



**Top 20 Start-up
Profiles**



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Welcome to the Vodafone Dig

At Group Innovation, we are passionately committed to accelerating Vodafone's journey to become a truly digital telco. This means being innovation hungry, open to experimenting and taking risks, and embracing collaboration with trail-blazing start-ups.

The Vodafone Dig was a global search to find the latest and greatest start-ups which can help us respond to live business challenges and accelerate our digital transformation.

We talked to senior leaders across five functions – Marketing & Sales, Customer Care, Human Resources, Finance and Enterprise Solutions – to unearth the hottest topics, discover the pain points and uncover areas ripe for innovation.

Armed with this information, we then set out to find the world's best entrepreneurs at the point where they have proven tech, are ready to scale and will help us get to the future faster.

We identified a list of 100 pioneering start-ups with solutions which can respond to our needs. You can find these companies on Vodafone's new internal directory, the Vodafone Digest.

From this Top 100 list, we further whittled down to a rockstar list of Top 20 start-ups which we believe have the potential to help transform Vodafone.

We hope these start-up profiles will inspire you with the art of the possible. For more information or to explore potential partnerships please get in touch with Paresh Modi and Laura Turkington from the Innovation Team.



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Meet the Top 20 start-ups

AppOrbit

ARRIA
NATURAL LANGUAGE GENERATION

AVI
Networks

 Citizen

 GYANA


 HIGHSIDE

 Illumr

TOSA[®]
by ISOGRA

LIMITLESS 

Olapic

 panaseer

 Peakon

RAINBIRD


 RetailNext

 seenit

 spirable

 TechSee

 TRIFACTA

VIDSY.CO

 WIREWAX



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Drive performance with authentic visual content



Sales &
Marketing

Olapic

Olapic provides you with consumer, influencer, and brand-generated content to enhance your marketing strategy and optimise it for every step of the customer journey.

Olapic allows you to curate, enhance and distribute authentic, brand-relevant content that performs across all your channels.

Content can be gathered from customers or requested from influencers or even employees. Olapic also enables you to transform existing assets into dynamic, motion-based content. It can even be made shoppable, bringing the point of purchase closer to the point of inspiration.

The analytics platform allows you to predict which content will perform best, measure the impact across the entire consumer journey and gain insight into how customers perceive your brand.



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 Jose De Cabo, Luis Sans, Pau Sabria

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Comprehensive In-Store Analytics



Sales & Marketing



RetailNext

RetailNext is a global leader in retail analytics for brick-and-mortar retail, delivering real-time analytics that enable retailers and manufacturers to collect, analyse, and visualise in-store data.

RetailNext integrates with the physical and digital data sources inside and around the store, such as point of sale systems, video camera feeds and WiFi or Bluetooth enabled guest devices, to give a comprehensive view of what is happening in store.

This allows retailers to optimise the store experience, for example, by tracking customer movement, queue times and deployment of staff. Through video camera technology, retailers can gain insights into the gender and age of customers, and identify whether they are new or repeat customers. The platform also enables one-to-one engagement with shoppers through guest WiFi beacons and mobile notifications.



🌐 Retailnext.net

📍 California, United States

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👤 Alexi Agrachev, Arun Nair, Marlie Liu

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World leading interactive video platform



Sales &
Marketing



WIREWAX

Wirewax is an interactive video tool for creating engaging video experiences. It allows you to connect anything seen in a video to everything online by making it interactive.

People, objects and products can be automatically identified and their motion can be tracked. This allows viewers to click, touch or use a device to interact with any item in the video. You can also create decision points in a video that let viewers decide the path and outcome of the viewing experience. The multi-stream video technology allows your audience to slide or switch between different videos and camera angles within one display.

Audiences typically spend twice as long on a Wirewax video than the same content without any interactivity, with an average click-through rate of 16%. Wirewax are used by over 20,000 users, including Ted Baker, Disney & the BBC.



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Steve Callanan

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Creating mobile ads at scale



Vidsy is shaking up the way video ads are created for a millennial audience. Mobile has changed the way we watch content, but TV's infrastructure to produce video remains the same.

Vidsy created a tech platform and creator network that empowers brands to create mobile video ads faster, better and more cost-effectively. Recognising the advertising power of social media, Vidsy connects brands with creators who can make high-impact, mobile-optimised video campaigns.

Through the Vidsy platform, existing assets can be transformed into bespoke, mobile-friendly content and be easily tailored to local markets or audiences.

