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FOUNDERS  
FORUM  
GROUP



TECH NATION  
CREO

# 20 Startups to Watch

Disabled founders and entrepreneurs  
innovating around disability.



Lead Partner:



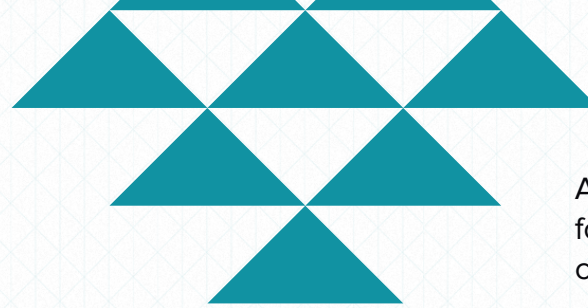
Founding Partner:





# TECH NATION CREO LAUNCH EVENT





One in three disabled people see entrepreneurship as a career path that's inaccessible to them.<sup>1</sup> Our goal with Tech Nation's Creo programme is to change that.

<sup>1</sup> Inclusive Innovation, Tech Nation, 2024

<sup>2</sup> Disability & Entrepreneurship, Lloyds, 2024 & Transforming Opportunities & Outcomes, Acces2Funding, 2023

At Founders Forum Group, our mission is to support founders at every stage of their journeys and that includes creating truly inclusive pathways to entrepreneurship.

Through Tech Nation's [Creo programme](#), delivered in partnership with the Motability Foundation, we offer the UK's first springboard platform for disabled founders, neurodiverse founders, and entrepreneurs innovating around disability, connecting founders and providing them with the knowledge and resources to grow.

Since launching Creo last year, we've witnessed the rapid growth of inspirational founder-led businesses innovating in industries ranging from AI and VR to mobility and health tech.

Like Ali Jawad's Accessercise, the first fitness app for people with impairments; or Kavya Jain's Sensei, which transforms walls into navigation tools for the visually-impaired; or Solomia Boretska's Lendocare, which makes mobility equipment hire easy.

Still, the facts remain: One in four founders in the UK are disabled or neurodiverse, but they are 400x less likely to receive VC funding.<sup>2</sup>

By spotlighting the trailblazing startups in these pages, our goal is to champion disabled entrepreneurs and innovators, providing them with access to the networks, support systems, and funding to scale.

[Read on to meet our Tech Nation Creo startups to watch!](#)





**Nigel Fletcher**  
CEO, Motability Foundation



I'm incredibly proud that the Motability Foundation is the delivery partner for this year's Creo programme, supporting disabled founders and entrepreneurs working on innovations designed to improve accessibility and inclusivity.

We oversee the Motability Scheme, which was established almost 50 years ago to help disabled people overcome significant mobility barriers, enabling them to access employment, education and healthcare.

Today, over 860,000 eligible disabled people currently lease a Scheme vehicle, and we help those most in need of support to access it. We also directly support people through grant-giving and innovation, and fuel wider change by giving voice to challenges and informing decision-makers.

Our commitment to supporting disabled people is unwavering, and we work together with others to amplify their voices and ensure their lived experiences are heard at every level. We believe that disabled people should be able to live the lives they choose and should not face barriers to participating in society.

We want to create a more inclusive future, and to do this we must ensure disabled people are able to access opportunities to succeed and thrive. That's why I'm excited for us to be partnering with Tech Nation on the Creo programme, which is providing invaluable guidance to a truly inspiring group of disabled founders and entrepreneurs.

The solutions being created through this programme will help to empower disabled and neurodivergent communities, and it's great to see this includes innovations in accessible and inclusive transport. I look forward to seeing how they develop.



20

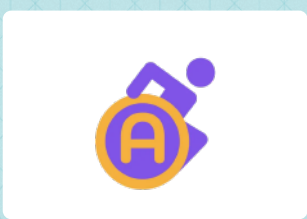
Startups  
To Watch



# Accessercise

Ali Jawad & Sam Brearey

 Health Tech  London



- ▶ Thousands of app users across UK, US, Europe, Brazil
- ▶ Raised £600k pre-seed.

