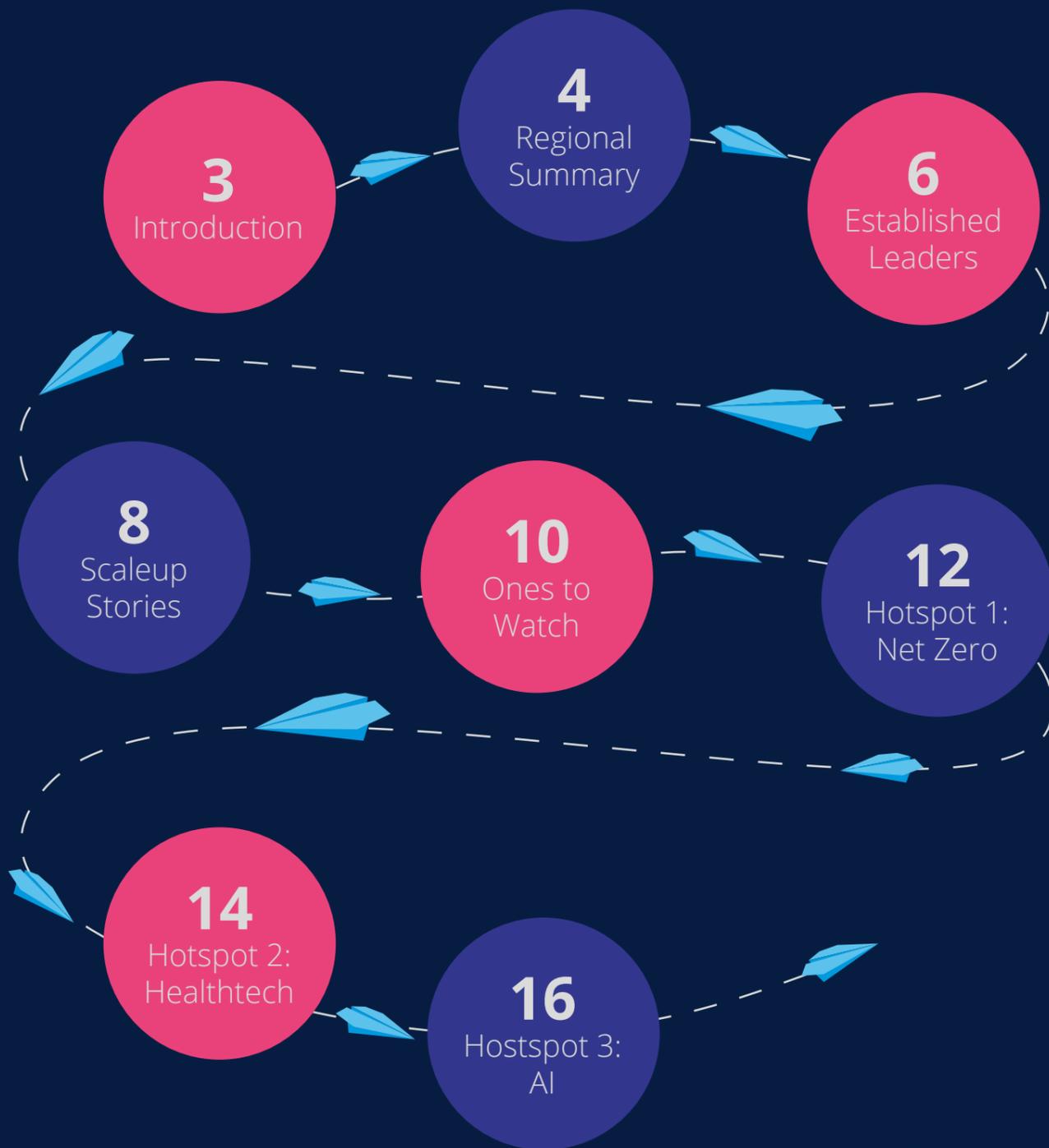


12 Clusters of Tech

East of England



Contents

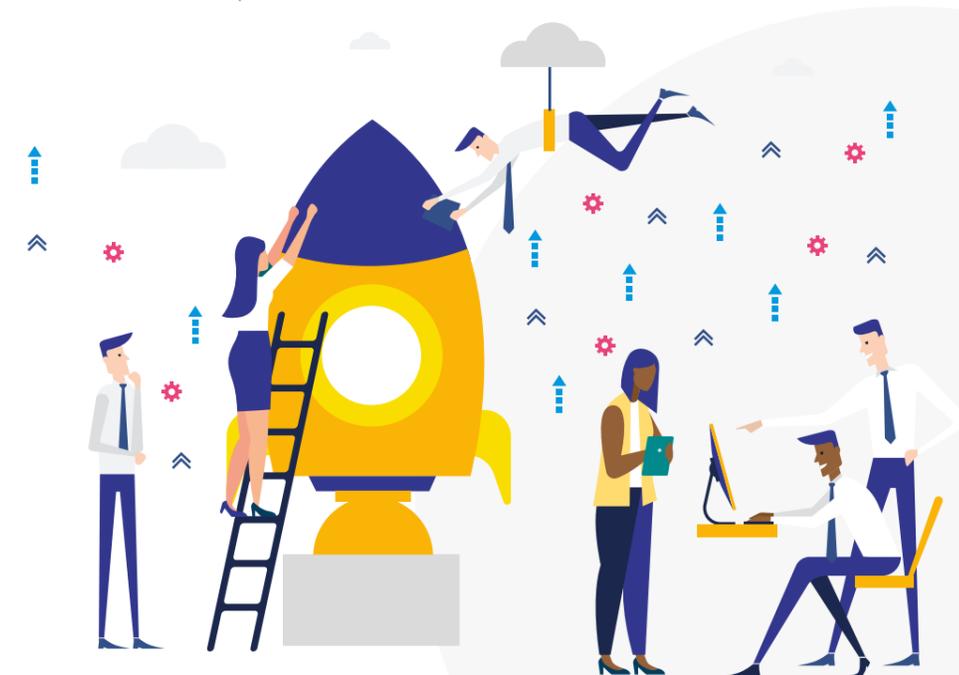


12 Clusters of Tech

September 2020 – August 2021

Introduction

This is the story of technology in the UK. Over 12 months, [London Tech Week](#) and [UK Tech Cluster Group](#) will explore the unique ecosystems and tech trends in every region of the UK. From space tech in the South West to cybersecurity in Northern Ireland, 12 Clusters of Tech charts the companies, sectors and case studies that make up the entire UK tech landscape.



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Regional Summary

The East of England is rapidly establishing a distinctive tech cluster of international appeal helping solve some of the world's biggest challenges from climate change and health to the future of mobility with a depth and breadth of innovative, world-class technologies.

The East of England has a long history of global innovation, from the creation of fibre optics to the UK's contributions to personal computing and mobile phones, pioneering work in the digital life sciences and latterly electric vehicle infrastructure. Cambridge is an established breeding ground for Unicorns from ARM to CMR Surgical. Norwich has a burgeoning tech start-up scene host to Epos Now, Developing Experts, Piki, Snoop and e-Surgery among others with Aviva and Lotus as local corporate anchors. Ipswich/Martlesham is home to BT's UK R&D hub and over 150 deeptech businesses including Chorus Intelligence.

The region is attracting significant international attention, with companies like Amazon, Microsoft, Huawei, Astra Zeneca, Samsung, and Apple building major presences. Native successes are just as important whether on the public markets, such as Darktrace's recent blockbuster IPO - one of the biggest European tech IPOs in recent years - or via acquisitions like Inwisdom's sale to Cognizant or Brandbank's exit to Nielsen.

The East of England is a geographically wide area, but its tech talent and entrepreneurial skill is distributed. While Cambridge grabs a lot of international attention, you will find successful tech companies in market towns such as Stowmarket, North Walsham and Wymondham, right across the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.

It helps that there is a good geographic spread of leading universities including Cambridge University, UEA and the University of Essex producing talented graduates and conducting relevant research. It is likely that post COVID trends in remote working will only increase the attractiveness of building high quality companies outside large urban centres.

One factor that is important to the region's success is the dedicated support available to tech companies with particular specialisms. 5G companies benefit from facilities like Adastral Park near Ipswich; agtech and life sciences start-ups are co-locating at Norwich Research Park; Industry 4.0 and EV players at Hethel Engineering Centre and a wide range of startups in digital health and AI in the Cambridge cluster. On a smaller scale Innovation Labs supports startups in Mid Suffolk from blockchain to VR.

