

MAYOR'S INTERNATIONAL BUSINESS PROGRAMME

LONDON[®]
& PARTNERS

2016 SUCCESSES

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Development Fund

2016 SUCCESSES

2016 was a banner year for the cohort members of the Mayor's International Business Programme. These exciting companies expanded into new territories and markets, created jobs, and strengthened their management talent and finances.

More than seven out of ten (71%) of the cohort companies created new jobs in 2016. Almost half of them signed new deals (49%) and entered new markets (45%).

Over one-third of them (36%) secured further funding in 2016. And more than one in six (18%) opened new offices.

These companies are the giants of tomorrow - and we are delighted that the Mayor's International Business Programme has been able to support them in achieving their long-term growth objectives.

Central to the 2016 activities have been the international Trade Missions. These connect our

high-growth cohort companies with potential customers and partners across the world. In 2016, we ran eight trade missions to San Diego, San Francisco, Chicago, New York, Cologne, Barcelona, Helsinki and China.

For many cohort companies, participating on trade missions that have genuine stature and credibility is critical in helping open the right doors, and to secure high-level access. For example, the International Mission to Chicago and New York in September was led by the Mayor of London, Sadiq Khan, and the Deputy Mayor for Business, Rajesh Agrawal.

"A technology startup in the UK often finds it difficult to meet the costs of international networking," reported Dimitrios Sideris of Genetic Microdevices. "The Mayor's International Business Programme has dramatically shortened the distance between our company and our customers abroad."



2

The Mayor's International Business Programme has dramatically shortened the distance between our company and our customers abroad.

Dimitrios Sideris, Genetic Microdevices





In 2016, the Programme also supported more than 60 cohort companies on business visits to China and India, helping them raise their profiles and build their international customer bases. “It supported our business trip to China and offered a tailored package to engage with local partners. The service was very professional,” was the experience of Christophe Williams, Naked Energy. translate plus said that the MIBP had enabled it “to forge exciting new contacts in both London and the US... This has directly led to the acquisition of new clients as well as introducing us to valuable contacts.”

The support provided at home was also well-received. In London, a series of mentoring sessions and workshops helped these talented entrepreneurs to shape and prepare their international expansion strategies. “It has provided us with a fantastic network to help us to develop our international strategy,” said Jon Smith, Pobble.

Each month, a “Meet the Mentor” roundtable provided expert advice and guidance on immediate, relevant and practical topics - from branding to IP to raising finance.

The mentors of 2016 included Anthony Fletcher, Graze, Saul Klein, LocalGlobe, Rhodri Thomas, SwiftKey, Jonathan Keeling, Crowdcube and Maria Wagner, Beringea.

In addition, a new series of monthly “Meet the Corporates” sessions have offered bespoke workshops to help cohort companies increase their customer base. To date, these sessions have been held by Universal and IBM.

Above and beyond the professional expertise and advice was the mutual support and peer-to-peer learning from being a member of a particular cohort. “The quality of entrepreneurs and mentors has been amazing,” said Olivia Sibony, Grub Club, “they are clever, driven, passionate, open, collaborative and extremely supportive.”

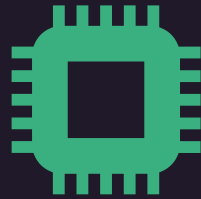
James Harrison of Sky-Futures put it this way: “Being part of a cohort of companies trying to change the world is very powerful.”

THE MAYOR'S INTERNATIONAL BUSINESS PROGRAMME IN NUMBERS



213

COMPANIES
ON THE
PROGRAMME



137

IN TECH



38

IN LIFE
SCIENCES



38

IN URBAN



438

JOBS CREATED
BY OUR FIRST
2 COHORTS



8

TRADE MISSIONS
SO FAR



24

WORKSHOPS
& EVENTS



61

FEMALE
FOUNDERS



£51m

INVESTMENT
SECURED BY
OUR FIRST
2 COHORTS

CASE STUDY

TEVVA MOTORS

2016 was a landmark year for Tevva Motors, the clean truck technology company that has developed a range of electric range-extended vehicles. The 12 months paved the way for it to emerge from being a pre-revenue, IP-rich startup to a growth company with a solid order book and international ambitions. It held a successful fundraising round and made an acquisition. It completed a successful one-year operational trial of a prototype vehicle within the UPS fleet. It expanded operations into new premises in Chelmsford with the capacity to build 2,500 vehicles per annum.

The potential for Tevva's low-emission technology is immense. Its prototype truck averaged over 100 mpg over a test period that exceeded 12,000km.

Tevva Motors' CEO Asher Bennett spent much of 2016 in China, and the company announced a

strategic partnership with Lingang Carbon Valley in Shanghai, the second largest truck manufacturer in China.

Joining the Mayor's International Business Programme helped to develop the networks and profile of Tevva. "Even though I had initial access to China, within a few months of joining the programme a whole new level of access opened up," says CEO Asher Bennett. "It introduced me to a whole level of contacts in this important market."

