

# NOVA COFOUNDRY SEIS & EIS FUND PIPELINE OVERVIEW

**GROWTH INVESTOR**  
2020 | AWARDS

WINNER  
BEST NEW  
PRODUCT  
/ SERVICE

WINNER  
INDUSTRY  
RISING  
STAR

**GROWTH INVESTOR**  
2021 | AWARDS

FINALIST  
BEST NEW  
PRODUCT  
OR SERVICE

FINALIST  
BEST SEIS  
INVESTMENT  
MANAGER

FINALIST  
INDUSTRY  
GAME  
CHANGER

**eisa** enterprise investment scheme association  
EISA AWARDS 2020  
FINALIST BEST SEIS INVESTMENT MANAGER

**eisa** enterprise investment scheme association  
EISA AWARDS 2021  
FINALIST BEST SEIS INVESTMENT MANAGER

**eisa** enterprise investment scheme association  
EISA AWARDS 2021  
FINALIST SPIRIT OF EIS

Please note that the list of companies included in this document is indicative only. The final portfolio received by the investor might differ and include companies that are currently not listed in this document.

# .SWISHED

## Peer-to-peer fashion rental community.

GenZ is a generation that has never known a world without social media and influencer culture. A key part of what they share online is the outfits they wear, so consistently seeking new clothes to keep their content on-trend and interesting for their followers is a priority. However 'fast fashion' culture results in lots of these clothes in landfill. This market understands their negative contribution to the environment, but are conflicted between keeping on trend for content and buying fast fashion for affordability.

Swished are building a peer-to-peer fashion rental and resale platform, with the look and feel of a social media app. The application will allow users to upload images of themselves in an outfit and tag which items are for rent or sale - creating shoppable content. Users can access a wide range of affordable clothes to rent or buy, extending the life cycle of clothes and reducing the need to buy 'new'.



## Coursewise

**A comparison platform that provides enough information and guidance, allowing individuals and businesses to feel confident in choosing the right course for them.**

Choosing a course can be a big decision and the process can often be confusing due to the number of options and routes available by a large number of providers. There tends to be so many options to choose from, all with different qualifications, prices, and often varying levels of support and ways of learning. Sometimes it's hard to know which one is the right one to go for and you don't have enough advice and guidance to make the right decision.

Coursewise helps professionals and businesses to find courses online by providing them with enough information, advice, and guidance to choose the right course for them.

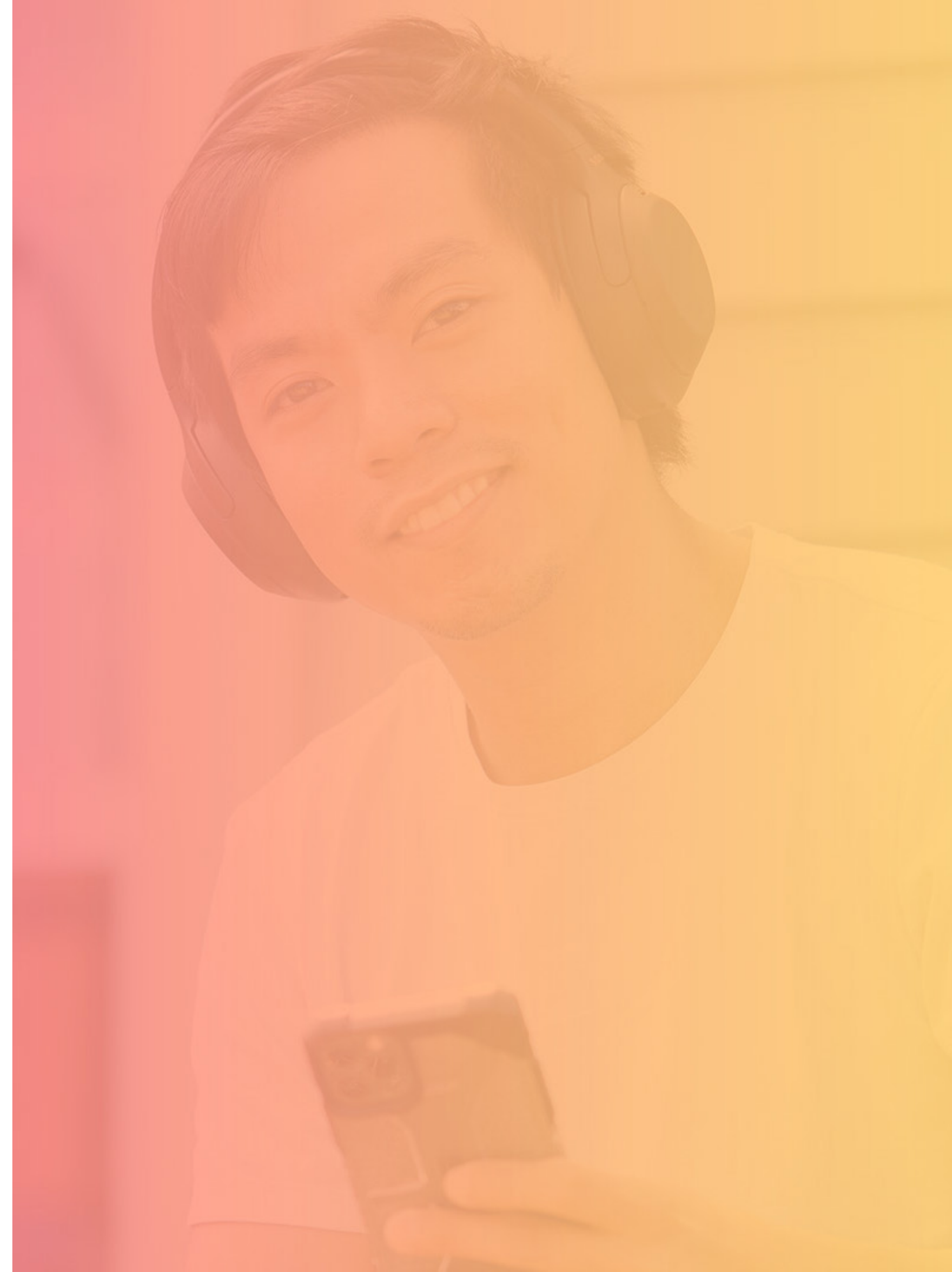




**Peasy empowers individuals in Southeast Asia to succeed and make money at live selling.**

Majorly popular in South East Asia, Live selling is the new retail trend shaping the future of e-commerce. What is 'live selling'? Think of it like the QVC tv channel but on an individual's social media page. As a live seller host, you are required to buy in lots of stock. Usually, live sellers are based at home. As you can imagine this stock can take up a lot of space!

Peasy is a stock and management platform, that's helping hosts with all the logistics of eCommerce; stock, storage and shipping in the live-selling market. With the market for South-East Asia forecasted to grow by 2025, live-selling is a trend that will shape the future of e-commerce.





**The future of home moving is less stressful, quicker and more engaged with YouConvey.**

YouConvey is the future of collaborative conveyancing. Our purpose is to give control of the home moving process to the Home Mover, whilst supporting them with experienced and available conveyancing experts.

Our software allows the Home Mover to initiate the process and manage the cadence of the entire transaction from Sale Agreed to completion.

