



The start-up stories that are well worth listening to

London, June 12, 2018

By Lauren Sharkey

Decoded Future has long believed in the power of sharing. With the number of UK start-ups increasing year on year, the entrepreneurial space can get a little crowded with budding founders unsure which way to turn and whose advice to take.

On 26 June, our Start-Up Stories stage will give a number of new companies five minutes to share their tales of triumphs and setbacks. The sessions are designed to inspire the next generation of start-ups. By hearing exactly how an idea transformed from a spark into a fully-fledged business, guests will get an insider look into how to secure funding and how to make a profit from a simple passion.

With plenty of start-ups clamouring for a space on the stage, it has been up to an esteemed panel of judges - including MADE.COM's Chief Creative Officer Jo Jackson, Soho House & Co's Managing Director Retail (Home & Beauty) Beth Blakeman-Shead, and Farfetch's Managing Director Kelly Kowal - to decide who makes the cut. The shortlist for each of our three categories (fashion, lifestyle, and beauty and wellness) has now been announced.

Intesa Sanpaolo Innovation Center are partnering with Decoded Future to present the fashion heat. The six start-ups chosen to share their vision in this category each offer something very different. AWAYTOMARS is a fashion brand that utilises the global community to design and create clothing, shoes and accessories, and 4Gifters uses its experts to curate gift lists for all kinds of people. Heuritech has moved away from the human element, instead using artificial intelligence technology to allow brands to see who is wearing their products as well as when and where, and Evo Pricing has come up with innovative software to reduce inventory wastage. In a similar vein, Verisium is using the concept of blockchain to upend the fashion industry while 1trueid is providing brands with a secure way to authenticate items.

The three start-ups picked in the beauty and wellness category have all gone beyond tradition to find innovative ways to cater to both a niche and mass market. My Freda and Dame hope to appeal to women who care about the planetary impact of their periods with My Freda sending organic subscription boxes to its customers and Dame marketing the world's first reusable tampon applicator, whilst Vitl, with its personalised nutrition packs, focuses more on our need for all-round physical and mental wellness.

Lifestyle start-ups make up the last category. Aiming to make the lives of consumers as easy as possible, AllPlants delivers plant-based meals created by chefs straight to your door and Go Travel curates personalised travel plans for a range of holidays including city breaks, cruises and family getaways. Patch, meanwhile, is aiming to make houses greener by helping renters and homeowners pick and look after plants. And the last start-up to make up the heat, Society, is creating beautifully designed and flexible apartment blocks that house everything a person could ever need.



You can catch each of them at Decoded Future on 26 June in the Experience Room. The beauty and wellness start-ups will be presenting between 10.35 and 11.20 am, fashion start-ups between 1.15 and 2 pm, and lifestyle start-ups between 3.35 and 4.20 pm.