

The logo features the text 'MSDUK' in a small font above 'ACCELERATOR' in a large, bold font. The 'O' in 'ACCELERATOR' is replaced by a play button icon. Below this, the word 'PROGRAMMES' is written in a smaller font. The background consists of overlapping geometric shapes in shades of red and orange.

MSDUK  
**ACCELERATOR**  
PROGRAMMES

# MSDUK Accelerator

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Elevating Ambitious Ethnic Minority Founders

# The hardship is real for Ethnic Minority Entrepreneurs

MSDUK understand that Ethnic Minority Businesses (EMBs) face additional barriers and challenges than their non-ethnic peers. The Federation of Small Businesses (FSB) and Aston University research found:

- + Small EMBs contribute £25 billion to the UK economy. However, they are also held back by barriers preventing them from reaching their full potential.
- + Ethnic Minority Entrepreneurs are more innovative than their rivals.

MSDUK's own research from the Minority Business Matters report found that EMBs face three challenges:

- + Discrimination
- + Disconnection from mainstream business and financial networks.
- + Doubt (lack of self-confidence)

With the support of our amazing sponsors, **Unilever** (headline sponsor), **Dow**, **WPP**, and **Google**, we have created the MSDUK Accelerator.

**Our mission is to develop the ethnic minority businesses of today, so they become the diverse suppliers and leaders of tomorrow.**

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# Elevating Ambitious Ethnic Minority Entrepreneurs

The MSDUK Accelerator was created to elevate ambitious ethnic minority entrepreneurs with a Business to Business (B2B) focus.

We wanted to provide a programme of experiential learning, community of peers and powerful network of experts, corporates, and advisors.

We do this at no cost to the EMB and take no equity. Through educating, challenging, and connecting them, we want to help them to realise their full potential.

## Educate

Our experiential learning programme is delivered by expert facilitators/practitioners in start-up and enterprise education.

## Challenge

We push our business ventures to apply their learning in short intense sprints to develop the experimental and validation mindset as well as testing their key business assumptions.

## Connect

We plug the founders into our MSDUK community of fellow ethnic minority businesses and network of experts, corporate connections, and mentors/advisors.

The impact of the MSDUK Accelerator has been recognised by the industry.



Accelerator of the Year Finalist



Outstanding Start-up  
Supporter Finalist

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# Our impact since 2021

NUMBER OF FOUNDERS SUPPORTED:

**40**  
BUSINESSES

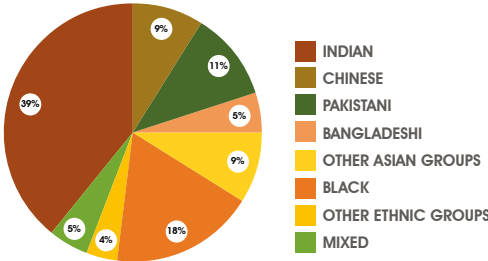
**506** HOURS OF MENTORING AND 121 SUPPORT OFFERED

**119.5**

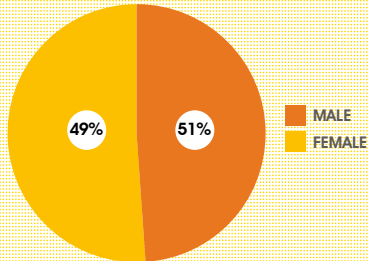
HOURS OF INTERACTIVE SESSIONS, GUEST WORKSHOPS AND MASTERCLASSES

**57** MENTORS, EXPERTS IN RESIDENCE, FACILITATORS, AND INDUSTRY LEADERS AS PART OF THE MSDUK ACCELERATOR ECOSYSTEM

ETHNICITY OF THE FOUNDERS SUPPORTED THROUGH THE ACCELERATOR:



GENDER OF THE FOUNDERS SUPPORTED THROUGH THE ACCELERATOR:



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# Corporate Support

**B2B contracts or sales are heavily reliant on relationships. One of our unique advantages of the MSDUK Accelerator is our access to over 100 corporate members.**

The opportunity to develop key relationships with buyers can be worth more than money for B2B business ventures. The MSDUK Accelerator brings in exclusive workshops and talks by our corporate network as well as corporate mentor pairings to gain valuable insights.