Our panel of specialist Property Lawyers takes care of the legal element of the process, and all parties are supported by our own expert support team and infrastructure. The future of home moving is less stressful, quicker, and more engaged with YouConvey.





## The Cricket Store

**Connecting independent cricket brands with cricketers.**

Cricket is one of the most-watched and played sports in the world with over 1 billion fans and over 300 million players. Yet independent bat makers have not modernised their businesses to optimise for this global reach. Most professional cricket bats are made by independent bat makers and then stickered up by big brands, cricket bat makers are carpenters and don't know the best way to grow their business using data.

The Cricket Store is a turnkey e-commerce solution that aims to provide UK independent bat makers with a one-stop shop to manage their business and create a new, direct channel for bat makers to access the £194m global cricket market. At the same time, creating an easy to use and informative buying experience for the cricketers.



# ascensio

**Seeing the unseen: predicting the future performance of academy footballers using objective psychological data.**

Ascensio is gamified technology that measures the key psychological traits that correlate with success at football Academies and beyond. Whilst empowering 9-23-year-olds with the insight and tools needed to unlock their potential, in or out of football.

Ascensio's intent fits closely with not only the Premier League's Elite Player Performance Plan and the FA's vision of producing 'more and better homegrown players, but also wider societal mental health programmes that are in place. There are more than 1.5 million youngsters playing youth football in England at any one time. The sobering reality is that only 180 will make it as a Premier League professional, which is a 0.012% success rate.

With an initial focus on the £102m spent annually on youth development by the 20 football clubs in the Premier League, Ascensio will then look to expand into Europe and other sports.





## ① One Sports Club

**Children's sport for modern parents. Gain access to the largest variety of children's sports sessions with one subscription.**

One Sports Club is a subscription service that aims to enable parents to access kids sport without having to pay expensive, long-term membership fees upfront and providing better value for money. Whilst also making kids sport less commitment-orientated by providing flexible access to a pay & play model of sport, helping to tackle the 1.4m annual membership churn.

Parents are given greater freedom and choice to access a variety of children's sports clubs at different locations and times suitable to them.



# BODII

**On a mission, to build sustainable, innovative, and functional massage technology for everyone.**

Bodii aims to address a growing problem in the physiotherapy and massage industry whereby the accessibility to regular services will either incur long wait times or in the private sector, an unreasonably high cost.

The Bodiball is a form of hardware massage device that incorporates software to offer a form of data capture that can fit into a rehabilitation plan. The sports technology industry is expected to grow to [£29.83bn by 2026 with a CAGR of 17.5%](#) driven by the growing demand for data-driven solutions, wearables and performance-enhancing solutions.

The massage equipment market alone is [expected to be worth £2.56bn](#).



# AYLULA

## Instant qualification verification.

Aylula is a platform that is solving the slow and complex qualifications checks in the recruitment industry and eradicating qualifications fraud. It will enable employers to instantly screen candidates and validate their qualifications across multiple databases.

Due to the complexity of current verification solutions, less than 20% of employers currently carry out pre-employment checks and 1 in 3 employers never bother to verify a candidate's qualifications. This can lead to a whole host of complications, some even life-threatening depending on the field of work. [The global screening market is set to reach nearly \\$8bn by 2026.](#)





**Do more for less. Get your Bookado!**

Bookado is a membership platform for the people that grab life by both hands, are constantly out and active. Bookado provides members with exclusive discounts to experiences and activities throughout the UK, like axe throwing, ten-pin bowling, paintball, helicopter rides and more!





## Democratizing access to neuronavigation.

We aim to cause a paradigm shift towards accurate, portable, and more affordable solutions to enable access to safer neurosurgery for all.

Our technology is developed with the NHS but deployable worldwide. Knowing how much neurosurgical practice depends on the availability of equipment, we want to augment surgical performance and improve patient outcomes.

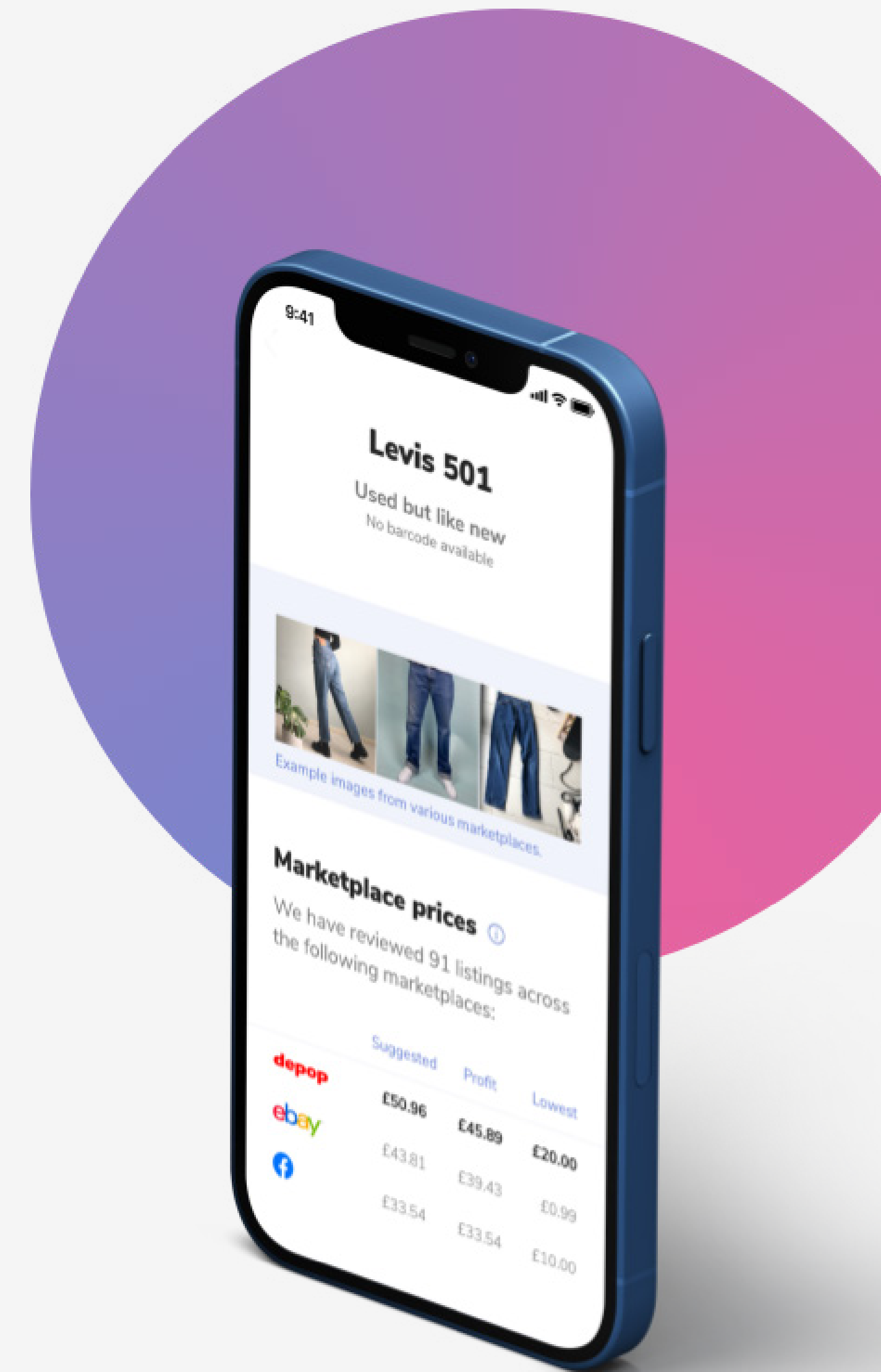
Our mission is to develop platforms that employ advanced state-of-the-art stereoscopic vision whilst harnessing the power of computer vision and machine learning.