The first-ever fitness app designed specifically for disabled people. Co-founded by Ali, a Paralympic silver medallist, and Sam, a 3x European sailing champion, Accessercise's USP lies in empowering disabled users to take control of their health through inclusive, impairment-specific content, breaking down barriers to fitness.



Ali Jawad  
Accessercise



I've always been the only disabled person in the gym. That has to be corrected.



During the first lockdown, I was training for the Paralympic Games from my living room. It was my fourth Games, and I knew it could be my last. I realised I'd never asked why I was always the only disabled person in the gym — and whether that had changed in 20 years. It hadn't. There were still huge barriers stopping people from going. I researched fitness apps, but none catered specifically for disabled people. I knew then that this had to be corrected.



I want disability fitness to be integrated into mainstream fitness without a second thought. I want Accessercise to become the most extensive impairment-specific exercise library ever — the Netflix of fitness for disability! The goal is to cater for as many disabilities as possible and raise the standard everywhere.



From elite sport, I learned that it's great to have a plan, but you have to be adaptable. We've carried that into the business. Solid foundations are important, but in a startup breaking down barriers, you must adapt to whatever comes. There's also resilience, perseverance, and a bit of delusion — people say you can't do something and you prove them wrong, backed by data and science.



An eagle, because an eagle sees everything, spots something small, has that hyper-focus, and goes straight for it!



The speakers are incredible — you see where you aspire to be. But the best part is the other startups. You learn a lot from them and they give you ideas you never considered.



## Auzi Hearing

Dec McLaughlin & Daniela Groza



Wearables



London



- ▶ **Global orders and zero returns.**
- ▶ **Partnered with Wicked UK and hearing clinics.**

Backed by a team of experienced startup operators, Auzi creates handcrafted luxury jewellery covers for hearing aids, transforming them from stigmatised medical devices into bold expressions of identity and style. Its mission? Challenge how hearing is seen, making assistive tech desirable, empowering, and culturally visible.

# HYYP A

## HYYP A

Mark Cann

 PeopleTech / HR

 South East



- ▶ Chrome extension for neurodiverse workers.
- ▶ Partnered with University of Portsmouth, Portsmouth City Council, Barclays Eagle Labs.

HYYP A helps neurodivergent workers manage focus and reduce overwhelm with a simple and free Chrome extension built for how their brains actually work. For remote workers and growing teams, the HYYP Afocus web app matches tasks with users' energy levels, gives visual ways of prioritising tasks, and removes distractions when it's time to focus.

# intotum

Fashion for Everybody

## Intotum

Hanan Tantush

 Design

 London



- ▶ Won London Mayor's Entrepreneur and NatWest Pitch competitions.
- ▶ Shown twice at London Fashion Week.

A multi-award-winning adaptive fashion brand creating stylish, functional clothing for disabled adults and children, Intotum's USP lies in merging high-street fashion with innovative accessible design. The team includes disabled and neurodiverse creatives, carers, and designers who bring lived experience, empathy, and innovation to every stage of development.

# Koala

## Koala For Work

Valerie Oyiki



London



- ▶ Top 30 finalist in JP Morgan's pitch programme.
- ▶ Launched v1 task management app.

Having navigated ADHD in professional environments herself, Valerie founded Koala to help professionals with ADHD manage their workload and regulate stress, with an AI-powered work support tool built on the foundation of health and capacity. Its goal is to keep more neurodivergent professionals in meaningful employment for longer by making work sustainable, not overwhelming.

Valerie Oyiki  
Koala For Work



There was a time when success felt out of reach for me. I want others to have the opportunity to succeed, no matter who they are.



