

HUSTLE 23 SPONSORED BY anglia UNICERN

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HONOURING OUR DESERVING FINALISTS

We are proud to celebrate the exceptional talents that have been recognised and honoured as the shortlist for the Hustle Awards. Each year, the awards serve as a testament to the boundless creativity and dedication of individuals in their respective fields, and this year is no exception.

Entries were judged by a specially curated panel featuring a cross-section of business specialists. Each panel is rich in both expertise and diversity, ensuring that every entry is assessed accurately and fairly.

The assessment process occurred in two phases. The initial stage involved the judges evaluating each entry in their designated category independently, adhering to the established criteria. Subsequently, the entries that received the highest scores advanced to the judging day.

The second stage, 'Judging Day', took place on the 11th May at MYO in London. It was quite a challenge to select the winners, considering the record number of submissions across all categories.

This guide is designed to celebrate the shortlisted entries and provide a comprehensive overview of each submission, highlighting the reasons behind their selection.

Get ready to be amazed! And make sure you book your ticket for the Hustle Awards ceremony taking place on the 20th July at The Steel Yard, London.

The team look forward to seeing you there! Startups Magazine



CONGRATULATIONS SHORTLIST OF 2023

Anglia Unicorn takes great pride in its support as headline sponsor for the 2023 Hustle Awards, marking our second consecutive year in this esteemed role. These prestigious awards hold a strong reputation within the industry, providing an invaluable platform for the startup community and the visionary entrepreneurs driving it. It is through this event that exceptional achievements receive welldeserved recognition.



The companies and individuals honoured by these awards are catalysts of innovation across diverse industries. With the right guidance and assistance, many of them evolve into substantial contributors to the broader economy as their businesses flourish and expand. As a prominent member of this vibrant UK community, Anglia Unicorn is dedicated to serving all stakeholders, including brand-new technology startups, university spin-outs, entrepreneurs, and investors. Our bespoke services ensure that you remain at the forefront of the latest technological trends, empowering you to not only push boundaries but also redefine them.

Anglia Unicorn provides a specialised, feefree service designed to assist startups and entrepreneurs in accessing the necessary technologies and resources required to transform great ideas into marketable products. Our comprehensive engineering support, extensive supply chain expertise, and access to evaluation hardware and software

tools, along with samples of cutting-edge technologies from our renowned global partners, facilitate your journey from the conceptual stage to a finished, commercially viable product. As an independent division of Anglia Components, a leading distributor partnered with a selection of the world's largest and most innovative technology companies, our commitment to excellence is unwavering.

We take this opportunity to extend our sincere congratulations and admiration to all the disrupters, pioneers, and techpreneurs who are shaping the future of our world whilst improving sustainability through their relentless innovation.

John Bowman CTO, Anglia

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



Rupal Patel Author of CIA to CEO, MBA & startup coach



Jarvis Smith Co-Founder of My Green Pod



Stephanie Melodia CEO & Founder of Bloom Ltd



Mark Wright Apprentice Winner, digital marketing specialist



Griselda Togobo Entrpreneur, engineer and chartered accountant



Amali de Alwis CEO at Subak



Sam Jones Founder of gener8



Simon Squibb Founder of HelpBnk



Shammi Raichura Operations lead at Uber



Aine Rogers Director, UKI Small business at Cisco



Sanj Surati Digital Atelier & Founder of Tiger Heart



Tenessee Watt Brand marketing manager at Google



Tania Diggory Founder and Director of Calmer



Lisa Eaton Founder of Fabric Academy



Amelia Sordell Founder of Klowt



Saalim Chowdhury Managing Director at Techstars London

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angliaunicern supporting technology innovators



Category 1: EARLY-STAGE INNOVATION



1. Earwonk

Earwonk.com is an audio based social media platform that allows anyone to quickly and easily record an audio clip of up to 30 seconds and post it on their timeline feed. These audio posts are called 'wonks' and the users on the platform 'Wonkers'. It's fast, easy, simple, and engaging. So, get your wonk on!

earwonk.com



2. EVware

EVware is a UK-based startup that develops a hardware and software platform for mobility products. The platform enables rapid development of HMI and telematics systems and Cloudbased services using Android Automotive OS. EVware offers two hardware products: Core Halo, which has an integrated touchscreen display and camera, and Core Flex, which supports multiple displays and cameras. Both products are fully connected with 4G, GPS, WiFi, and Bluetooth. EVware aims to support the eMobility industry with beautiful HMI, seamless connectivity and flexible integration - bringing mobility products to market faster and more cost-effectively than ever before. sparrowhmi.com

3. OVUM

OVUM's Early-Stage Innovation award entry for its groundbreaking work in bringing a fully recyclable pregnancy test to the UK market is richly deserving of recognition. The brand continues to innovate at pace with its first prototype product that will provide a plastic-free and biodegradable pregnancy test providing a necessary solution to a global plastic waste crisis. This female-founded company is in its early stages but still the commitment shown to fulfilling a need for their target customer, and understanding the vulnerabilities and sensitivities as they try to conceive, alongside this marrying of innovation and sustainability, is to be applauded.

startwithovum.com

Prsnt 4. PRSNT

Prsnt wants to change the social fabric of gifting that is observed in every culture around the world. Every day billions of people send direct messages to friends and loved ones. To mark a special day, a more meaningful gesture than a simple text message is required. For this, the team has created Prsnt, the worlds quickest way to send a gift.

prsnt.co.uk

in god company

5. In Good Company

In Good Company is the only tech-for-good platform dedicated to driving growth for ethical businesses on the high street and side streets. This female-founded startup is bringing the cutting-edge tech experience that today's users expect to the ethical sector. With their consumer platform - web and app - people can quickly find good, small businesses and experiences in their city or when they're travelling, at the touch of a button. It is underpinned by rigorous data insight, with machine learning and AI, to help businesses improve further. They are using technology to create a world where ethical businesses are thriving.

ingoodcompany.org.uk



Category 1: EARLY-STAGE INNOVATION



6. MK9Plus Dog Training

With over 3,000 dogs helped in just 12 months, MKgPlus.com's Netflix-like format offers dog owners tens of hours of content at a fraction of the cost of traditional in-person dog training. The app allows users to download lessons for offline viewing, and the private community provides members with a sense of support and unity. MKgplus.com has proven effective, with members becoming their dog's personal trainer and occupational therapist all in one. By making dog training more accessible and affordable, MKgplus.com is changing the industry and giving dogs the best start in life. mk9plus.com