## Corporate involvement

- + Procurement Insights by Unilever
- + UX/UI Workshop by WPP
- + Pilot Proposal Workshop by AB InBev
- + Out of Home Advertising module by JCDecaux
- + Cohort get-together by JCDecaux
- + Mentoring delivered by Unilever, Dow, JCDecaux, Sony, Cazoo, BDP Pitmans, BT, WSP, Aramark, Pepsico



*"Our mentor at MSDUK was brilliant and, within one phone call, helped us break through a significant barrier for our business and helped us connect with Amazon"*

**David Osideko,**  
CEO and Founder  
ZeroCode Cloud (Cohort 2)

*"Working with our Unilever mentor is proving to be very beneficial to Opus and our GenieWipes product. Through their introduction, I commenced meetings with Unilever's Global Category Manager for Beauty & Personal Care and the UK marketing team, and we are currently engaged in very positive and exciting discussions."*

**Bola Lafe,**  
CEO and Founder  
Opus Innovations (Cohort 1)

*"It's been a brilliant experience being a mentor in the MSDUK Accelerator Programme. I have been truly inspired by many of the ethnic entrepreneurs, their companies. I hope it gives these start-ups positive exposure and understand how to work with organisations like Unilever. I can't wait to stay involved in future!"*

**Dipesh Patel**  
Ecommerce Business Development  
Director  
UK&I at Unilever

*"I find the whole experience of being a mentor extremely rewarding. It's lovely to be able to give back. It's also an opportunity for me to learn about the mentee on their journey as well."*

**Thanh Catachanas**  
Head of Collaboration and Acquisition  
JCDecaux

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# Cohorts 1&2

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# Azir Razzak

## A2Z Technologies



Established in 2003, we are a software development company with an appetite for solving challenging problems.

We provide our customers with innovative, value for money and considerate solutions. We also have vast experience in website development and strategy.

[www.a2ztech.co.uk](http://www.a2ztech.co.uk)

# Swakara Atwell-Bennet

## BetterShared

BetterShared is an online marketplace for contemporary African Art and prints for consumers and businesses. Alongside their marketplace product, the BetterShared Network connects artists with brands to deliver authentic campaigns and commissions.

[www.bettershared.co](http://www.bettershared.co)



# Jessica Ocampos

Camnexus



Camnexus help companies operating in the food, water and energy sectors achieve their sustainability goals with a user-centric platform to detect process' anomalies in real time. They have developed a long-range wireless infrastructure to detect in real-time anomalies reducing inefficiencies in the water and energy management.

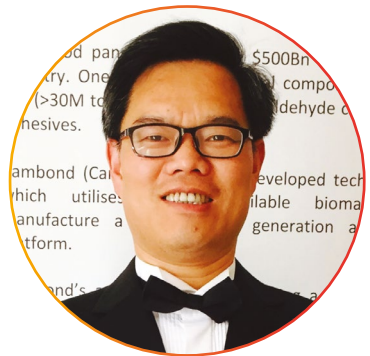
[www.camnexus.io](http://www.camnexus.io)

# Xiaobin Zhao

Cambond

Cambond has developed a patented bio-based technology platform to transform low-carbon biomass into a green glue to reduce the application of toxic formaldehyde and oil based multiple-billion-pound wood adhesives for wood panel industry.

[www.cambond.co.uk](http://www.cambond.co.uk)





## Aziz Miah

### Circle Buy



Circle Buy is a marketing business which helps identify a brand's most influential customers and turn them into a new sales channel for their business. Taking word of mouth to the next level.

[www.circlebuy.co](http://www.circlebuy.co)

## Pallav Sethiya

### Citispotter

Citispotter has created a proprietary AI-powered content assistant to help content creators and businesses create positive, inclusive, and engaging content which adheres to their brand style guides.

