

# 10 startups to watch in Liverpool

The last 20 years marked a turn in the Liverpool area that has reinvented itself as a hub for innovation and creativity and local businesses have progressed along with the digital transformation.

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First home to gaming and digital pioneers, the region of Liverpool has moved into a new era of innovation in the sectors of medtech, edtech, and even media. Maddyness has selected some of the booming tech startups to watch in Liverpool.

Founded in 2005, Milky Tea is an award-winning creative studio that conceives and crafts playful visual stories and immersive interactive experiences. Its high-quality work stimulates the viewer to deliver deep engagement and a strong emotional connection. The company works directly with brands or their agencies to transform conceptual ideas into stunning video, animation, imagery and interactive content. Its work is spread across media channels including TV, print, websites, social media, and mobile and gaming platforms.

## *Discover Milky Tea*

Created in 2013, vTime is a VR sociable network that allows anyone, anywhere to socialise with family and friends in virtual reality. Bringing people together virtually since December 2015, vTime is enjoyed by users in over 195 countries, who can use a growing library of incredible destinations and personalise their avatar as they chat with others in the virtual world. vTime supports all VR HMDs, including Google Cardboard and Samsung Gear VR, through to tethered headsets such as the HTC Vive, PlayStation VR and Oculus Rift.

Founded in 2011, Mashbo is a software development consultancy that offers both analysis and advise, with a team made of technical creators, problem solvers and maverick thinkers capable of exploring all possibilities. Mashbo works with B2B, B2C, sharing economy companies and agencies, to nurture the relationships and business they conduct face to face.

*Congratulations to our managing director @iamChaz\_ who has been included in this year's #BIMA100 in the Tech for Good category - we're super proud of you! ❤️👍*

*See the full list here <https://t.co/gM0WtyclfX>  
[pic.twitter.com/VF6jkkq63WY](https://t.co/VF6jkkq63WY)*

*— Mashbo (@Mashbo) [May 6, 2020](#)*

Founded in 2008, The Reader is an award-winning, charitable social enterprise that brings people together through great stories and its innovative Shared Reading model. The social company works across diverse areas of life, bringing Shared Reading to children in care, prisoners in custody, pupils, parents, teachers, people living with dementia or mental health issues as well as those recovering from addiction. The Reader also runs open community groups in libraries across the UK, bringing Shared Reading to those who need it most.

<https://www.instagram.com/p/B-g6el5HcuN/>

## *Discover The Reader*

Product of The Very Group, Very, and Littlewoods.com, employ a team of 4,500 talented people and have been reinventing shopping experiences for over a century. Technology has played a huge part in that, helping the company transition from catalogues to pureplay online retail. As the UK's largest integrated retail and financial services provider, Very has a unique position across three huge industries (tech, credit and retail).

## *Discover Very*

Liverpool ChiroChem (LCC) is a chemistry-based contract research organization (CRO) that produces and supplies chiral small molecules to the global pharmaceutical and biotech research and development sector. The startup aims to accelerate the discovery and development of new drugs across multiple therapeutic areas including dementia, cancer and respiratory conditions.

*The team at @LCRActivate have created a list of the best tech innovations in Liverpool City Region for #LCRTechClimbers19, in partnership with*

*@BCloudUK & @praetura\_ven - and we're featured!*

*You can see the full list here →*

*<https://t.co/svRuStVRfB> [pic.twitter.com/Z3MPX2lxxr](https://pic.twitter.com/Z3MPX2lxxr)*

*— LCC (@ChiroChem) September 18, 2019*

*[Discover Liverpool ChiroChem](#)*

Collabco allows organisations to create immersive and engaging digital environments, with a dedicated team passionate about software development and systems innovation. Harnessing emerging technologies, Collabco creates innovative experiences with bespoke software that delivers value.

*[Discover Collabco](#)*

Created in 2014, Capture Education is redefining Learning Journals, with an online solution that makes it quicker and easier to record and track the development of every child in care. Every day, hundreds of nurseries and

practitioners rely on Capture to enhance their observations and make generating progress reports a breeze. The company aims to engage parents through its dedicated parent portal and share photographs, videos and audio notes to bring their learning journals alive.

<https://www.facebook.com/CaptureEd/videos/598559583953029/>

### *Discover Capture Education*

Founded in 2010, Yodel is an independently owned parcel carrier, offering a wide range of delivery options to suit business needs. It delivers around 150M parcels each year for many of the UK's leading retailers and businesses. Yodel operates three networks; service centre based van drivers, local couriers who deliver in their own neighbourhood and CollectPlus, which allows consumers to send, return and collect parcels via its nationwide network of parcel points.

*Download the Yodel app and track your delivery on the go: <https://t.co/E8qwN678wY>  
<pic.twitter.com/oDQwAeBPBF>*

*— Yodel (@YodelOnline) [August 6, 2019](#)*

### *Discover YODEL*

Developed by YRfree, eviid is the patented technology driving evidential video applications in demanding, risk-conscious sectors. The startup automatically turns videos and photos captured on a smart device into reliable evidence that is suitable for use in court, claims, compliance and complaints. The technology also enables live, secure and recorded video calls between field and base, as well as integrating advanced workflow and reporting features.

*Discover eviid*

*Read also*



10 startups to watch in Manchester

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