7. Nodum

Nodum has developed an innovative solution that will allow more people to partake in the electric vehicle revolution. The patented cable management system will allow for residents living in terraced homes to easily and conveniently charge their EVs using their domestic tariff. This will ultimately save money and time. Nodum is particularly interested in exploring wider benefits that can be realised through having a more flexible grid - whether this be through shaping the demand curve or even supplying energy back to the gird with V2X technology. Our charging solution is particularly suitable for people with limited mobility.

nodum.co.uk

Kalogon 🚯 8. Kalogon

The Kalogon Orbiter Smart Cushion uses a combination of machine learning and patent-pending air cell technology to automatically adjust pressures applied on a wheelchair user's buttocks and thighs. The cushion is designed to detect pressure points in real-time to redistribute pressure, and aims to increase comfort and maintain blood flow through this adjusting process. Users and caregivers can use a companion app to personalise their experience to support pressure injury healing and pain relief. As they continue to expand the seating space and improve their technology, Kalogon strives to provide what will become the new standard of care.

kalogon.com

VENDOIR 9. Vendoir

With millions of consumers' attention spans at their shortest in the 21st century, people are seeking goods and services in real-time, on one platform, and at their fingertips! Why is sourcing event vendors different? Vendoir is an on-demand app that enables organisers to source and book event vendors for any event with a few taps just like similar ease of ordering a taxi with Uber, or an accommodation with Airbnb. We believe that simplifying a complex procedure is the most efficient way of solving a consumer's problem in this digital transformative world.

vendoir.com



10. ELANA

ELANA's mission is to reduce the stigma around women's pelvic care and instead make it a standard of care for every woman, at any stage in their life. A strong pelvic floor is critical to women's overall health and confidence which translates to a healthier society.

elana.health



Category 2: FOUNDER OF THE YEAR



1. Abigail Foster - Elent

Abigail Foster is a chartered accountant on a mission to eradicate the financial knowledge gap and the gender pay gap. Abi founded Elent, the financial education platform, and is the Head of Teaching. Abi teaches in schools, workplaces, and online, making finance fun and accessible to all. With big hair and a voice to match, Abi plans to inspire people for years to come to teach their passion, not to let a stigma or viewpoint hold them back, and help people understand that financial education is important and empowering for all.

elent.com

THE JOF CLUB 2. Hannah Thomson - The Joy Club

Founder & CEO Hannah Thomson is on a mission to redefine retirement and herald in a new era of age positivity. She is working alongside her amazing team and members (average age 69), to build the go-to online community for the modern retiree. Hannah is proud to be a state-school-educated, sole female founder - a species that less than 1% of VC funding goes to. She was inspired to start working on The Joy Club in 2019 by her adventurous granny, has raised £3m+ investment since, built a fantastic team and Board and brought joy to thousands of older adults.

thejoyclub.com



3. Greg Gormley - SKOOT ECO Group Limited

Meet Greg Gormley, a driven entrepreneur who has made a significant impact in the hospitality industry through his creativity, tenacity, and commitment to sustainability. As the Co-Founder of SKOOT, a carbon-negative sustainable business, Greg has prioritised stakeholders and the environment alongside financial profit, resulting in the company's recognition as a B Corp, Best for the World and regional winner of the Barclays award. Despite these accolades, Greg remains humble and values empowering younger generations for a better future. His approachable and flexible leadership style has created a supportive and friendly work environment, making him a deserving Founder of the Year.

skoot.eco



4. Mann Matharu - Qi Digital

Qi Digital is a global technology company, headquartered in London, UK. Leading the way in blockchain innovation and digital currencies, Founder Mann Matharu engineers futuretechnology to provide secure and efficient payment solutions – accessible to everyone. Mann's 'legacy-inclusive' approach bridges the gap between traditional and digital systems, driving accessibility in blockchain technology around the world to transform lives through financial equilibrium while setting a new standard for digital payments worldwide. With the integration of Qi Digital, customers from all over the globe can pay for goods and services in cryptocurrencies. This award recognises technological innovation to impact global humanity.

qidigital.com

Category 2: FOUNDER OF THE YEAR

Kalogon (§ 5. Tim Balz – Kalogon

The Kalogon Orbiter Smart Cushion uses a combination of machine learning and patent-pending air cell technology to automatically adjust pressures applied on a wheelchair user's buttocks and thighs. The cushion is designed to detect pressure points in real-time to redistribute pressure, and aims to increase comfort and maintain blood flow through this adjusting process. Users and caregivers can use a companion app to personalize their experience to support pressure injury healing and pain relief. As they continue to expand the seating space and improve their technology, Kalogon strives to provide what will become the new standard of care.

kalogon.com

Brite* 6. Lena Hackelöer – Brite Payments

Lena Hackelöer has a genuine passion for fintech, as well as an unending determination to build the next generation of instant bank payments. In 2019, Lena founded Brite Payments, a solution that provides the framework for account-to-account (A2A) payments to happen in real-time between consumers and online merchants across a myriad of sectors. She has demonstrated that Brite brings value to the market and shown ROI to investors by growing in a sustainable manner – transaction volume more than doubled year-on-year in 2022, as did revenue. Brite's headcount nearly doubled as the company expanded to serve new markets.

britepayments.com



7. David Morgan - Entrepreneurs Unlocked CIC

Entrepreneurs Unlocked's vision is to change futures through entrepreneurship. Entrepreneurs Unlocked recognises that people with criminal histories can develop their talents and gifts, enabling them to flourish and become a positive contributor to society. With the total cost of reoffending in excess £18 billion per annum reducing this impact for society is of value and benefit to all. Entrepreneurs Unlocked works with people in custody, and in the community, to embark on a new pathway by providing specialist programmes. The vision is to develop an integrated network of support, ensuring that self-employment is first choice and not a last resort.

entrepreneursunlocked.org



8. Lauren O'Donnell - Oatsu

Lauren aims to inspire other diverse women that they too can succeed in business and maledominated industries without industry exprience or a co-founder. In late 2019, Lauren left her banking career, and started making and selling overnight oats online to help others enjoy a healthy start to their day. She's since prepared 20,000+ breakfasts for 2,000+ D2C and B2B customers and built an engaged following of 12,000+. Oatsu became rapid grocer Jiffy's top-selling breakfast, and is set to launch into high-street retailers and airports this year, aiming to become the UK's leading healthy breakfast brand by 2028.