Vidsy are already working on live projects with the Vodafone Brand team, to transform one of Vodafone's TV Commercial into multiple mobile video ads for Facebook and Instagram.



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Alex Morris , Gerard Keeley

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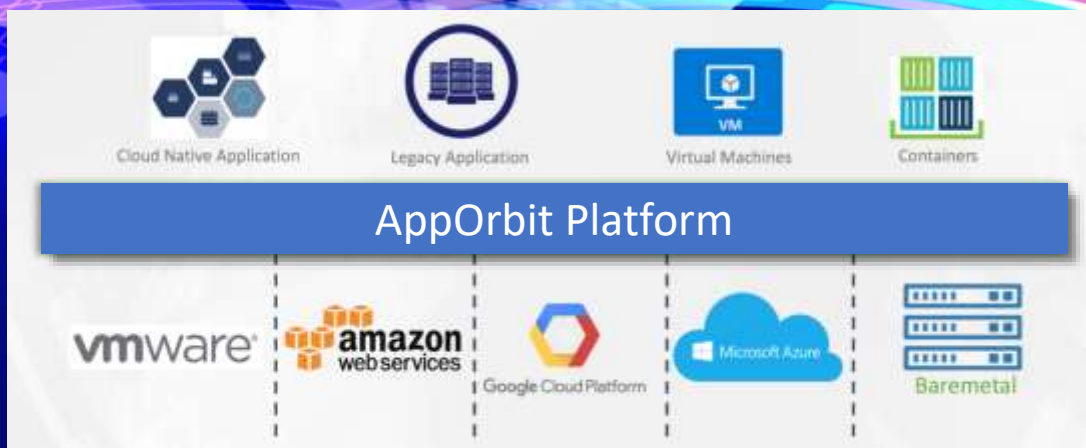
Unshackle IT. Unleash Innovation



AppOrbit believe that enterprise software should work more like Netflix, with applications and the data they rely on being on-demand, automated and secure.

The AppOrbit platform makes it possible to move both new and legacy business applications and associated data to any modern infrastructure, without rewriting code, in just minutes.

Automating the modeling, modernisation, delivery and management of enterprise software onto modern infrastructure can save millions in IT costs, dramatically accelerate release cycles, improve application quality, and drive new revenue-producing innovation.



www.apporbit.com

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Rahul Ravulur, Dinesh Subhraveti



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Turn data into natural, actionable language



Arria is the leader in real-time data storytelling. The Arria platform uses artificial intelligence software to extract information from complex data sources and communicate that information in natural language.

The platform will reconcile and make sense of data inputs and provide a simple and practical breakdown of what it really means.

The reports that the Arria platform generates read as if written by a human subject matter expert, explaining complex data in a way that users can understand.

Source data in

Written report out

Company:	Global Trade Coffee Inc.				
Period:	Q4 Report v Prior Year				
Purpose:	Analytical review and comparison to prior years.				
Prepared by:	Louie Hardy				
Date:	10 November 2015				
The following report provides a summarised analysis of revenue for Global Trade Coffee Inc. for the year ending 31 March 2015, with comparisons between this and the previous two years ending 31 March 2014 and 2013.					
1. Summary					
TABLE 1. Revenues by product					
USD (\$)	2015	2014	2013	2015 v 2014	
Products	\$	\$	\$	Var	Var %
Arabica Sacks	8,277,700	5,090,000	4,765,000	2,587,700	46
Bonako Sacks	3,717,500	4,970,000	4,125,000	(1,252,500)	(25)
Java Sacks	1,513,550	8,248,000	5,673,000	1,264,550	20
Mentha Sacks	1,544,000	1,626,000	5,374,000	(82,000)	(5)
TOTAL	25,051,750	22,934,000	20,437,000	2,517,750	11

- www.arria.com
- London, UK
- amy.pryce@arria.com
- Ehud Reiter , Sharon Davies, Yaji Sripada





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Next generation application delivery for enterprise



When it comes to managing applications, businesses want public-cloud-like agility. However, appliance-based load balancers can't meet the needs of cloud-native applications in modern data centers.

Avi provides software for the delivery of enterprise applications in data centers and clouds. Application services provided by Avi include local and global load balancing, application acceleration, security, application visibility, performance monitoring, service discovery, and container networking services.

This helps to eliminate overspending and over-provisioning. Using Avi can cut costs by over 50%, reduce time to fix applications by around 4 hours and speed up application delivery by up to 30 days.