[www.citispotter.com](http://www.citispotter.com)



## Julianne Ponan

### Creative Nature



We are the market leading innovator in the Free From sector. We create Top 14 Allergy Free, Vegan, Palm-Oil Free baking mixes, snack bars and chocolate coated treats

[www.creativenaturesuperfoods.co.uk](http://www.creativenaturesuperfoods.co.uk)

## Adabara Abdullahi

### Datafy

Datafy is a marketing data platform that enables E-Commerce brands to accurately measure the true business impact of their Facebook advertising, while preserving customer privacy. Datafy also uses a data-driven approach to build profitable customer segments that can be automatically synced with the brand's Facebook Ad Account for better targeting and revenue growth.



[www.trydatafy.com](http://www.trydatafy.com)

# Ankita Dwivedi

## Firstplanit



Firstplanit team serves the built and home improvement industry with cutting-edge research in health, wellbeing, and sustainability. A novel digital tool for quick, easy, holistic, buildings and products green reporting at low cost.

[www.firstplanit.com](http://www.firstplanit.com)

# Rubporn Memoli

## HTCH

HTCH developed a web app for architects to make and share construction drawings.

[www.htch.app](http://www.htch.app)



# Shana Gujral

Lila



Lila has created a digital learning platform to build emotional and social intelligence for employees and teams so they can thrive and belong.

[www.thinklila.com](http://www.thinklila.com)

# Simon Dutta

Liquidity

An investor-backed fintech, LIQUIDITY is a working capital marketplace that connects corporates, suppliers, and third-party funders on a single, cloud-based, SaaS technology platform. With LIQUIDITY, corporates can enhance their working capital position, reduce supply chain failure disruption, strengthen supplier relationships, access rebates, and support their CSR strategy by getting suppliers paid early.



[www.tryliquidity.com](http://www.tryliquidity.com)

## Chitraj Singh

### Mindhug



Mindhug aims to make a wider choice of therapies more accessible, affordable, and personalised. They want to create a mental health ecosystem to help millions around the world find the therapy and solutions that work best for them, and that they deserve. They have adopted an innovative, hybrid approach combining digital resources and content, AI, mood tracking, training, workshops, and therapy.

[www.mindhug.io](http://www.mindhug.io)

## Pinky Ghadiali

### Netwomen.co

*"Facilitators on the programme have been extremely supportive; they worked with me on a one-to-one basis to refine my customer validation strategy. As a result, I asked more relevant questions and felt more confident with the customer interviews which meant the company may pay for a pilot with us."*

Netwomen founded in 2015 is a supportive, collaborative community for ambitious women of all ages and backgrounds. From 2020 our online meet-ups are relaxed and welcoming with a non-salesy style that attracts women globally who are new to business, career women progressing up to the top and even women setting up their own businesses. So that you can grow and develop to be an inclusive female leader.



[www.netwomen.co](http://www.netwomen.co)

# Bola Life

## Opus Innovations



Opus Innovations develops sustainable personal care and eco-living products where people, animals & planet come first.

[www.opus-innovations.com](http://www.opus-innovations.com)

# Lincoln Lee

## Rice Inc

Rice Inc is an award-winning social enterprise recognized by Forbes, Fortune, and BBC, dedicated to combating world hunger and alleviating poverty through our sustainable rice brand - Paddi. A compelling story can be found within each grain of rice. From corporate caterers to specialist restaurants run by MasterChef finalists, every bowl of Paddi rice served in these restaurants contributes to saving another bowl of rice and 1.69kg of Co2e from being wasted. Profits from our operations are also reinvested to build a zero waste, carbon free and ethical supply chain for our smallholder rice farmers to help empower them out of poverty!

[www.eatpaddi.com](http://www.eatpaddi.com)



## Lesley So

### So Good Kombucha



So Good Kombucha make premium living, organic, vegan friendly, gluten-free kombucha in signature and seasonal flavours. They handcraft the UK's most delicious, authentic, healthy sustainable kombucha.