oatsu.co.uk

Category 2: FOUNDER OF THE YEAR

MUSO 9. Andy Chatterley - MUSO

Andy Chatterley is the CEO and Co-Founder of MUSO, a leading data company that provides a complete view of global demand for unlicensed digital content to the world's top entertainment companies. Prior to MUSO, Andy spent his career working in the music industry. As a Grammy-nominated record producer, he experienced first-hand the overwhelming issues with piracy. As a response to this, Andy co-founded MUSO in 2009, shedding light on audiences that are not revealed through traditional panel-based measurement. He is a regular contributor to Forbes and is considered a global authority on digital piracy.

muso.com

weavr 10. Alex Mifsud - WEAVR

Alex Mifsud, Co-Founder of Weavr is a bona fide fintech founder and leader in bringing true disruption to the embedded-finance industry. Alex holds a PhD in computer science from the University of Edinburgh and co-founded the London Blockchain Foundation, aimed at developing and distributing knowledge on blockchain and distributed ledger technology and its potential to transform industries.

weavr.io



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Category 3: SUSTAINABILITY AWARD

FUTUREPLUS 1. FuturePlus

FuturePlus is revolutionising the path towards a sustainable future by making it truly accessible, affordable and achievable for all businesses. FuturePlus is a sustainability management and ESG reporting platform that allows companies of all sizes to understand, measure, evidence, improve and report their sustainability and social impact, both where they are now and where they want to be in the future. We take a comprehensive view of what makes a sustainable business and value sustainability across five themes: Climate, Environment, Social, Economic, and Diversity and Inclusion. We help companies understand sustainability, value their ambition, and grow in a sustainable way.

future-plus.co.uk

BANMARINE 2. WasteShark by Ranmarine

To contribute to the huge challenge of cleaning and monitoring our world's waters, RanMarine Technology developed the patented WasteShark. It is the world's first autonomous aquadrone designed for clearing marine plastic waste. At a running cost of 20% of other marine waste removal solutions and with zero emission operation, the intelligent WasteShark is easy to operate and maintain. The WasteShark is our first model and our roadmap includes products based on the WasteShark such as the OilShark and MegaShark.

ranmarine.io



3. SKOOT ECO Group Limited

SKOOT Eco Group is an aspiring growth company focused on being part of the solution to reverse effects of climate change. They believe to win this battle everyone needs to be brought on the journey. It's everyone's responsibility to make a difference, but importantly the responsibility of businesses to ensure they offer choice to their consumers. With SKOOT's 'in the moment' affordable solutions, not only can consumers achieve net zero on every day activities, but can be presented these solutions with no change to the current processes, and importantly be engaged in showcasing their impact, encouraging all to get involved.

skoot.eco

sitehop 4. Sitehop Ltd

Achieving sustainability is not just about developing a product that reduces its effect on the environment, it must also be a superior alternative to what already exists on the market. If the customer needs to sacrifice something to prioritise an eco-friendly choice then the world's health depends on the principles of capitalism. The Sitehop SAFE100 solution massively reduces energy consumption while also outperforming its competitors on speed, security, scalability, and usability, making it not only the eco-friendly choice, but the best choice. SAFE100 is the future of high data encryption, and that future is a more sustainable one.

sitehop.co.uk

Category 3: SUSTAINABILITY AWARD

Gratitude 5. Gratitude

When it comes to climate change it can be extremely overwhelming to understand what we can do as individuals to help the climate crisis. Gratitude offers a simple, easy solution to individuals and businesses in everyday practises such as gaming and entertainment. Our subscribers are empowered to take direct action on positive and inspiring projects supporting causes that protect some of our most critically endangered ecosystems as well as social impact areas like mental health and inclusion.

gratitudeglobal.com



6. Greenmarket

Greenmarket is a circular marketplace that empowers both consumers and businesses to shop, learn, and live more sustainably. With 33 million eco-conscious Gen Z's and Millennials in the UK, and over four million small businesses struggling to adjust to incoming environmental legislation, there is a real need for a solution that can make sustainability accessible and achievable. Greenmarket rewards sustainable decisions, creating a perfect habit loop that brings users back. Its innovative approach to sustainability, dedication to accessibility, and cutting-edge technology make it the ideal candidate for this award.

greenmarket.eco

Category 4: INSPIRATIONAL WOMXN OF THE INDUSTRY

sitehop 1. Melissa Chambers - Sitehop Ltd

Throughout her life, Melissa has made a point of being outstanding, not simply because she's so often been the only woman in the room but also because she's the hardest working person in that room too. Melissa has earned her self-confidence through her continued success against difficult odds and sometimes devastating circumstances that barely seemed to phase her. Her current venture is predicted to be the most important yet, so with luck, her story will reach some bright young person who feels that the world is against them and, through it might find the will to push on.

sitehop.co.uk



2. Abigail Foster - Elent

Abigail Foster is a chartered accountant on a mission to eradicate the financial knowledge gap and the gender pay gap. Abi founded Elent, the financial education platform, and is the Head of Teaching. Abi teaches in schools, workplaces, and online, making finance fun and accessible to all. With big hair and a voice to match, Abi plans to inspire people for years to come to teach their passion, not to let a stigma or viewpoint hold them back, and help people understand that financial education is important and empowering for all.

elent.com



3. Ayo Abbas - Abbas Marketing

Ayo Abbas is a built environment marketing consultant with other 21+ years' experience in B2B marketing. In February 2020, she founded her own consultancy business offering marketing services for built environment firms and organisations delivering marketing strategy, content creation and campaigns. Since 2020, she has worked with five of the UK's top 10 engineering firms. As a consultant, Ayo enjoys working with companies who are passionate about what they do, and aren't afraid to challenge the status quo in order to shake-up and improve what is still a very male-dominated, non-diverse, traditional industry.

abbasmarketing.com



4. Alejandra de Brunner - ETHOS

Alejandra de Brunner is a young woman who has sought to introduce an air of positivity through her social networking app, ETHOS. Designed as a platform where users can connect with the causes they care about, ETHOS is so far removed from the glossy facades of Instagram, or the binge-consumption of TikTok content, it encourages meaningful discussion and changecentred connections. Overcoming the disparity of the UK's tech scene on account of her gender, Alejandra has stepped boldly into her role as Founder and CEO, successfully raising £1.8m of seed funding, making her the youngest woman to achieve this.

