

# Customer service innovation, green energy and more in this week's MaddyMoney

*Every week, Maddyness brings you the latest investment news from the UK startup ecosystem. Here's a recap of this week's investments.*

Temps de lecture : minute

---

24 January 2025

Total

---

**£109.39M**

Number of deals

---

**7**

## Mojo-CX secures £2.25M investment for customer service innovation

Manchester-based SaaS company Mojo-CX has raised £2.25M to advance its AI-powered customer service tools. Led by NPIF II - Praetura Equity Finance, as part of the Northern Powerhouse Investment Fund II, the round also saw participation from River Capital's fund:AI, the Greater Manchester Combined Authority (GMCA), and Foresight through the Midlands Engine Investment Fund (MEIF). Mojo-CX's suite includes MO, an AI team leader, JO, an agent assistant, and CECE, a tool that uses AI to

reduce insight analysis time by up to 99%. These solutions aim to improve customer experience, boost call handler efficiency, and drive customer loyalty.

CEO Jimmy Hosang stated, “This funding will help Mojo-CX redefine customer contact using AI while deepening our commitment to the North West by creating high-quality jobs and supporting the local tech ecosystem.” With plans to expand its sales and engineering teams and introduce voice AI and real-time quality assurance features, Mojo-CX is poised for significant growth. Michael Rees of Praetura Ventures emphasised the importance of Mojo’s tools in helping businesses enhance customer service and gain a competitive edge. The funding aligns with the Northern Powerhouse Investment Fund II’s goal of fostering innovation and economic growth across the North of England.

## Aslan secures £3.9M to supercharge employees’ pay

*Aslan*, the innovative financial wellbeing platform, has raised an oversubscribed £3.9M seed funding round led by Notion Capital, with participation from Redstone and prominent angel investors. The platform enables employees to make their pay go further through tax-efficient cashback rewards and flexible payment options, empowering users to manage their finances responsibly. Since its April 2023 launch, Aslan has gained rapid traction across industries, with strong adoption among employees earning an average of £50K annually.

This funding will fuel Aslan’s ambitious growth, allowing it to enhance its product with new budgeting and financial education features, expand its team, and redefine employee engagement. Founder and CEO James Gozney stated, “This investment is a testament to our progress and marks the beginning of our mission to transform how employees get paid

and rewarded.” Stephen Chandler, Managing Partner at Notion Capital, added, “Aslan offers game-changing benefits for employers and employees, and we’re excited to support its next phase of growth.”

## Aegis Energy secures £100M investment for UK's first multi-energy refuelling hubs

*Aegis Energy* has raised £100M from Quinbrook Infrastructure Partners to establish the UK’s first clean multi-energy recharging and refuelling hubs for commercial vehicles. These state-of-the-art facilities will cater to electric, HVO, hydrogen, and bio-CNG-powered trucks and vans, addressing the critical need for infrastructure to support the transition to cleaner fuels. With transport contributing 29% of the UK’s greenhouse gas emissions and commercial vehicles accounting for 10%, these hubs aim to bridge the infrastructure gap, enabling logistics operators to meet growing regulatory and consumer demands for sustainability. The first five hubs, planned for cities including Sheffield and Warrington, are set to begin construction in 2025, with an ambitious goal of creating a 30-hub network by 2030.

Each Aegis Energy site will support simultaneous charging and refuelling for over 40 HGVs and 25 vans while offering amenities like secure parking and rest facilities for drivers. By providing scalable public infrastructure, Aegis Energy will reduce carbon emissions by approximately 14,300 tonnes annually per site. Co-founder Christopher Thorneycroft-Smith emphasised the need to overcome barriers such as grid constraints and limited charging options for van drivers, while Quinbrook Managing Director Keith Gains highlighted the significant investment opportunity to drive emissions reduction in hard-to-abate sectors. This partnership marks Quinbrook’s first foray into sustainable transport, complementing its global portfolio of net-zero investments.

# Recfindr secures £300K funding from SFC Capital

*Recfindr*, a UK-based startup revolutionising recruitment management, has raised £300K in pre-seed funding led by SFC Capital, with participation from high-profile angels, including Clearbank's European COO, Ezequiel Canestrari. The platform connects hiring managers with boutique recruiters, offering a streamlined, all-in-one solution for managing contracts, procurement, and recruitment metrics.

Recfindr addresses a fragmented market, where 80% of UK recruitment agencies are boutique firms. By connecting hiring managers to these specialists, the platform halves the time needed to fill roles, crucial for fast-growing industries like fintech, AI, and biotech. With over 160 agencies already onboard and a market worth £36BN, Recfindr is driving significant change in recruitment.