**Know the resale value of your unwanted items,  
in any condition, across all marketplaces.**

Our mission is to improve economic opportunity for the masses, whilst encouraging sustainability and driving the circular economy. We do this by removing barriers to reselling through simple to use solutions. Ever had something gathering dust in the house, or seen a sale item in a store and wondered – is that worth selling online to make some money? Thrift it!

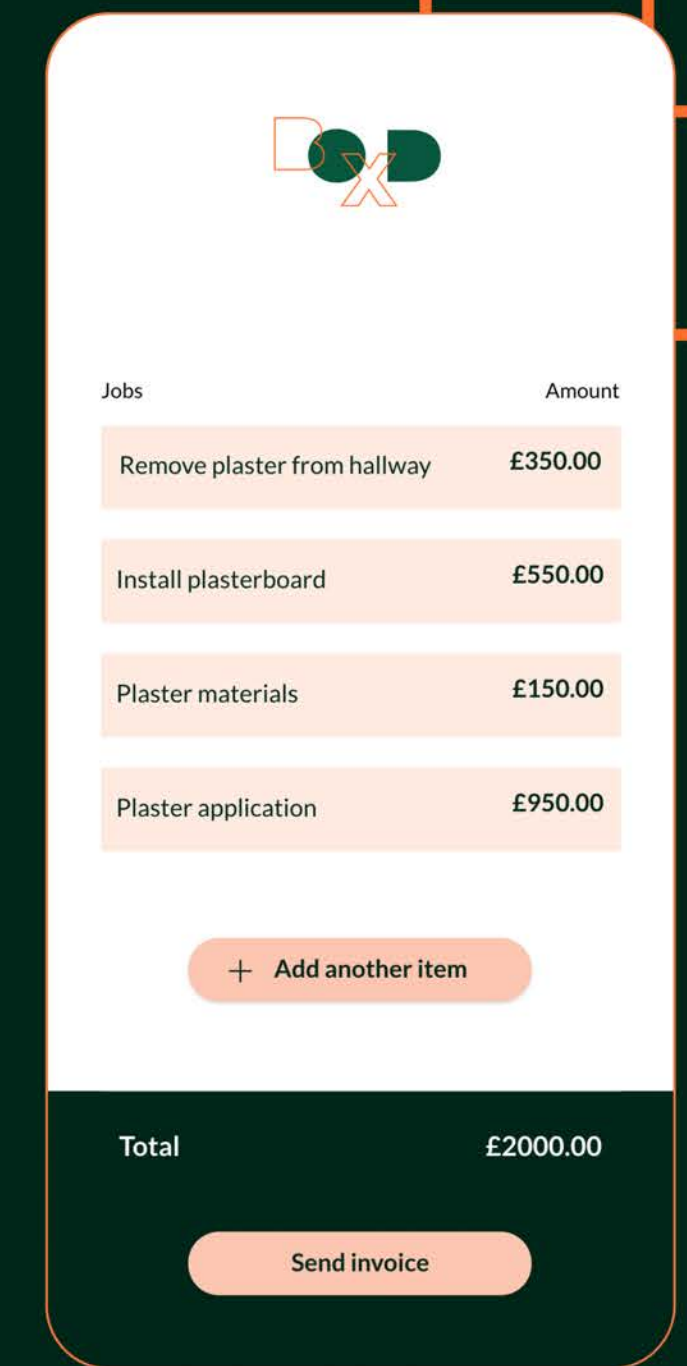
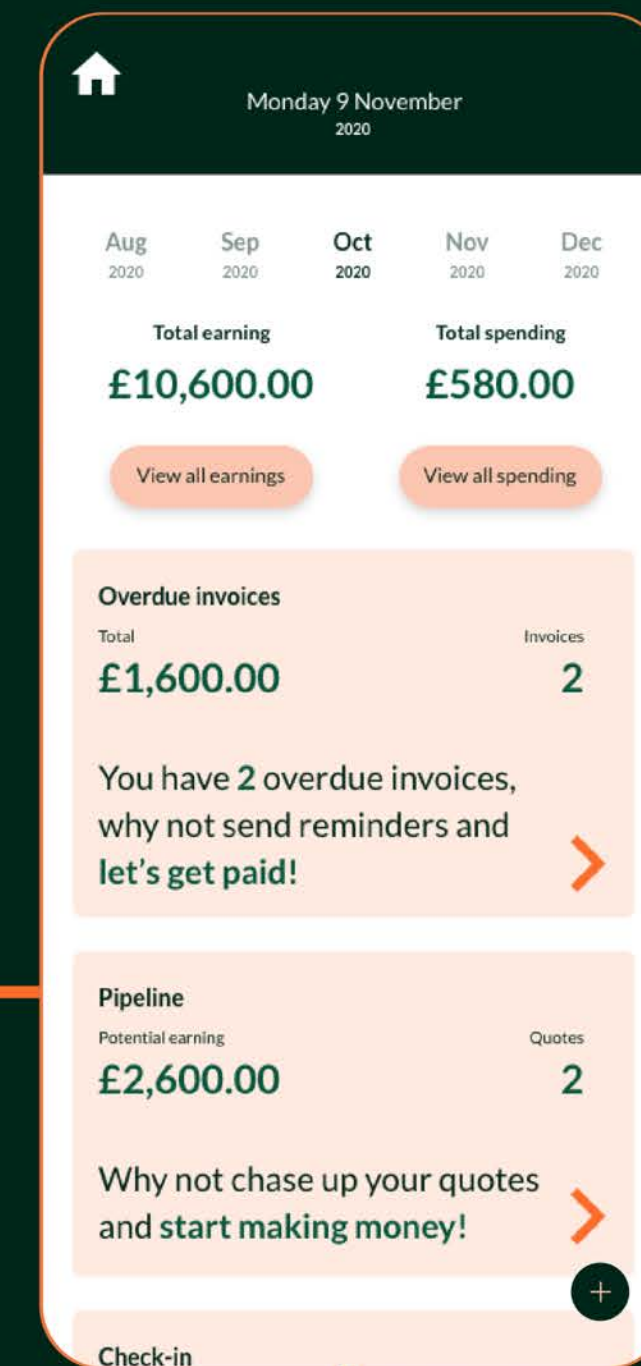




## More life. Less admin.

BOXD is a mobile application that enables the self-employed (specifically freelancers and tradesmen) to manage their financial administration day to day, easily on the go. More specifically, the app focuses on invoicing, recording payments and allowing users to check into their job via GPS. All of this information is displayed on their business dashboard, providing all the insights they need to effectively manage their operation. The app can be linked up to an accountant, providing them with the latest accounts in real-time.

