



THE STARTUP EVENT OF THE YEAR

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HUSTLE AWARDS 22

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21 JULY 2022 // STEEL YARD // LONDON

THE
AWARDS

WINNERS

WINNERS

CELEBRATING OUR WORTHY WINNERS

Winning a Hustle Award is an extraordinary achievement and it's one the team is marking with the publication of the first edition of the winners' guide. The talent and innovation found in the award submissions seriously impressed the judges and we believe it is important to champion these triumphs long after the event is over.

We also wanted to respond to requests from awards entrants who have asked for further information about the successful submissions to help them gain a clearer insight into what makes a standout entry.

To give the winners in all 11 categories the recognition they deserve, a page of this guide has been dedicated to each submission. This includes an overview of the award, person along with a summary of the judges' comments to give you a better understanding of why they were crowned victorious.

Perhaps you're curious to find out exactly why the esteemed panel of judges were blown away by the winning entries, or maybe you're seeking inspiration from the best innovations, individuals and companies this industry has to offer. All this and more can be found within the following pages.

Prepare to be wowed!

Anna Flockett,
Editor – Startups Magazine



CONGRATULATIONS WINNERS OF 2022



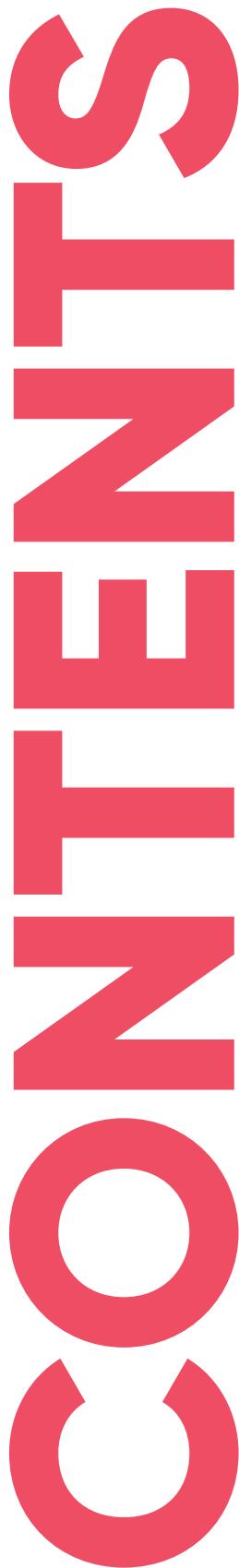
Anglia Unicorn are proud to support the 2022 Hustle Awards. As the event reached its culmination with the announcement of winners and the presentation of awards, every individual and company that made it onto the shortlist were winners in our eyes, but only one could take the prize in each category.

We congratulate and applaud all these companies and individuals for driving real innovation in their chosen fields, we are honoured to be a standard bearer for this vibrant community.

Congratulations again,

John Bowman, CTO - Anglia Unicorn





/// JUDGING

- 5 *The Judging Process*
- 6 *The Judges*

/// CATEGORIES

- 7 *Most Innovative Tech*
- 8 *Early Stage Innovation*
- 9 *Founder of the Year*
- 10 *Green Award*
- 11 *Inspirational Womxn of the Industry*
- 12 *Mentor of the Movement*
- 13 *Most Successful Scale-up*
- 14 *Outstanding Startups Supporter*
- 15 *Social Impact Hero*
- 16 *Top Performing Team*
- 17 *Workspace of the Year*

THE JUDGING PROCESS



To retain the integrity of the awards, it was vital that the entries were judged by professionals who are at the very top of our industry and who understand why innovation in technology, standards and best practice is so important. Based on this, if you win, you know you win on the merit of your entry, not through popularity.

Our judges were handpicked by us for their knowledge, experience and total integrity.

They are as unbiased and committed to keeping the Hustle Awards independent as we are. They also gave up their time willingly to make sure the process was fair and thorough.

THE JUDGES

Each award had a specially curated judging panel, featuring a cross section of business leaders.

We went to great lengths to ensure each panel had both expertise and diversity, so that every entry was assessed accurately and from a mix of viewpoints.

/// STEP 1 – INITIAL SCORING

The Judges for each award reviewed and independently scored every entry in their allocated category on our online judging platform, paying close attention to the criteria laid out in the entry form. The highest scoring entries from Step 1 were then put through to Judging Day for shortlisting.