The Offshore Renewable Energy Catapult at Orbis in Lowestoft and the world-leading marine and fisheries centre of excellence at CEFAS are all collaborating in 'connected innovation' between technologists, scientists, and business. Established networks including Tech East, CW and Cambridge Network help galvanise the region's ecosystem.

The East of England's well-established reputation as a technology hotspot is reflected in growing investment activity. While a few regionally focused angels and specialist funds dominated dealflow, an increasing number of venture capital and private equity firms with specific domain expertise are now making investments in the area. And East of England companies are increasingly successful at engaging with investors in China, India, the US and beyond.

The East of England has always looked to mainland Europe, Asia, and the Americas as an exporter of intellectual property and know how. Its deeptech sector increasingly tops the league tables but more importantly, its atmosphere of collaboration, openness, and willingness to take on the world's biggest challenges means that anything can happen here.



Established Leaders

The East of England is home to some of the UK's best-known tech companies. These brands are recognised as market leading success stories across the world in a number of high growth vertical markets. Cambridge is arguably the innovation capital of the UK with its place secure in the Golden Triangle and the Ox-Cam Arc. Norfolk, Suffolk and Essex lean in to Europe with excellent air and shipping connections and its clean energy cost. London and the rest of the UK are readily accessible by road and rail. Combined with the natural beauty of the region's countryside and relatively low cost of living the East provides a winning combination.



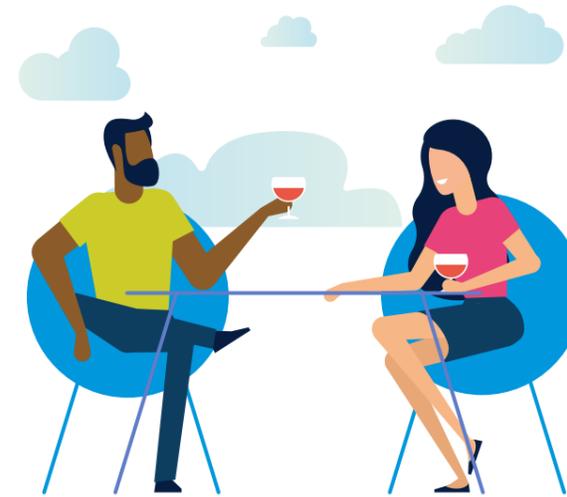
Naked Wines

www.nakedwines.com

Location: Norwich, Norfolk

Established: 2008

An online wine retailer, acquired by Majestic in 2015, Naked Wines is "where the world's best independent winemakers make their best wine".



"Naked Wines was born in Norwich as a start-up - The entrepreneurial spirit found in this part of the world enabled Naked Wines, its customers (Angels) and its winemakers to grow together to become a market leader globally. Benefitting hugely from tech talent, the UAE has fostered, we continue to innovate our DTC retail tech."

David Crawford, Group CTO

ARM

www.arm.com

Location: Cambridge

Established: 1990

Arm technology is at the heart of a computing and data revolution that is transforming the way people live and businesses operate. Our energy-efficient processor designs and software platforms have enabled advanced computing in 180 billion chips and our technologies securely power products from the sensor to the smartphone and the supercomputer. Together with 1,000+ technology partners we are at the forefront of designing, securing and managing all areas of AI-enhanced connected compute from the chip to the cloud.



"Cambridge is a hub of creativity, innovation and talent and at Arm we're proud to have been headquartered here for thirty years. Our commitment to the region remains strong as Arm continues to grow, attracting more talent and investing back into the community to ensure it continues to thrive."

Kirsty Gill, Chief People Officer



Redgate

www.red-gate.com

Location: Cambridge

Established: 1999



"Redgate was founded in Cambridge in 1999 and, while now a worldwide company with offices in the US, Europe and Australia, its headquarters remain in the East of England. Just as Redgate has grown to become a leading software company, so the region has flourished to become a thriving scientific and technological hub with a culture that attracts talent, encourages innovation, and helps companies succeed."

Simon Galbraith, Co-Founder and CEO

Redgate helps teams balance the demand to deliver software fast with the need to protect and preserve business critical data. Its portfolio of database development products and solutions enables your business, teams, and databases to benefit from fast delivery, low downtime, and strong collaboration, while minimizing any risks to your data.