We have also introduced BOXD Legal, where users can ask any question about any legal issue they may have in the conduct of their business. Some examples are: unpaid Invoices, contract disputes, defamation of character, business lasting powers of attorney, NDA's and more.



# BOLDA

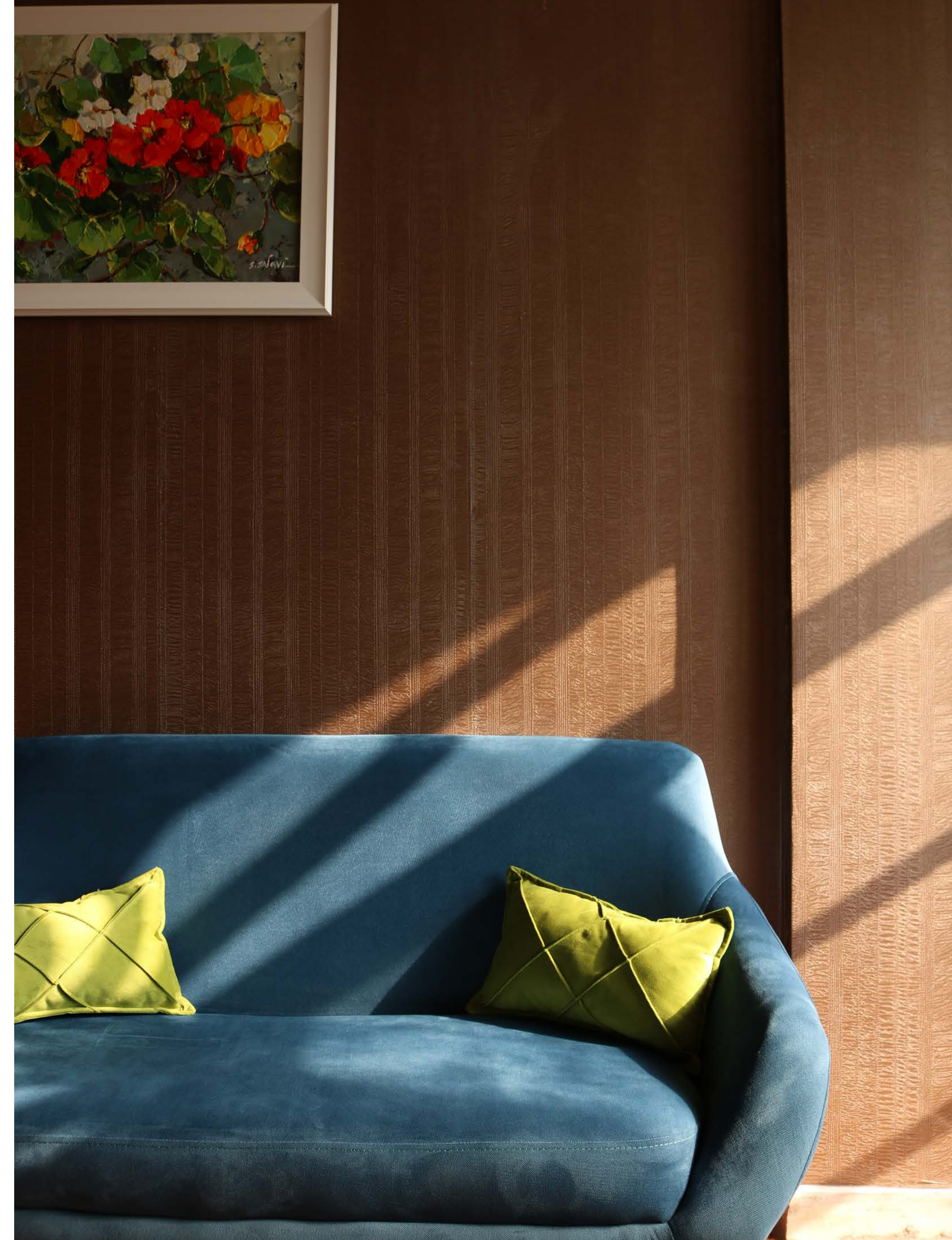
## Make informed decisions in the new era of retail.

Bolda aims to help retailers save time by collecting the data they need and enables them to make more informed decisions quickly. The aim is to help maximise sales, margins and help retailers take advantage of market opportunities as they appear.

Retailers have to react to the markets in real-time, as there is more information available for consumers meaning they can make decisions about what to buy instantly. The amount of data available has increased online exponentially, which is new to the trade. Capturing this and analysing it is something they grapple with daily. Retailers carry out competitor and market analysis to: learn what is going on in the industry, monitor their closest competitors, gather inspiration, and understand trends to aid them with their offer.

They currently do this manually and do not have an effective tool to help them do this. Bolda is a tool that aids retailers to make the right decisions, whether reacting to pricing and promotions, analysing styles and finishes or spotting emerging retailers in the market.

Other retail industries currently use technologies like these and Bolda aims to bring this to the furniture and homeware industry, using our unique insight into retailers and brands. By working with them we want to create a tool unique for them that will save them time and provide insights they have never had access to before.







**Welbee helps school leaders look after staff,  
raise results & save money.**

With stress the no.1 cause of teacher absence and job satisfaction the lowest across all industries, staff morale is at an all-time low. As budgets are shrinking, senior leadership staff are under huge amounts of pressure to deliver results and poor culture within the industry is costing schools an estimated £120,000 per £1m spent on staff cost.

Welbee supports schools in transforming their workplace culture by sharing knowledge, insights and processes for world-class leadership. School leaders can measure how their school rank against 6 key wellbeing indicators and are then provided with a clear action plan on how to improve.

Welbee is the automated progression of Wellbeing Accelerator, the initial manual MVP, which has been sold into over 40 schools. With the first live trial of Welbee proving successful, the next phase will be to build the ability to work across a number of schools during ready for the new school year.

