



THE LEAP 100

The Most Exciting, Fast-Growing Companies in the UK

City A.M. has teamed up with Mishcon de Reya to identify 100 of the most exciting, fast-growing companies in the UK today.

These firms operate at a range of scales and across many sectors. All are in the process of making the leap to the next level.

This stage of a company's life is rich in

real-life drama, with risks of setbacks and sudden lows as well as high rewards for those who make it to the other side.

Throughout 2016, we will track the challenges and the hopes of this brave and economically vital group via regular polls, round tables and events, sharing the collective portrait that emerges.



AMBITION

Before he died of natural causes (or a huge shot of undiluted wine) at the age of 32, Alexander the Great had conquered the Achaemenid Empire, right up to the boundaries of the Punjab.

Thankfully – at least for those at risk of being conquered – most of us don't aspire to vanquish foreigners on the battlefield. Instead, we prefer to channel our nationalist aggressions into professional sport and spend the rest of the time trading with our friends (and some of our enemies) abroad.

If big AI had been born today, he would be running an ambitious Leap 100 company. Perhaps, given his international outlook, something like Prodigy Finance, which offers loans to international postgraduate students through its community platform of alumni, institutional investors and qualified private investors.

We look for this bold ambition in our Leap 100 founders. People who go it alone because the world isn't as it should be; people with a passion to create a product or service that doesn't exist but should.

LEADERSHIP

Leading a growing company requires a particular set of skills. These aren't the same as those needed to run a FTSE 100 company, where the pay packet, benefits, stability and prestige are the big draws for employees. When taking a company from start-up to scale-up, entrepreneurs are asking employees to take a risk and believe in their vision of the future. They are usually asking them to work for less than elsewhere. This takes leadership.

There is no single personality blueprint for leadership. Great leaders contradict stereotypes of what people imagine it takes to lead. Despite being a great orator and war-time leader, Winston Churchill was in constant battle with the "black dog" of depression. Steve Jobs was a business visionary who inspired staff and consumers alike, yet he was also notoriously spiky and negative. Though Richard Branson may come across as an extrovert, this is surprisingly built upon a personality that's naturally shy.

A sharp leader is the difference between good and great. We have many great entrepreneurs on this year's Leap 100. Consider Sean Ramsden of Ramsden International. Since taking over the family grocery business, the History of Art Cambridge graduate has set out on the path to international expansion.



MONEY

If Pink Floyd had been writing their iconic song Money today, the line "Get a good job with more pay and you're OK" would be replaced with something about the merits of building a billion-dollar tech company rather than slogging your guts for someone else.

Money isn't everything, but it's not unimportant. For better or worse, it matters where we fit in various hierarchies – one of which is related to the size of our home and cost of our belongings.

Yet money isn't just a crude measure of who has the biggest speedboat, it's a medium of exchange, a store of value and essential to the efficient running of a market economy. Although a growing number of companies can be started on a shoestring, it's rare and remarkable for firms to bootstrap and scale without some cool hard cash. Many Leap 100 entrepreneurs have taken a healthy injection of money from outside. Just consider Deliveroo. Since launching, the food delivery company raised £2.7m in June 2014, £16m in January 2015, another £45m in July and £66m in November 2015.

But raising money is never just about raising money. At its best, entrepreneurs receive smart money – investors with arguably the greatest asset of all: brains.

TEAM

No entrepreneur is an island – it takes a team to build a business. Though we are social creatures and cluster in colonies, we aren't bees, ruled by a tyrant with one drone easily replaceable with another. Instead, from a founder's first to thousandth employee, each impacts the company's culture and ultimate success.

The most common (and best) analogy is with sports. The surprise success of Leicester City in this year's Premier League is rightly attributed to the efforts of everyone associated with the club, not just the goals of Jamie Vardy and Riyad Mahrez. All the greatest teams in history – whether New Zealand's current rugby union team or Brazil's 1970 football team – are bigger than any one individual. Even virtuoso Michael Jordan, when talking about his success with Chicago Bulls, said: "Talent wins games, but teamwork and intelligence win championships."

Many of the best leaders are team players. It's surely more than a coincidence that many top sports people go on to become leading entrepreneurs. Venus Williams has already diversified into interior design and fashion. And one of the Leapers, Tom Britton, was a professional footballer before he co-founded SyndicateRoom.

The only way is up for Leap 100 companies

Nick Davis



have the expertise of last year's group of entrepreneurs – as well as experts at City A.M., Seven Hills, The Entrepreneurs Network and The Supper Club – but the UK is fortunate enough to have so many good companies that it is impossible to create a definitive list. That said, if this year's companies perform anything like last year's, it will be worth taking note.

Britain is blessed with an increasing number of innovative start-ups. We are not suffering the fate of many developed economies, which are seeing fewer new companies each year. Since 2008, the US has had a higher percentage of businesses dying than being born. In the UK the number of businesses has increased by an average of 3 per cent each year since 2000.

We need new businesses, but we also need them to scale. That's where we get the economic growth and resulting employment that the government – and

everyone – cares so much about. And that's why the Leap 100 matters. We have identified companies which we think are on the cusp of greatness, and the Leap 100 is about celebrating, supporting and learning from their experiences over a crucial year in their lives.