[www.sogoodkombucha.com](http://www.sogoodkombucha.com)

## Drishdey Caullychurn

### TEXpert AI

TEXpert AI are building an AI-powered SaaS that improves workforce diversity with data-driven hiring. They offer workforce diversity analytics along with AI-powered candidates-to-job matching services.

[www.texpert.ai](http://www.texpert.ai)

*"I really enjoyed the programme, the involvement of corporate sponsors such as WPP to deliver some of the sessions added a lot of value. I've been through a few Accelerators but this one stands out in its individualised support approach - it's practical, useful, and relevant."*



“

*The workshops are high quality, delivered by experts, with an emphasis on implementation as well as learning. You feel supported throughout the programme, with access to other business owners, EIRS, as well share and review sessions with your cohort. It's been fantastic being part of the MSDUK Accelerator programme.*”



## Hena Hussain

### The Content Architects

The Content Architects help forward thinking brands lead in the news and online. Their key dates finder tool helps organisations track trending topics and plan with confidence. The ultimate conversation calendar features 2500+ global internet calendar moments for PR, social, and thought leadership.

[www.thecontentarchitects.com](http://www.thecontentarchitects.com)

## Navjot Sawhney

### The Washing Machine Project

The Washing Machine Project design, manufacture, and distribute manual, crank handle washing machines to alleviate the burden of handwashing clothes for low-income and displaced people worldwide.

[www.thewashingmachineproject.org](http://www.thewashingmachineproject.org)





# Dhruvesh Ranpura and Neel Thakrar



Tuck

tuck. is a social rewards and loyalty app that connects consumers to small independent retailers and rewards them with cashback for shopping.

[www.tuckapp.co](http://www.tuckapp.co)

# Steven Lua

Unitrove

Unitrove delivers zero-carbon fuels such as green liquid hydrogen (LH2) to the transportation and industrial sectors.

[www.unitrove.com](http://www.unitrove.com)



# Victoria Ndoh

## Vactraca



Vactraca work with governments of developing countries to improve the health and wellbeing of children by improving vaccination tracking and record keeping. By providing Vactraca, the wearable vaccination tracker to mothers, it complements the paper vaccination cards which are currently given to them. Also, they help these developing countries improve routine immunisation tracking and record keeping.

[www.vactraca.com](http://www.vactraca.com)

# Sohaib Ahmed

## &facts

&facts is an insights platform that helps brands understand what their customers want using real-world data. Using their platform, they want to help small businesses understand their customers and market easily by providing data insights.

[www.andfacts.com](http://www.andfacts.com)



# Get involved

## If you're an Ethnic Minority Business (EMB) with a Business to Business (B2B) focus:

- + Apply for the MSDUK Accelerator Programme to receive 1-2-1 corporate mentoring, gain B2B insights, learn from industry experts, and become part of the Accelerator tribe.
- + If you are a more experienced business leader, share your learnings with the MSDUK Accelerator cohort as part of our EMB Insights sessions.

## If you are a corporate:

- + Become a corporate mentor and work with one of our business ventures to make a true difference on their journey.
- + Host one of our networking events at your offices.

## Get in touch!

E: [accelerator@msduk.org.uk](mailto:accelerator@msduk.org.uk) and join the [#Acceleratortribe](https://www.instagram.com/acceleratortribe)



*MSDUK have long recognized the challenges, opportunities, and potential of minority businesses.*

*As someone that is passionate about diversity in entrepreneurship, I am proud to be a mentor for their exceptional founders within a tailored program that provides a clear route for their businesses to accelerate and thrive.*

**Kajal Sanghrajka,**  
Founder and Director  
Growth Hub Global

MSDUK  
ACCELERATOR

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# Cohort 2

Headline  
Sponsor



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# Anoop Randerwala

## Innersmile



Innersmile is an award-winning design studio working in branding, interior spaces, video, animation, and print. We are driven by a passion to emotionally connect people through our deep understanding of design and curiosity of human behaviour.

