of data points and direct feedback from users, FitWell's now working on its next version that will introduce contextual coaching to help users on a granular level.

On joining the Microsoft Accelerator programme, FitWell has had access to USD500k of Microsoft Azure Cloud Technology to build, deploy and manage services across a global network of data centres; world class mentors and ability to directly collaborate with teams from Microsoft Health, Internet-of-Things and machine learning to continue the product development.

FitWell Founder and CEO, Baris Ozaydinli

"Our experience with Microsoft Accelerator London has been fantastic, it's opened doors and helped us fine-tune our technology."

"We've grown 422% in the last year and attracted 1 million users worldwide."

"We are ready to reach the next level of investment and Microsoft Accelerator has helped us get there!"

- Ends -

Contact for event & interviews:

Press arrive at event 1400 hrs Event starts 1430 - 1730 hrs

Notes to editors:

Microsoft Accelerator London is supporting growth companies that are accessing global enterprise markets and to date has produced 56 alumni companies who successfully graduated, raised investments, disrupted and continue to thrive.

The last application process generated 354 applications from around the world and after careful consideration the Team chose 12 companies to join the Microsoft journey. Sea Containers House, E1 9PD provides residential offices to showcase these businesses and their offerings to the London Business Ecosystem.

Microsoft Accelerator has seven accelerators in its global network: London, Seattle, Tel Aviv, Bangalore, Beijing, Paris and Berlin. Their approach is based on global best practices, continually refined with local adjustments to cater to cultural diversity.

Microsoft nurtures its chosen start-ups via an immersive program that incorporates both an accelerator and on-going support – encompassing a cutting-edge training curriculum, technical support, 1:1 mentoring, business and legal advice, free office space, Microsoft BizSpark Plus membership for free cloud services, access to the

Microsoft ecosystem, plus a global alumni program. All without requiring any transfer of equity. At the end of the program, each emerging tech company will be better placed to scale their business beyond the start-up phase, in addition to being strongly positioned to gain venture or angel investor funding.

Upon graduation, the high potential emerging technology companies will enter a comprehensive alumni programme, with regular support in the form of health checks, strategic advice, access to partner offers and membership of a global alumni community. As these companies mature, the top performers will receive curated introductions to key Microsoft customers and the opportunity to co-sell via formal Microsoft marketplaces and partnerships.