

The top 50 tech startups to work for in 2021

If you want to work in a startup, you have to be prepared to adapt to constant change and accept it's all hands on deck. It can be exciting, so why not join one of the best London has to offer?

This is why [Otta](#) has compiled a list of the top 50 most innovative startups to work for in the city this year. Fifty startups and scaleups appear on the [Rocket List](#), including tech unicorns Cazoo, Hopin (now a 'double unicorn') and Gousto, along with fintech firms Revolut and Checkout.com, which are hiring for the most roles right now with 79 and 68 respectively.

All 50 companies listed have been selected based on their level of financial investment, the number of jobs available, employee growth, and their corporate mission and purpose. Collectively, they have raised £2.1B in investment and posted 2,695 jobs in 2020.

Expert perspective on startups

For the first time, the Rocket List has been curated by a panel of experts, including several leading venture capital firms - LocalGlobe, Atomico, Seedcamp, Accel, and Amadeus Capital as well as the UK's tech entrepreneurial network Tech Nation.

Otta's CEO and cofounder Sam Franklin said: "We first created the Rocket List in 2019 to help people make the right decisions about their next career move.

This year's list is no different.

“We want to call out the top tech startups to work for, and show people why these companies are a great place to work and why they are the best place for people to accelerate their career.”

“We have been fortunate enough to work with a panel of experts to help us reach the final shortlist. What's more, we have used real-time data on job opportunities, growth, fundraising, and more. And we've listened to thousands of job seekers on what they like and dislike. It's enabled us to provide a comprehensive list of fast-growing and innovative tech companies that we hope will excite job seekers as much as it excites us.”

You're on the list

Four startups and scaleups – Cleo, Revolut, TrueLayer, WhiteHat (now Multiverse) – have made the Rocket List since the list began three years in a row due to their consistent growth and hiring. Revolut continued to hire throughout the height of COVID-19, advertising for 327 roles, than any other scaleup throughout 2020.

New entries to the list include Codat, Blink, and Unmind, each of which raised £8M in Series A funding in 2020.

Other entries include Impala and Marshmallow, which have raised more than £14.6M and £22M in funding respectively and experienced phenomenal growth by being open about their diversity and inclusion initiatives.

The fintech sub-sector is dominating the Rocket List with a 47% share, followed by AI and big data (12%) and healthcare (8%). Check out the full Rocket List [here](#).