It underlines the view of Tevva's sales and marketing director David Thackray. "You can never do too much networking. And if you mix with people who also run high-growth, high-ambition businesses, you are simply bound to learn a huge amount."





TOP 5 INVESTMENTS RECEIVED

ONFIDO

REALEYES

SKY FUTURES

NETWORK LOCUM

FIREFLY

“The Mayor’s International Business Programme has been a great asset in building up the connections to other companies who have moved into the same markets. Through the programme we were introduced to some major banks and this has been of huge value!”

Patrick Penzo, Business Development Lead, Onfido

CASE STUDY

ONFIDO

2016 was a year of global growth for Onfido, the identity verification company that works with businesses across the world. While it is proud to be a UK company, its growth markets are the USA and India, while territories such as Mexico and Australia are being targeted.

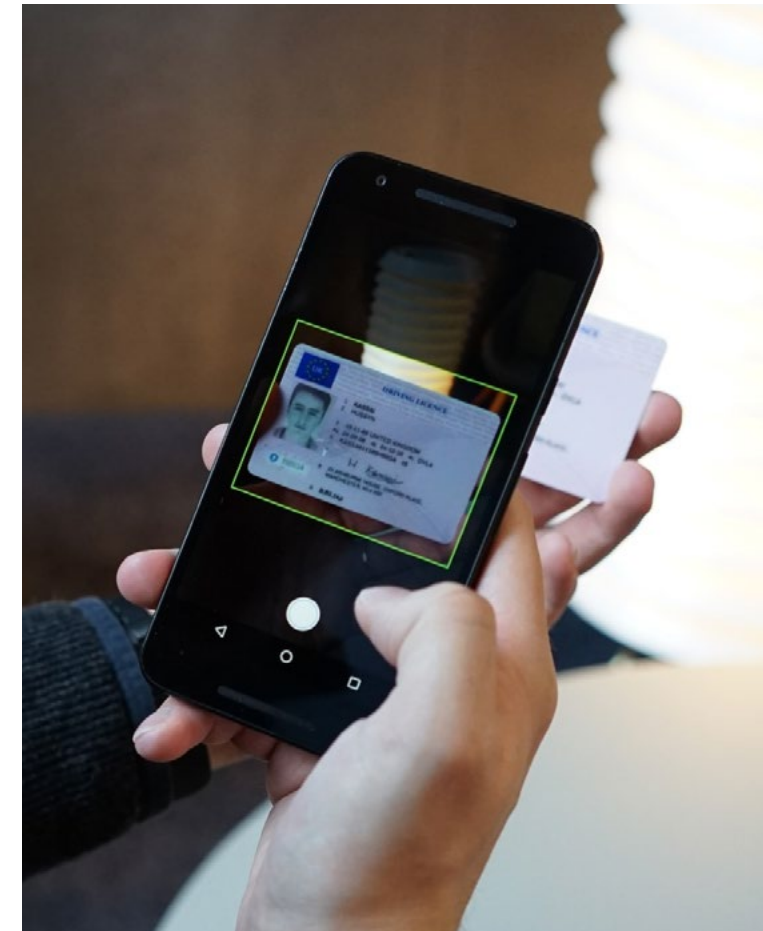
For Husayn Kassai, co-founder of Onfido, the benefits of participating on the Mayor's International Business Programme have been principally about contacts - from having face-to-face client meetings in New York, to exchanging experiences with other founders, to forging relationships with senior figures in the entrepreneurial ecosystem.

"The greatest advantage of being on the programme has been the number of high-level, face-to-face meetings with potential customers and partners in the USA, particularly in New York," he says. "The introductions and conversations have been seriously helpful.

The network of cohort members has also been a boon. They are regularly in contact, helping each other with introductions and insights. "The programmes are great but it's just as important to help each other." While Husayn Kassai spends most of his time in the US, he remains in touch via a WhatsApp group as well as meeting up when he is in London.

And the programme has helped the Onfido team to build up its broader network of contacts within the London ecosystem. "The Deputy Mayor has been very supportive," says Husayn Kassai. "We can open more doors."

Even during Onfido's relatively short four-year life, he believes that the level of genuinely responsive support for growth companies has stepped up considerably in the past two years. "More companies should know about how helpful and supportive London & Partners can be."





TOP 5 REVENUE GROWTH

ESSENTIA ANALYTICS

NETWORK LOCUM

UMOTIF

TECHNOLOGY WILL SAVE US

REALEYES

As a digital health business founded in London we were 'born global' in our outlook. The Mayor's International Business Programme further underlines our international approach and vision - aiming to rapidly grow our business across the world."

Bruce Hellman, CEO, Umotif

CASE STUDY

NETWORK LOCUM

2016 was a year of dynamic change for Network Locum, the company whose website helps locum doctors get work directly with practices anywhere in the UK.

In August, the company raised £5.5m from BGF Ventures and existing investors. Headcount has grown to more than 50.

Founder Melissa Morris can attribute much of Network Locum's growth to "being more connected in the community."