There is no magic formula for picking winners – otherwise we would be professional investors, not lawyers – but we have identified four areas where these entrepreneurs and companies excel. In

Britain is blessed with an increasing number of innovative start-ups

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the entrepreneurs, we have looked for leadership and ambition, and in their companies we have looked into their team and money.

When it comes to entrepreneurship, talk of disruption has been all the rage for a while. It may feel a little overused, but, since 1950, the life expectancy of companies has almost halved. It is hard to imagine this trend reversing, as the technological revolutions in robotics, 3D printing, virtual reality, nanotechnology and a 101 things yet to be dreamt up have hit the mainstream.

Given this, successful law firms need to be at the vanguard of spotting trends in entrepreneurship. At Mishcon de Reya, we are growing quickly and aspire to run our firm with the entrepreneurial traits that we see in our clients and Leap 100 companies. We value the privilege of sitting alongside our clients as trusted advisers, helping support their

aspirations. It's business. But it's personal.

Over the next 12 months we will run regular polls of the Leap 100 founders to find out what concerns them, so they can benchmark their experiences against their peer group. We are building a cohesive network of entrepreneurs who will be able to learn from their compatriots at regular events. Keep an eye on the pages of City A.M. for updates on their journey.

Not every company in the Leap 100 will replicate the success of some of last year's companies – businesses like Funding Circle, Unruly, TransferWise and Zopa – but some will. We think that every one of these 100 companies is worth keeping an eye on in 2016; join us in watching them take the Leap!

• Nick Davis is partner and head of corporate department at Mishcon de Reya.

THE Leap 100 is a list of 100 of the most exciting, fast-growing companies in the UK. But it's more than a list: it is a cohort of founders whose fortunes we will follow and whose ambitions we will support over the next 12 months; founders with the talent to help secure Britain's place as the best place in the world to start and grow a business.

Picking 100 companies to include in the Leap 100 is no easy task. It helps to

IN
PARTNERSHIP
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growth entrepreneurs

Welcome Leapers: Our definitive list of this year's most exciting, fast growth businesses

ACTURIS

Founders: Theo Duchon and David McDonald
Year founded: 2001
HQ location: London

Founded by two former McKinsey partners, software house Acturis offers clients an innovative fintech cloud based SaaS platform. The company saw over £46m revenues in 2015 and has over 430 staff – and each and every one was interviewed by the founders.

ADBRAIN

Founder: Gareth Davies
Year founded: 2012
HQ location(s): London and San Francisco

Having developed the entrepreneurial itch at a young age, former Google exec Davies was inspired to create Adbrain after spotting inefficiencies in the mobile marketing market. The identity solutions tech firm is backed by Cisco, Notion Capital and Octopus Ventures.

AFFECTV

Founder: Glen Calvert
Year founded: 2011
HQ location: London

Digital marketing company Affectv has created a tech platform that aims to deliver the “next generation” of audience-targeting technology. Affectv will, promises founder Calvert, be the technology that “makes digital adverts relevant and useful for people”.

AFRAME

Founder: David Peto
Year founded: 2009
HQ location: Soho, London

Serial entrepreneur Peto founded Aframe as a video platform powerful enough for video production yet simple enough for even a novice to use. He's taken the idea from a one-room office covered in post-it notes to a global business with offices in the UK and US.

ANYJUNK

Founder: Jason Mohr
Year founded: 2004
HQ location: London

Our trash has become Mohr's treasure, whose “man and van” junk removal firm saw £9m sales in 2015. He once considered putting the business up on eBay. But



BBOXX

Founders: Chris Baker-Brian, Mansoor Hamayun and Laurent Van Houcke
Year founded: 2010
HQ location: Chiswick, London

BBOXX's co-founders met while studying electrical engineering at Imperial College London. The enterprising trio initially created a charity to deliver solar power to communities in Rwanda; BBOXX is the resulting for-profit venture.

today, he wants it to become “uberjunk: a network of 100+ operators using our app to do the work for us”.

ARTESIAN

Founders: Mike Blackadder, Steve Borthwick and Andrew Yates
Year founded: 2007
HQ location: Winnersh

The social intelligence platform, which provides market insights and commercially valuable information to businesses, has big ambitions for the next 12 months: to expand across the US and drive customer satisfaction “through the roof”.

ASSET MATCH

Founders: Iain Baillie and Stuart Lucas
Year founded: 2011
HQ location: London

The online peer-to-peer trading platform is giving private companies and investors much-needed liquidity in privately-held shares. Now, its founders want Treasury recognition – so that the asset class “may be acceptable within tax efficient vehicles”.

BAC

Founders: Iain Briggs and Neill Briggs
Year founded: 2009
HQ location: Liverpool

The Briggs Automotive Company builds the Mono: the world's first road-legal single-seat production car. Created by brothers and automotive engineers Iain and Neill, the car has a top speed of 170mph and can go from 0 to 60mph in 2.8 seconds.

BOOKINGBUG

Founder: Glenn Shoosmith
Year founded: 2008
HQ location: Farringdon, London

A multichannel appointment platform for real-time management of appointments made online, by mobile, in-store or via call centre, BookingBug has clients ranging from John Lewis, M&S and EE to the Foreign and Commonwealth Office and NHS.

