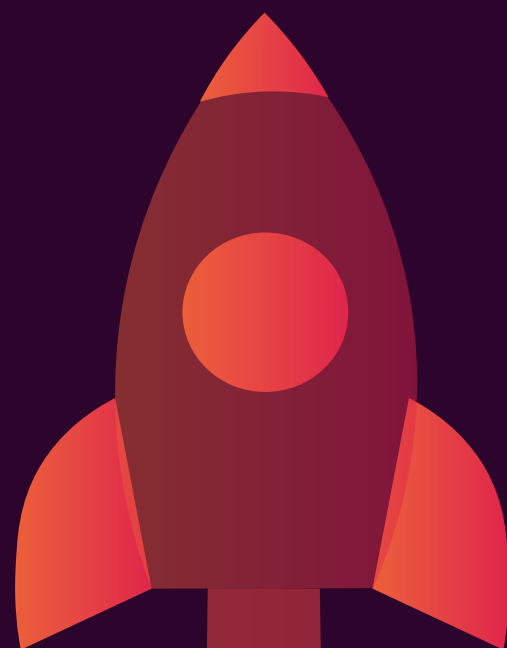


Tech Trailblazers: Exploring the Blackfinch Ventures Portfolio

It's an exciting time for the Blackfinch Ventures portfolio companies, many of which have spent the last year winning awards and global recognition as well as increasing market share and accelerating their growth trajectories.

Get to know some of the companies disrupting their industries and changing the way we live.

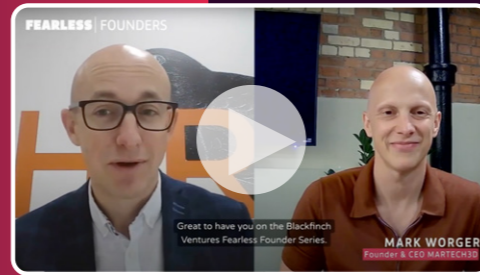
These companies are spread across the Blackfinch Spring VCT and Blackfinch Ventures EIS Portfolios.



Don't invest unless you're prepared to lose all the money you invest. This is a high-risk investment and you are unlikely to be protected if something goes wrong. [Take 2 minutes to learn more on page 6.](#)

MARTECH3D

MARTECH3D's technology helps business-to-business manufacturers showcase physical products through easy-to-use interactive three-dimensional (3D) visuals, including virtual showrooms, augmented reality, and technical configurators. Its tools can be embedded in websites or used in presentations to provide a more engaging experience for customers. The result improves sales and increases customer engagement. Martech3D is an earlier-stage investment which has grown rapidly. **Watch Martech3D Founder and CEO Mark in our 'Fearless Founders' Series!**



illuma

Illuma technology is used by brands and agencies to create digital advertising campaigns that use artificial intelligence (AI) to learn about audience behaviour in real time, without relying on collecting personal data or cookies. Illuma's team of PhD data scientists developed this technology to help brand's boost advertising campaigns while making sure what consumers see is useful and relevant.

SpotlessWater

Spotless Water is the UK's leading self-service ultra-pure water distribution network. If your window cleaners use poles and brushes instead of ladders, then the chances are they are using Spotless Water to ensure your windows are left streak-free. Spotless dispensing stations are loaded with filtering technology to make this possible. It's a unique business with no direct competitors.

Beings **NEW**

Beings streamlines the process of customer research, offering a sophisticated online platform for conducting video-based customer research at scale. By empowering market researchers to conduct user experience interviews and related field research from any location, the Beings platform digitises the previously in-person product research process, yielding substantial time and cost savings for organisations.

quin™

Quin has developed a comprehensive 'deep-learning' platform designed to improve customer conversion on e-commerce websites. Through the first-of-its-kind privacy-led 'audience engine', it segments different customers based on how they browse a website. Brands can use this information to customise user experiences, for example offering targeted discounts, improving conversion rates, and increasing revenue.

edozo

Edozo supplies an online mapping and comparables data service to the commercial property sector, dramatically improving the efficiency and accuracy of commercial property research and valuation. Its mapping tool uses state-of-the-art auto-polygon technology to generate boundary plans with a single click, and its growing database of commercial property occupiers and transactions helps customers to determine and justify property valuations.