The Avi solution is already deployed within private clouds deployed by Vodafone Global, and is also used by more than 20% of the Fortune 50 Enterprises and Service Providers.



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Amit Pandey

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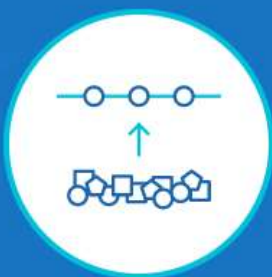
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Prepare raw and diverse data faster



Trifacta enables anyone to more efficiently explore and prepare diverse, unstructured data by using machine learning – so you can do more with data of all shapes and sizes.

The platform is designed to help non-technical users explore, transform, and enrich raw data from a variety of sources into clean and structured formats. Trifacta’s approach is to democratise the process, turning it into something that the people generating the data can fix themselves without needing to rely on data science teams. This includes drop-down menus to easily customise what kinds of outcomes users want to find and suggestions on how to action it.



CLEAN RAW AND MESSY DATA



JOIN TOGETHER DISPARATE DATA SOURCES



ONBOARD EXTERNAL OR 3RD-PARTY INFORMATION

www.trifacta.com

San Francisco, London office

Fergus@trifacta.com

Joe Hellerstein, Sean Kandel, Jeffrey Heer





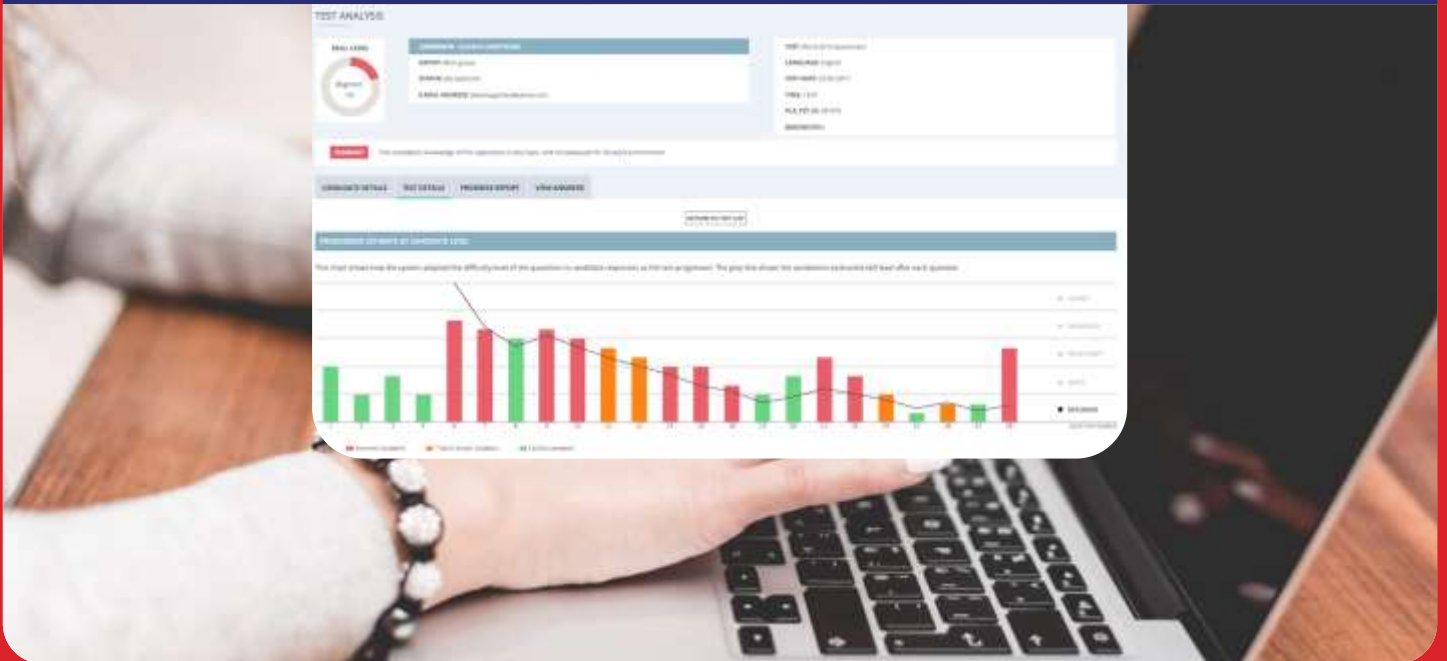
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Digital assessment and certifications



Isograd TOSA offers industry-standard assessments and certifications in Digital Skills, Adobe, Microsoft Office and Programming. It is used for recruitment, in education, training organisations and in the workplace. TOSA tests are fully adaptive and the platform can recognise and report the aptitude level of each individual candidate, from Level 1 Introduction to Level 5 Expert.