BRAINLABS

Founders: Daniel Gilbert and Sophie Newton
Year founded: 2012
HQ location: Kings Cross, London

Back in 2012, Gilbert and Newton had two missions for their performance marketing business: to change the future of digital advertising, and to create the best firm to work for in the world. Today, their goal is just as simple but no less ambitious: “triple digit growth”.

CAR THROTTLE

Founder: Adnan Ebrahim
Year founded: 2009
HQ location: London

Ebrahim shares investors with Zuckerberg and Zennstrom, set up Car Throttle at 22, and sees millions of hits to his site each month. Perhaps unsurprisingly, creating the world's biggest car site isn't enough. “We want to build the best media platform on the planet”.

CENNOX

Founder: Clive Nation
Year founded: 2006
HQ location: Camberley, Surrey

Since starting from modest beginnings a decade ago, Cennox has grown, organically, to become a global leader in ATM services – providing products relied on by some of the world's largest banks and financial organisations.

CONTACT

Founder: Dominic List
Year founded: 2005
HQ location: Weybridge, Surrey

The service provider supplies intelligent WiFi and tracking, infrastructure monitoring, cyber security and communication solutions as a managed service. As it celebrates its tenth anniversary, Contact aims to position itself as a market leader in digital healthcare.



DELIVEROO

Founder: Will Shu
Year founded: 2013
HQ location: London

Will Shu first had the idea for Deliveroo in 2004. The trouble was, smartphone technology was several years behind his vision for the food-to-go future. Deliveroo was finally launched in 2013, the year after Shu graduated from business school and has experienced the sort of expansion most entrepreneurs dream of: it now operates in 12 countries – from Dubai to Belgium and has been pegged for unicorn status. In the early days, Shu himself worked tirelessly as a rider – and he still delivers on Sundays.

CONVERSOCIAL

Founder: Joshua March
Year founded: 2010
HQ location(s): London and New York

In his early career, social media whizz Joshua March founded iPlatform – one of the world's first Facebook Preferred Developers. Today, he runs social customer service firm Conversocial, which has seen revenues double in the past two years.

COOK

Founders: Dale Penfold and Edward Perry
Year founded: 1997
HQ location: Sittingbourne, Kent

A saviour for the apron-averse, Cook provides frozen ready meals to homes across the UK. It's privately owned (and plans to stay that way), and continues to cook using the same ingredients and techniques as when it was founded nearly two decades ago.

CREAM

Founder: Graham Painter
Year founded: 2003
HQ location: London

Proving that it can pay to stick to what you know, Cream's founder Painter had been in the business of promoting luxury brands for over three decades (at Saatchi & Saatchi and Young & Rubicam), before founding boutique media agency Cream.

DARKTRACE

Founders: Jack Stockdale, Dave Palmer, Nick Trim, Emily Orton, Poppy Gustafsson
Year founded: 2013
HQ location: Cambridge and San Francisco

Mathematicians and machine learning specialists from the University of Cambridge joined heads three years ago to take on the cyber security challenge. Their unique skills led to the creation of an innovative company that tackles a wide range of cyber-threats.

DARLING ASSOCIATES

Founder: Chris Darling
Year founded: 2003
HQ location: London

Enthusiastic yachtsman Chris Darling founded

Darling Associates after one client had the faith and foresight to commission three projects from the ambitious architect. Fast forward 13 years and the architectural firm now has studios in London, Poland and the UAE.

DATAIQ

Founder: Adrian Gregory
Year founded: 2015
HQ location: London

In the four years since launch, data governance, research, audit and advisory firm DataIQ has grown its community to over 5,500 professionals. Founder Gregory has over 25 years' industry experience, and is “delighted” that data is now the “hot” subject.

DAVID PHILLIPS

Founders: Nicholas Gill, David Heller and Phillip Scheiner
Year founded: 1998
HQ location: London

Do furnished homes sell faster? The success of David Phillips, which has been growing at around 25 per cent per year, certainly suggests so. The firm is now the UK's largest specialist supplier of furniture and furnishing solutions to the property industry.

DECODED

Founders: Steve Henry, Kathryn Parsons and Richard Peters
Year founded: 2011
HQ location: Silicon Roundabout, London

Decoded was founded with a mission to demystify the technologies behind our computer screens. First famous for teaching the masses to Code in a Day, the firm now wants to transform whole companies, sectors and even economies through its products.

DOT NET SOLUTIONS

Founder: Dan Scarfe
Year founded: 2004
HQ location: London

Organisations are increasingly looking to leverage the public cloud to deliver innovation and reduce costs. Dot Net Solutions has established itself as both market leader and serious competitor to traditional outsourcers and global system integrators.


DUEDIL

Founders: Justin Fitzpatrick and Damian Kimmelman
Year founded: 2011
HQ location: London

DueDil (short for due diligence) started life after a bad experience at a previous company for Kimmelman, who was left regretting not knowing more about the venture from the outset. He aims now to scale DueDil into one of the world's most important tech firms.