Founder Alexandra Chirica, a Romanian-British entrepreneur with deep industry expertise, launched Recfindr less than a year ago. The funding will fuel platform development and growth, enabling Recfindr to transform the industry. SFC Capital's Ed Stevenson praises Alexandra's ambition and the platform's potential to address critical hiring challenges in the UK's fastest-growing sectors.

# Adclear secures £510K pre-seed funding to automate FCA marketing compliance for high-growth fintechs

*Adclear*, a RegTech startup revolutionising marketing compliance for scaling fintechs, has secured £510K in pre-seed funding from Haatch, Force Over Mass, and Founders Capital. The funding will drive product

development, team expansion, and global market reach, extending compliance coverage to EU and US regulatory frameworks.

Adclear's AI-powered platform addresses the compliance challenges of fintechs operating under stringent FCA regulations, especially in high-risk categories like crypto, investments, and loans. With real-time, tailored evaluations, Adclear eliminates manual reviews, cutting compliance processes from days to hours. Leading brands like Plum, Creditspring, and Trade Nation are already leveraging Adclear to streamline marketing compliance, enabling rapid growth while adhering to complex regulations.

"The financial services sector faces unprecedented scrutiny," said Martijn de Wever of Force Over Mass. "Adclear's platform offers a practical solution to a costly problem, empowering fintechs to scale without compliance bottlenecks."

This funding positions Adclear as a comprehensive compliance solution for fintechs navigating multi-channel campaigns in diverse regulatory landscapes.

## Fuel Ventures and Oxford Capital co-lead £810K investment in Egregious

*Fuel Ventures* and Oxford Capital have co-led a £810K pre-seed funding round for *Egregious*, a platform combating AI-driven deception, disinformation, and societal polarisation. Highlighted in the World Economic Forum's 2025 Global Risks Report, these threats pose significant challenges to organisations worldwide. Egregious uses its Human AI platform to deliver solutions across critical sectors, including national security, finance, marketing, and cybersecurity.

The funding will accelerate the development of Egregious' cutting-edge

tools, which provide real-time narrative intelligence and AI-ready social media analysis to detect and counter misuse. Notable clients span public and private sectors, underscoring the platform's transformative potential in safeguarding against AI-driven manipulation.

Dr Rupert Small, CEO of Egregious, said, "AI agents can empower but also undermine trust at scale. With the support of Fuel Ventures and Oxford Capital, we're building a defence line for humanity, addressing these challenges head-on to protect organisations and individuals globally."

## Keyless secures £1.62M to fuel North American expansion and innovation

*Keyless*, a leader in privacy-preserving biometric authentication, has raised £1.62M in a funding round led by existing investors Rialto Ventures and Experian Ventures. This brings the company's total funding to \$10M over the past 18 months. The new investment will enable Keyless to accelerate its growth in 2025, following a transformative year in 2024 marked by rapid expansion across the UK, EU, and the Americas.

Keyless leverages facial biometrics to authenticate users while preserving privacy, serving multinational clients in banking, fintech, crypto, and gaming. The company has strengthened its US presence, onboarding former MasterCard executives Sarah Clark and Charles Walton as advisors and hiring North American Sales and Technical Services Directors. CEO Andrea Carmignani highlighted the booming biometric identity market, projected to grow at a CAGR of 41% over the next three years to reach \$40B globally, as a major driver for Keyless' innovations.

The funding will support further expansion in North America, customer acquisition, and the introduction of breakthrough solutions, including advancements to combat injection attacks and deepfake fraud. Keyless

also plans to enhance its privacy-preserving technologies, with new features expected to redefine biometric authentication in the near future.

## In international investment news

### Sereact raises €25M to make robots smart

Sereact, a Stuttgart-based robotics startup, has raised €25M in Series A funding led by Creandum, with participation from Point Nine, Air Street Capital, and prominent angels including Nico Rosberg and Mehdi Ghissassi. Sereact develops Vision Language Action Models (VLAM) that empower robots to perform tasks autonomously using zero-shot visual reasoning and natural language instructions. Its flagship product, PickGPT, enables robots to adapt to dynamic tasks in real-time, significantly reducing deployment time and delivering immediate cost savings for clients like BMW, Daimler Truck, and Bol.

This funding will support Sereact's expansion into mobile robots, humanoids, and advanced tasks beyond logistics and manufacturing, while growing its US presence. "We're transforming robotics with adaptable AI, setting new standards for autonomy," said CEO Ralf Gulde.

