

Tech Heroes: Tech Nation announces the UK startups selected for its Libra programme

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The United Kingdom is a unique country, for it is not just one. Its unique constitution makes it the jewel amongst nations. Composed of England, Scotland, Wales and Northern Ireland, diversity is the foundation of the kingdom.

Strong of this heterogeneity, mixity is at the core of the UK. Mixity is what adds Great to Britain.

It's this multitude of assets that made the United Kingdom the strong nation it is today, and is what makes it grow today.

It is in this spirit that Tech Nation has announced the UK startups selected for its Libra programme, which champions founders from underrepresented communities across the country.

Amplify and Connect

Now entering its third year in operation, Libra, which seeks to amplify and connect underrepresented founders, will provide this 25-company cohort with the knowledge, tools and community they need to scale their businesses.

Between 2009 and 2019, only 0.24% of all venture capital funding was allocated to Black founders. Today, the most significant difficulties are faced by Black women founders who, between 2013 and 2023, raised just 0.14% of venture capital according to Extend Ventures.

To help overcome barriers to progress, Libra will deliver a bespoke six-month programme, comprising one-to-one and group coaching sessions, business development planning, access to funding opportunities and industry-led workshops.

“I’m excited to embark on this entrepreneurial journey with such a determined and talented group. Libra exists to address the systemic disparities in the entrepreneurial landscape, and the founders’ awareness of these challenges only fuels their determination to succeed.” says Chantelle Young, Libra Programme Lead

This year, participants will also have the opportunity to pitch their startup to an audience of venture capitalists, angel investors, and business leaders, helping them grow their businesses and make lasting connections.

The Fellowship of the Win

Upon the programme’s conclusion, participants gain a lifelong fellowship and join a thriving alumni community where they will continue to access peer-to-peer support, and the tools needed to scale their businesses both across the UK, and internationally, with access to Founders Forum Group’s global

entrepreneur network.

This year's cohort – of which 56% are founded or co-founded by women and 25% are based outside of London – includes:

Brarista, an AI-enabled bra expert allowing women to fit themselves and shop for the right bra using any mobile device's camera

Ecolens, which streamlines data collection across supply chains to accurately measure construction emissions

Playroom, a platform facilitating meaningful connections between families to reduce the mental load of parenting

Deep Loop, a generative AI platform designed to aid market research

Bakkali, a platform making grocery shopping for cultural communities easier and more accessible

The full list of participants also features:

Final Rentals, aTrace, TRC, Nowii, Microfon, Unyte Africa, meCash, Zido, Elifa, UNNDOO, WUKA, Travel Creators, Vendoir, FueGo, Vieunite, Tech1M, TEVR, Greenworkx, Genzaar, and Bot Theory.

“We know that a truly innovative and representative tech ecosystem hinges on diversity, and we’re excited to amplify the voices of this talented Libra cohort, helping them to grow their businesses and inspire future generations of founders from all backgrounds.” says Carolyn Dawson OBE, CEO of Tech Nation