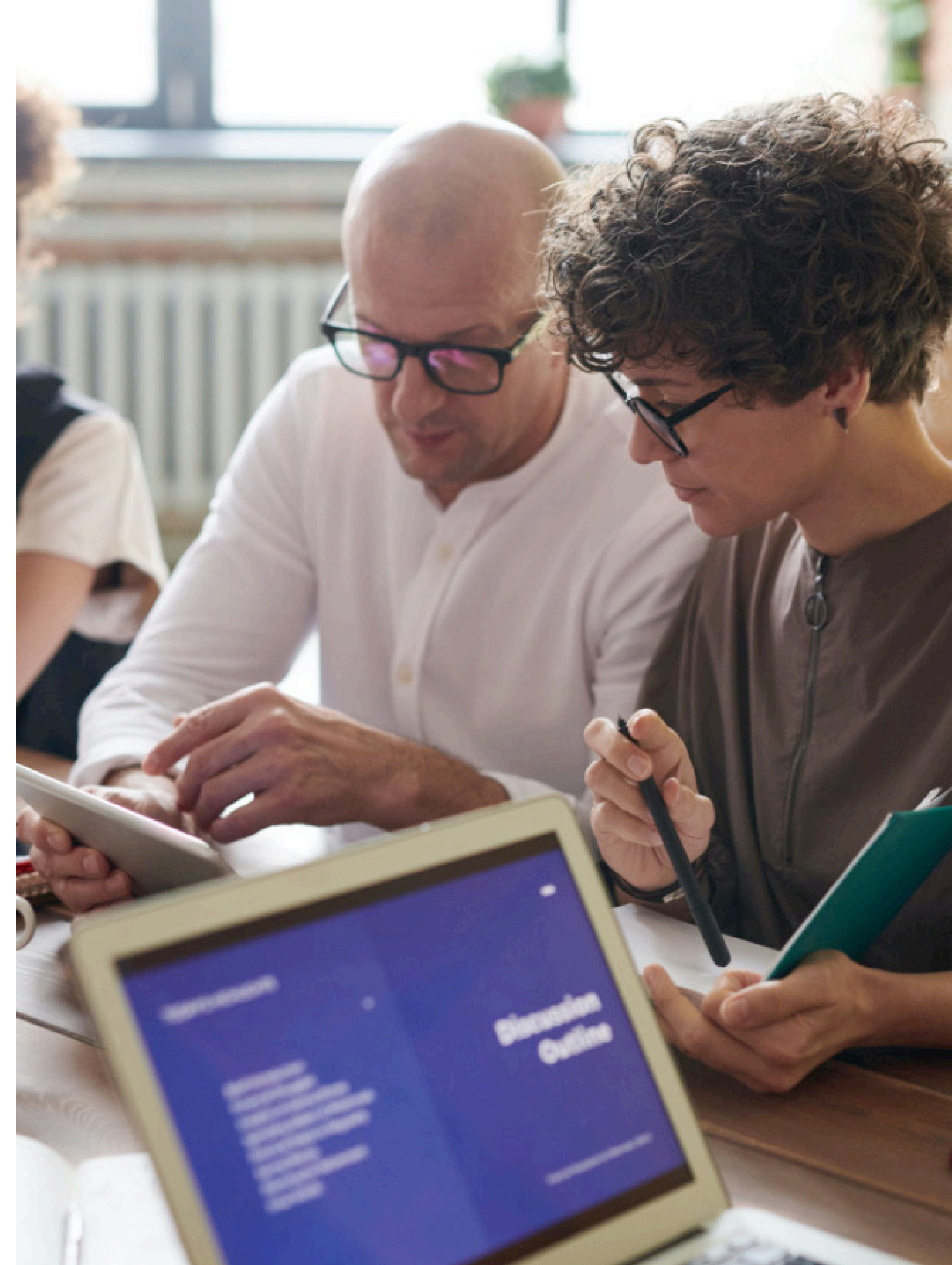


# Teacherfolio

**Matching the right teachers with the right schools,  
created by teachers for teachers.**

Teacherfolio is a recruitment platform that aims to match the right teachers with the right schools. It allows teachers to create a digital portfolio that gives schools a detailed overview of their skills and through the use of media- provides further insights into a teachers personality, so a better fit can be achieved.

Currently, 15% of teachers leave their teaching post within their first year. As a result of this 25% of schools use costly recruitment agencies, 20% of vacancies remain unfilled and schools spend £200 million per annum on teacher recruitment. The company aims to reduce this figure significantly and provide a superior recruitment service for the 32,000 schools within the UK.

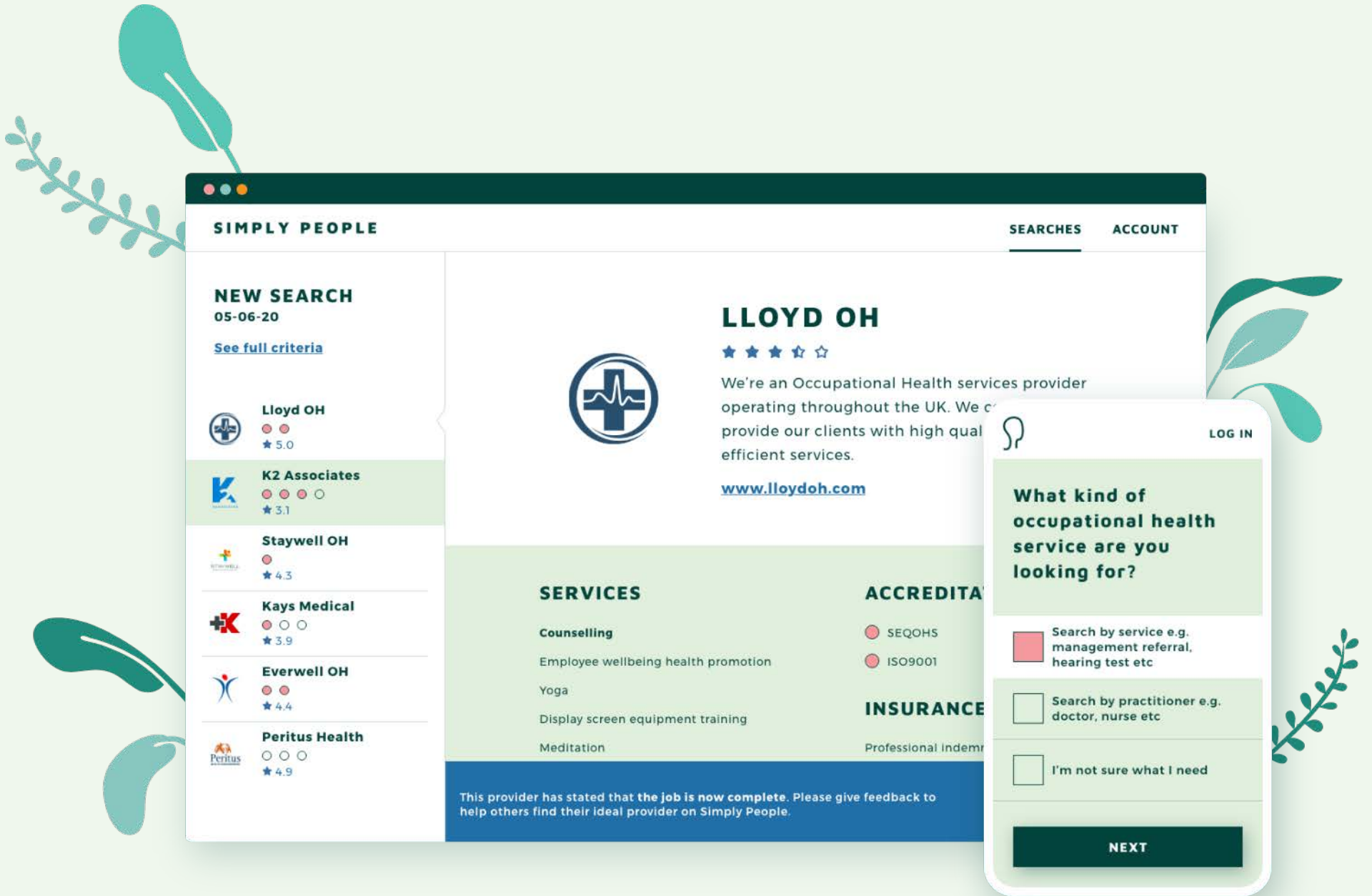




**A community platform enabling occupational health providers to network, generate new business and up-skill their teams.**

The occupational health industry is one that's been slow to embrace technology. Having spent 15 years working in various occupational health roles, Simply People founder Danny Clarke's frustrations with the industry's outdated practices peaked and he decided something needed to change.