EAMES CONSULTING GROUP

Founder: Matthew Eames
Year founded: 2002
HQ location: London

With offices in London, Zurich, Singapore and Hong Kong, Eames Consulting Group is growing fast. Founder Eames came up with the idea for the specialist recruitment consultancy when he saw how "polarised" the market was.

ENERGIE

Founder: Jan Spaticchia
Year founded: 2003
HQ location: Buckinghamshire

Plenty of entrepreneurs are now trying to cash in on the nation's fitness obsession. But Spaticchia was early in the game – and is reaping the rewards. Energie will soon have 100 clubs and is on track to be the largest fitness club operator in the UK and Ireland by 2017.

FENTON WHELAN

Founders: Sanjay Sharma and James Van Den Heule
Year founded: 2010
HQ location: London

Fenton Whelan is an integrated real estate investment and development business which sources and manages projects in prime locations (think Mayfair, Belgravia and Knightsbridge). Its first "major" project on Hyde Park will be launching soon.

FEVER-TREE

Founder: Charles Rolls and Tim Warrilow
Year founded: 2005
HQ location: London

Lifting spirits across the globe, mixer business Fever tree is famed for producing tonic water, ginger beer and lemonade. The idea came from spotting a consumer product that had yet to be successfully premised.

FINNCAP

Founder: Sam Smith
Year founded: 2007
HQ location: London

FinnCap now tops the rankings of brokers to Aim companies and is a top-five adviser on the LSE. Plus, it's helping give back to the technology community: in 2014, finnCap was involved in a fifth of all fundraising for the tech industry.

GIFT UNIVERSE

Founder: Paul Kraftman
Year founded: 2001
HQ location: Dorking, Surrey

The gadget retailer is a true gift to any wife or partner stumped for birthday or Christmas ideas. Its aim? To provide a wide choice of men's gifts for the man who has everything. In 2015, the niche retailer reported sales growth of 30 per cent and turnover of £35m.

GOSQUARED

Founders: James Gill, James Taylor and Geoff Wagstaff
Year founded: 2006
HQ location: London

Taking "youngpreneurship" to new levels, the founders of this marketing and analytics software platform created the business while at school aged 14. It's just celebrated its tenth anniversary, and this year will be focusing on growing its sales and marketing teams.

GROWTH ENGINEERING

Founder: Juliette Denny
Year founded: 2004
HQ location: Windsor, Berkshire

Learning tech business Growth Engineering calls itself the "arch enemy" of "dull" online learning. 2015-16 was its biggest year of growth thus far – with its workforce doubling in size, new products launched, and new offices opening in the US and Asia-Pacific.

HAMILTON FRASER

Founders: Simon Fox and Eddie Hooker
Year founded: 1996
HQ location: Borehamwood, Hertfordshire

From a tiny office above a redecorating shop in Barnet to a modern HQ in Borehamwood, insurance broker Hamilton Fraser has come a long way in the past 20 years. But its founders still have big plans for the future, including significant revenue growth.

HEADSPACE

Founder: Jonathan Rosenblatt
Year founded: 2013
HQ location: Farringdon, London

They say every entrepreneur needs a community – and Headspace helps them build just that. By providing flexible working spaces for creative, tech and media businesses, Headspace is boosting collaboration and information-sharing among UK entrepreneurs.

HOUSESIMPLE.COM

Founders: Alex Gosling and Sophie Gosling
Year founded: 2007
HQ location: Sudbury, Suffolk

In an industry ripe for innovation, HouseSimple.com is providing an effective alternative to the traditional high street estate agent. By eliminating the bricks-and-mortar side to their operation, the husband and wife team offer customers an inexpensive, efficient deal.

ISOTRAK

Founders: Was an R&D department at NFT
Year founded: 1999
HQ location: Milton Keynes

A management buyout of Isotrak in 1999 gave the firm independence and allowed its management team to focus on becoming a market leader in vehicle tracking solutions. This year, it aims to grow its share in the North American and Australasian markets.

JACADA TRAVEL

Founder: Alex Malcolm
Year founded: 2008
HQ location: London

Many of us have travelled to foreign lands and lamented never straying from the beaten track. Enter Jacada, which provides travellers with a more "authentic" experience. Founder Malcolm, who lives in Rio, plans to open more overseas offices this year.

JDX CONSULTING

Founders: Tim Bethel and Jonathan Davies
Year founded: 2012
HQ location: London

Co-founded in 2012 by Tim Bethel and business partner and "long-time mentor" Jonathan Davies, consulting firm JDX now has offices in London and New York (where Bethel is now based) and over 275 employees.

JNFX

Founders: Nathan Eisenberg and Jonathan Green
Year founded: 2007
HQ location: Canary Wharf, London

JNFX offers a variety of financial products and services, including CFDs, spread betting, shares, futures and options on global markets. It weathered the financial crisis and now has a growing team based in the heart of the City.

JOE & SEPH'S

Founders: Adam Sopher, Jackie Sopher and Joseph Sopher
Year founded: 2010
HQ location: London

With the average UK citizen consuming nearly 5kgs of popcorn per year, this was a market crying out for new players. One disrupter is Joe & Seph's, the family-owned popcorn business which has seen growth of over 200 per cent every year since launch.