theethosnetwork.com

Category 4: INSPIRATIONAL WOMXN OF THE INDUSTRY

frendo

5. Dearbhail Ormond - Frendo

Through Frendo, Dearbhail created what she had hoped she had during her 18 year endometriosis diagnosis delay, so that other girls and people would not feel as alone as she did. As a female founder, getting investment and as a founder with a chronic illness, she has built a tool that helps give sufferers validation, a supportive community and a means to manage their illness. She wants to reach as many young people as possible to break the cycle of endo as early as possible.

frendo.co.uk

Cache DNA 6. Heather E. Williams - Cache DNA

Heather E. Williams, PhD, MS, PgD, ErCLG, CG(ASCP)MB, is a Pathology & Laboratory Medicine Executive and Clinical Laboratory Geneticist. She serves as Vice President, Clinical Genomics Operations & Chief of Staff at Cache DNA, a biotechnology startup in San Francisco Bay, California, US. Cache is dedicated to rebuilding the backbone of precision medicine through next-generation biobanking technologies for nucleic acids (DNA/RNA). She is continuously devoted to mentoring the next generation of professionals, including assisting individuals to achieve education and certification and increasing their presence and recognition in the startup community focused on providing disruptive healthcare technologies.

cache-dna.com



7. Sonya Whittam - STORY22

Sonya deserves this award as she is an exceptional achiever who is highly capable in all disciplines of digital marketing. Her own childhood experience and subsequent missed opportunities has made her even more determined to help others get ahead, she is a true inspiration to all. In addition, Sonya has been a driving force for STORY22, pushing the business forward with outstanding digital marketing and compassionate leadership which has led to significant success. At the end of the third year, STORY22's turnover had broken the ceiling countless times over and above what was ever thought possible.

story22.co.uk

INSPIRATION SPACE SEE MORE

8. Liana Fricker - Inspiration Space

Liana Fricker, the Founder of Inspiration Space and Co-Founder of Women Founders Club, has made significant contributions to the entrepreneurial ecosystem through her unwavering commitment to supporting female founders, fostering inclusivity, and making a positive social impact. As an influential woman in business and a passionate advocate for neurodiverse founders, Liana's work has empowered countless entrepreneurs to overcome challenges and achieve success. Her dedication to mentorship, environmental stewardship and championing underrepresented groups is how she continues to inspire and transform the lives of many in the industry.

theinspirationspace.co

Category 4: INSPIRATIONAL WOMXN OF THE INDUSTRY



9. Bridget Greenwood - The200BnClub

Bridget is the Founder of award winning The Bigger Pie and Co-Founder of The200BnClub. She got tired of seeing women being left out of technology waves, not getting VC investment, and being overlooked despite their brilliance, so she took matters into her own hands. The Bigger Pie promotes Women in Web 3 through technical expertise, leadership skills and network engagement. The200BnClub is an accelerator programme for female founders. Our goal is to empower women in the technology industry and to help them achieve success in their startups. She's also an advisor for a number of startups in the Web 3 space.

the200bn.club



10. Flavia Popescu-Richardson - Velocity Juice

Flavia Richardson is the Chief Commercial Officer at Velocity Juice, leading the market strategy and partnerships. Flavia started her career in venture capital ten years ago. She worked with several funds in their investment teams and managed portfolio companies, including the P&O investment arm, London Co-Investment Fund, and Beacon Capital. Flavia spent the last two and a half years at Silicon Valley Bank as Vice-President in the Early Stage Practice, working with some of the most exciting technology companies in life sciences and healthcare.

velocity-group.com



Queen Mary

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Queen Mary University Enterprise Zone (QME) is an innovation hub, offering flexible, modern workspace for Digital Health, MedTech and AI start-ups in East London.

QME's Business **Support Network**

Access to QMUL Network

- Queen Mary Innovation
- Barts Life Sciences
- Access to collaboration with QMUL academics

The centre is Queen Mary University of London's (QMUL) latest innovation space offering, having successfully brought to the market 40,000 square feet of incubation space to support life science companies via the Queen Mary BioEnterprises (QMB) Innovation Centre in 2011 which has created and safeguards thousands of STEM jobs within London since its inception.

Here at QME we are committed to creating the space and environment for start-ups to work, grow their venture, collaborate and pioneer new exciting innovations and are here to support start-ups on their entrepreneurial journey by connecting them to like-minded self-starters, industry experts and investors via workshops, events and networking sessions.



Category 5: RISING STARTUP AWARD



1. ETHOS

Alejandra de Brunner is a young entrepreneur who founded ETHOS as a student whilst at Oxford University. Passionate about the power of social media for good, Alejandra built ETHOS to satisfy the innate desire of a Gen Z audience to connect with the social causes they care about. Whilst still enrolled at UCL, Alejandra has raised £1.8m in seed investment, making her the youngest female in tech to raise such an amount in the UK. Not only has she garnered the support of notable investors, the app is now live on the App Store with a growing and enthusiastic community!

theethosnetwork.com

NanoGraft 2. NanoGraft

NanoGraft is working to restore sensation and reduce phantom limb pain in lower limb amputees through a wearable device that stimulates the nerves and allows the person to feel the ground. Up to 80% of amputees suffer from phantom limb pain and have a fear of falling due to instability when walking. Current prosthetic legs offer no sensory stimulus and pain medication is ineffective for phantom limb pain. NanoGraft are developing this device with input from the amputee community in order to deliver a tailored solution that best meets their needs with a versatile and affordable solution.

nanograft.co.uk

yh

3. Yhangry

Yhangry is a female-founded platform that connects customers with top-rated professional chefs, providing a full-service private chef experience previously only accessible to HNWIs. The platform enables customers to speak with chefs and create personalised and unique menus based on their preferences and dietary requirements, and the chefs bring all the ingredients, cook, serve, and clean up afterward, leaving customers free to enjoy their meal and the company of their guests. At the same time, yhangry empowers local chefs to build their own businesses and succeed on their own terms, making it a win-win for both customers and chefs alike.

yhangry.com

Category 6: MOST INNOVATIVE TECH



1. Essentialise Workplace Wellbeing

Essentialise is an inclusive wellbeing agency, founded in 2020 by psychologist Lee Chambers. With offices in Preston and Bolton, they deliver consultancy to HR teams on building effective wellbeing strategies, and offer training on areas of wellbeing and inclusion to leaders and their teams, including cutting-edge immersive VR experiences that engage emotions and facilitate learning. They have featured on this year's Startups 100 Index, Small Business 100 and have acquired a significant client base in nationally, including PwC, ACC Liverpool and KPMG.