The solution he's built is Simply People. An online community platform that enables occupational health practitioners to showcase their skills, experience and qualifications. Network, learn and engage in professional development, as well as prospect and secure new business; all in one place.





**The UK's first digital wholesale food and drink supplier designed exclusively for the on-trade.**

An e-commerce platform that changes the relationship between the on-trade industry and food and beverage suppliers by disrupting the traditional wholesale model and building new sales and fulfilment strategies.

Comesto offers a great range of quality F&B items for bars, pubs and restaurants. For suppliers, Comesto offers an opportunity to sell on a platform as opposed to being listed in a catalogue. This increases reach, cuts costs and puts brands in control of their products and prices.





AQUARATE

**Preventing hydration-related illness through sensor-based technology and products.**

Fluid balance might not sound like something particularly detrimental to a patient's health, but dehydration costs the NHS over a billion pounds a year within the UK. The current fluid balance monitoring system comprises of nurses verbally asking their patients how much they have had to drink that day and then writing it down.

Unsurprisingly, this is highly inaccurate and time-consuming. Working with Nova, the Aquarate co-founding team created a suite of sensor-based products which digitise existing NHS processes and increase the quality of patient care. Aquarate is working with leading hospitals across the UK, including the Liverpool Royal.

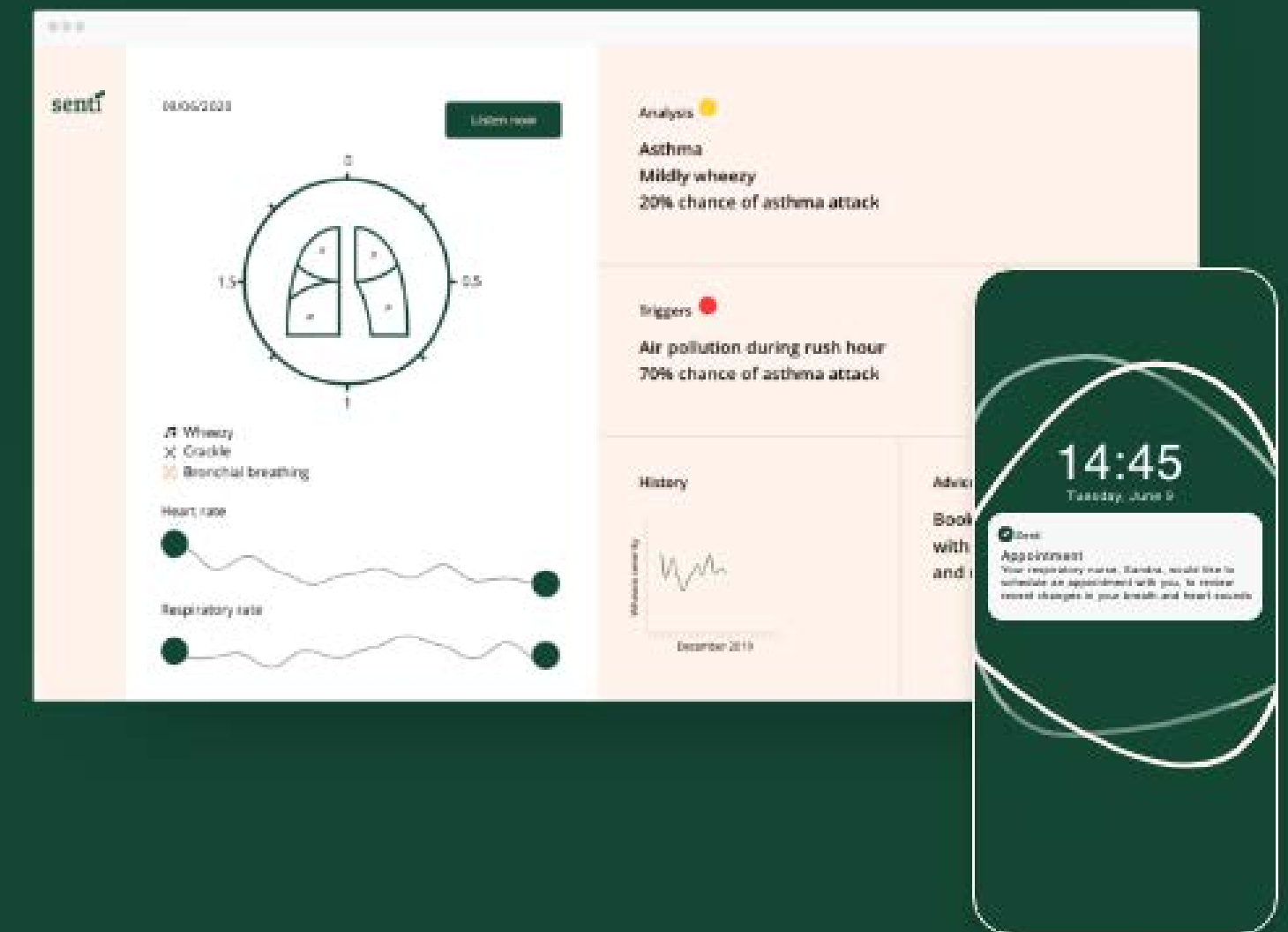




**A smart garment that monitors chest sounds overnight, supporting the ongoing care of asthma and COPD.**

The Senti Smart Garment is a tech-enabled t-shirt to help people with Asthma and COPD to regain control of their condition. Founded in 2018 by Dr Phil Alton and co-created with NHS clinicians, Senti aims to empower conscious treatment decisions, reduce hospital admissions and lives lost due to chronic respiratory conditions.

Senti's smart garment incorporates unobtrusive sensors into a comfortable T-shirt that listens to the user's chest sounds as they sleep - providing accurate real-world insights into their overall condition, and the likelihood of respiratory attacks.





**Happy, healthy mums and babies.**

In the UK there are approximately 3000 stillbirths each year. Very often these babies are born perfect and in some cases why they died remains unexplained. Regular movements are the key indicator of fetal health, but currently, there is no means of monitoring them beyond a mother's perception.

Designed by founder Rachael, an experienced midwife of 20 years, bitbaby is a wearable device and mobile application that helps pregnant women to keep a check on their baby's movements during pregnancy. To monitor the baby's movements, bitbaby is simply worn on the mother's bump. The device then sends this information to the app where it records the movement readings and alerts any changes.





## Visual timeline app that reduces anxiety in children with special educational needs.

Picturepath is a visual timeline app to help children with autism and additional needs to plan and progress through their day. Founded by Richard Nurse and co-created with special educational needs staff and autistic families, Picturepath has proven to effectively reduce anxiety in children and disruption in classrooms.

Picturepath is devised of two applications; an at-home mobile/tablet app and a connected school programme. The two allow teachers and parents to collaboratively customise their child's daily schedule with interactive visuals. Combining activities across school and home and ensuring each child is prepared for the day ahead.