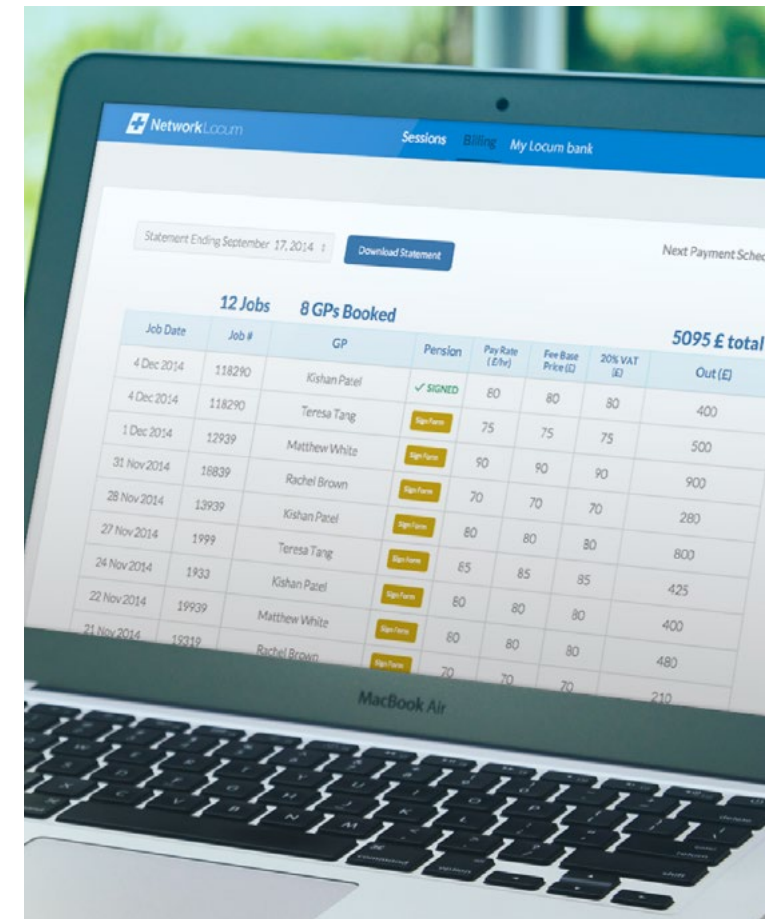
And that connectedness was driven by her participation in the Mayor's International Business Programme. Morris was a member of the Female Founders mission to Silicon Valley in 2016 - and it proved to be a decisive event.

One big lesson from the trip was the importance of culture. "Visiting companies such as Uber and

Facebook really made me think. You forget that you can form a culture and hire against those values. And I have made some quite big changes to the company as a result."

"It was one of the best trips I have been on," she says. "Initially, I felt almost guilty about leaving my team. But making connections with other women, all of whom had started businesses and sharing our challenges and opportunities, was amazing."

Those contacts have strengthened since the trip. "We made a commitment to help each other afterwards, and we do. We provide each other with introductions, share ideas and documents. It has been really great." So while she has shared the pitch deck that she used for her successful £5.5m funding round, she has been passed plenty of press introductions.





TOP 5 JOBS

HCT GROUP

ONFIDO

FUTURE LEARN

EDITED

PROVERSTY

“The access to a profound wealth of knowledge in any sector to aid in the growth of your company is invaluable. Membership has given us the support needed to grow into new markets.”

Zairah Khurshid, Head of Marketing, Proversity

CASE STUDY

SEaB ENERGY

2016 saw SEaB Energy expand its global presence. Its compact, easy-to-install Anaerobic Digestion (AD) systems, which fit into shipping containers, are being installed globally, directly and through distribution and licensing agreements.

Founder and CEO Sandra Sassow travelled on two missions to the USA - one to Silicon Valley, the other to Chicago and New York - under the Mayor's International Business Programme.

"Both were really helpful because they enabled us to renew contacts but also to make new connections, often at a higher level," she says.

There's great value in travelling as a group, she adds. "Being part of a wider group gives me another channel when I am looking for assistance or connections, as well as a broader spectrum of industries to tap into. These trips extend your

network well beyond your own industry sector. We have two very active WhatsApp groups from the trips."

Greater visibility has been a benefit of the programme. Sassow has featured regularly in the media, not just as an entrepreneur but as an expert on smart cities. "This profile is incredibly useful for us," she says. "We have signed up with a new partner in India, who had tracked us through the media. Now they are helping open up that exciting new market for us." The greater profile hasn't just exposed SEaB to potential new customers but aids conversation with partners, suppliers, investors and bankers, she adds.

"The programme has definitely added value to the business in 2016. It has been a notch up in terms of visibility of the company."



READY TO GO TO GROW IN 2017?

The Mayor's International Business Programme supports the global growth ambitions of London's businesses. The 12-month programme includes mentoring, expert advice and real business opportunities for high-growth companies in the life sciences, technology and urban sectors.

For more information on the programme please visit gotogrow.london