TOSA assessments are taken online. The result of the test is determined using a scientific scoring method, and each candidate receives a detailed score report after completion. Certification is taken under exam conditions in an authorised center, with a no-fail outcome. This means a certificate is always issued with a score between 1 and 1000 points , allowing all candidates to include his or her skills on his resume, and helping employers or recruiters better understand the candidate's digital aptitude.



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- Matthieu Lattes, Marc Alperovitch





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Make better people decisions



Peakon is an employee engagement platform that delivers intelligent insights. It helps organisations understand what matters most to employees and to make the right people decisions. Peakon also provides benchmarking across industries to help businesses understand their performance.

The platform provides an extensive database of questions for employee surveys, created from organisational psychology research. These can be utilised as-is, or easily customised to better fit the situation. Peakon automatically analyses the data it gains from employee feedback and turns it into actionable information, pinpointing areas that need improvement and highlighting the strengths and weaknesses of individuals and teams.

The software automates the most important aspects, from feedback collection, notifications, analysis and delivery, freeing up time for HR professionals to add value where it matters most.

 www.peakon.com

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 Dan Rogers, Christian Holm, Kasper Hulthin



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Authentic storytelling at scale



Seenit turns your company's community into a film crew through the power of smartphones. It is a video collaboration platform that enables employees, customers or influencers to submit self-shot mobile footage to build authentic stories for your channels.

The platform allows you to direct the type of footage captured with simple guidelines. Users submit footage using the Seenit mobile app, which is collated in the online studio, edited and optimised for publishing. The platform automatically deals with rights as the footage is uploaded.

Seenit provides a way to amplify the voices most relevant to your company and delivers powerful, authentic, user-generated content. Seenit are working with over 100 clients to date, including companies such as Nike, HSBC, Unilever, Accenture, BT Sport, Barclays, Diageo and AB InBev.



ONE

Your Global Community captures in the Seenit App



TWO

Direct, collect, curate in the online studio



THREE

Edit and Publish final content

🌐 [Seenit.io](https://seenit.io)

📍 [United Kingdom](#)

✉️ emily@seenit.io

👤 [Emily Forbes](#)

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Intelligent visual assistance



TechSee is a visual engagement platform that automates customer interactions with a virtual tech assistant through customers' smartphones.

The platform enables customers or employees to show call centre agents their technical issues over their smartphone cameras, allowing agents to provide real-time assistance and solutions as if they're standing right next to them.

The platform captures all the images and uses artificial intelligence to recognise objects and learn troubleshooting scenarios – so the system becomes smarter with every customer support interaction.

TechSee also tracks and enriches technical elements such as equipment, cabling, or devices and enables a human expert or virtual assistant to place a visual layer over it, making it easier to guide people towards a solution using visual prompts.



Techsee.me

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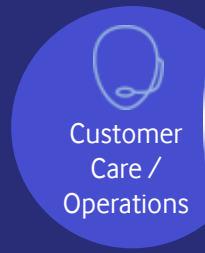
Amir Yoffe, Eitan Cohen, Gabby Sarusi