Scaleup

Stories

The East of England is a proven breeding ground for unicorns and diverse scaleups in areas such as Cyber, telecommunications and mobile, Life Sciences, Cleantech/Net Zero, Agtech, Edtech, Fintech/Insurtech and mobility as well as B2C. The long heritage of success has produced a breadth and depth of exited founder expertise that continues to reinvest in high potential startups. Anchor corporates in areas such as telecoms, biotech, clean energy, financial services and advanced manufacturing have developed local supply chains. The region's diverse range of Universities and Colleges feed the talent pool at all levels. With patient capital that can support high risk and disruptive technologies, the region has all the ingredients required to focus its resources on existing scaleups and to sustain even more scaleups in future.



Vivid Q

www.vivid-q.com

Location: Cambridge

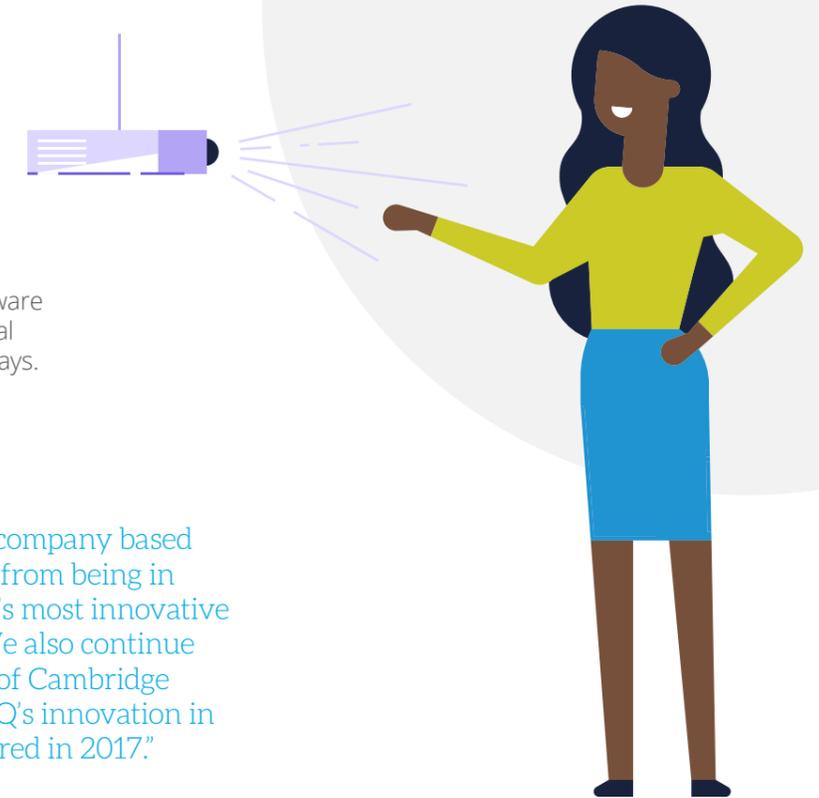
Established: 2017

VividQ is powering a display revolution with computer-generated holography. Our software and IP enables realistic and immersive visual experiences in next-generation digital displays.



“As a deep-tech software company based in Cambridge, we benefit from being in close proximity to the UK’s most innovative technology companies. We also continue to have strong ties to the University of Cambridge Photonics Department, where VividQ’s innovation in holographic display was first discovered in 2017.”

Darran Milne, CEO and co-founder



Chorus Intelligence

www.chorusintel.com

Location: Woodbridge, Suffolk

Established: 2011

Chorus provides multi award winning and pioneering digital intelligence and investigation tools for use in criminal investigations. The Chorus team works with over 80% of police forces in the UK and major UK agencies such as the Home Office and NCA. Several overseas agencies also use Chorus. Chorus software has been used in some of the UK’s highest profile cases to combat terrorism, human trafficking, and serious and organised crime.



“The region has provided the necessary skills that are required to grow a SaaS business. With talented developers, engineers, testers, and back-office staff all contributing greatly to our achievements. We are also able to easily access the major tech hubs of London and Cambridge that provide links to investors, partner organisations, and decision makers within UK Government.”