essentialise.co.uk



2. Scentient

Scentient is a digital scent technologies company – adding smells to immersive technologies. The wearable device adds smells to virtual reality, augmented reality and even physical spaces. This technology vastly improves virtual training for emergency personnel however there is a wide range of use cases, with Scentient planning to expand into entertainment, mental health and mindfulness where the digital scent technology has powerful applications.

scentient.tech



3. SPROUT by Muddy Machines

Muddy Machines have invented a robot that solves the labour shortages of asparagus farmers. SPROUT is an electrically powered, autonomous field robot that can detect what spears are ripe and pick them more accurately and consistently than humans. After proving the concept in the 2022 season they are now back in the field with five robots to deliver Harvest as a Service work for the largest British asparagus grower. Solving labour shortages allows domestic fresh produce production to survive and thrive and reduce our dependency on food imports.

muddymachines.com



4. Dexory

Dexory provides the logistics industry with real-time warehouse insights using fully autonomous mobile robots. Dexory's robots measure, count, track and find inventory across warehouses as they navigate the racks, without workflow disruption. The data is pushed in real-time to their DexoryView platform offering end-to-end visibility across the state of the operations in an intuitive, easy-to-access digital format. The insights extracted can help discover inefficiencies across each location, optimise present operations and de-risk the evolution of their supply chain. Dexory is already working with major industry leaders in the UK and across Europe such as Menzies Aviation, Maersk, Denso, Huboo, etc.

dexory.com

vestd

sponsored by angliaunicern

Category 6: MOST INNOVATIVE TECH

5. Vestd

Vestd is the first and only regulated share scheme platform for UK SMEs. Founders and other business leaders use it to design, launch and manage share and option schemes. Vestd is the only equity management platform to be FCA regulated and two-way integrated into Companies House. The platform is a safe, active and powerful way to share your equity.

vestd.com

BLUESKEYE AL 6. BlueSkeye Al

BlueSkeye AI has developed and deployed, clinical grade machine learning technology to automatically analyse face and voice data and interpret medically relevant expressed behaviour to help clinicians, patients and their friends and families use their mobile phones to assess, treat, and monitor health, mood, and mental state. Having started out focusing on perinatal mental health at the end of 2021 the company's technology has been adopted by the FMCG, social robotics, automotive and aerospace sectors, helping the company achieve seed funding and grow to 25 employees.

blueskeye.com



7. Joyned

Started in 2017 by Israeli entrepreneur Jonathan Abraham and tech whizz Michael Levinson, Joyned came to fruition following a frustrating online shopping experience with friends for founder Abraham, who thought there must be an easier way to make group purchases online. Fast forward five years, with some heavyweight investors on board, the pandemic survived and a one-of-a-kind innovative group travel booking product launched, Joyned has gone from strength-to-strength. Launching its flagship product Joyned Booking in 2022, industry giants such as OYO Rooms were quick to become clients with revenue surging and travel sector giants Amadeus also backing the 15-strong team.

joyned.co



8. Kalogon

The Kalogon Orbiter Smart Cushion uses a combination of machine learning and patentpending air cell technology to automatically adjust pressures applied on a wheelchair user's buttocks and thighs. The cushion is designed to detect pressure points in realtime to redistribute pressure, and aims to increase comfort and maintain blood flow through this adjusting process. Users and caregivers can use a companion app to personalise their experience to support pressure injury healing and pain relief. As they continue to expand the seating space and improve their technology, Kalogon strives to provide what will become the new standard of care.

kalogon.com

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Category 6: MOST INNOVATIVE TECH



9. SEERGRILLS

What happens when AI meets grilling? Witness the biggest leap in cooking since the discovery of Fire. Introducing Perfecta[™] - the worlds fastest, most intelligent grill. Using patent pending NeuralFire[™] technology this SMART grill rapidly, automatically and perfectly cooks food at the touch of a button. How do you like your steak? Medium? It will PerfectaSteak in under two minutes. Prefer chicken, burgers, pizza or a rotisserie? It can do those too, along with veggies and much more. Experience the healthiest, tastiest, most succulent food on the planet - all whilst reducing energy consumption and saving you time.

seergrills.com

Weavr 10. Weavr

Weavr is a true disrupter in the embedded-finance industry, supplying cutting-edge solutions through easy-to-deploy, cost-effective Financial Plug-ins. Clients are onboarded and activated in weeks rather than months and at a fraction of the cost of Banking as a Service. Weavr's platform offers everything businesses need to deploy financial services while shouldering the significant burden of compliance, regulation, and data security. The Financial Plug-ins supercharge businesses' growth, tapping into the opportunity to grow revenue-per-user by between 2x and 5x, while generating a wealth of data insights helping guide product development and marketing

weavr.io

Category 7: MOST SUCCESSFUL SCALEUP



1. Joyned

Started in 2017 by Israeli entrepreneur Jonathan Abraham and tech whizz Michael Levinson, Joyned came to fruition following a frustrating online shopping experience with friends for founder Abraham, who thought there must be an easier way to make group purchases online. Fast forward five years, with some heavyweight investors on board, the pandemic survived and a one-of-a-kind innovative group travel booking product launched, Joyned has gone from strength-to-strength. Launching its flagship product Joyned Booking in 2022, industry giants such as OYO Rooms were quick to become clients with revenue surging and travel sector giants Amadeus also backing the 15-strong team.

joyned.co



2. SEON

SEON is using AI to redefine what it means to fight online fraud and financial crime. Since launch, the company has provided its services to over 5,000 top brands and fintechs, and has prevented over €160 billion in fraudulent activities. On account of this performance, SEON has become the go-to fraud prevention solution for ambitious fintech leaders, like Revolut, NuBank, Afterpay, Patreon, Sorare and mollie, and has launched offices in tech hubs across three continents. From record-breaking investment rounds to its staggering growth figures, the company now stands out as an established and important scaleup business.