BeyondWords

The BeyondWords platform transforms written content, like blogs and newspaper articles, into engaging audio experiences by converting text to natural-sounding speech. Platform users have access to features such as voice cloning and audio generation as well as content analytics and monetisation. This helps publishers captivate their audience and improves content accessibility for those who are visually impaired.

tended

This award-winning start-up designs intelligent personal safety wearable devices and monitoring systems that prevent workplace accidents and save lives. Tended was named in Time Magazine's list of Best Inventions for 2023 and counts the European Space Agency among its clients.

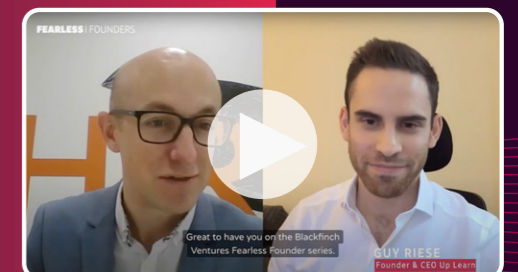
[READ THE ARTICLE FROM TIME MAGAZINE HERE](#)

CEO and founder Leo Scott Smith was inspired to launch Tended after he helped deliver aid relief in Nepal following a 2015 earthquake. **Learn more about Tended from CEO and founder Leo.**



Up LEARN

Up Learn provides everything students need to achieve an A* or A grade at A Level in their chosen subject, guaranteed or their money back. It has a 97% success rate and has taken on 15,000+ customers in the last year.



Watch Up Learn Founder and CEO Guy in our 'Fearless Founders' Series!





Transreport's innovative technology platform improves the travel experience for everyone, making journeys accessible, comfortable and safe. Having secured an exclusive long-term contract with the UK rail network, Transreport plans to expand internationally and has a strong vision to address rail, air and road travel.

Watch Transreport Founder and CEO Jay in our 'Fearless Founders' Series!



Tangle's platform simplifies the process of building software products without the need to hire costly developers. Clients can build software from scratch, using an intuitive drag-and-drop interface that doesn't require coding expertise, while also connecting clients to external data sources to minimise the time to market for new products. We are confident Tangle, led by its experienced founder, can take a sizeable share of the market, which is worth over \$100bn.



OnePulse helps global brands gather feedback on ideas in real time from a community of thousands of consumers. This helps companies to carefully tailor their products and campaigns to ensure customers are happy and engaged. It also lets consumers directly impact the decision-making of companies they use every day while earning money and staying on top of product releases.

PROPRLI

Propri is revolutionising the way property owners and managers collaborate, eliminating manual reporting and Excel files, and giving users unparalleled control and visibility over their property portfolio. Propri also helps property and asset managers to store technical building information and streamline workflows, as well as helping them meet compliance, environmental, social, and governance (ESG) targets from a single centralised platform.



Futr is a standout company in the 'chatbot' sector, which enables organisations such as police forces, local councils and financial institutions to enhance their customer service functions through a set of simple-to-deploy no-code AI and machine-learning tools. Futr's product is gaining significant traction with its customers after saving them substantial time and money.



For most elderly people in the UK, home care services are restricted to essential medical or physical assistance. Good Life Sorted's platform instead focuses on everything an elderly person might need beyond care, helping them to keep living independently. Its home help marketplace matches elderly customers with vetted helpers who provide services including meal preparation, shopping, cleaning, and companionship. This ensures every individual can embrace their later years in their own home with dignity, comfort and independence.



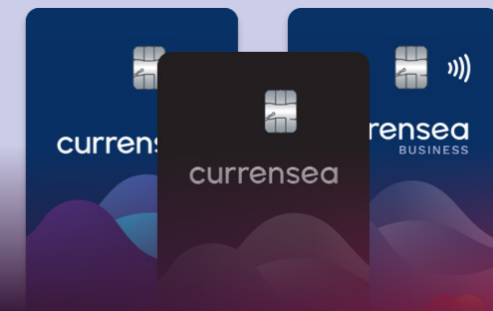
Recruitment Smart has a comprehensive recruitment platform, powered by AI technology, that helps businesses to optimise their entire hiring process. Companies can use the platform to sort, screen and manage candidates easily, making the hiring process capital-efficient, equitable and effective. We believe Recruitment Smart is well-placed for significant growth within this huge global market.