I got my ADHD diagnosis three years ago and I didn't realise I needed extra support. I thought it was enough to take medication and push through. I worked myself to the bone, completely burned out, and I'm still recovering from that. I then saw so much research showing that neurodivergent people are more likely to be unemployed, experience burnout, and lose days of productivity. That's when I realised it wasn't about just me; it's about a mismatch between individuals and their work environments. With new tech advancing so quickly, it became clear that work can now be personalised to anyone's working style.



We are entirely focused on making work better for more people and giving more neurodivergent people access to success. I want people to reach whatever role they want at whatever seniority level, and that happens when we're allowed to show up at work as ourselves.



I'm a designer and being design-led sets us apart. People think design is colours and branding, but it's listening to people, looking at behaviour, understanding what's happening in the world, and being pragmatic while still hoping for more and shaping a better future.



The Koala itself! Everyone loves koalas. We don't need them to be anything or do anything. We embrace them as they are. That's what Koala is about: people showing up at work as themselves, doing their own thing, thriving, and being successful.



My mentor, Ronel David from HSBC Innovation Banking, has been really encouraging and practical. It's important to be strategic and business-minded, and in all our sessions we talk about the business of what we're doing.

## LendoCare

Solomia Boretska & Roman Boretska



Product-as-a-Service



London



- ▶ Supporting accessible travel across the UK.
- ▶ Part of the EIT's Better Mobility Accelerator.

Brother-and-sister team, Solomia and Roman, started LendoCare to make access to at-home medical equipment hire simple, reliable, and stress-free. Its mobility rental and subscription service makes accessing equipment a breeze; a three-click checkout flow with equipment delivery straight to your door or hotel.

## Motion

Stephen Hart

 Mobility

 London

**MOTION** 



- ▶ **Founder-led from idea to multiple prototypes.**
- ▶ **Bootstrapped.**

With an estimated 1.2 million self-propelled wheelchair users in the UK, Motion was founded with the mission to empower wheelchair users to explore more of the world around them, spontaneously and independently. Its founder, Stephen, became a wheelchair user following the removal of a cancerous brain tumour and his perspective is woven into the product; an innovative alternative to the traditional wheelchair designed to enhance the lives of its users.

## Nura XR

Ammar Boukhemkhem

 Immersive EdTech & Med Tech

 London

**nuraxr**



- ▶ **Built and tested XR-based MVP.**
- ▶ **Discussions with Meta, RedboxVR, Pico, SyncVR, and Dell.**

With a team of serial entrepreneurs and cutting-edge tech, Nura XR combines early neurodiversity detection, mental health support, and immersive learning experiences to empower neurodivergent individuals to thrive. Its unique approach blends XR technology with lived-experience-led coaching to build confidence, life skills, and long-term resilience.

## Reel Shoot

Imisi Adefala

📱 SaaS 📍 London



- ▶ Joined accelerators MSDUK, F100 Sky, Lancaster Enterprise.
- ▶ Backed by Dr Mark Esho MBE and Isaac Harvey MBE.

Reel Shoot is a content platform that enables brands to commission videos from disabled creators, making inclusive marketing effortless and impactful. Its USP lies in combining high-quality, UGC-style content with genuine representation, creating economic opportunities for disabled creatives while helping brands reach wider, more engaged audiences.

## RES8T®

Kloë Girier

🧬 Health Tech 📍 London



- ▶ Prototype tested with 100+ users.
- ▶ Raising pre-seed funding.

Backed by a team of therapists and physicians, RES8T® is a neuro-inclusive wellness hub that empowers neurodivergent people to take control of their health through an 8-step holistic framework integrating physical, mental, social, professional, financial and spiritual wellbeing. Centred on longevity, proactive burnout prevention, and emotional regulation, the programme creates a healthier future for one billion neurodivergent minds worldwide.

# Sensei

Kavya Jain

 Design

 London



- ▶ Supported by Santander, Design Museum, MSDUK.
- ▶ 10 school pilot project funded by Innovate UK.