JSA SERVICES

Founder: Andrew Goodman
Year founded: 1989
HQ location: Watford, Hertfordshire

A quarter-century old company may not seem Leap-worthy, but payroll and accountancy provider JSA Services is growing rapidly (and organically), and is widely regarded as one of the most innovative in its sector.

KNOMO

Founders: Howard Harrison and Benoit Ruscoe
Year founded: 2004
HQ location: London

Cast your mind back to 2004 and the turn of the laptop revolution. Two South African friends thought bags for men were boxy and for women boring. So they built Knomo, a range of bags and tech accessories which are today sold in over 40 countries.

LAPLANDUK

Founders: Alison Battle and Mike Battle
Year founded: 2006
HQ location: Kent

Mike Battle, a former markets trader, and his wife Alison grew tired of the lack of quality Christmas shows, so took matters into their own hands. They survived a copycat business to open a site in Windsor, and will be opening a new location in Cheshire in 2017.

LEIGHTONS OPTICIANS & HEARING CARE

Founders: Henry Leighton and Ryan Leighton
Year founded: 1928
HQ location: Farnham, Surrey

A family-run business since 1928, Leightons has over 250 employees and 34 stores. It prides itself on customer service and aims to maintain high single digit growth in its optical business, and to double growth in its hearing arm, by end-2017.

LENDINVEST

Founders: Christian Faes and Ian Thomas
Year founded: 2013
HQ location: London

**LINDE WERDELIN**

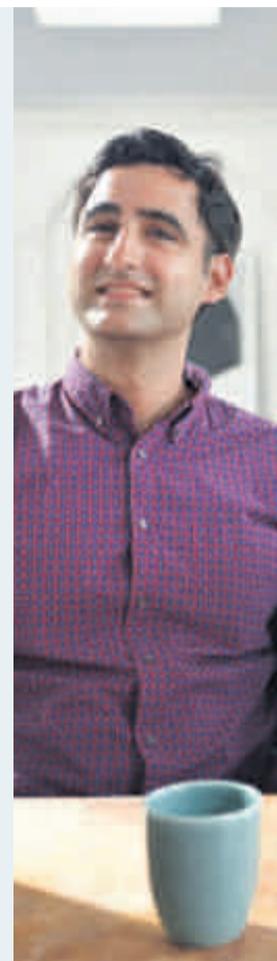
Founders: Morten Linde and Jorn Werdelin
Year founded: 2002
HQ location: London

Their price tags may be eye-watering, but a Linde Werdelin could save your life. The idea came after co-founder Werdelin skied off a cliff and broke his back. It gave him the idea for a highly-crafted sports watch that could provide the right level of information at the right time for skiing and diving. With the luxury goods industry suffering a trough, the founders will be focusing on the customer experience this year.

MARKETINVOICE

Founders: Anil Stocker, Ilya Kondrashov and Charles Delingpole
Year founded: 2011
HQ location: Holborn, London

MarketInvoice was set up in 2011 by three friends, two of whom – Stocker and Kondrashov – now steer the ship. The online marketplace works like an eBay for invoices, enabling institutional investors to advance working capital to small businesses by buying their outstanding invoices, shortening the lag created by long-term payment terms. Of course, invoice discounting isn't a new phenomenon, but new players like MarketInvoice are disrupting the market with increased flexibility and transparency.



If 2015 was a year of transformation, 2016 will be one of scale for peer-to-peer mortgage company LendInvest. To date, it has lent £560m to finance 2,100 properties in the UK, and last month backers Atomico invested a further £17m in the business.

LENI GAS CUBA

Founder: David Lenigas
Year founded: 2015
HQ location: London

Dealmaker David Leni Gas has a long history of listing companies on the Aim market. Last autumn, he founded Leni Gas Cuba, a new investment outfit created to help capital-starved companies in the Caribbean island to grow.

LIB GROUP

Founder: Nort Janssen
Year founded: 2011
HQ location: London

Rarely does a week go by without a new beauty product promising us skin perfection. LiB helps consumers navigate the myriad products available to them by connecting them directly with brands. Revenues are expected to grow 50 per cent in 2016.

LMAX EXCHANGE

Founder: David Mercer
Year founded: 2007 (Launched in 2010)
HQ location: London

It's a market of many players, but with over 20 years' experience in the derivatives industry, Mercer was confident LMAX could become a leader in MTF for FX. The e-trading firm now has clients in 90 countries and is one of the fastest growing tech companies in the UK.

LONGITUDE RESEARCH

Founders: Gareth Lofthouse, Rob Mitchell and James Watson
Year founded: 2011
HQ location: London

Longitude Research helps companies to plan, research and produce content and thought leadership. It works predominantly in the B2B sector for professional services, financial services and technology companies.

LOST MY NAME

Founders: David Cadji-Newby, Tal Oron, Pedro Serapicos and Asi Sharabi

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budget to grow its sales by 60 per cent in 2016 and will be opening new offices in the US, Middle East, Europe and Asia in the next 18 months.

MCCGLC

Founder: Matteo Console Camprini
Year founded: 2005
HQ location: Old Street, London

For further evidence of London's appeal to foreign entrepreneurs, look no further than design agency MCCGLC, which relocated to Silicon Roundabout from Milan in 2005. A truly international firm, MCCGLC employs 46 people from 21 different nationalities.