Boyd Mulvey, CEO

Epos Now

www.eposnow.com/uk

Location: Norwich, Norfolk

Established: 2011

Trusted by 30,000+ Businesses. With Epos Now, businesses can control every element of their operation from any location – and on any device. Its cloud POS systems facilitate smart inventory control, custom reporting, and staff & customer management, as well as integrations with ecommerce, delivery, and collection partners.

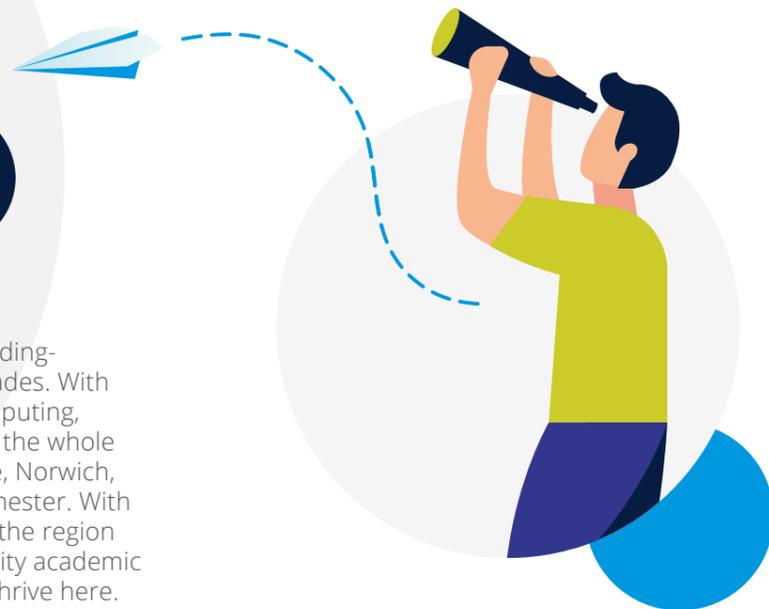


“Norwich is one of the most popular places to live, study, work, and trade in the UK right now! Our city has plenty of business networking opportunities, all accessible thanks to our amazing transport links. The East of England is the perfect hub for Epos Now to grow and succeed.”

Jacyn Heavens, CEO



Ones to Watch



The East of England has pioneered leading-edge research and innovation for decades. With scale capabilities in 5G, Quantum Computing, digital health Diverse hubs supporting the whole geography include those in Cambridge, Norwich, Greater Ipswich/Martlesham and Colchester. With established global brands investing in the region alongside the support from many quality academic institutions, startup culture is able to thrive here. University and industry backed accelerators, incubators and coworking hubs complement established business networks, grassroots Meetups and community-based entrepreneurship and skills organisations in the region to create an ideal environment to grow a company.

GeoSpock

www.geospock.com/en

Location: Cambridge

Established: 2013

GeoSpock enables data fusion for the connected world. Engineered for dynamically fusing any-scale connected device, smart city, or IoT data, GeoSpock unlocks next-generation use cases, whilst also reducing the complexity, cost, and operating latency when compared to competing database solutions.



“Despite still being a startup, GeoSpock is a global company - with offices in the UK, Singapore and Japan. However, Cambridge is where we started out, our Headquarters are here, and it is a core part of our DNA. I think what differentiates the East of England, and Cambridge in particular, is having the space to think - which is probably why once-in-a-lifetime breakthroughs happen here with surprising regularity.”

Dr. Steve Marsh, Founder & CEO

Developing Experts

www.developingexperts.com

Location: Norwich, Norfolk

Established: 2015



Developing Experts provide industry with a meaningful way to showcase their sector in the classroom. We signpost relevant links between the curriculum, industry and training providers from STEM-related sectors. It addresses a sector's needs and skills shortage by enabling teachers, parents, and children to learn about industries through the curriculum. Developing Expert's science curriculum is free to UK schools.



“Developing Experts is a Norwich based firm which has built its founding team with Norwich based talent. It's secured its funding and board members from angels based in Norfolk and Suffolk. The company has managed to grow its reach to 5,400 schools and secured buy-in from an assortment of STEM-related industries such as rail and energy. This has been possible largely thanks to the fantastic support it has received from New Anglia Capital.”

Sarah Mintey, CEO

Pickr

www.pickr.works

Location: Norwich, Norfolk

Established: 2018

We're changing work for good.