seon.io



3. KeyNest

KeyNest has been a benchmark in access management services since 2016. The company is now the most prominent global key-holding network and the largest such network in the UK. KeyNest uses 'KeyNest Points' to enable safe key exchange and storage, without the need of installing an added hardware on the keys or on the door. KeyNest Points are usually newsagents, cafés and taxi offices, and automated lockers outside petrol stations, supermarkets and retail parks. Most locations are opened at the request of our clients and are specifically chosen because of their extended opening hours and proximity to clients' properties.

keynest.com



4. Chapter 2

Chapter 2's award represents a collective of passionate employees who want to disrupt the recruitment industry. Born from an idea from Founder Leo Harrison, three years later, the business has gone on to achieve strength after strength through hard-work and resilience. It provides a unique solution that challenges the traditional RPO model, setting a new standard in the recruitment industry. With offices in the UK, South Africa, Germany and Singapore, Chapter 2 continues to grow with a diverse portfolio of clients that combines embedded talent, best in breed technology and employer branding to offer bespoke solutions for their clients.



chapter2.agency

Category 7: MOST SUCCESSFUL SCALEUP



5. TCC (The Career Coach)

TCC's team offers superior hiring solutions and career coaching services to help clients achieve their professional goals. They differentiate themselves by promoting diversity in their recruitment process and fostering a supportive work environment. TCC has a proven track record of success and exceptional growth while engaging with job seekers to provide unique career solutions. Their dedication to innovation and social responsibility sets them apart and makes them an excellent candidate for the Hustle Awards

thecareer-coach.com



6. Excel TM Group

Since their launch in January 2020 Excel TM Group have continued to push boundaries and proven to every new business that if you know your 'why' and more importantly don't lose sight of why you started you can achieve anything, even a global pandemic! From a small one band in a back room to a team of 22 who are now recognised as one of the UKs leading elite SME businesses, Excel have become not just disruptors of their market but also the fastest growing in their industry. Excel thoroughly deserved to be recognised as a scaleup business.

exceltmgroup.com

Weekender 7. Weekender

Weekender Hotels are changing the way people travel. By providing a luxury, smart techenabled experience in the heart of nature as a core tenant of all its properties, Weekender is bringing the weekend back to travelers. Located just a few hours from New York City and Boston, Weekender's portfolio hinges on adventure, nature, and connection - stepping away from the day to day and enjoying life. The hospitality brand has tripled in size in one year - and continues to grow with acquisitions of properties in the area.

weekenderhotels.com

conte.ai

8. Conte.ai

Conte.ai is an online service, complete with a proprietary system, enabling high-quality content drafting while operating on a limited budget. Ultimately, the service is a full-fledged social media profile management system, perfect for smaller businesses. Conte. ai was launched in 2022 and since then, it has been rapidly growing. The service provides the perfect blend of an exceptionally talented team, coupled with AI-powered tools. The result is a unique content creation system, enabling them to continually create superb content for users.

conte.ai

Category 7: MOST SUCCESSFUL SCALEUP

Brite*

9. Brite Payments

Brite Payments is one of Sweden's fastest-growing fintechs, based in Stockholm and operating in 24 markets across Europe. Brite leverages the power of open banking to offer an innovative instant payments solution that allows merchants and customers to make account-to-account (A2A) payments without creating an account, downloading an app, or being redirected to a payments page. Users can complete payment instantly using top of mind banking information – no cumbersome sign-up forms and no need for additional passwords.

britepayments.com

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Category 8: OUTSTANDING STARTUPS SUPPORT



1. Plus X

Being named an Outstanding Startup Supporter fills Plus X team with pride. In their innovation hub in West London and Brighton and through their programmes, Plus X aims to create communities where bold thinkers can do their best work. By supporting ambitious entrepreneurs and hardware makers with hands-on product development facilities and access to experts, Plus X aims to give businesses the tools needed to meet the challenges of our time. Recognition from the Hustle Awards will be instrumental in connecting with innovative founders and creators in need of space and support to achieve their ambitious goals.

plusx.space



2. Seedrs

Seedrs has been a structural part of the startup ecosystem for more than a decade - helping to deliver over £2.4billion of investment into the most exciting, innovative and transformative early stage businesses in the UK and beyond. As Europe's leading platform for investing in private assets, it continues to innovate beyond its equity crowdfunding roots and now supports private deals to connect angels with early-stage businesses, operates the most active secondary market in the world to provide quick and easy liquidity for investors and partners with top VC funds to drive further capital into the UK's Founder landscape.

seedrs.com



3. Operations Nation

Operations Nation is a community-powered knowledge sharing platform for current and aspiring operations leaders in tech startups and scaleups across the globe. Our vision is a world where operational best practices are just as readily accessible as any other business information, where operations is just as respected a discipline, and where the COO position is as aspirational as the CEO's. Operations Nation does this by curating a Slack community of over 1,300 ops professionals, hosting community roundtables, an Aspiring COO Course, an annual coNference, and publishing ops-specific content all year-round.

operationsnation.com



4. Allia

Allia's Outstanding Startup Supporters Award is all about positive impact - how the charity supports startups, entrepreneurs and small businesses so that they can develop, grow, create jobs and achieve greater impact for people, place and planet. Through free business support for those starting out on their business journey, to those established founders needing strategic direction from experienced experts, Allia's programmes strike the critical balance between impact and commercial scale. It introduces startups to its rich network of investors, funders and strategic partners as well as teaming founders with experienced mentors - and provides 1-1 support beyond the programme end.





Category 8: OUTSTANDING STARTUPS SUPPORT

ARCO 5. Solving the Business of Science – Advanced Research Clusters (ARC)

At ARC, we're solving the business of science so that science can change the world. ARC (Advanced Research Clusters) provides more than science-ready spaces for the world's most inspiring scientists and inventors. ARC creates unique ecosystems to support its members and enables startups and scaleups to succeed at a global level. ARC supports its member community in both unlocking opportunities and overcoming challenges by bringing together founders, scientists, academics and investors under one roof to help solve some of the world's most pressing problems. Members are part of a growing network of innovators that will one day be worldwide.

arcgroup.io

Trade Mark Wizards

6. Trade Mark Wizards

Trade Mark Wizards is a boutique London-based law firm, and disruptor in the legal sector, who took a vow to support and defend startups from the very beginning. Working previously at another law firm, Managing Director, Oliver Oguz, represented large corporations who would leverage their repute and financial muscle to intimidate startups and small businesses. Believing that this was ethically wrong, Oliver made the decision to start acting for the underdogs instead, often startups and entrepreneurs. Recently, the firm, along with Lord Sugar, has pioneered an Anti-Bullying Programme, the first of its kind, to protect startups from large corporate bullies.