MIRACL

Founders: Dr Michael Scott and Brian Spector
Year founded: 2009
HQ location: Shoreditch, London

As we become increasingly reliant on computers and the internet, cyber security is of increasing concern to businesses and homes. Cyber security firm MIRACL is creating the next generation of protection to web services and users by replacing "outdated" models.

MONEY.CO.UK

Founder: Chris Morling
Year founded: 2008
HQ location: Cirencester, Gloucestershire

Comparison website money.co.uk just won the Tech Track 100 award and was voted among the best small firms to work for in the UK. Morling's next step is to grow the brand but, unlike competitors with their £20m advertising spends, he plans to do it "on a shoestring".

MOVIDIAM

Founders: George Olver and Alex Vero
Year founded: 2014
HQ location: London

The entrepreneurial duo behind digital platform Movidiam, who previously founded film production business Pendragon Productions, are demystifying and decentralising the film industry by connecting brands, agencies and filmmakers.

OREGA

Founders: Zachary Douglas and Paul Finch
Year founded: 2000
HQ location: London

The serviced-office industry has become a lot sexier since Orega started out 16 years ago. It's also become more competitive – the number of providers has risen by a quarter since 2004. Orega stays on top by offering "affordability, service and adaptability".

**PRODIGY FINANCE**

Founders: Cameron Stevens, Miha Zerko and Ryan Stelle
Year founded: 2007
HQ location: London

Prodigy Finance was started by three Insead MBA graduates who experienced firsthand the difficulties of financing an MBA. It's a win-win idea: through their platform postgrad students get the funding they need to attend business school, while investors get competitive financial returns.

Year founded: 2012
HQ location: Hackney, London

One of the more unusual members of the list, Lost My Name (LMN) sells personalised children's books to parents who are serious about having fun. Originally set up as a side project, LMN has now sold over 1m books and counts Google Ventures among its backers.

LOVE MOORISH

Founder: Julie Waddell
Year founded: 2012
HQ location: Devon

It only took a few months for former-journalist Waddell's smoked hummus to leap from her family kitchen to Waitrose fridges. Her healthy dips have seen success in Budgens and aboard BA – though Waddell isn't driven just by money: "I want to do some greater good."

M SQUARED LASERS

Founders: Dr Gareth Maker and Dr Graeme Malcolm OBE
Year founded: 2006
HQ location: Glasgow

It may be a decade old, but M Squared Lasers is one to watch. The photonics technology company, whose products are used in cutting-edge science in academia and commercial research laboratories, is regularly listed among the fastest-growing companies in the UK.

MARLIN HAWK

Founders: Jonathan Hime and David Holloway
Year founded: 2003
HQ location: London

Launched in 2003 as a boutique advisory and executive search firm, Marlin Hawk had a clear vision: to give forward thinking firms a new way to find executives. Its founders "make no apology" for disrupting their industry.

MATRIX APA (UK)

Founder: Charlie Bradshaw
Year founded: 1996
HQ location: London

The product design and procurement agency prides itself on its relentless energy and imagination. It is on

**PAYASUGYM**

Founders: Jamie Ward and Neil Harmsworth
Year founded: 2011
HQ location: London

Few industries have seen the disruption experienced by the health and fitness world in the past decade. While a host of new fitness startups are offering convenience and customisation that big chains cannot match – and often at a lower price – PayAsUGym is helping the incumbents by offering a new, risk-free revenue channel. The fitness aggregator allows its 400,000 customers to purchase discounted pay as you go gym passes across the UK, with no membership, no fees and no inductions.

PACT COFFEE

Founder: Stephen Rapoport
Year founded: 2012
HQ location: Bermondsey, London

As Stephen Rapoport knows all too well, tenacity is a key tenet of successful entrepreneurship. But this year, subscription service Pact Coffee will launch in "at least" two European markets – and continue to give coffee farmers a better deal.

PALACE CAPITAL

Founders: Stanley Davis and Neil Sinclair
Year founded: 2010
HQ location: London

Aim-quoted commercial property investment firm Palace Capital is run by two property veterans. Sinclair and Davis have a century of experience between them, want to continue to build a "solid" company, and focus on the regions (rather than London).

PCA PREDICT

Founders: Guy Mucklow and Jamie Turner
Year founded: 2000
HQ location: Worcester and New York

PCA Predict may be responsible for most of the postcode lookup tech in the UK, but its founders haven't stopped there. They have now combined that tech with a range of predictive services for ecommerce, enabling firms to improve the online experience.

PHAIDON INTERNATIONAL

Founder: Adam Buck
Year founded: 2004
HQ location: London

Global staffing group Phaidon International now has eight micro-specialist recruitment brands and big plans for 2016 and beyond. Key to its growth is expansion in the US and Europe through new offices.

PIE MAPPING

Founders: Freddie Talberg and Max Glaisher
Year founded: 2009
HQ location: London

PIE was originally founded as a publisher of offline

maps, but as technology and connectivity developed at a blistering pace, the business quickly pivoted to offer online logistics solutions for "any business with vehicles".