/// STEP 2 – THE SHORTLIST

The Judges came together on Judging Day hosted at the Finsbury Business Centre on the 5 May 2022 to discuss each entry in depth, after which, they again independently score each entry. The highest scoring entries were then shortlisted.



/// THE WINNERS AND SCORING

The transparency and security of the judging process is hugely important to us. All scores are collated, verified to avoid anomalies and then averaged to determine the winner. The Hustle Awards team are not involved in the judging process to avoid any risk of bias. The judges are also asked to recuse themselves if they have a personal or professional interest.

MEET THE JUDGES

/// OUR JUDGES

Our panel of business experts have been hand picked by us for their knowledge, experience and total integrity.



Tzvete Doncheva
Investor Relations & Platform Manager at PropTech1



Mark Wright
Director of Climb Online & Apprentice Winner



Sallee Poinsette-Nash
Founder of Brandable & Co



Graham Hussey
Founder of Dream Factory



Liana Fricker
Founder & Inspire-in-Chief at Inspiration Space



Katrina Larkin
Co-Founder and Chief Creative Officer at Fora



Amelia Sordell
Founder of Klowt



Ezechiel Britton MBE
Investor & Founder of Impact X



David Savage
Group Technology Evangelist at Harvey Nash Group



Jeremy Whittingham
Consultant for SMEs in Engineering, Science & Tech



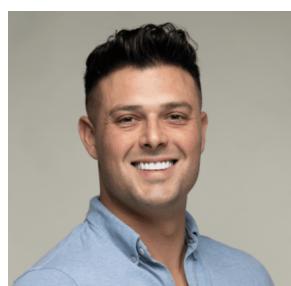
Flavilla Fongang
Author & Founder of Black Women in Tech



Kay Kukoyi
Author & Founder of Purposeful Group



Shammi Raichura
Operations Lead at Uber



Lewis Ellis
Digital Marketing Consultant & Apprentice Finalist



Zac Des
Founder of Dreamweaver



Stephanie Melodia
Owner of Bloom Ltd

WINNER///www.aisle-3.co

aisle 3 has built a top-down marketplace that shows shoppers all of their buying options and saves everyone hours of scrolling through endless ads; opening a myriad of tabs and checking a bunch of sites just to find a pair of sneakers in a size that fits. Their bleeding-edge AI and ML models match product offers and ensure that shoppers can see the best deals and checkout in 1-click across as many retailers as they want. Built remotely during the pandemic with offices in London and India.

The collage includes a portrait of a man with a beard and tattooed arms, a collection of sneakers displayed on shelves, and a screenshot of the Aisle 3 website interface showing a product page for the Nike React Vision.

Judges Comments

aisle 3's ambitious technology could really change online shopping in a big way. The potential use of big data analysis and standardisation really impressed the judges.

This entry demonstrates tangible benefits to both end-users and retailers. The time saving and search capabilities for end-users is game-changing. This technology also provides retailers with the opportunity to be found by new customers who never knew they existed!

We are looking at the new face of online shopping here!





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Good Luck to all shortlisted entries