Started as a final year project at university, Sensei builds accessible spaces for the visually impaired. Its wall-mounted, touch-based wayfinding system guides individuals to key areas of a building through touch.

# Smarta

Damian Baetens, Richard Myers, Ian Straker

 Software / App

 North East



- ▶ Awarded Innovate UK's £50K Creative Catalyst grant to build MVP.
- ▶ Already secured local authority contracts, partnerships, and private customers.

Having already built and scaled startup finance company, Transmit Startups, Damian, Richard, and Ian are supporting more business innovators with Smarta, an AI-powered coaching platform helping individuals thrive in today's workplace. Smarta combines personalised, soft-skills-focused learning journeys with access to real coaches and neurodiversity specialists. Using AI, it will create personalised coaching pathways and a means for individuals and organisations to measure growth and impact.

## Sownd Affects

Marion Marincat, Emma Moffat

 Health Tech  London



- ▶ Delivered London's first Hearing Wellness Festival.
- ▶ Proprietary tech validated with University of Southampton.

The 30% of the population who are noise-sensitive face significant barriers in workplaces, hospitality venues, and public spaces. Sownd Affects transforms these spaces into audio inclusive environments using its proprietary SOWND Method, combining acoustic science with human impact assessment to make more spaces accessible for the millions affected by noise sensitivity.

## Steeev

Dan Smith

 Health Tech  London



- ▶ Tackling male loneliness.
- ▶ Research shows 70%+ openness to the platform.

Steeev helps men aged 25–55 form real-life friendships through shared interests, with features designed specifically for how men connect. By removing stigma, using gamification, and partnering with male-heavy industries, its aim to reduce male loneliness and improve mental health at scale.



# Strawberry Leopard Ltd

Gillian Burgis-Smith

 Inclusive Design Consultant

 London



- ▶ **Recognised authority in accessibility and inclusion in the built environment.**
- ▶ **Co-creator of the 'joyful journey' method – beta tested by national corporations.**

Living with a brain tumour that affected her senses, Gillian experienced firsthand how spatial design often overlooks critical accessibility and liminality needs. She founded Strawberry Leopard and its life-centred design methodology to help corporates, organisations, and design professionals move beyond conventional norms and compliance, optimising physical journeys, balancing sensory input, and fostering psychological comfort to create environments where everyone can thrive.



# Trainor Jim

Lee Trainor, Jim Kelly

 Health Tech

 South East



- ▶ **Innovate UK award-winning, patented device.**
- ▶ **Part of the NHS Clinical Entrepreneur Programme.**

Trainor Jim enables easy exercise for everyone with the Shuffler, a portable, seated exercise device aimed at enhancing mobility and physical activity for ageing and sedentary individuals.



# Travel Hands

Ishan Jha, Piyush Chaudhary,  
Marco Fabbri

Non-Profit

London



- ▶ Selected for JP Morgan’s Force for Good.
- ▶ Partnered with the European and UK Space Agency.

Travelling safely, affordably, and independently is a significant challenge for the 285 million VIPs (Visually Impaired People) worldwide. Travel Hands eases the outdoor commute by pairing VIPs with sighted and verified volunteers to travel together, ensuring a safe, convenient, and inexpensive travel experience.



Ishan Jha  
Travel Hands



I was diagnosed with an eye disease and told I might lose my sight. That sparked the question: What would I do if I became blind?



I focused on how to increase employability for blind people in the UK for my master’s thesis. I’d been diagnosed with an eye disease in 2013 and was told I might lose my sight as I aged. That sparked the research: What would I do if I became blind? How could I continue to work? I began volunteering and met many visually impaired people. One evening, I took a group of friends on a pub crawl, we got drunk, and one of them called me ‘a good Uber human being’ for helping them home. That phrase stuck with me. I thought, if I can help them, others might want to do the same.



I want visually impaired people (VIPs) to travel safely, comfortably, and affordably. If we can make those three things happen, we can change the lives of VIPs globally. We've run 1,300 journeys so far. I want cities where VIPs can move around freely, and people see VIPs being helped as a natural part of life.