Pickr is a people and planet focused workforce management solution for the built environment. We make it easier for workers to find work and for companies to find in-demand workers. Through people and technology, we provide staffing, training, and professional services to empower the people who build our homes, communities and workplaces.



“The East is a melting pot of academic excellence, corporates and talent. The kicker is the amazing quality of life.”

Kane Halsey, Founder and CEO

Hotspot 1

Net Zero

The East of England's clean energy coast embraces all forms of green energy from offshore wind through nuclear to hydrogen and solar. Global corporates including EDF and Vattenfall's supply chains ensure a constant stream of innovation and both the Offshore Renewable Energy Catapult and Orbis Energy Centre provide a hub for clean energy in Suffolk. Groups such as EEEGR, Cambridge Cleantech and the East of England All Energy Council pull the ecosystem together. Startups in green mobility are scaling fast whether Five AI (one of Beahurst's hottest startups in 2021) or EO Charging's recent partnership with Amazon UK will ensure that more and more electric vehicles are powered by platforms born in the region.



Liftshare

www.liftshare.com/uk

Location: Norwich, Norfolk

Established: 2000

Liftshare provides both public and private sector organisations with innovative technology which allows them to monitor and reduce their carbon footprint, make the best use of parking facilities, achieve sustainable travel plan targets and provide staff with a cost effective and environmentally friendly way of getting to work.



'Why Norwich? So many reasons including - Space to learn, think, create, play. Talent to hire, coach and grow. Clean air to run in.

Beaches to walk on. Water to sail on. Culture to 'waste not, want not'. Community to share with and be inspired by. Happy kids. What's not to love?

Ali Clabburn, CEO



EO Charging

www.eocharging.com

Location: Stowmarket, Suffolk

Established: 2015

EO Charging (EO) designs and manufactures electric vehicle charging stations and cloud-based charge-point management software for fleets, homes and destinations at its headquarters in Suffolk, UK. EO's technology is used by many of the world's biggest businesses and fleet operators and it now distributes to over 30 countries around the world. It aims to become the global leader in charging electric car and van fleets.



"EO Charging was born in Stowmarket and the tech talent and supplier base in the region has enabled us to become a leading developer of electric vehicle charge points and charging software. With great links to London and Cambridge it has huge potential to be a prominent UK tech hub."

Charlie Jardine, CEO



Spark EV

www.sparkevtechnology.com

Location: Newmarket, Suffolk

Established: 2016



"The East of England is a great place for Spark EV to grow and succeed as a business, providing close academic links for attracting staff, excellent transport links to London and across the country, and acts as a vibrant hub for those in the technology industry to thrive."

Justin Ott, CEO

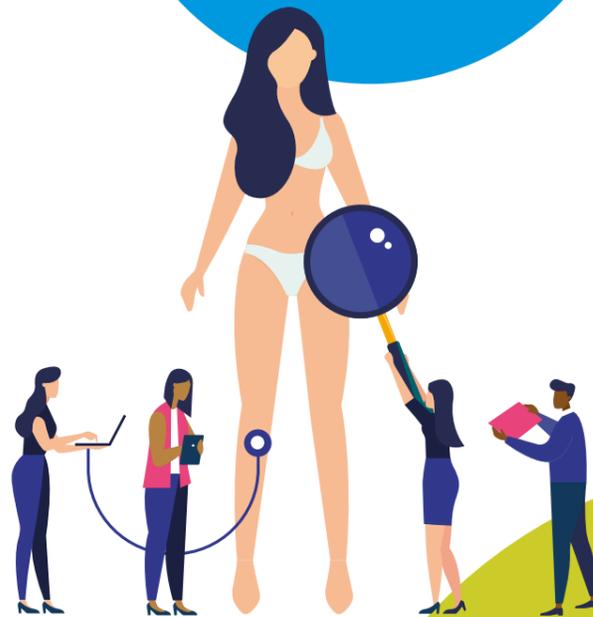
Spark EV develops and supplies personalised prediction and map display software for EVs of all sizes. By combining on and off vehicle parameters, along with machine learning algorithms tailored to each driver, journey prediction accuracy is enhanced compared to existing vehicle systems. Its goal is to accelerate EV adoption by providing its automotive customers with a trusted onboard system to remove range and time anxiety for drivers."