Find out more at

www.anglia-live.com/unicorn

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EARLY STAGE INNOVATION

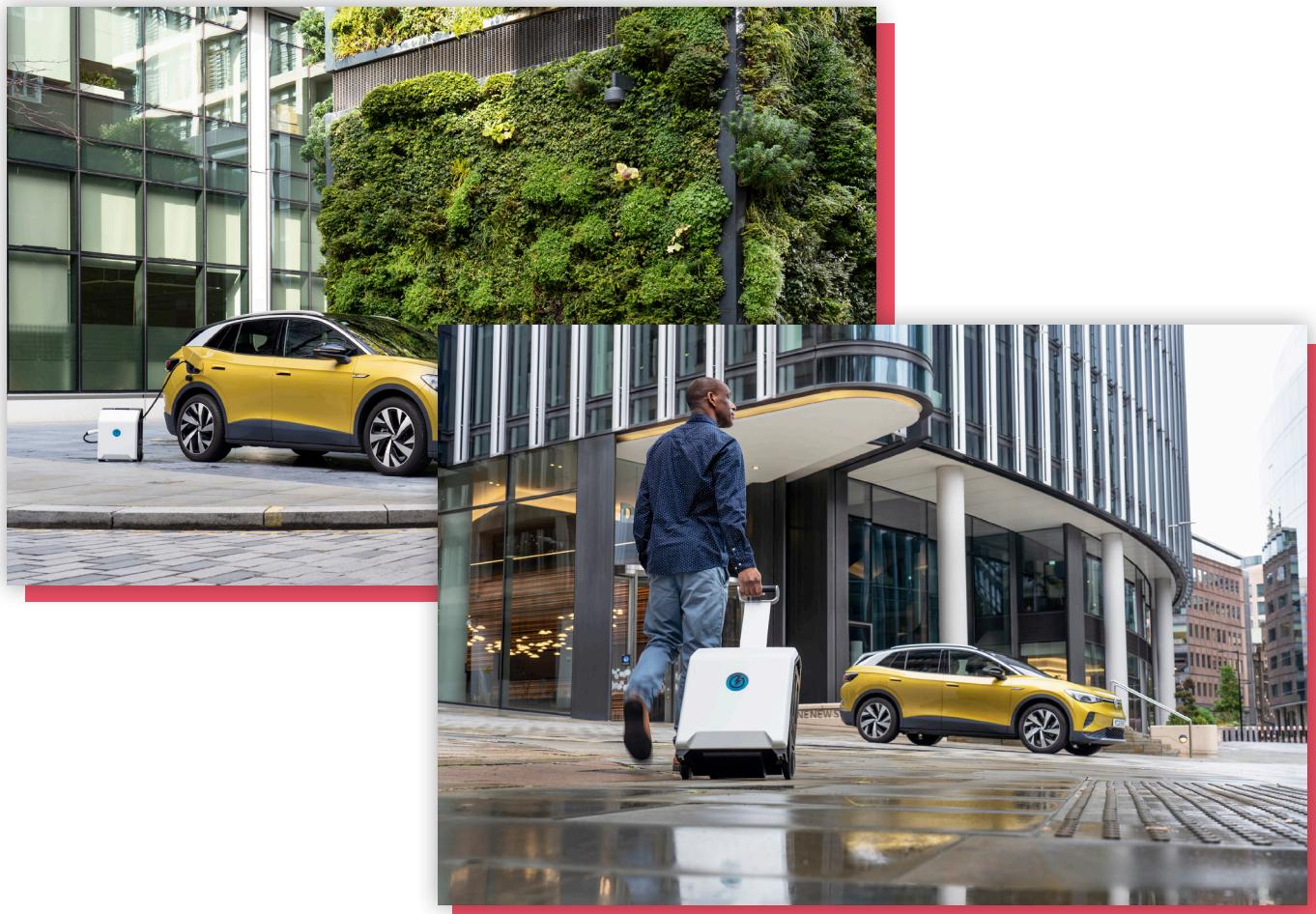
WINNER///

ZipCharge 

www.zipcharge.global

The ZipCharge Go is a game-changing solution to solve the biggest barrier to adoption of electric vehicles -charging anxiety. Over 40% of car owning households can't charge at home as they don't have off-street parking.

The Go is a low-cost; battery based EV charger that is easy to use; small; compact and portable -it's a power bank for an EV. It provides low-cost; convenient charging; no matter where you park. However, the Go is much more than an EV charger - it's a smart energy storage device that will intelligently manage energy more efficiently to lower costs and support grid resilience.



Judges Comments

All the judges were excited by the huge potential of ZipCharge's technology to overcome major hurdles currently affecting this sector.

The judges particularly loved the B2B and B2B business model and the idea of portability. ZipCharge have been clever, with a team of strong experts behind them and their marketing execution timed perfectly.

This is a company to watch.





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www.cityoflondon.gov.uk/sbrec



MENTOR OF THE MOMENT

WINNER /// *Kaitlin*
FRITZ

www.kaitlinfritz.co.uk

Kaitlin Fritz is an award-winning entrepreneur; enterprise educator and business mentor who has supported 400+ entrepreneurs and student founders since 2020.

As a Forbes 30 Under 30 alum; she combines her lived experience as an edtech founder with proven mentoring frameworks to propel UK and international teams' potential. She leads every session with the empathy of a founder and honesty of a mentor. Her expertise ranges from customer development and validation to business communication and pitching.