It's the blend of technology and human empathy. We combine both to create solutions that do good, focusing on the needs of VIPs while ensuring the service is user-friendly and accessible.



Iron Man! If you give a disabled person an Iron Man suit, they can do anything they want. Giving VIPs the freedom to travel independently and handle any challenge on their own — that's the dream.



The network has been amazing. It's given me the opportunity to speak with mentors and people from different backgrounds and industries in the ecosystem.



## TryMosaic

Ryan Hoare



SaaS



South West



- ▶ Secured first paid customers with a strong pipeline.
- ▶ Strong network of resellers.

Most organisations genuinely want to support disabled and neurodivergent staff. The real blockage is operational. Adjustments are messy to request, inconsistent to approve, and almost impossible to track. After leading one of the UK's largest neurodiversity employee networks, Ryan built TryMosaic to give employers a simple, secure way to manage workplace adjustments at scale.



**Ryan Hoare**  
TryMosaic



## We're building the infrastructure for neuroinclusion.



TryMosaic began life as a self-reflection tool. One question asked users what adjustments they needed at work. When I shared that feature with peers, their response was immediate. One user who had spent a year trying to get their adjustments agreed used the MVP and solved it in 10 minutes. Their manager escalated it to directors with the message: 'We need this now.' That was the moment it became clear the real demand was for a workflow that fixed a broken system, not another coaching tool. We pivoted hard and four months later closed our first B2B sales.



Our slogan is 'Making reasonable adjustments unreasonably easy', and that's what we want to do, make the process as easy as payroll for HR. You don't run payroll on bits of paper or scattered documents; you use software. Adjustments will follow the same path. TryMosaic is the first purpose-built software treating adjustments as a repeatable, compliant process.



My team and I have all lived this problem – as employees, as managers, and in HR – so we see all three sides of where the process breaks. We genuinely care about inclusion and want to see things like autistic and neurodivergent unemployment change. At the same time, we're building something that saves legal compliance and increases productivity.



Between the team we own a corgi, a samoyed, and a labrador. The team insists the mascot would probably be a cheerful, slightly overexcited dog.



TryMosaic has signed its first two paid customers since joining Creo, with more in active discussion. For a B2B HR SaaS this is amazing. I say to my team that there's not a problem we can't fix, we just need more customers, and Creo has opened up those connections.

Uncommon

## Uncommon

Kirsten Jack

EdTech

London



- ▶ Supporting 700+ families with 70% retention.
- ▶ 15–20% monthly growth.

Inspired by her own experiences as a neurodivergent teen and parent, Kirsten founded Uncommon to support neurodivergent young people through creative, interest-based clubs, mentoring, and a safe online community. Through its lived-experience-led model, relatable neurodivergent mentors create meaningful connections that help young people thrive socially and emotionally.

WeWALK

## WeWalk Ltd

Gökhan Meriçliler, Kürşat Ceylan

AI

London



- ▶ Users in 60+ countries.
- ▶ TIME Best Invention and King's Award for Innovation.

By leveraging cutting-edge tech and AI, WeWALK creates revolutionary mobility tools for visually impaired people, driven by lived experiences. Its flagship innovation, the Smart Cane 2, offers obstacle detection, voice-guided turn-by-turn navigation, and a built-in personal assistant, all activated with a single press of a button.

# Our Partners

Lead Partner:



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Creo is the UK's first springboard programme for disabled founders and entrepreneurs innovating around disability.

The programme is for pre-seed to pre-series A tech startups based in the UK. The company must have at least one founder who self-identifies as disabled or neurodiverse, or the company must be innovating around disability or neurodiversity.



**TECH NATION**  
CREO

**Interested in joining or  
partnering with Creo?**

**Get in touch:**

[chantelleyoung@technation.io](mailto:chantelleyoung@technation.io)  
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