CULTURE SHIFT

Culture Shift is a real-time reporting platform for bullying and harassment in the workplace. The company's Software-as-a-Service (SaaS) platform helps companies report, monitor and take action on workplace incidents in real time, offering a product that is applicable across many industries and company sizes. Culture Shift has already achieved incredible market penetration in the UK university sector.



Cogniss has developed an innovative no-code app builder, specifically tailored to the patient-facing digital healthcare sector. Its platform empowers healthcare organisations often constrained by limited resources to easily create and launch regulatory-compliant, consumer-facing health apps. Non-technical users can create and deploy impactful apps within just a matter of weeks, without the need for coding or UX (user experience) design expertise.



currensea

Financial tech company Currensea offers the UK's best rated travel debit card. By using open banking technology, their card connects directly with customers' existing current account and lets customers spend money abroad at the lowest available exchange fees, without needing to set up a new bank account. Their card works with all the major UK high-street banks. **Learn more about Currensea from CEO and founder James.**



Two ways to access these exciting early-stage technology companies

INVEST IN THE BLACKFINCH EIS PORTFOLIOS

The Blackfinch EIS Portfolios feature forward-thinking new technology companies operating across sectors. With the potential to change the way we live and work, these companies are set to make an impact in global markets.



INVEST IN THE BLACKFINCH SPRING VCT

The Blackfinch Spring VCT invests in young firms at the growth stage of development. This brings a higher chance of success, alongside VCT tax benefits. We invest in firms that have already raised funding, gained traction and aim to accelerate the scale-up process.



CONTACT US



Risks

Due to the potential for losses, the Financial Conduct Authority (FCA) considers this investment to be high risk.

What are the FCA key risks?

1 - You could lose all the money you invest

If the business you invest in fails, you are likely to lose 100% of the money you invested. Most start-up businesses fail.

2 - You are unlikely to be protected if something goes wrong

Protection from the Financial Services Compensation Scheme (FSCS), in relation to claims against failed regulated firms, does not cover poor investment performance. Try the FSCS investment protection checker (<https://www.fscs.org.uk/check/investment-protection-checker>).

Protection from the Financial Ombudsman Service (FOS) does not cover poor investment performance. If you have a complaint against an FCA-regulated firm, FOS may be able to consider it. Learn more about FOS protection (<https://www.financial-ombudsman.org.uk/consumers>).

3 - You won't get your money back quickly

Even if the business you invest in is successful, it may take several years to get your money back. You are unlikely to be able to sell your investment early.

The most likely way to get your money back is if the business is bought by another business or lists its shares on an exchange such as the London Stock Exchange. These events are not common.

If you are investing in a start-up business, you should not expect to get your money back through dividends. Start-up businesses rarely pay these (<https://www.financial-ombudsman.org.uk/consumers>).

4 - Don't put all your eggs in one basket

Putting all your money into a single business or type of investment for example, is risky. Spreading your money across different investments makes you less dependent on any one to do well.

A good rule of thumb is not to invest more than 10% of your money in high-risk investments (<https://www.fca.org.uk/investsmart/5-questions-ask-you-invest>).

5 - The value of your investment can be reduced

The percentage of the business that you own will decrease if the business issues more shares. This could mean that the value of your investment reduces, depending on how much the business grows. Most start-up businesses issue multiple rounds of shares.

These new shares could have additional rights that your shares don't have, such as the right to receive a fixed dividend, which could further reduce your chances of getting a return on your investment.

If you are interested in learning more about how to protect yourself, visit the FCA's website (<https://www.fca.org.uk/investsmart>).

IMPORTANT INFORMATION

Capital at risk. This article is issued by Blackfinch Investments Limited (Blackfinch), which is authorised and regulated by the Financial Conduct Authority (FCA number 153860). Registered address: 1350-1360 Montpellier Court, Gloucester Business Park, Gloucester, GL3 4AH. Registered in England and Wales company number 02705948. This article is for intermediary information only and does not form any offer or invitation to invest. All information correct at April 2024.