PLATFORM BLACK

Founders: Andrew Whelan and Caroline Langron
Year founded: 2012
HQ location: Basingstoke

As the conversation shifts from "start-up" to "scale-up", online business finance marketplace Platform Black is well-positioned to take advantage. It provides access to working capital for SMEs and small corporates, and has provided over £117m of funding to date.

PLAYMOB

Founder: Jude Ower MBE
Year founded: 2011
HQ location: London

Jude Ower had been in the games industry for 10 years before coming up with the idea for a platform to connect game mechanics to social good. Now, she wants to help corporates outperform the stock market by building "good business" into their core strategies.

PROPERTY PARTNER

Founder: Daniel Gandesha
Year founded: 2014 (Launched in 2015)
HQ location: London

Ever fancied investing in property but lacked the funds to do so? You're not alone. In the year since its launch, over 6,000 investors have invested over £25.5m across 170 properties through crowdfunding platform Property Partner.

PVL UK

Founder: Nick Broom
Year founded: 2000
HQ location: Sussex

Since 1999, PVL has been supplying specialist high visibility livery and corporate branding for commercial fleets and the majority of UK emergency services. The firm has just set up a Middle East division; 2016-17 is "all about maximising opportunities in the region".

RAMSDEN INTERNATIONAL

Founder: Sean Ramsden
Year founded: 1970
HQ location: Grimsby

A classic family business, Ramsden started life three generations ago as a small grocery store. Sean joined the company in the 1990s, and immediately spotted a new market: export. Today Ramsden International offers 23,000 British grocery items to over 550 customers in 130 countries.

RATED PEOPLE

Founders: Andrew Skipwith and Celia Francis (CEO)
Year founded: 2005
HQ location: London

Tradespeople recommendation site Rated People thrived in the great recession, which pushed people to renovate rather than relocate. It has since gone from strength to strength, and in 2015 saw 1m jobs posted on its platform.

RESPONSETAP

Founders: Ross Fobian and Richard Hamnett
Year founded: 2008
HQ location: Manchester

ResponseTap was conceived over a pint in a university bar. Today, the startup, which offers call-based automation to digital marketers, helps thousands of businesses across 12 countries improve their marketing ROI.

RESULTS THROUGH DIGITAL

Founder: Jamie Wilson
Year founded: 1999
HQ location: Warrington, Cheshire

Like so many great businesses, Results Through Digital had humble beginnings in the back room of Wilson's house. It now comprises an app development firm and digital marketing agency, but Wilson's mission remains unchanged: to be the best digital business in Britain.

SCM WORLD

Founders: Jonathan Bennett and Oliver Sloane
Year founded: 2009
HQ location: London

Its proposition may be wordy (SCM offers "supply chain management professional development") but its execution is neat. With a London HQ and an office in Boston, the firm doubled turnover in the last three years and aims to do the same in the next three.

SPACE APE GAMES

Founders: John Earner, Simon Hade and Toby Moore
Year founded: 2012
HQ location: London



SYNDICATEROOM

Founders: Goncalo de Vasconcelos and Tom Britton
Year founded: 2013
HQ location: Cambridge

Portuguese native De Vasconcelos formerly worked as an infrastructure consultant; LA-born Britton moved to the UK to play football. But both appreciated the need for an equity crowdfunding platform where investors could put in as little as £100, and do so alongside business angels who know their stuff. The firm has been doubling in size every quarter and counts super-angel Jonathan Milner among its advisers.

The UK's video games industry is now worth a colossal £4.2bn, and Space Ape is tapping into the booming market with smartphone and tablet games Samurai Siege (14m installs to date) and Rival Kingdoms. This year will see it release a major new Transformers game.

SPEKTRIX

Founders: Michael Nabarro and Matt Scarisbrick
Year founded: 2007
HQ location: London

After experiencing the hassle of installing a ticketing system at the ADC Theatre, Nabarro took matters into his own hands. Spektrix works with 250 organisations in the UK, US and Canada, and expects to see £3bn of tickets sold through its platform in the next three years.

TAILS.COM

Founders: Graham Boshier, Paul Cooke, James Davidson, Karen Freeman, Mark Holland, Joe Inglis, Kat Linger and Steve Webster
Year founded: 2014
HQ location: London

It may have more founders than could squeeze into a 4x4, but Tails's team share a common belief: that most dog food doesn't cut it. So they created a range of tailor-made food blended to a dog's dietary needs, to "change dogs and their owners' lives for the better".

TALKING TABLES

Founder: Clare Harris
Year founded: 1999
HQ location: London

Think partyware, and it's likely one, well-connected company will spring to mind. In 1999, it got a hot new competitor: Talking Tables. The gift and party accessories business is expanding overseas, and is forecasting 20 per cent growth this year.

THE CATALIS GROUP

Founder: Dominic Wheatley
Year founded: 2000
HQ location: Croydon

At 16 years old, Catalis Group now consists of three key areas: a games publisher on PC and console formats; a "work for hire" video games development company; and a compliance and localisation services firm for the entertainment industries.

THE CLEAN SPACE

Founder: Charlie Mowat
Year founded: 2003
HQ location: Vauxhall, London

Charlie Mowat had a successful corporate consulting job when he decided to don the Marigolds and set up his own cleaning company. It was worth the risk: The Clean Space has grown to a £4.5m business which, Mowat says, "improves the lives of cleaners".

