

# Startups in retailtech, healthtech and fintech raise nearly £30M this week

Every week, Maddyness brings you the latest investment news from the UK startup ecosystem. Here's a recap of this week's investments.

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Total

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£29.778M

Number of deals

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7

On-demand retail e-commerce platform

## Moteefe raises £8.3M

Moteefe, the e-Commerce platform providing infrastructure, customisation and global fulfilment for retailers of all sizes, has received \$11M (£8.3M) from new investor BGF, who led the round with existing investors Gresham House Ventures and Force Over Mass Capital.

Moteefe provides all the infrastructure (including a global network of manufacturers and distributors) and software for anyone to run and manage e-commerce operations. From individual entrepreneurs to the largest retailers in the world, people can sell customised items, on-demand, produced and shipped locally.

*Read also*

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[On-demand retail e-commerce platform Moteefe raises £8.3M](#)

## BNPL fintech Zilch raises \$10M (£7.5M) to fuel their product offering

Founded in 2019 by Philip Belamant, Zilch is a Buy Now Pay Later (BNPL) product that allows its customers to shop wherever Mastercard is accepted and spread their payment over 6 weeks for zero interest and zero fees when they buy from one of Zilch's retail affiliate partners.

Unlike traditional BNPL products that require technical integration with merchants, Zilch's model does not require any integration and can instantly provide users with accessibility everywhere.

## uMotif closes a £5M Series A funding round to get therapies to patients faster

Based in London, uMotif – the patient-centric data capture software company was backed by existing investor AlbionVC. The funding, which also saw

participation from Oslo-based DNV-GL and existing angel investors, will accelerate uMotif's growth.

It will fuel further development of its patient-centric and decentralised approach to clinical studies and enable expansion into new study types and more high-demand territories. Helping to get much-needed, and at times life-saving, therapies to patients faster.

*Read also*

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[uMotif raises £5M to power clinical trials and deliver therapies faster](#)

## Direct marketing expert Reachdesk closes £4.5M in Series A funding

With this new funding, the direct mail and corporate gifting specialist [Reachdesk](#) – providing services for B2B companies – plans to enter the US, Europe and the Asia Pacific.

Founded in 2018 by Alex Olley, Meelan Radia, Jay Radia and Alex Santos in London, Reachdesk enables sales and marketing professionals to create, manage, scale and measure the ROI of their direct mail and gifting campaigns in one place.

## Fintech HR Storm2 secures £2.2M in Series A funding

Founded in 2019 in London, [Storm2](#) was backed by Puffin Point Investments and will use the funds to expand operations and its business reach globally entering Asia Pacific and North America first.

Storm2 specialises in recruitment for the fintech world by connecting organisations with a platform to recruit talent. Its teams currently cover key fintech skill sets across C-Suite in product, sales, finance, operations, engineering, DevOps and cybersecurity, providing fintech-focused information

about market compensation and best practice in diversity, hiring and retention.

## Healthtech MyPathway raises £2M as pandemic boosts demand for patient app

Yorkshire-based MyPathway, a healthtech business with an app that helps patients communicate with clinicians remotely was backed by NPIF – Mercia Equity Finance, Northern Powerhouse Investment Fund, the UK government’s Future Fund and Bob Gomersall. The company says the pandemic has boosted interest in its MyPathway app, which removes the need for appointment letters and calls, allowing patients to agree on care plans with clinicians, who can then monitor their progress and receive feedback.

The investment will allow the startup to enhance its product to make it easier for patients to sign up remotely and to achieve further accreditations to extend its use in other areas of the NHS. The company, which currently employs 15 staff, is planning to create 20 new jobs at its headquarters in Saltaire in the next 12 months.

## Proptech Propio raised £278,000 to launch in Q4

As part of this new round, Propio launched a private funding round which raised £139,000 and used the government’s future fund.

Propio will use the funds to gain its appointed representative permissions from Rebuildingsociety, grow its sales and enhance its technology platform in preparation for launching in October.

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#RETAILTECH

## Moteefe

### £8.3M

BGF

#FINTECH

Zilch

£7.5M

N/A

#HEALTHTECH

uMotif

£5M

AlbionVC

#MARKETING

Reachdesk

£4.5M

N/A

#FINTECH

Storm2

£2.2M

Puffin Point Investments

#HEALTHTECH

MyPathway

£2M

NPIF, Mercia Equity Finance, Northern Powerhouse Investment Fund, Future Fund, Bob Gomersall

#PROPTECH

Propio

£278K

Future Fund