trademarkwizards.co.uk



7. Home Grown

Home Grown is the home for all successful UK entrepreneurs and investors to connect, transact and socialise. As London's only private-members club for high-growth entrepreneurs, the sixstorey, Grade II listed Georgian building in the heart of Marylebone, provides a purposefully curated space to help business leaders grow their network and realise ambitions with serendipitous outcomes inevitable. The club facilitates all aspects of the entrepreneurial ecosystem and hosts a multitude of tailored events all year for its members and their guests, offering purpose-built spaces with a touch of luxury for members to run their own functions.

homegrownclub.co.uk



8. I LIKE NETWORKING

I LIKE NETWORKING is the leading career platform for women and non-binary people in the creative industries. We set off in 2020 as a response to the growing need of diversifying the industry. Since then, we've been on a mission to help individuals thrive in their creative careers through providing workshops, panels, mentoring and networking events, and connect companies and organisations with diverse talent and resources so that they can better support their workforce. All of this is working towards our mission to make the creative industries more accessible and equal.

ilikenetworking.uk



Category 8: OUTSTANDING STARTUPS SUPPORT



9. Future Worlds

Future Worlds is an equity-free on-campus early-stage accelerator that helps University of Southampton students and researchers start their founder journey and transform their ideas into world-changing tech startups that are globally scalable and impactful. By combining founders' deep technical expertise with operational startup experience and a powerful network, Future Worlds delivers a programme that gives new founders autonomy, puts the ambitious development of their ideas first, and provides a platform for global growth and impact. The successful startups that have come through Future Worlds are changing the world and have been backed by investors to the tune of over £60m.

futureworlds.com



10. The Academe: The Power Room

The Power Room from The Academe is an impressive, easy-access, affordable resource for entrepreneurs to tackle limiting issues such as low-confidence, imposter syndrome and self-sabotage in a unique way that combines Psychology, NLP, Neuroscience, Performance Science and Coaching; and the results are impressive. In just ten hours (delivered via ZOOM), evidence shows participants see a sustained 39.47% increase in confidence, 41.75% increase in energy and a 29.73% increase in motivation. The Power Room is a warm, safe, don't-take-yourself-too-seriously experience where you can laugh, cry, learn and bond over the crazy things we ALL do when we are under pressure.

equinoxbusiness.co.uk

Category 9: SOCIAL IMPACT HERO(ES)

THE JO, CLUB 1. The Joy Club

The Joy Club is on a mission to tackle ageism, by co-creating the go-to online community for people in later life and amplifying their important voices across society. The team works alongside members (average age 69) to deliver live online events, articles, recorded content and community interactions that truly resonate. Members of The Joy Club are content creators, as well as content consumers, making The Joy Club a place in which people in later life feel seen and heard. To date, The Joy Club and their thousands of members have reached over 45 million people with their important age-positive campaigns.

thejoyclub.com



wellbees 2. Wellbees Challenge

The Wellbees Challenge is an intercompany global step competition organised by Wellbees, an employee wellbeing platform. In its 4th year, the competition held on various dates throughout the year supports social responsibility projects. During the three weeks of the Wellbees Challenge, employees worldwide participate in a volunteering project by walking for a common purpose and supporting their physical wellbeing while competing against other companies.

wellbeeschallenge.com



3. SPOKE World

SPOKE is revolutionising mental wellness with personalised music sessions led by scientifically trained UK musicians. SPOKE'S culturally relevant approach makes mental health accessible to everyone, breaking down barriers and bringing the soul back to self-care. There is a homogeneity in mental health support today. Influential voices lack a platform to connect with underrepresented youth in a verified and impactful way. Thus, SPOKE is the world's leading scientifically backed, aggregated, artistic and relatable Gen Z wellness platform.

spoke.world



4. Essentialise Workplace Wellbeing

Essentialise is an inclusive wellbeing agency, founded in 2020 by psychologist Lee Chambers. With offices in Preston and Bolton, they deliver consultancy to HR teams on building effective wellbeing strategies, and offer training on areas of wellbeing and inclusion to leaders and their teams, including cutting-edge immersive VR experiences that engage emotions and facilitate learning. They have featured on this year's Startups 100 Index, Small Business 100 and have acquired a significant client base in nationally, including PwC, ACC Liverpool and KPMG.

essentialise.co.uk

Category 9: SOCIAL IMPACT HERO(ES)



5. ElevateRA

ElevateRA is one of the first educational ventures that seeks to address the global teen mental health crisis using preventative measures. The bespoke programme is composed of eight customised mentoring sessions designed to help girls tackle whatever problem is holding them back. From social anxieties to school performance concerns, girls in the ElevateRA programme are given dedicated tools and resources to develop their own solutions to these complex issues. Our programme provides a platform where girls can thrive by harnessing the key attributes of confidence, resilience, empathy, emotional intelligence, and kindness.

elevate-ra.com



6. AGAM International

Shabnam Wazed, Founder and CEO of AGAM International, is revolutionising lending by providing credit scores based on character, commitment and capability. This empowers individuals in growth economies to gain immediate access to finance without the need for prior credit history. Its Banking-as-a-Service model seamlessly integrates into a bank's current systems, enabling lenders to make lending decisions faster and more effectively. To ensure sustainable financial development, AGAM International's app includes financial education modules helping customers learn how to improve their own credit score. This all supports AGAM International's wider mission to make banking and finance available to all, advancing lives.

agam.ai



7. TCC (The Career Coach)

The TCC team has entered the Social Impact category to highlight their efforts in providing cost-effective and free resources to job seekers, with a focus on accessibility and inclusion. They have invested significant time and effort into developing personalised payment plans and complimentary guidance services, with a commitment to making professional coaching accessible to all job seekers, regardless of their financial situation. The company's dedication to diversity and inclusion is evident in its marketing, showcasing a diverse range of individuals in various industries and stages of their career

thecareer-coach.com



8. QOR360 ButtOn Chair

The QOR360 ButtOn Chair was created by the Vermont-based startup with a mission to change the way the world sits. Available as a free CNC or hand-tools download, and as a kit for purchase, the ButtOn Chair is bringing the future of sitting to our future children. Kids are the perfect early adopters for active sitting because they have no preconceptions about what sitting should be - and they like to move! The company has put over 4,000 ButtOn chairs out in the world, and looks forward to a healthier future.