Hotspot 2

Healthtech

The East of England's digital health and life sciences cluster includes world leaders such as AstraZeneca, The Wellcome Genome Campus, The Sanger Institute, The Babraham Institute and the University of Cambridge. Norwich boasts UEA, the Earlham Institute, The Quadram Institute, the Sainsbury Laboratory and the Norfolk & Norwich teaching hospital as well as recent investments in scaleups by IBM and Boots. Microsoft's and BT have a major focus on digital health in the region. A pipeline of talent and new startups are supported by the University of Suffolk, Anglia Ruskin's Medtech Campus and MedBIC incubator. With incubators and accelerators geared towards the pharmaceutical industry, biotech and medtech the region plays host to a number of varied organisations that span diagnostics, DX as well as data platforms for drug discovery and patient care.



E-Surgery

www.e-surgery.com

Location: Norwich, Norfolk

Established: 2018

e-Surgery is a UK based online prescriber and pharmacy that cares. We care about health, we care about the environment, and we care about you. We want to modernize sustainable healthcare and empower you to take control of your health, your way. At e-Surgery, we offer a completely free Ask-a-Pharmacist service, making it quick and easy to get advice from a registered Pharmacist.



"Having graduated from the University of East Anglia, and with Norwich being one of the most popular places to live, study, work and do business in the UK and with its vibrant and welcoming attitude to business and a healthy community spirit, e-Surgery is thriving and growing, definitely a great place to start a business."

Thuria Wenbar, Co-founder and CEO



Engage Health

www.engagehealth.uk

Location: North Walsham, Norfolk

Established: 2000

Formerly known as Wiggly-Amps Ltd, and rebranded back in December 2018 as Engage Health Systems, we have been designing and developing user-friendly software and hardware solutions to make patients and clinicians lives easier for over twenty years. From our innovative online and video consultation system to our 'assembled to order' check-in touch screens, patient care is at the heart of everything we do, and why we're passionate about redefining the overall patient experience.



Healx

www.healx.io

Location: Cambridge

Established: 2014

Healx is an AI-powered, patient-inspired technology company accelerating the discovery and development of treatments for rare diseases using a combination of AI, drug discovery expertise and patient insight.



"We're proud to be a mission-driven company, applying frontier technology to the discovery and development of therapies for rare diseases - 95% of which don't have approved treatments. Being part of the Cambridge Cluster has given us unparalleled access to cutting-edge research and an incredible talent pool to support our mission."

Dr Tim Guilliams, Co-Founder and CEO



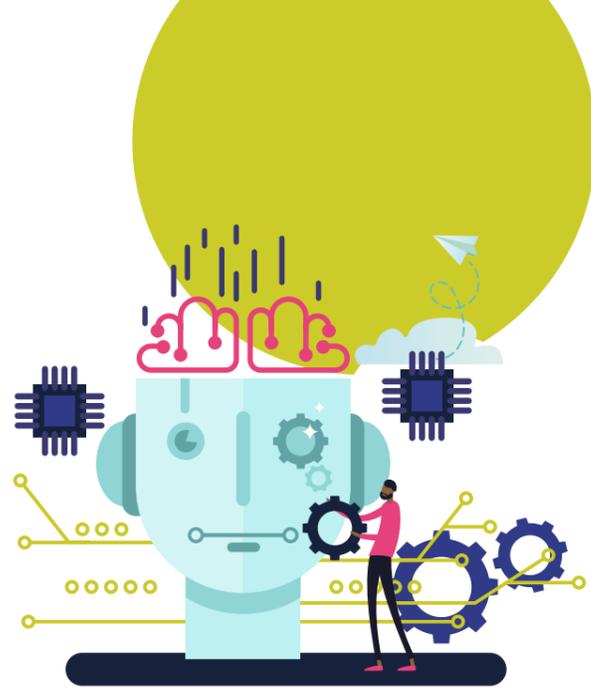
"2020 has caused a revaluation in how we work and where we live. It's the sense of community and family which has brought Engage Health Systems to Norfolk. I truly believe this is the key factor in recruiting and retaining talent and the East of England offers the perfect location for growing our business."

