

**SXSW® LONDON ANNOUNCES SEMI-FINALISTS OF INTERNATIONAL VENTURE SPOTLIGHT
COMPETITION FOR EARLY-STAGE STARTUPS**

- Semi-finalists include start-ups who have developed the world's first dexterous robot designed to conduct brain surgery, dissolvable breast implants, and sustainable self-healing concrete.
- The semi-finalists will pitch their business to judges live on the SXSW London stage for the chance to win up to £100,000 and bespoke support for their business
- Also announced is a Start Up Village at SXSW London which will serve as the home for early-stage businesses and entrepreneurs with partners including Tech Stars, Hot Bed Ventures, the NHS Clinical Entrepreneur Programme and Start Global

London, 13 May 2025: South by Southwest® (SXSW®) London today announces the semi-finalists for its international Venture Spotlight competition for early-stage startups across life science, biotech, deep tech and creative tech.

The shortlist includes start-ups who have developed game-changing innovations including self-healing concrete to improve the lifespan and cut carbon emissions of infrastructure, dissolvable breast implants that allow natural tissue regeneration after a mastectomy, and the world's first dexterous robot designed for minimally invasive neurosurgery.

The announcement comes as SXSW London reveals it will be hosting a Start Up Village during the European debut taking place between 2nd – 7th June 2025, which will serve as the home for early-stage businesses and entrepreneurs. Partners will include Tech Stars, Hot Bed Ventures, the NHS Clinical Entrepreneur Programme and Start Global.

These announcements reflect the inspiration for the inaugural SXSW London, and its core commitments to celebrating and uncovering future-facing innovations across Europe.

These 20 successful start-ups from across Europe will come together and compete head-to-head at the SXSW London debut on 3rd and 4th June at the Truman Brewery stage, presenting a three-minute pitch on their business to an audience of angels, investors and media.

The five successful finalists will go on to pitch on 5th June on the main stage, for a chance to win prizes of up to £100,000 along with support for their business.

Early stage companies will be judged by SXSW London's diverse range of advisors, consisting of world-leading investors, entrepreneurs and industry experts across life sciences, deep tech and creative tech. Judges include leading tech investors and investment managers from Google Deepmind, Johnson & Johnson Ventures, General Catalyst and Antler.

Anouska D'Abo, Head of Strategic Projects, SXSW London said: "SXSW London centres on celebrating and inspiring future facing innovation and creativity, which is the core of the SXSW ethos. Launching the Start Up Village and Venture Spotlight Competition in London, a beacon for innovation and entrepreneurship, exemplifies this ethos, highlighting the unique innovations driven by startups across Europe and helping the best ideas get the recognition they deserve."

The competition is aimed at businesses that are affiliated with a university, are founded in 2020 or later, and that have raised £350,000.

ENDS

NOTES TO EDITORS

Media Contact: sxswlondon@freuds.com / Abi Smith

Call: 020 3003 6300

For any questions related to press accreditation please contact.press@sxswlondon.com

Semi-finalists

The semi-finalists across the represented sectors of Deep Tech, Creative Tech and Biotech & Life Sciences are as follows:

- [Carbon Cell](#) – An alternative to polymer-based foams, with a patent pending, plastic-free foam made from carbon-negative biochar.
- [Danu Robotics](#) – Manufacturing waste sorting robots and computer imaging systems controlled by AI
- [Exnaton AG](#) – The future of energy billing. The AI-driven SaaS platform empowers utilities to unlock new digital business opportunities - from energy sharing and dynamic tariffs to intelligent charging of electric vehicles and more.
- [Healshape](#) – A global regenerative medicine company that has developed a wholly natural and resorbable breast bioprosthesis, which is intended for women who have been subjected to a mastectomy following breast cancer to regenerate their own tissue.
- [HoloMem](#) – A future fit cold data storage technology that uses infinitely readable holograms to store data at ultra-high density with zero energy.
- [LightHearted AI Health Limited](#) – AI precision cardiology platform that revolutionises heart disease diagnosis using laser-based technology and advanced AI
- [Literal Labs](#) – Using logic-based techniques to generate AI models that are of magnitude faster, more energy efficient and explainable than neural network
- [Mimicrete Ltd](#) – Biometric, self-healing concrete technologies, that expand the lifespan of infrastructure and contribute to cutting CO2 emissions by up to 67%
- [Nanomox Ltd](#) – Patented Oxidative Ionothermal Synthesis (OIS®) technology, which uses ionic liquids to create high-performance inorganic materials at lower economic and environmental costs
- [Neu Health](#) – Transforming how Parkinson's and dementia are monitored and managed through a first-of-its-kind digital platform that captures cognitive and motor measures remotely. The award-winning technology allows patients to complete clinically validated tests on their own smartphones - no clinic visits or specialist equipment required.
- [Panda Surgical](#) – Developing the world's first dexterous robot for minimally invasive neurosurgery, offering surgeons enhanced dexterity and decision-support making operators safer, more effective and more widely adopted.
- [Ponda](#) – A biomaterials company creating next generation textiles from plants grown in regenerated wetlands.