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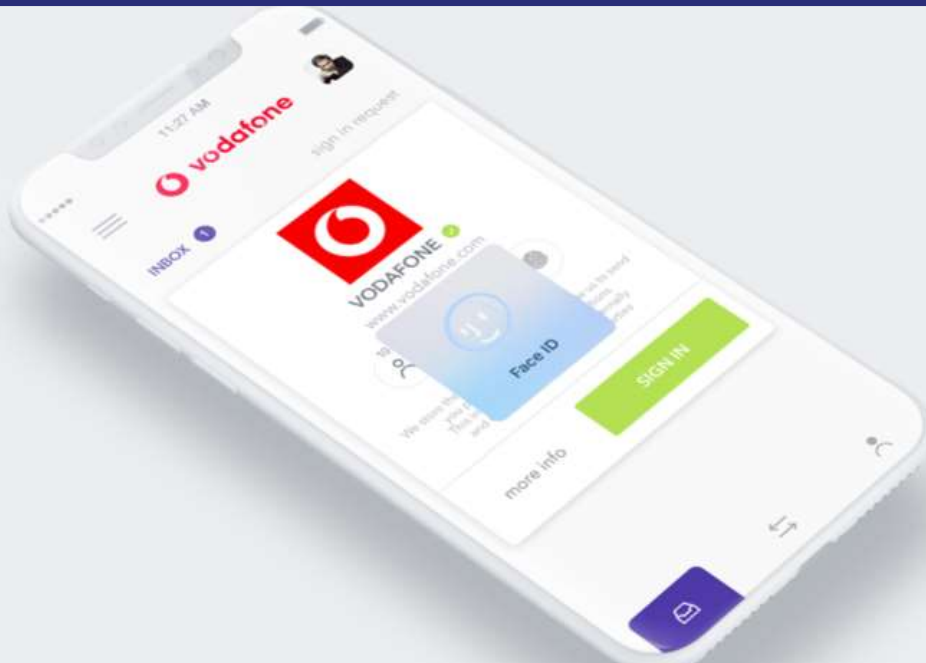
Securing Customer Relationships



Remembering endless passwords and re-keying the same information every time you want to register for a new service is history. Citizen uses biometrics to replace passwords with simple one touch authentication and registration.

Citizen provides a secure customer relationship and authentication platform that enables you to comply with the new General Data Protection Regulation (GDPR) in minutes.

Customers register and login with one touch to update their information across multiple designated services all from one place – making on-boarding, customer conversion, retention and data-driven marketing easier and more secure.



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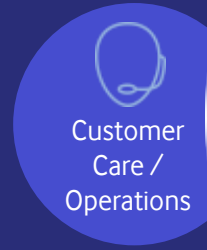
Benji Wakeham, James Neville

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The physical world's digital footprint



Gyana grows your bottom line by showing you where customers go, what they like and how to steal them away from your competitors.

The self-service data science platform enables insights into people and locations using big data and artificial intelligence technologies.

Gyana is a SaaS web-based platform, designed to be used by people without any technical background. So your employees can access customer insights and advanced big data intelligence within seconds without any training.



Understand your competitors' move

Benchmark yourself against competitors with customer overlap and side-by-side comparison.



Attract customers by understanding what matters to them

Step into your customer shoes and discover where they spend their lives outside your store.



Visits and loyalty

Popular visit times, historical performance, retention and repeat visitors



No setup required

Start using our insights to grow your business in minutes.

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Joyeeta Das



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The secure Slack/WhatsApp alternative

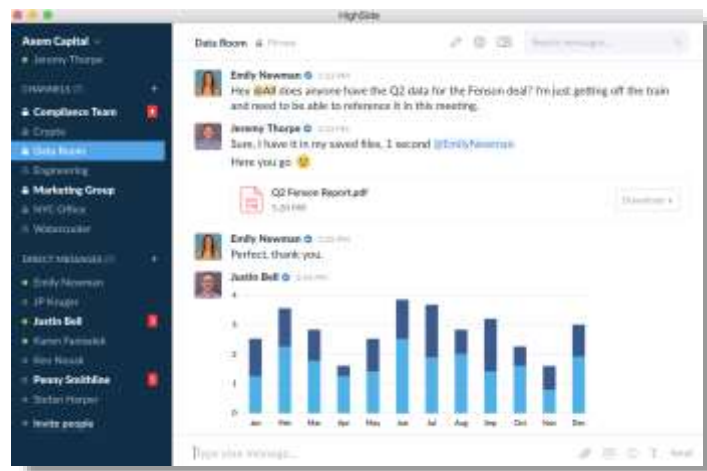


91% of cyber attacks on businesses start by targeting their messaging services, mainly via email.

HighSide looks and feels like a regular communication tool, but is powered by a decentralised, blockchain-powered messaging system that's entirely encrypted – unlike any other messaging system.

Adopting HighSide massively reduces your organisation's risk of data breaches, reputational damages, customer attrition, shadow IT and financial loss, while measurably improving productivity and helping you achieve regulatory compliance.

By leveraging complex cryptosecurity, HighSide's chat, file sharing and voice/video conferencing layers are immune to both low sophistication attacks such as phishing and spoofing, as well as highly sophisticated attacks, such as man-in-the-middle SSL attacks.