Michael Wong, Managing Director

Hotspot 3

AI

From the beginnings to Silicon Fen to the present day, the East of England is a proven leader both the primary research and the application of AI to real-world problems. This is the birthplace of much of the AI we know today – the underpinnings of Alexa have their origins in Cambridge startup Evi. Darktrace and Autonomy were born in the region, Cognizant’s 2020 investment in AI/ML analytics specialist Inawisdom recognises the region’s breadth and depth of talent. Startups thrive whether they are decision making platforms leveraging cognitive reasoning, Chatbots, autonomous vehicles or even AI powered running apps. Our AI ecosystem is unrivalled in the UK - 2021’s inaugural AI Festival helped cement the region’s reputation as one of the world’s go-to clusters for all things artificial intelligence.



Inawisdom

www.inawisdom.com

Location: Ipswich, Suffolk

Established: 2016

Inawisdom was founded to enable our customers to rapidly discover business differentiation from their own data assets and beyond. We are a leader in Artificial Intelligence (AI) and Machine Learning (ML) and specialists in advanced analytics, BI/MI and full stack services. Headquartered in the UK, with offices in Suffolk, London and Rotterdam, Inawisdom employs a highly skilled team of experts, serving global organizations across UK, Europe and the Middle East. Inawisdom is an AWS Premier Consulting Partner, holds multiple AWS competencies and is focussed on rapid results and customer-driven success. Inawisdom was acquired by Cognizant in December 2020 to accelerate the growth of this market leading capability.



“Inawisdom is proud to have its headquarters in the East of England. The region is full of incredible talent and entrepreneurship. We are home to an exceptional array of tech innovation for collaboration and networking, plus within easy reach of the capital. Ideal for our continued growth and success – it is a great place to live and work.”

Neil Miles, CEO

Orbital Innovation

www.orbitalglobalgroup.com

Location: Stowmarket, Suffolk

Established: 2003

Orbital Global is a leading digital technology and services company, which comprises three divisions: Orbital Media, Orbital Research and Orbital Innovations.



“Orbital Innovations is a division of Orbital Global that focuses on pioneering the development of AI, VR, AR and gamification technologies. Tech East and the thriving East of England tech ecosystem has been critical in helping Orbital achieve a variety of world-leading AI innovation successes. This includes developing an AI-based national healthcare management system for the Bill & Melinda Gates Foundation, AI national healthcare management system, a unique AI Avatar Assistant healthcare interface and an AI based falls prediction system.”

Peter Brady, CEO



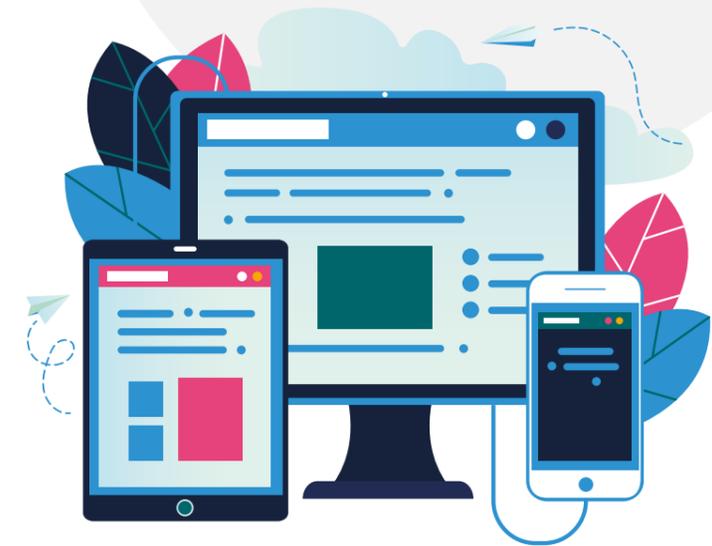
Rainbird

www.rainbird.ai

Location: Norwich, Norfolk

Established: 2013

Rainbird intelligent automation software models the thought processes of your smartest employees, so it can make decisions that are typically 100x faster, 25% more accurate and fully explainable.



“I have been embedded in the local tech community for many years and Rainbird has been based here since it was founded in 2013. We’ve witnessed the rapid advancement of the region’s tech industries. We have everything we need here - access to skills, partners and a global market plus a vibrant community.”

James Duez, CEO

2020 – 2021

12 months.

12 Clusters.

The whole of UK tech.