### Kraaft raises €13M to expand internationally and enhance its "WhatsApp for Construction"

*Kraaft, the French startup revolutionising communication in the construction sector with its "WhatsApp for Construction" app, has raised €13M to fuel international expansion and enhance its*

*platform. Founded in 2019 by Marc Nègre and his team, Kraaft already serves over 1,000 clients, including Vinci and Bouygues subsidiaries, across France, Belgium, Luxembourg, and francophone West Africa. Backed by existing investors and new ones like Dawn Capital and Brick & Mortar Ventures, the funding will accelerate Kraaft's entry into English-speaking markets like the UK and Ireland, as well as Germany, with aspirations to eventually expand into the United States.*

*The funds will also drive feature development to solidify Kraaft's position as the "WhatsApp for Construction." The company plans to introduce advanced scheduling tools for SMEs, seamless API integrations, and AI-powered automatic classification of construction site data. With its dual focus on scaling internationally and refining its technological edge, Kraaft aims to secure 50 new clients monthly by late 2025, further establishing itself as a leader in the competitive construction software market.*



Read also

Kraaft raises €13M to expand internationally and enhance Its "WhatsApp for Construction"

**Weecover secures €4.2M to accelerate**



# growth and international expansion

Weecover, the Spanish leader in embedded insurance, has raised €4.2M in its latest funding round led by Swanlaab Venture Factory, alongside existing investor Nauta and participants such as La Roca Capital, Bankinter, Prosegur, and Íope Ventures (Telefónica Seguros and Wayra). The funds will drive Weecover's expansion into new markets and strengthen its innovative Insurance as a Service (IaaS) platform, which connects insurers with distributors through fast and secure API-based solutions.

With prominent clients like PcComponentes, FNAC, and Mapfre, and operations in Spain, Portugal, France, Andorra, and Mexico, Weecover plans to build on its impressive annual transaction volume of over 100,000 insurance contracts. The funding will bolster its leadership in Spain, enhance its generative AI capabilities for customer service optimisation, and expand its team to support marketing, sales, and technological development. CEO Jordi Pagés emphasised the significance of the funding in accelerating growth and delivering cutting-edge solutions in the evolving insurance sector.

## Fusebox secures €2.6M to strengthen European energy market

Estonian startup Fusebox, a leading flexibility provider in the Baltic region, has raised €2.6M to accelerate its expansion across Europe. Led by Soulmates Ventures, with participation from SmartCap and existing investors Eneco Ventures and PKO Bank, the funding will enhance Fusebox's SaaS platform, expand its team, and grow its presence in the EU energy market.

Fusebox's Virtual Power Plants and Energy Management Systems address

challenges in the energy sector, such as price volatility and grid imbalances caused by renewables. Its cloud-based platform enables utilities and commercial clients to integrate and manage energy resources, reducing imbalances by up to 95% and delivering significant cost savings and revenue increases. With over 3,600 connected assets and a presence in 13 global markets, Fusebox is poised to scale its impact across Europe.

## Tapline raises €20M to revolutionise financing for SaaS and subscription companies

*Tapline*, a fintech innovator transforming financing for SaaS and subscription-based businesses, has secured €20M in a pre-Series A round comprising equity and debt. Equity funding was led by Karim Beshara, GP of A15 Venture Capital, with participation from Antler and strategic angels, while WinYield provided a bespoke debt facility. Tapline's AI-powered platform pre-finances future receivables, enabling SaaS companies with €15K+ MRR to access up to €2M in non-dilutive funding. The solution also offers advanced analytics for financial forecasting and growth strategies, empowering businesses to scale efficiently.

Currently serving clients in Germany, Estonia, the Czech Republic, and Poland, Tapline plans to expand further across Europe. With a capital-light model, enhanced credit assessment capabilities, and multi-currency support, Tapline bridges liquidity gaps for SaaS businesses. CEO Dean Hastie commented, "This funding allows us to address critical financing challenges for SaaS companies, combining scalability with flexibility to drive sustainable growth."

# ENAPI Secures €7.5M seed funding to transform EV charging connectivity

ENAPI, the platform revolutionising EV charging connectivity, has raised €7.5M in a Seed round led by Voyager Ventures, with support from Project A, Seedcamp, and Helloworld VC, bringing total funding to €10M. The platform streamlines data exchange between Charge Point Operators (CPOs) and eMobility Service Providers (eMSPs), tackling inefficiencies and improving reliability for EV drivers, with over 350,000 charge points onboarded and partnerships with 8 of Europe's 10 largest eMSPs in just six months.

The funds will scale ENAPI's transaction infrastructure across Europe and the US, while expanding its team. New appointments include Sierra Peterson of Voyager Ventures to its Board and Leopold Lerach as COO. ENAPI aims to make EV charging seamless, addressing a key barrier to EV adoption, with zero transaction costs and enhanced data quality for CPOs. Voyager Ventures praised ENAPI's pivotal role in building a scalable, cost-effective charging network.



**MADDYNEWS UK**

The newsletter you need for all the latest from the startup ecosystem

[SIGN UP](#)

---

Article by David Johnson