

# New accelerator programme for worktech startups to launch

Eight new startups have been selected to take part in an accelerator programme aimed at worktech founders.

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*The Workplace Accelerator*, which is run by background screening startup *Veremark* will allow startups to gain advice, mentorship and networking opportunities through a 16-week bootcamp style scheme.

Participants are coming from across the globe and span a diverse range of tech sectors, including new innovations in wearable technology, digital powered recruitment aid and social video games for virtual conferencing.

The startups – which represent the top 3% of all applicants to the programme – include the employee wellness app, Hay, which allows employees to keep active with perks to improve productivity as well as Diversely, a recruitment aid platform which allows employers to benchmark and track diversity in the workplace.

Other startups include SpaceBands, which was launched during the pandemic to help companies track social distancing regulations in the workplace and Knack, a coaching leadership app which encourages employers to promote internal coaching and mentoring programme to colleagues.

They will have the opportunity to pick six mentors from the programme's network of more than 250 senior HR leaders, and will also have the opportunity to meet worktech investors from across the globe.

The pandemic has accelerated digitalisation and innovation in the workplace to overcome new obstacles, as almost \$14B was invested in worktech in 2021 alone.

The new startups participating in the programme are set to contribute to a booming industry.

David Callaghan, CEO and cofounder of Veremark, said: “HR tech is a US\$600billion per year industry and has the power to be a force for good as businesses negotiate a rapidly evolving workplace. We want to help companies find simplicity and have confidence in all their people processes, be they remote, hybrid or onsite”

With the first cohort of founders participating in the programme last year going on to raise a collective \$4M from the programme’s network of mentors, the second cohort is set to be just as successful.

Callaghan, who established the programme, added: “Our Workplace Accelerator has already shown that industry leaders want to help early-stage ventures with a clear impact on the business landscape and, with some hands-on support, we believe this cohort can achieve great things.”

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