She has worked with institutions like UCL; Brunel; and Kingston; as well as acceleration programmes such as the Hult Prize; UCL Hatchery; MSDUK Accelerator; and Startup Leadership Programme.



Judges Comments

Kaitlin Fritz is opening the eyes of children (quite literally) to the beauties and unique art/cultural experiences.

The judges unanimously agree that what Kaitlin is doing for the younger generation today is truly inspirational and crucial. It goes beyond mentorship. It is equipping youngsters with long-lasting knowledge and a changed approach to learning, and most importantly, making it fun.

FOUNDER OF THE YEAR

WINNER///

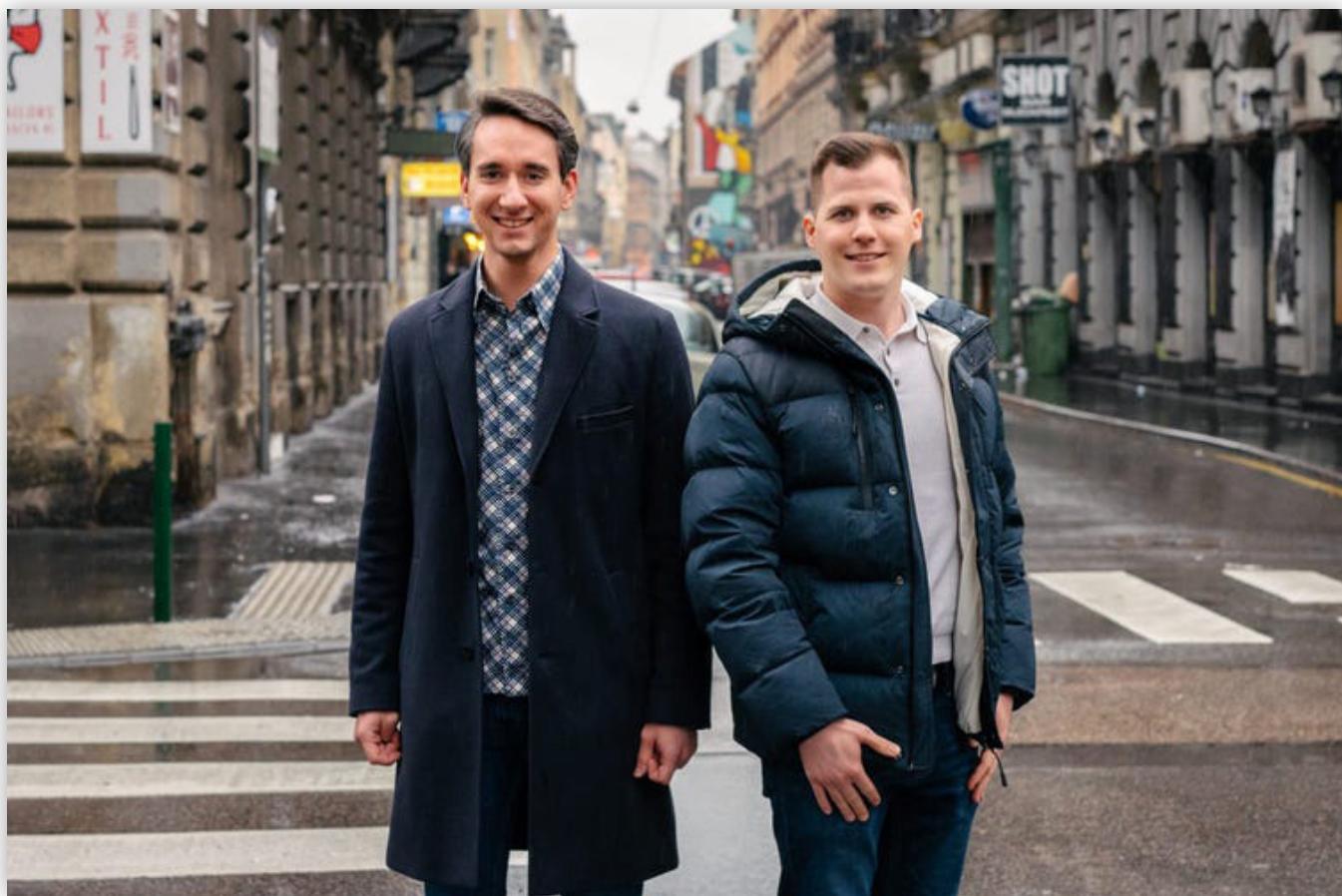


www.seon.io

SEON is using AI to redefine what it means to fight online fraud in today's world.

