

# Bulls on parade! NOTWICS Connecting People October edition

This month sees the latest NOTWICS Connecting People showcase with 5 of the best startups from a variety of verticals, some Early Stage, others Scale-Ups. All are looking to raise funding and are either SEIS / EIS assured, or both. The founders are presenting their business via video so you can experience them at your own convenience wherever you are.

---

Looking to follow in the footsteps of notable NOTWICS champion startups like LendInvest, Accompany, TaskRabbit, SafeToNet, Machine, Raptech, Hiyacar, [Visionable](#), Jaja Finance, [Moteefe](#) and many others, 5 startups are showcasing their businesses on October's [NOTWICS Connecting People](#).

Each month, NOTWICS reviews, analyses and selects Early Stage Startups and fast-growing Scale-Ups, for you. With physical pitch events seemingly a thing of the past, the founders present their business via video and the platform feels like a “Netflix” for discovering talent and tech, where you can explore and enjoy the businesses at your own convenience.

# This month you can see pitches from

Slice, a uniquely disruptive marketplace with great traction in 2 months since launch (9,000 Users and 75 Branded Offers) delivering a marketing channel direct to consumers in a UK market worth £19B. Whilst Slice's ambition is to expand the marketplace to the global market in 2021, the business can sustain itself from the growth afforded it from this round alone.

*Read also*

---

The wonderful world of data

Chorus, the place to discover independent businesses in your local area, as recommended by local people. This is achieved via a digital shopfront connecting shoppers and businesses together by location and common interests. London's Farmers Market, Borough Market, Peckham Levels are all users and Apple's latest technology - App Clips, has been integrated into the offering. This all combines to provide content rich, high quality, Chorus stories.

Video is at the heart of how people live their lives and work now because of the pandemic. Hollabox saw the power of video long before then, and are here to help it fulfil its rich potential in new ways and new sectors across the globe.

ImproveWell, the leading engagement solution for improvement in the NHS; 25 customers have confirmed product-market fit and the business is generating revenues in the UK, USA and New Zealand. The ImproveWell team brings together a rich combination of clinical, business, technical, sales and marketing know-how to deliver its services and leverage a strong pipeline of 600+ inbound leads.

*Read also*

---

For healthcare, by healthcare: Interview with Lara Mott, CEO ImproveWell

hangAir, a pioneering health tech brand combining hardware (patent pending) with a supporting wellness Saas ecosystem (app). The business has a solid leadership team that has attracted strong early backing from some impressive high profile angels, as well as a recent £1.5M pre-order, to catapult their commercial traction.

*Read also*

---

[Everything starts with posture: Interview with Mirjana Prokic, founder of hangAIR](#)

If any of these presentations are of interest you can contact the NOTWICS team via the button under each video.

[Discover NCP October](#)

---

Article by MADDYNESS