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Brendan Diaz





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Augmented cognition – see your way to better decisions



illumr helps reveal the patterns and insights hidden within your data. A single human brain has more switches than all the computers and routers and internet connections on Earth. illumr's new and unique methodology harnesses them for the first time in data analytics.

Augmented Cognition capitalises on our innate capacity to recognise patterns and combines it with the computational requirements to do it at massive scale. It works by rendering the data points (and the rules that govern them) as self-organising 3D models. This presents the user with a physical space to navigate, interact with and amend in real time.



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 Jason Lee

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Perfect customer service, every time



Limitless helps businesses turn their most loyal and passionate customers into trusted brand ambassadors, and rewards them for providing great customer service on-demand.

The AI powered solution allows any business to build a knowledgeable crowd of Super-Users and empowers them to engage with other customers, whenever and wherever they choose, via the on-demand app.

Limitless can connect to your CRM and Community platforms to cleverly route appropriate enquiries to your brand ambassadors.

Scale resource fast, when and where you need it most.

Improve your response times and be 24/7 all the time.

Improve your customer service costs by 50%.



www.belimitless.io

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Roger Beadle, Megan Neal



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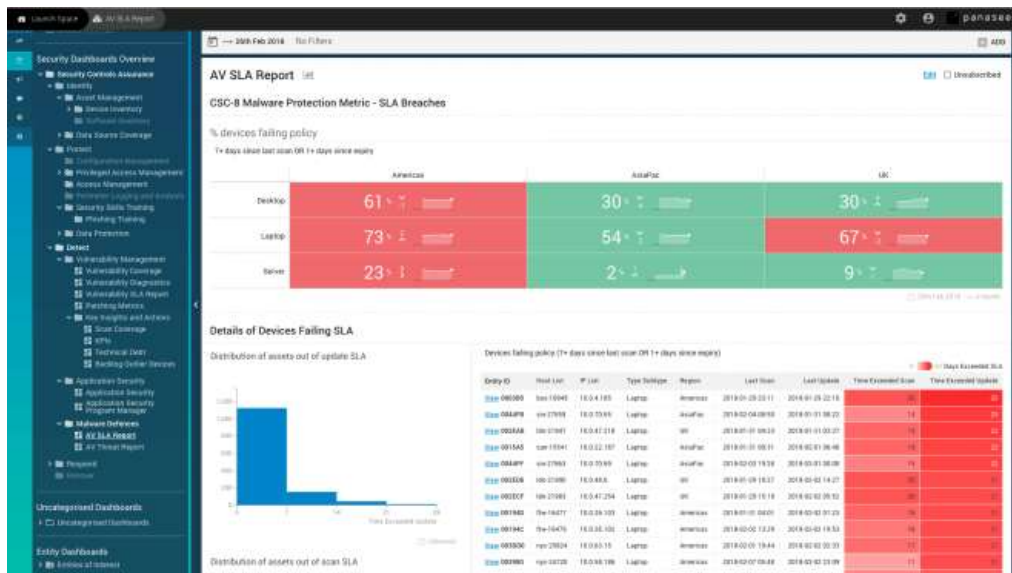
The insight you need to take action



The Panaseer platform is a powerful tool for managing and improving your risk posture and cyber hygiene.

Panaseer measures security automatically, providing an accurate, risk-based understanding of your assets, controls, vulnerabilities and threats. The platform easily connects to existing security and IT systems and enriches this data to empower enterprises to address the most important risks and monitor remediation. Because it's automatic, it's always on and always up-to-date.

The platform delivers insights that help businesses prioritise security threats, take action and track success. A single source of truth for Security and IT teams, it unmaskes the return of your products and processes and drives collaboration on agreed priorities. The platform's advanced automation also streamlines reporting, presenting actionable insight for the right audience.



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- Nik Whitfield





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Artificial Intelligence powered decision making



Rainbird is an AI powered platform that enables businesses to rapidly automate decision-making tasks and eliminate human error. When making decisions at scale, the consequences of employees making mistakes can be huge – whether they are underwriting loans, settling insurance claims, identifying fraud or delivering poor customer service.

Rainbird combines business logic and any available data to reason and make decisions, much like humans do. But Rainbird is superior. It does not have bad days, it handles uncertainty and missing data better, and provides a documented rationale for every decision it makes. Whether you use Rainbird to improve customer service, increase efficiency of your back-office, or drive innovation, the potential of consistent good-quality decisions is vast.



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James Duez, Ben Taylor

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