- [Porpoise Power Ltd](#) – Next generation technology that opens the market for tidal steam energy - a predictable renewable energy source that can provide low baseload power.
- [Shit2Power](#) – A modular, de-centralised containerised reactor system that transforms wet biomass directly at its source into clean energy and nutrient-rich ash
- [Showpower](#) – Replaces polluting, loud, unreliable and inefficient diesel generators with a reliable SmartGrid battery system that can enable 100% emission-free power for events
- [Space Solar](#) – Commercialising space-based solar power, Space Solar harnesses the abundant solar energy in space to deliver continuous, affordable energy from space to markets on Earth.
- [Tethys Robotics AG](#) – A fleet of compact autonomous underwater inspection robots designed for ensure thorough and high-quality underwater infrastructure inspections
- [Tweke](#) – Building the next generation of home infrastructure, Tweke is replacing traditional switches with AI-enabled smart controls that cut energy costs, enhance comfort, and can be retrofitted into any home worldwide.
- [Transdermal Diagnostics](#) – A pioneering MedTech startup developing non-invasive, need-free health monitoring technology. The company is on a mission to transform chronic disease management - starting with diabetes - through real-time, pain-free biomarker monitoring.
- [XARlabs](#) – An innovative mixed reality platform integrating real-time data, 3D imaging, and AI-enhanced guidance into a single, intuitive headset experience for surgeons.

Venture Start Up Advisors:

- Adam Flannigan, Giant Ventures, Associate
- Alasdair Thong, Selvedge Ventures, Co-founder
- Alexandra Thornton, Felix Capital, Investment Manager
- Anastasiya Syirna, F-Prime, Investment Manager
- Ayokunmi Ajetunmobi, The Pioneer Group, Head of Venture
- Ben Miles, Empirical Ventures, Co-founder
- Dorothy Chou, Google Deep Mind, Director of Public Engagement Lab at DeepMind
- Eli Krieger, Lansdowne Venture, Analyst
- Juliet Bailin, General Catalyst, Investment Manager
- Junkai Zhu, Earlybird Venture Capital, Investment Manager
- Karolina Zapakada, Parkwalk Advisors, Senior Investment Manager
- Leigh Brody, Albion VC, Investment Manager
- Martell Hardenberg, Antler, Partner
- Paul Ashley, J&J Ventures, Director
- Simon Turner, Sofinnova, Partner
- Veronica Chou, Global Fashion Holdings, Angel Investor
- Yasmin Siraj, BackedVC, Investment Manager

Venture Spotlight Eligibility Criteria:

- A founder being affiliated with a University i.e. a current student, faculty or an alumni
- Raised at least £350,000 or equivalent in equity-based funding
- Founded in 2020 or later
- Businesses in life science, biotech, deep tech or creative tech (more details below)
- Pass KYC and Anti-Money Laundering checks

Start Up Village Partners**Tech Stars (Monday)**

***Techstars** is a global startup accelerator that helps founders succeed through mentorship, funding, and a powerful network. With 27 active programs, 10,600+ alumni founders, and \$29.5B raised by its companies, Techstars connects startups, investors, and communities worldwide.*

***Techstars London**, launched in 2013 as Techstars' first international program, has become one of Europe's most influential accelerators, and is deeply embedded in the city's vibrant startup scene. The program is highly selective, industry-agnostic, and offers up to \$220,000 to each chosen startup. This year's cohort consists of seven AI-native startups from around the world, across sectors like legal, insurance, finance, healthcare, climate, and communications.*

HotBed (Tuesday)

Hotbed was founded by M Coyle and Perdrie Alder in 2022 with the mission of creating an even starting line for founders worldwide by providing early stage startups with the tools, resources and community needed to grow, scale and secure funding irrespective of their geographical location. Since then, Hotbed's virtual accelerator has worked with 700+ startups across 40+ countries.

NHS Clinical Entrepreneurship Programme (NHS CEP) – (Wednesday)

NHS Clinical Entrepreneur Programme (NHS CEP), delivered by [Anglia Ruskin University \(ARU\)](#), is a free award-winning entrepreneurial work force development programme aimed at NHS staff and healthcare professionals.

The programme is part of the [Accelerated Access Collaborative \(AAC\)](#) which brings together industry, government, regulators, patients and the NHS to remove barriers and accelerate the introduction of new ground-breaking treatments and diagnostics which have the potential to transform care.

START Global (Thursday)



START Global is a student-run organization that connects entrepreneurs with industry leaders and offers events and programs such as START Summit, START Hack, START Sphere and START Fellowship.

About SXSW London

A global platform celebrating the convergence of creativity, culture and innovation, SXSW's inaugural European edition SXSW London builds on the brand's decades of success in Austin and now Sydney.

Between June 2-7 2025, SXSW London will take over dozens of venues, galleries, clubs and spaces around Shoreditch in east London, including many independent and community-led spaces. In addition to the inspiring keynotes, music showcases, and innovations in tech, gaming and screen that fans have come to expect from SXSW, SXSW London will introduce new arts and culture programming in a first for the brand globally. SXSW London will also feature a particular focus on creative sectors and talent from across Europe. The festival is anticipated to generate over £75M in direct economic benefits for London and the UK.

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