From its humble beginnings in a dorm room in Budapest; the business has emerged as one of Europe's leading fraud tech startups. Because of its ground-breaking technology; strong business model and exceptional leadership; the company received the largest Series A investment in Hungarian history in 2021 and is now primed for further investment in the coming months.

Ultimately, none of this would be possible without the innovative technology that Tamas and Bence have built; as well as their exceptional stewardship in recent years.



Judges Comments

SEON is an incredible business with a groundbreaking AI product that solves the huge problem of online fraud. This entry demonstrates concrete evidence of ROI, success, growth and expansion.

The judges say this kind of success can only be possible when driven by a fantastic leadership team. A huge congratulations to SEON's co-founder Tamas and Bence!

WINNER ///

measurable.energy

www.measurable.energy

measurable.energy is on a mission to eliminate wasted energy from buildings.

Winning the Green Award cements their commitment to making the built environment more sustainable by changing the way we view and interact with energy.

Through a commitment to innovation and moving away from the status quo, measurable.energy has created a platform capable of delivering real and tangible reductions in GHG emissions while saving substantial amounts off rising electricity bills.



Judges Comments

The judges were very impressed by measurable.energy's results and evidence of compelling work.

They have identified a major problem and their machine learning solution can and will make a massive impact. Pilot schemes have proven significant double digit energy reduction in a range of building types.

The highlight of the entry is their work to create behavioural change by indicating when and how users can consume less energy, at reduced costs.

www.doctify.com/uk

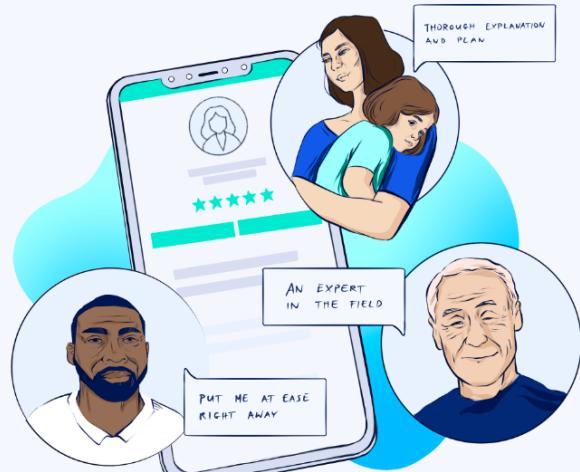
Doctify's shows the power of patient feedback in driving the right improvements and innovation in the healthcare industry.

By giving providers the right tools to capture the patient voice; Doctify has successfully scaled up; helping more than 50 million patients make informed decisions about their healthcare.

Doctify's dedication to ensuring that no patient is left unheard is building greater trust and transparency across the sector; putting the patient in the driver's seat to steer towards improved; patient-centric care.

Capturing the voice of patients

Read verified feedback for your **specialist, dentist, hospital or care home**.



Judges Comments

The judges loved Doctify's innovation that solved a very real problem in a sector that often gets overlooked. Their growth is a reflection of how much both doctors and patients needed this solution.

The judges were blown away by the real life customer testimonials that went above and beyond verifying why they should be crowned winner of the Early Stage Innovation Award.

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INSPIRATIONAL WOMXN OF THE INDUSTRY

WINNER //



www.oiedu.co.uk

Dr Pauly Otermans is the Founder; Chair and Principal of Otermans Institute -a young international company that is upskilling a generation of underserved learners; from remote UN camps to villages in remote and developing/underdeveloped countries; and neurodiverse learners in the UK.

She is also one of the leading experts of AI in Education and building curriculum to improve employability among students. Her research has helped build OIAI; an AI-driven virtual teacher serving refugee learners by giving them a 24/7 personalised teacher for learning and her work has served over 30,000 learners across 10 countries in just 2021.

