

# Techstars London unveils 2022 cohort, celebrating underrepresented founders

Techstars London has unveiled its 2022 cohort, placing a major focus on underrepresented founders. We asked each of the twelve startups to explain what their startup does, and to summarise their experience as a founder in one word.

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## Atom Universe

*Launching the first Metaverse As-A-Service solution*

Answered by: Jerome Dewavrin

In two sentences, explain what your startup does and why?

We created the Metaverse-As-A-Service. We enable the most prestigious

organizations and brands to create exceptional virtual world experiences to engage with consumers. We provide unbeatable time-to-market to offer a Metaverse experience. We create white labelled premium virtual worlds with PlayStation-grade graphics running on mobile and offer the self-service tools to manage your own Metaverse without coding

In one word, summarise your experience as a founder so far?

Rollercoaster!

## Flex

*Turning video-game achievements into a real-world soft skills profile*

Answered by: Jonathan Holtby

In two sentences, explain what your startup does and why?

Flex turns video game data and achievements into a professional profile that young talent and people with unconventional backgrounds can use instead of a resume. The era of the ivy league / oxbridge degree → 30y career in banking where you only ever work in Western markets is past – young people are changing the economy and we're giving them the tools to do it.

In one word, summarise your experience as a founder so far?

Incendiary!

## Fluffy

*Everything you need to raise a healthy and happy*

## *pet, in one app*

Answered by: Pavel Gertsberg

In two sentences, explain what your startup does and why?

Fluffy is a mobile app for the new generation of pet parents to take the stress out of raising pets with personalised educational content and pet care products. On average first-time pet parents waste 34 hours looking for trusted advice and up to £145 on unnecessary products, every month. Fluffy saves pet parents time and money with educational video courses and tailored pet care products created by the leading market experts.

In one word, summarise your experience as a founder so far?

Meaningful!

## Krater Tech, inc.

## *Enabling data centres, crypto miners and hardware dealers to connect effortlessly*

Answered by: Javier Hermosa Martin

Krater Tech is building a Marketplace for the crypto mining industry that helps data centres to monetise their infrastructure by connecting them with hardware suppliers and end-customers through proprietary technology. Krater focuses on making it easy for people to start mining, as well as to automate all processes and operations for data centres and hardware suppliers.

In one word, summarise your experience as a founder so far?

Intense!

# Multy

*An open-source platform that makes it easy to deploy to multiple cloud vendors*

Answered by: Joao Coelho

In two sentences, explain what your startup does and why?

When companies develop their products in the cloud, they get locked-in and can't easily change cloud providers to leverage better pricing or comply with regulatory requirements. Multy is an open source tool that enables companies to deploy to any cloud and make the process of switching much easier.

In one word, summarise your experience as a founder so far?

Rollercoaster!

# Pulley.ai

*Connecting stores, email, and ad platforms to offer personalised recommendations for growth driven by AI*

In two sentences, explain what your startup does and why?

Pulley connects your Shopify store, email, and ads platforms and finds where you're missing out on sales or over-spending on acquisition. Pulley's AI aggregates data and sends daily marketing and optimization suggestions that users understand what each of their customers will buy, when they'll buy, and

the best way to upsell them or retain them.

## Savium

### *A next-generation finance platform*

Answered by: Yin Noe

In two sentences, explain what your startup does and why?

Savium allows DAOs to automate cashflow management, financial governance and save money on transaction fees with our integrated Treasury Management solution.

In one word, summarise your experience as a founder so far?

Transformational!

## Sepet

### *Bringing shoppable AI experiences to video and live-stream content*

Answered by: Sercan Cidem

In two sentences, explain what your startup does and why?

Sepet is the most interactive video shopping in the world, turning livestreams and videos into smart ones that you can touch, select the items and add to your basket. We're helping brands better engage with their customers through

video content.

In one word, summarise your experience as a founder so far?

Rollercoaster!

## SPEEQO

*Through voice AI we improve the quality of response, while reducing costs for customer service*

Answered by: Petra Kolesarova

In two sentences, explain what your startup does and why?

SPEEQO is a SaaS that allows customer service to dramatically improve the quality of response, whilst reducing costs. While the industry is experiencing a 49% growth in the number of customers demanding an empathetic approach, we use speech analysis and emotion recognition technology to prioritise customers requiring urgent attention, allowing for better management of calls, quicker response time and improved quality of service.

In one word, summarise your experience as a founder so far?

Educational!

## Stance Fitness Ltd

*IoT wearables and Apps to track, monitor and enhance weight/strength training*

Answered by: Alex Freeman

In two sentences, explain what your startup does and why?

Working in the Fitness market, specifically in strength, conditioning and weight training, Stance helps gym users stay motivated and meet their fitness goals through an easy-to-use system and app that enables users to programme, then automatically track and monitor their progress. The app encourages people to develop fun and effective training programmes, shows them how to use equipment and automatically tracks and monitors their progress.

In one word, summarise your experience as a founder so far?

Fulfilling!

## Tonic Audio

*A remote audio collaboration platform*

Answered by: Ethan Clift

In two sentences, explain what your startup does and why?

Tonic Audio is an app reinventing the way that music is created. Created by artists the hope is to see even more people make what they dream, reality. Tonic combines cloud storage and file sharing with the creation of an online community that help users take their songs to the next level.

In one word, summarise your experience as a founder so far?

Exhilarating!

## Vimma

# *Building the Operating System for the Creator Economy*

Answered by: Outi Pietilanaho

In two sentences, explain what your startup does and why?

Vimma enables amateur influencers to become professionals through their Talent Platform that helps early-stage creators to upskill, find business deals and professionalise their presence. Vimma has already enabled thousands of people to tap into a new type of creative economy, where anyone can make a living out of their passion.

In one word, summarise your experience as a founder so far?

Epic!

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Article by MADDYNESS UK