

10 tech startups to watch in Birmingham

With incubators and accelerators ready to nurture the local startup ecosystem, Birmingham is the second biggest city leading transformation in the UK, after London. Maddyness has selected some of these businesses.

FlashAcademy is an exciting, engaging classroom resource that includes interactive lessons and word games that can be done at home or in school. It's gamified learning that doesn't feel like learning with leaderboards to encourage student motivation, native speaker videos and audio and a teacher dashboard to track all progress and set homework.

Discover FlashAcademy

Fluence World aims to help forward-thinking companies streamline their decision-making. Using innovative language-mapping software, the company helps businesses make sense of the content that passes through their organisations. They provide staff with the tools they need to make better, more informed and data-driven decisions, regardless of industry or application, with what they call AI-assisted decision-making.

Discover Fluence World

Founded in 2018, Shopper.com is a B2C couponing platform combining crowd power and AI to help thousands of shoppers save money on eCommerce stores. With over 35K+ global stores on the platform, shopper.com is one of the fastest-growing community-driven couponing platforms. Passionate about creating a thriving community of shopping enthusiasts through advanced technology solutions, the platform aims to provide an easy-to-use, intuitive and user-friendly platform to reinvent the online shopping experience.

Discover Shopper.com

Created in 2012, Whisk is the world's smartest food platform, understanding food, flavour and nutrition from millions of user interactions. Using deep learning and NLP to make food content shoppable, the company powers the connected kitchen and personalises nutrition for the world's leading brands, publishers, grocers, IoT and health companies. In 2019, Whisk joined the Samsung NEXT team.

Discover Whisk

Founded in 2013, Voxpopme is a global video feedback platform, allowing companies to build empathy and better understand their customers with agile qualitative insights at a quantitative scale. Businesses can engage, influence and drive action internally, empowering better decision-making through deeper customer understanding. The company's unique technology lets clients capture customer videos at speed, analyse at scale and share with ease.

Discover Voxpopme

Established in 2012, Geospatial Insight provides independent research derived from the analysis of satellite, aerial and drone imagery and the integration of this intelligence with a range of other data sources. The company puts ground-breaking independent research in the hands of fintech and insuretech clients in areas such as risk analysis, investment evaluation, asset monitoring, and event impact assessment, delivering them with a distinctive competitive advantage.

Discover Geospatial Insight

Founded in 2016 to accelerate the global shift to renewable energy and positively impact people's lives, Aceleron is an innovative advanced lithium battery developer that empowers people to benefit from sustainable battery technology. With offices in the UK, the Caribbean and East Africa, the company creates innovative storage technology that makes it possible to easily service lithium battery packs, upgrade features and capabilities at will, and to avoid expensive disposal costs by continuously refilling energy cells.

Owning a battery? Learning how to look after your product in the long term is key to maximise your #batteryhealth. □

Do you need advice on charging your battery? Find out more with our latest post:

<https://t.co/Lg5Tr2cJFZ> #batterycharging #lithium #battery #wednesdaywisdom

— Aceleron (@aceleronenergy) July 23, 2020

Discover Aceleron

Founded in 2014, EYOTO is an optical innovation company that develops technology solutions for the global Optical Industry. Initially a spinout from Aston University's School of Optometry, one of the leading and best-known Optometry programs in the world, EYOTO aims to tackle problems in the optical industry through advanced technology, with a focus on image processing, computer vision, machine learning, artificial intelligence, and ophthalmic user interface design.

Discover EYOTO

Created in 2008, Lightwave designs superior smart-home tech to look beautiful and perform brilliantly. Back in 2008, the company Lightwave launched the market's first internet-enabled devices. Today, Lightwave designs and manufactures smart sockets, dimmers, relays, thermostats, heating, energy, sensing, monitoring and control devices. All these devices are easy to install and can be controlled remotely. Its system can be operated using Google Assistant and Amazon Alexa voice control. Additionally, Lightwave now operates in seven languages as the popularity of its system grows outside the UK.

Discover Lightwave

One of The Sunday Times 100 Best Small Companies to Work For for 6 consecutive years, ClickTravel is the nation's fastest-growing corporate travel management company. ClickTravel simplifies the process of booking travel by providing an online booking platform that aggregates content from lots of different travel distribution networks into a single platform giving customers a whole world of choice at their fingertips.

Read also

10 startups to watch in Manchester