The collage includes:

- A screenshot of the OIAI (Otermans Institute AI) app interface featuring a woman named Beatrice and text about a humanlike AI teacher.
- A screenshot of the OIAI AI Sign app showing a sign language interpreter.
- A graphic titled "Our solution for the underserved" featuring a woman pointing upwards.
- A graphic for Otermans Institute with the text "Estd. February 2020" and "UPSKILLING A GENERATION OF LEARNERS GLOBALLY". It shows statistics: 10+ countries served till date, 35,000+ learners trained offline, and 30,000+ learners trained online.
- A photograph of a classroom with children and adults.
- A section titled "Awarded by" featuring logos for UKRI Innovate UK, GOV.UK, and Prime Minister's Office 10 Downing Street.
- A section titled "As featured in:" featuring logos for British Council, NBC, Newable, and co-innovate.

Judges Comments

The judges were gripped by Dr Pauly Oterman's entry and a unanimously agreed winner.

The impact and scale of her work truly staggering. Her work is not only benefitting and inspiring people today, it is also paving the way and empowering future generations.

What she is doing to help women from disadvantaged backgrounds is truly groundbreaking.

OUTSTANDING STARTUPS SUPPORTER

WINNER///



www.raisingpartners.com

The startups that have worked with Raising Partners have been able to scale and grow as a direct result of the capital secured and advice received.

Whether it be via direct investment strategy support and campaign management or the education provided for free on Runway; Raising Partners exist to empower the founders and leadership teams of startups in the UK.

The collage includes:

- A portrait of Paddy Lowe, Founder of Zero Petroleum, with the Zero Petroleum logo below it.
- A testimonial from Paddy Lowe: "Ours is not the easiest sector in which to create traction so it was especially rewarding for all concerned that the target was ultimately oversubscribed and that Zero Petroleum took the unique position of first investment by the Raising Partners Angels syndicate." - Paddy Lowe | Founder, Zero Petroleum
- The Raising Partners logo at the top right.
- A graphic with the text "Top 3 largest raises live on crowdcube" featuring a stylized sunburst graphic.
- A screenshot of the crowdcube website showing several funding campaigns.

Judges Comments

Raising Partners have truly empowered the startup community. Their entry gives a clear and strong demonstration of a business that truly supports and helps companies grow and thrive.

Their winning combination of free resources and impact in the investment space, backed up by facts, figures and strong testimonials makes Raising Partners a standout winner for this year's Outstanding Startups Supporter Award.