## Gamified, portable hearing tests for those that find standard hearing tests difficult to complete.

Audiological evaluation of young children is difficult and is prone to failure and retesting. This is due to the simple fact that children between the age of 3-5 find it difficult to perform the hearing test with existing techniques: A 3-year-old doesn't have the cognitive ability to take direction and sit still for 5-10 minutes.

We have developed a new approach, taking advantage of the rise in tablet-based audiometers; combining gamification and evidence-based research into cognitive function. These new technologies are demonstrating significant improvements in the diagnoses and screening of hearing impairment in young children. Our use of this technology improves the hearing test experience for both the patient and the Audiologist.



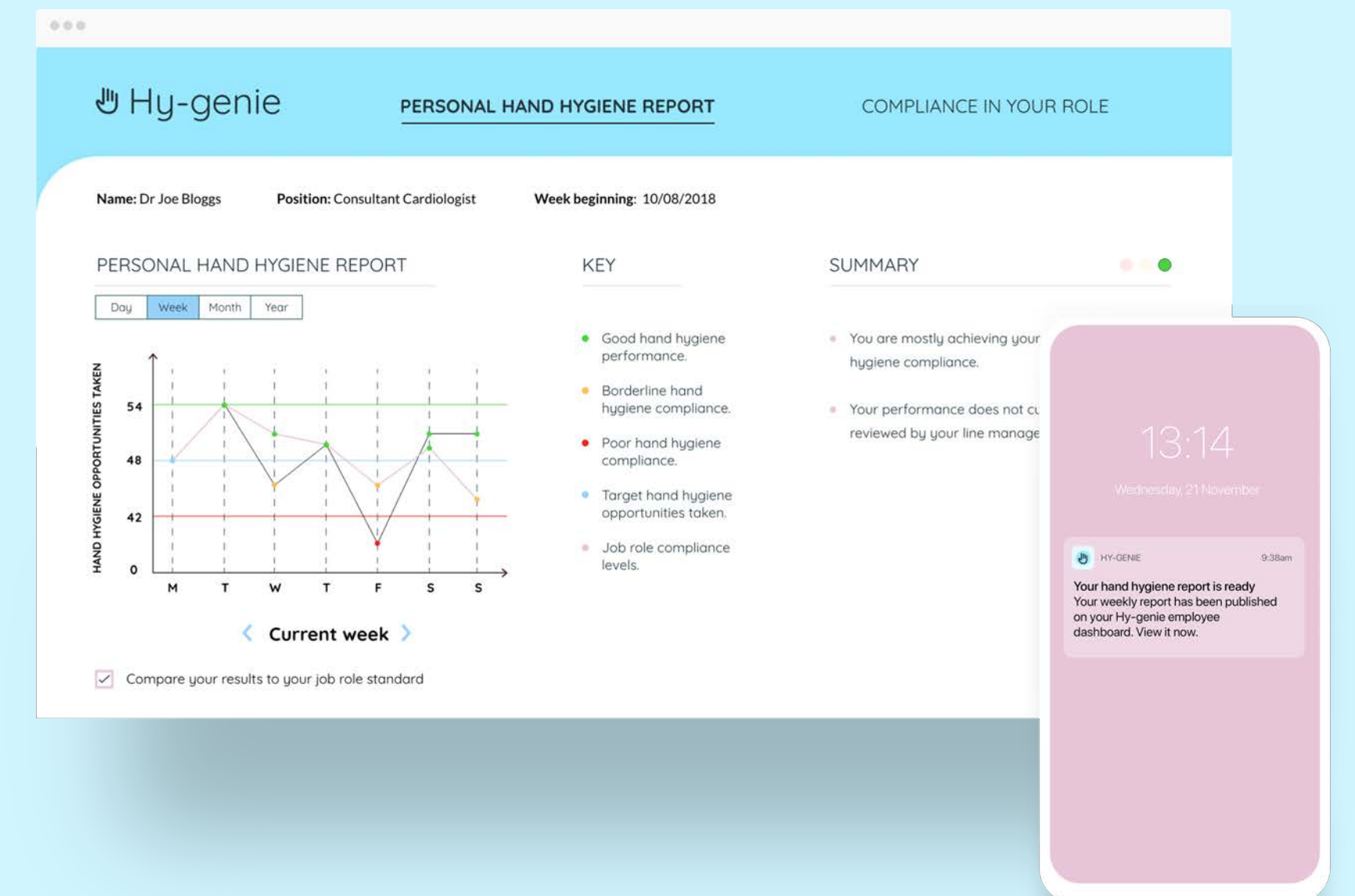


## Innovative hand hygiene support.

Hy-genie is an active monitoring system that tracks and records the usage of sanitation stations across hospitals. The system is helping healthcare organisations to reduce healthcare-associated infections (HCAs) and improve patient safety through better hand hygiene.

The system consists of 3 distinct hardware components: a beacon incorporated into the NHS staff ID badge, a sensor adjacent to wall-mounted hand gel or soap dispensers, and a centrally located base station.

When a healthcare worker uses a Hy-genie station, the system communicates this information back to a dashboard where the user can then compare their hand hygiene compliance against their own performance targets. Working closely with Alder Hey Hospital, Hy-genie has rapidly developed a “lite” system to help healthcare institutions’ fight against COVID-19. [The system proved highly accurate with a sensitivity and positive predictive value of 99%](#) during its application in Alder Hey Children’s hospital during the pandemic.





**Skip the queue at your favourite bars,  
restaurants and cafés.**

Offering mobile ordering technology to help customers of busy bars, restaurants & coffee shops avoid waiting in long, frustrating queues for service. For operators, Qbunk strives to optimise the food & drink industry, serving more customers during peak hours, whilst encouraging engagement, loyalty & driving revenue. There are circa 37,000 venues in the UK with the industry worth over £19bn, Qbunk will look to take a percentage as a service charge and aim to charge a fee for venues to appear on the platform.



