

# A rare gem in a gold mine: Britain's Got Startups finale to take place on the 2nd of July

*The finale of Britain's Got Startups, the national event series that spotlights the most promising startups and scaleups across the UK, will take place on the 2nd of July.*

Temps de lecture : minute

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The UK is a land filled with invaluable natural resources. Gold and gemstones have been found surrounding the coasts, the hills and the forest of this country, leading to many gold rushes throughout history.

But gold is now more than just a metal. Gold is personified by startups, entrepreneurs, companies acting as spearheads of the nation. This entrepreneurial mind, these many successful companies, make the powerful nation the United Kingdom is today.

But amongst this gold are hiding gemstones, rare gems which stand above an already beautiful crowd. Their uniqueness and world-changing potential make them one-of-a-kind assets not only for the nation, but for the world.

*Britain's Got Startups'* mission is to find these rare gems, thanks to a thorough and advanced selection.

## Unique Event, Unique Startups

Britain's Got Startups is a national event series that spotlights the most

promising startups and scaleups across the UK.

On this occasion, we spoke with *Amba Wilkes*, Events Lead at Britain's Got Startups, to learn more about the finale and the event itself, and what led to its creation.

"Often the founders have to come to London to find an investment, whereas we want to bring the investments out of London back into the regions, and that partly involves inviting investors, who are based in London, up to the events. But it's also finding local investors within the different regions who want to invest into their economy and their ecosystem." says Amba.

*"We want to bring the investments out of London back into the regions"*

"We've been all over England and the aim for next year is to expand to Scotland and Wales."

## Great Gathering

The event brings together local stakeholders, investors and business leaders to hear local startups and scaleups pitch their business.

The best businesses from the regional finals will be invited to London for an event series finale where BGS (Britain's Got Startups) will look to create an international platform for the best start-ups and scale-ups.

Don't be afraid to get your business in the spotlight. Thinking you're not in the right sector? Chances are, you're wrong.

"There's no specific criteria that gets them [the startups] through." says

Amba. "It's about the businesses and what they've achieved so far, what they're trying to achieve. That's why we do the semi-finals; it gives us a chance to watch them pitch in person before we put them in a room full of investors to pitch again, and then again if they make it through to the final."

## Sensational Selection

After carefully choosing and reviewing over 320 applicants, here are the finalists that will be showcased on the 2nd of July:

- Lemon - Northern
- Gaia Learning - Northern
- Bob - Northern
- Minimass - South-West x South-East
- Ciqurix - South-West x South-East
- IoT Solutions - South-West x South-East
- Sixley - South-West x South-East
- Sharesy - South-West x South-East
- Rubitek - Midlands x East
- Oxcel - Midlands x East
- Thrift+ - Midlands x East
- Rare Earth - Midlands x East

The participants will pitch at the final event in London. For more information about Britain's Got Startups, please visit: <https://britainsgotstartups.co.uk/>