SOCIAL IMPACT HERO

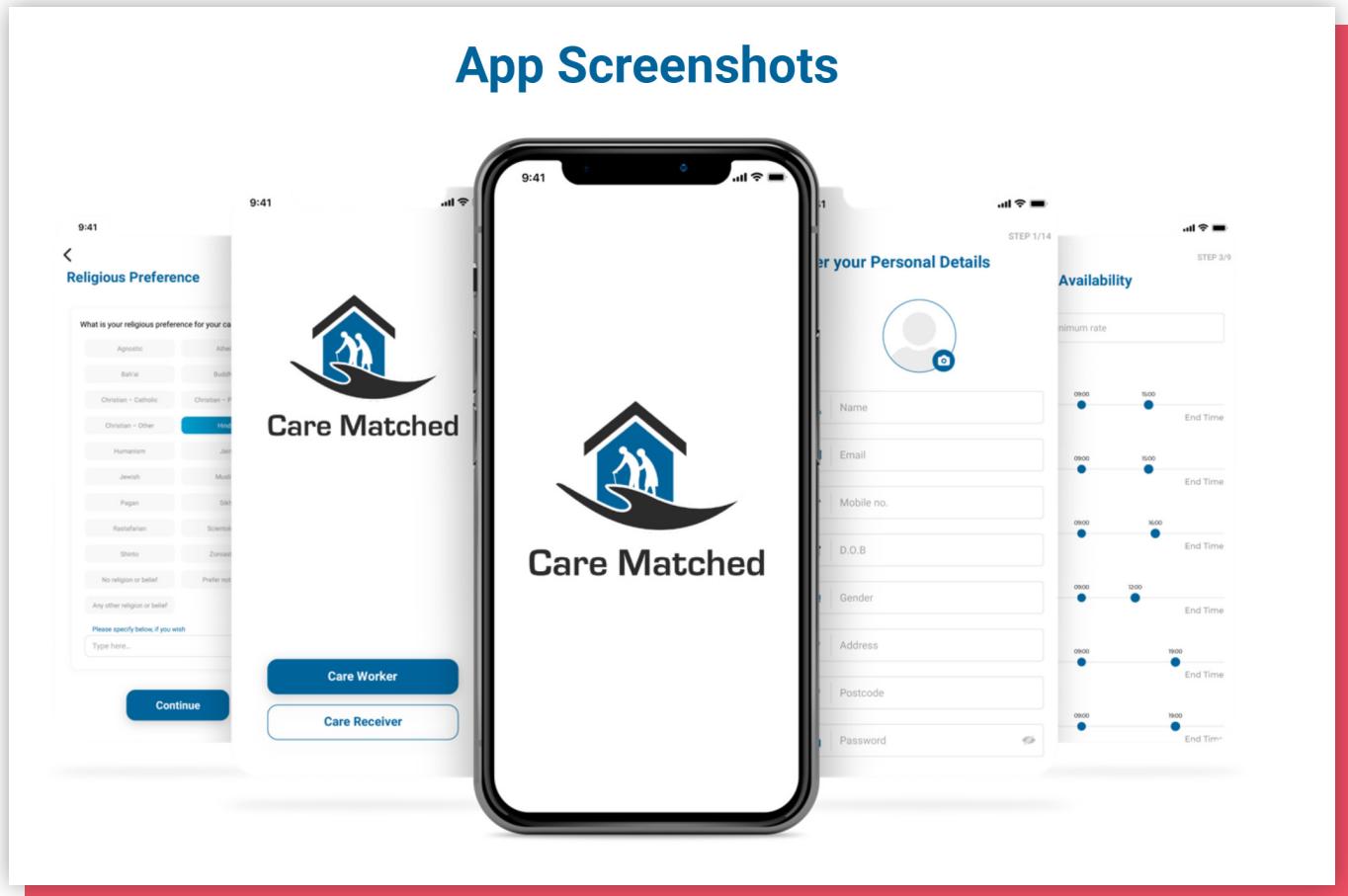
WINNER //



www.carematched.co.uk

Care Matched is the first care planning app with an extensive focus on cultural matching. It provides personalised care for care workers and gives its clients the competitive edge.

Care Matched technology gives back to those more vulnerable members of our society, ensuring that care receivers live a higher quality of life.



Judges Comments

CareMatched is a needed solution that can help make the care sector more inclusive.

The judges loved that this tool improved the experience of care seekers, enabling them to receive care that truly matches cultural and religious understandings.

This product truly has turned a pain point into a strength!

TOP PERFORMING TEAM

WINNER/// **Altnets**

www.altnets.co.uk

The Altnets team provides incomparable customer service to their clients. Their top-notch knowledge of the telecoms industry and strong relationships with their manufacturing partners means they can fully support customers through the whole procurement process; save them time and money; and solve any problems arising in the supply chain.

Between February 2021-April 2022; the team's success led to an incredible 700% growth in Altnets' turnover; 100% client retention and successful on-boarding of over 80% of the total client base.

Altnets' success and great reputation is down to their work, and they fully deserve the Top Performing Team Award.



Judges Comments

This is a company that lives by their values. Not only is there clear evidence of Altnets strong customer retention and business growth, their entry also demonstrated the challenges they faced in achieving this success.

All the while they continued to go the extra mile to deliver great service to their clients. The judges loved the humanity of this entry.

WORKSPACE OF THE YEAR

WINNER///



**FUTURE
BUSINESS
CENTRE**

www.futurebusinesscentre.co.uk

Allia's Workspace of the Year Award is all about impact and how the organisation supports Startups; entrepreneurs and small businesses so that they can grow; build resilience; scale; create jobs and achieve greater impact.

More than just a desk; Allia's Future Business Centres offer flexible workspace and a supportive innovation environment where Startups can build their networks and their businesses - from co-working to private offices; to free events and meeting room space - all backed up with free business support. Allia's centres support Startups on every stage of their business journey.



Judges Comments

The Allia Future Business Centre is a great example of a service going above and beyond for their customers. With businesses across multiple regions, they truly support startups throughout their journey, in addition to desk space, they provide events, business support and mentoring.

The judges say it was a joy to see evidence of so many success stories.

GALLERY



GALLERY





**CONGRATULATIONS TO ALL
OUR WINNERS AND FINALISTS.**

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