THE MOMENT

Founder: Mark Hawkins
Year founded: 2014
HQ location: Holborn, London

The Moment began life in 1989 as Twofour Group, a content marketing agency. Why the change? To stand apart from its peers, of course. Private equity firm LDC has backed the agency, which has produced events for brands including MAC, Coca-Cola and Virgin.

TRIMLINE

Founders: Gary Oliver and Michael Oliver
Year founded: 1965
HQ location: Southampton

It may be worlds away from the Tech City success stories we often hear about, but Trimline refits and refurbishes dozens of ships and superyachts across the globe. It saw record growth in its 50th anniversary year last year, which it aims to continue in 2016 and beyond.

TRİYOGA

Founder: Jonathan Sattin
Year founded: 2000
HQ location: Primrose Hill, London

The road to inner peace can be a lucrative one for companies involved in the explosive growth of yoga – especially if you get there early. In 2000, Sattin quit law (and 40 cigarettes a day) to found Triyoga, which now has four studios and offers over 400 classes per week.



YPLAN

Founders: Viktoras Jucikas and Rytis Vitkauskas
Year founded: 2012
HQ location: London

For the FOMO generation, missing the boat is unthinkable. Fortunately, event booking app YPlan renders that almost impossible. Founded by Lithuanian friends Vitkauskas (who set up his first company at 14) and Jucikas after they packed in their lucrative jobs at Merrill Lynch and Goldman Sachs, YPlan lets users browse last-minute gigs, food tastings, theatre shows and gallery exhibitions. The app has had over 2m downloads since launch. And the founders aren't just lucky fans: YPlan counts Pharrell Williams and Ashton Kutcher among its investors.

UK POWER RESERVE

Founder: Tim Emrich
Year founded: 2010
HQ location: Solihull, West Midlands

How does a former White House employee find himself running a power generation company? Via a stint at Oklahoma-based Walters Power International, apparently. UKPR plans to triple the size of its operation by 2018, while quadrupling its Ebitda.

ULTRASOC TECHNOLOGIES

Founders: Professor Klaus McDonald Maier
Year founded: 2009
HQ location: Cambridge

UltraSoC addresses a crisis in System-on-Chip development: the SoCs are so complex that it's nigh on impossible for designers to fully understand them. Its products add security to chips, while debugging the software code that is an intrinsic part of every device.

UNILINK

Founder: Francis Toye
Year founded: 1994
HQ location: London

Software for criminal justice business Unilink may be older than some of the other Leapers, but it continues to develop innovative tech for niche markets. The firm is now growing at 20 to 30 per cent each year, and has offices in Australia, South Africa and Holland.

VIBE TEACHER RECRUITMENT

Founder: Paul Harris
Year founded: 2001
HQ location: Ravenscourt Park, London

You have your work cut out if your aim is to "create the happiest workplace in the world," but that's precisely what Harris wants to do. The firm was set up in 2001 by the Australian native and a university pal to better serve schools and teachers in London.

VIP

Founders: Miguel Corral and David Levin (who has since left the firm)
Year founded: 2004
HQ location: Manchester

While VIP has been operating since 2004, only in 2009 did it begin focusing on the e-cigarette industry. Such was demand that it quickly expanded across the UK, and now has over 100 outlets. The company has a number one market position in Ireland.

VIVID RESOURCING

Founder: Charlie Walker
Year founded: 2008
HQ location: London

At 24, Walker gave up a six figure salary to found recruitment agency Vivid Resourcing. Initially focusing on supplying interim contract workers in the technology and engineering sectors, Vivid has grown to a £30m turnover within seven years.

WOODSFORD LITIGATION FUNDING

Founder: Yves Bonavero
Year founded: 2010
HQ location: London

Serial entrepreneur Bonavero, who previously founded start-up mortgage bank Kensington Group, set up Woodsford to provide litigation and arbitration funding to clients with a case, but without the financial ability to pursue it.

WORKSHARE

Founders: Anthony Foy and Barrie Hadfield
Year founded: 1999
HQ location: London

Workshare aims to be London's "next big technology scale-up story." While the computer software firm has been operating since 1999, only in 2012 did it merge with Skydox (also founded by Hadfield) and begin to experience rapid growth. Long may it continue.

WRIGHT BROTHERS

Founder: Ben Wright
Year founded: 2002
HQ location: South Kensington, London

From humble beginnings a not-so-humble business was born. Wholesale oyster distributor Wright Brothers now supplies 140 of London's restaurants with a range of seafood, and Wright is now diversifying his company into a national operation.

Z HOTELS

Founders: Jamie Goldstein and Jonathan Raymond
Year founded: 2011
HQ location: London

While most new hotel companies tend to set up in the cheaper parts of town, Z's founders weren't willing to make the compromise. They're disrupting the traditional hotel model by combining central locations with low rates and stylish (albeit small) rooms.

ZAPPISTORE

Founder: Steve Phillips
Year founded: 2013
HQ location: Camden, London

When Phillips set up ZappiStore, which automates market research, he wondered if he might ruffle a few industry feathers. It didn't stop him; and today the pioneering firm is helping "delighted" clients across almost a dozen countries expand into new markets.