qor360.com

Category 9: SOCIAL IMPACT HERO(ES)



Contic was founded in November 2021 with the premise to provide people-led technology services to leverage any business. Within the past year of operations, Contic has worked with some fantastic businesses and charities with strong ESG provenance from those offering community nursing to workplace malfeasance, charity projects encouraging overseas economic development, and combatting rape culture, to name a few. Contic continues to partner with and empower clients looking to use technology to have a positive impact on society in the future.

contic.co.uk

Category 10: TOP PERFORMING TEAM

1. Yhangry

Yhangry is a female-founded platform that connects customers with top-rated professional chefs, providing a full-service private chef experience previously only accessible to HNWIs. The platform enables customers to speak with chefs and create personalised and unique menus based on their preferences and dietary requirements, and the chefs bring all the ingredients, cook, serve, and clean up afterward, leaving customers free to enjoy their meal and the company of their guests. At the same time, yhangry empowers local chefs to build their own businesses and succeed on their own terms, making it a win-win for both customers and chefs alike.

yhangry.com

Cally 2. The Tally Workspace

The Tally Workspace team has the most incredible can-do attitude. They are ruthless in their pursuit of giving customers the best workspace and making that process as personal, transparent, and effortless as possible! We are a passionate team of 10 across marketing, tech, sales and customer service - working together to make it happen. We all know that working in a startup is tough and you need to be resilient, quick, full of ideas, and able to make things happen. The team at Tally Workplace 100% embodies these qualities.

tallyworkspace.com



3. TCC (The Career Coach)

TCC team are a top-performing group that has established a strong presence in Ireland and the UK, helping over 10,000 people achieve their career goals. Their commitment to providing exceptional coaching services and personalised coaching to ensure each client's needs and goals are met sets them apart from competitors. Their innovative approach to career coaching and development, using cutting-edge technology and tools, has resulted in significant growth and success. The team's focus on delivering real, tangible benefits to their clients and stakeholders has resulted in a profitable business that provides consistent support to job seekers.

thecareer-coach.com



4. PitchNinjas

PitchNinjas is an on-demand coaching platform. The PitchNinjas team is a small but mighty one with six permanent team members. The team's North Star is helping people around the world achieve more with their communication, through building confidence and skills. This is as true for the team as it is for PitchNinjas' clients. They believe in moving fast and getting real-time feedback to constantly improve, in an environment where psychological safety is prized. This requires high levels of trust and produces clear, collaborative thinking from everyone in the company. This has spearheaded the company's best-selling product The Power of Three.



pitchninjas.com

Category 11: WORKSPACE OF THE YEAR

1. The Trampery

Since 2009, The Trampery has been on a mission to make business a positive force in society which is reflected in the businesses and individuals across their spaces and learning initiatives. This year they've been working hard to shine a light on the amazing activity that happens each day across their spaces. From good business workshops at Republic to the food bank at Tottenham, the team go above and beyond to live their mission and connect with local businesses and the wider community to make an impact. Their vision is to create workspace for a better world.

thetrampery.com



2. Plus X

Plus X is proud to be shortlisted as the Workspace of the Year for its continuous effort in building innovation hubs across the UK, enabling businesses of all sizes to collaborate, innovate and grow. With a unique formula combining world class architecture, healthy and inspiring workspace, specialist facilities, business support programmes and academic knowledge exchange, Plus X aims to give businesses the tools needed to meet the challenges of our time. The recognition from the Hustle Award is an accomplishment to be shared by the Plus X innovative community.

plusx.space



3. Antenna

Situated in the heart of Nottingham's Creative Quarter, Antenna is home to over 300 businesses, ranging from freelancers, sole traders and SMEs. It's part of Confetti Media Group – a family of creative businesses operating together to support those working and studying in the creative, digital, and entertainment industries. Set over three floors, Antenna provides high-quality creative studios and a co-working space and restaurant, offering its members a place to connect, create and network. But it's more than just a building, Antenna is an ecosystem of ideas, opportunities, and practical help and support – it's about community.

antenna.uk.com

CLOCKWISE 4. Clockwise

Clockwise is a workspace provider that stands out in the industry due to their exceptional workspaces and ongoing support to startups. Their mission is to create workspaces that cater to their members' current and future requirements. Clockwise offers contemporary private offices, shared workspaces, and meeting rooms with flexible membership plans in key business locations throughout the UK and mainland Europe. They aim to create a future where every work environment and experience has a positive impact on people, places, and the planet.

work-clockwise.com

Category 11: WORKSPACE OF THE YEAR

The Dryden Enterprise Centre

5. The Dryden Enterprise Centre

The Dryden Enterprise Centre is Nottingham Trent University's new space for entrepreneurs, founders, SMEs and startups to start, grow and scale. Opened in 2020 the centre, which is part-funded by the European Regional Development Fund, offers flexible desks, dedicated shared and private offices, fully-equipped meeting rooms and tailored event spaces. The Dryden Enterprise Centre is home to a collective that celebrates unique talents, passions, and backgrounds - providing a home for new ideas.

dec.space

COLONY 6. Colony Cowork

Colony CoWork, a Manchester-based community-led workspace provider, has grown its network to be six venues strong since opening in 2017. The unique spaces are positioned within walking distance of each other. Every Colony member benefits from a calendar of weekly events, networking socials, and workshops. Colony's exceptional spaces are managed by a friendly host of community managers and community coordinators who support members to flourish within their network of communities. With Colony, you get much more than opulent workspaces, you become part of an inspiring community.

colonyco.work

MINDSPACE, 7. Mindspace Hammersmith

Mindspace Hammersmith is a hub of creativity and wellbeing for the companies and freelancers that use the space. With it's distinctive vintage flavour, unique boutique-style interiors and its warm and supportive team, there is always a fun and inclusive vibe at this location. Mindspace Hammersmith is situated inside the completely refurbished Metro Building, a stone's throw away from the tube, with parking options. It is an excellent choice for companies who would like to retain the flexibility to expand and grow their workforce in a nurturing and vibrant location.

mindspace.me





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DRAGON ARGENT

We believe that with expert and entrepreneurial advice, every business can realise its potential.

We are passionate about removing barriers to growth and liberating founders to scale their businesses rather than merely managing them. 66

Dragon Argent's business model really works. As a busy founder & CEO, it gives me peace of mind and transparency. The quality of advice provided was outstanding.

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