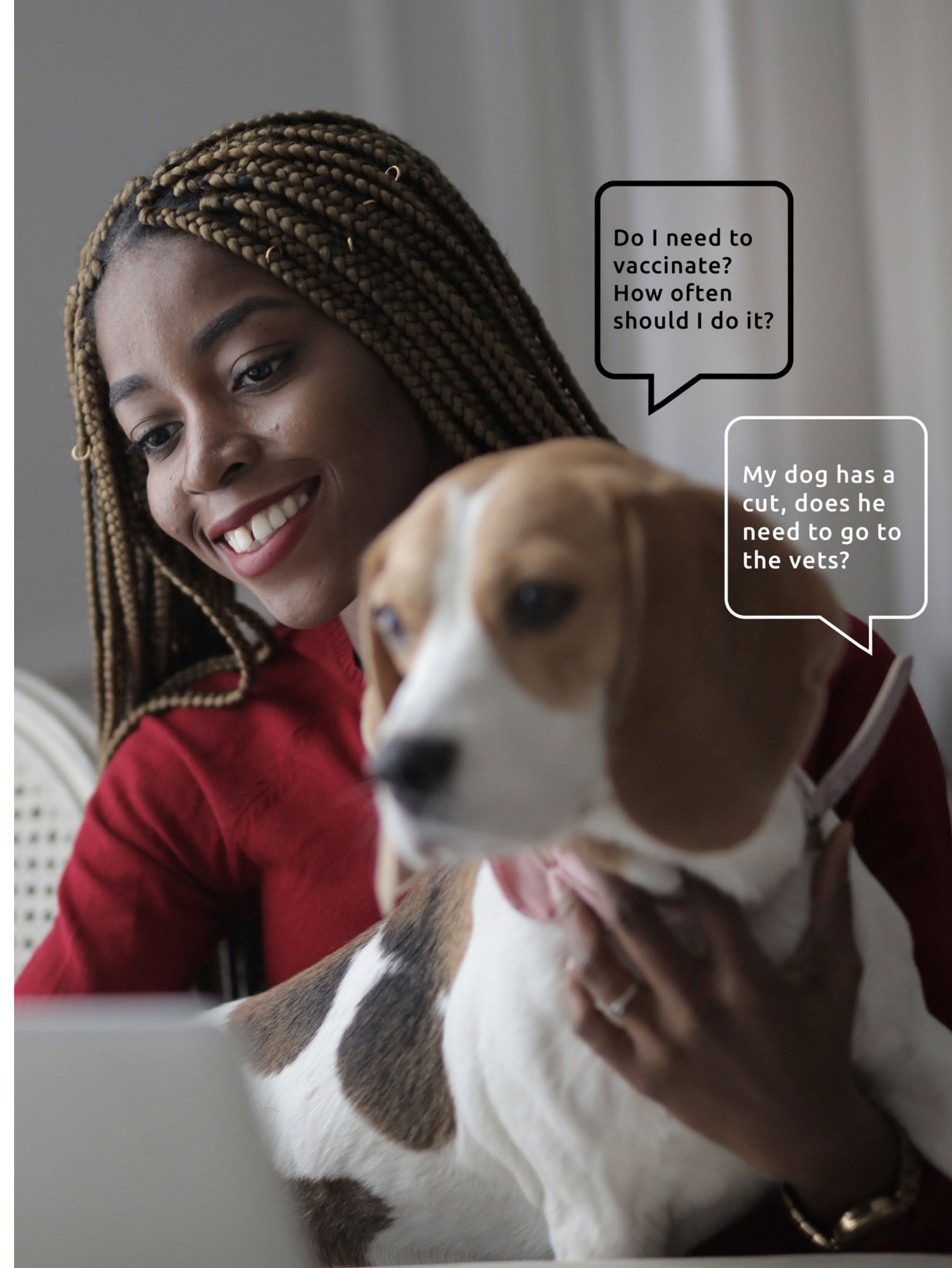


**Making veterinary expertise accessible,  
on-demand and affordable to every pet.**

VidiVet is an app that provides on-demand veterinary support to pet owners. Whether you have a quick question about your pet or need a more in-depth consultation, VidiVet lets users chat or video call an experienced UK vet from their phone.

The smallest changes in a pet's behaviour can be an indicator of an underlying health condition. VidiVet also acts as a diary of your pet's health, allowing owners to record their pets key health indicators and share this information with their vets. Making everyone well informed to make better decisions about their pets' health.

Your pet, our priority.



Do I need to  
vaccinate?  
How often  
should I do it?

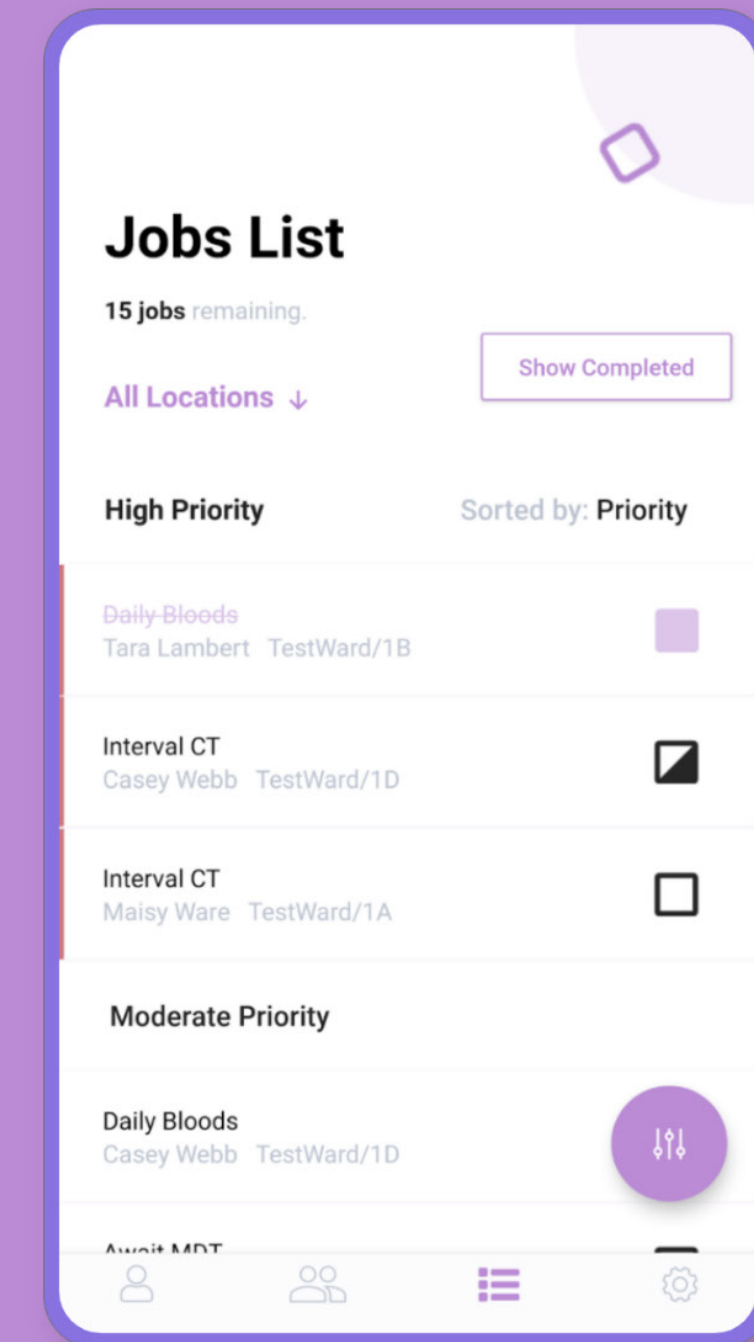
My dog has a  
cut, does he  
need to go to  
the vets?



**A digital jobs list for junior doctors, designed with the individual clinician in mind. Capture jobs quickly and in detail, then manage, prioritise and complete them more efficiently.**

Lister is creating a tool that enables junior doctors to capture, prioritise and manage the jobs that they have to complete on a daily basis. This is currently done using paper, which can be misplaced, and also lacks the flexibility to enable the doctors to work efficiently.

It also represents a lost opportunity for hospitals due to the amount of data generated which is simply lost due to being on paper. The company envisages that the data generated by the junior doctors will be of such value that monetising the data and selling it to NHS Trusts will be the most effective business model. Keeping the doctors app free to use will drive adoption, therefore increasing the quality and quantity of data generated.



# Cofounding the future

The underlying investments are both illiquid and high risk, not suitable for all investors and investors should not consider investing unless they can afford the full loss of their investment.

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