

# Media Release

## Tällt Ventures Reveals Index of Disruptive Businesses Worldwide

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- The Disrupt 100 celebrates the businesses with the most potential to influence, change or create new global markets
- Most disruptors were founded outside of North America, with most from Europe and almost a tenth from Israel, a country with quarter the population of California
- Healthcare is the leading sector for disruption with innovative prevention, prediction, detection and treatment methods

UK, Wednesday 25th May 2016: Today, launches Disrupt 100 - a bi-annual detailing the companies shaping our futures.

Each Disrupt 100 venture was sourced from over 1M global startups and corporate ventures, has been scored against a specific criteria measuring the potential it has to affect an existing market or geography, introduce new customers into an existing market and/or creating a new market with significant customer demand.

The index has been judged by global brands including Astra Zeneca, KPMG, IBM and Silicon Valley Bank, tech accelerators Microsoft Ventures, Mass Challenge and WAYRA and entrepreneurs Emma Sinclair, Tom Goodwin and Bill Liao.

The Disrupt 100 includes familiar names such as IBM Watson, the artificial intelligence which reveals insights from unstructured health data and Mondo, the digital bank tapping into customers' increasing use of technology. The list also features lesser-known ventures such as Humavox, the wireless charging solutions that fits into the smallest of gadgets and Spiber, the company studying the DNA of spiders to produce artificial silk thread four times stronger than steel but more flexible than nylon.

Matt Connolly, Managing Director, Disrupt 100, said:

“Entire industries are being disrupted by new, often well-funded startups that are able to quickly scale and displace long-established companies. The Disrupt 100 champions those businesses who are rethinking today's products, services, technologies and business models to open new markets and create new demand.”

Fu'ad Butt, Associate Partner, IBM said:

“These companies are launched by innovative people who express a high degree of passion in what they believe they can impact and have the fortitude to go for it! I am not only impressed by the submissions, but I am personally energized by the stories of the individuals behind each idea. Bravo to all the members of Disrupt 100!”

Tom Goodwin, SVP Strategy and Innovation, Havas Media said:

“New technology and platforms are leading to rapid changes in how people behave, while also creating powerful new threats and opportunities for businesses and brands. Disrupt 100 offers a chance to reward and showcase companies that are thinking differently, embracing risk and leading the way into the future.”

Key trends from the Disrupt 100 include:

### **Disruption impacts us all**

There is at least 1 disruptive product/service on the list that would be of benefit to EACH and every one of the 7.4 billion people that inhabit our planet. Examples include what3words, the company addressing every 3mx3m square in the world with 3 words and mOm Incubators, developing inflatable, low-cost incubators reducing infant mortality globally.

### **Most disruption is occurring beyond North America**

76% of ventures named in the Disrupt 100 were founded outside of North America. Examples include Snapcart, the Indonesian startup generating valuable insights by providing customers with rewards in exchange for scans of their shopping receipts; Belong, the Indian startup developing data driven technology helping organisations discover, engage and hire top talent; and Delivery science, who are using big data analytics to help Africa's emerging e-commerce sector manage inventory and delivery more efficiently.

### **Europe is leading the disruption race**

44% of disruptors are from Europe, demonstrating the impact of increased investment to support talent across the 50 countries. Examples include Tradiio, the Portuguese music streaming platform helping unsigned artists to be heard and Bioserenity, the French company developing an epilepsy diagnosis and monitoring system built into your clothing.

### **Israel is a power-house for innovation**

Almost 10% of Ventures named in the Disrupt 100 are from Israel, a country with ¼ the population of California, the home of Silicon Valley. Examples include Fairfly, the company which alerts you if the price of your booked flight has dropped, and rebooks to provide you with a fairer price; Sniffphone, a device which connects to a smartphone and analyses breath to alert patients of disease biomarkers; and Fringefy, the Shazam for identifying buildings when out and about.

### **Healthcare is the leading sector for disruption**

The largest sector for disruption is health tech with 27% of disruptors supporting better health outcomes. This includes Adheretech, the simply yet incredibly effective

smart pill bottle which monitors adherence; CrowdMed, the platform which helps people solve difficult medical cases online using the 'wisdom of crowds'; and JustMilk Ltd, the company who have developed a novel system for safely delivering medication and nutrients to breastfeeding infants.

### **Smart devices are enabling most disruption**

55% of the disruptors named in the index are using smart devices to bring disruption into the hands of the consumer. Whether it's checking the health of your livestock or keeping up to date with your bitcoin investment, smart devices are the market enabler for the most disruption. Examples include Touch Surgery, a mobile surgical simulator which guides healthcare professionals step-by-step through operations in virtual reality; uMotif, the startup behind the largest, global online study of Parkinson's Disease ever undertaken; and Booster, the on-demand car fuelling service.

### **Disruptors continue to be drawn to the challenge of creating a more sustainable planet**

Over 10% of the disruptors are socially driven towards a more sustainable planet. Examples include Pavegen, the renewable energy company harvesting kinetic energy from every footstep made; CropX, the agricultural analytics software which generates daily, accurate irrigation maps and optimises crop yields; and Gogoro, the electric scooter startup being developed alongside the Gogoro GoCharger, a charging station that allows customer to swap out drained batteries on the move.

Information about all the business can be found on [www.Disrupt100.com](http://www.Disrupt100.com).

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