[www.innersmile.biz](http://www.innersmile.biz)

# Daniel Byrd

## Agave Networks

Agave Networks helps businesses in the manufacturing and construction industries to achieve netzero waste by matching, relocating, and tracking their excess materials with other organizations that could use them. Through their easy-to-use platform, procurement, and operations managers relocate their excess materials and source sustainable resources for reuse.



[www.agavenetworks.co](http://www.agavenetworks.co)

## David Osideo

### ZeroCode Cloud



ZeroCode Cloud is a push-button, drag-and-drop cloud-based IT alternative that allows individuals and businesses to build fully functional enterprise-grade software, entirely coding-free. This implies typical software development requirements like a firewall, servers, data storage, security, compliance, and performance-tested code are automatically included as default by design.

[www.zerocloud.cloud](http://www.zerocloud.cloud)

## Eugene Gilkes

### IncludeMe Consulting

IncludeMe's Whole Body Approach is a comprehensive, easy-to-follow, and easily communicated, 6-Pillar Process. A strategic cycle that is our methodology for ensuring that no future plan for developing culturally intelligent leadership skills, more inclusive practices and culturally more diverse workplace communities, ever fails again.



[www.includemeconsulting.com](http://www.includemeconsulting.com)

## Ishan Jha

### VIP World Services



VIP World is a platform connecting corporate clients with Visually Impaired People (VIP), People with Other Disabilities, and Accessibility Experts. This enables corporates to accelerate user research, design and development of their accessible services and products.

[www.vipworldservices.com](http://www.vipworldservices.com)

## Josephine A. Bonsu

### Haze Gin

At Haze Gin, they have created and manufactured their own Premium Artisan Gin consisting of 3 different flavours: Apple - Hibiscus and Apple botanicals, Coconut, and Crystal Clear Gin with West African Spices. Our Gins are Hibiscus infused, Hibiscus has endless health benefits including reducing high blood pressure and improving the skin.



[www.hazegin.com](http://www.hazegin.com)

“

*I knew that getting a space on MSDUK was going to be impactful. What I loved was that it opened my world to things I'd either long forgotten from my corporate life, didn't think applied to me or were new discoveries. That's the fantastic thing about MSDUK, the opportunity to learn was phenomenal.*”



## Juanita Rosenior

### The Girl in the Red Glasses

TGRG is a multidisciplinary boutique agency with a passion for marketing, internal communications, PR, and talent management. Their clients are atypical visionaries with the desire to uplift, empower and inspire.

[www.tgrg.co.uk](http://www.tgrg.co.uk)

## Kavya Jain

### Senseiforall

Sensei is a visionary start-up rethinking interior spaces. The range aims to provide ease to unprepared parents who want to make their home a safe environment, to the elderly who struggle with visual impairment at a later stage of life and provide independence to the adults with vision impairments trying to lead a life with dignity.

[www.senseiforall.com](http://www.senseiforall.com)





# Khurum Choudhry

## Super Personalised Books



Super Personalised Books developed their own range of super personalised books from birthday gifts, everyday reading, to dealing with losing a loved one. With over 400 variations, they allow children from all diverse backgrounds to be the hero of their own adventures.

[www.superpersonalisedbooks.co.uk](http://www.superpersonalisedbooks.co.uk)

# Marouf Khan

## WellBuddy

WellBuddy is a digital health software that helps HR teams support employees with their wellbeing through our hyper-personalised model.

[www.wellbuddy.co](http://www.wellbuddy.co)



“

*The best multicultural accelerator in the UK that brings a wide range of corporate partners closer to start-ups for feedback and new opportunities.*”



## Nur Alkhateeb

### DocNoc

DocNoc is a specialist healthcare platform with a mission to reduce misdiagnosis with the use of artificial intelligence, by supporting cancer specialists case workload, multi-specialty review and improve access to health care by providing affordable medical consultations and treatment outcome evaluation to health insurers, overseas specialists, and self-paying patients.

[www.docnoc.health](http://www.docnoc.health)

## Ranjit Ghosal

### One Million Steps

MillionSteps.com is a social good marketplace for event creators, built for corporates, non-profits, hospital trusts, schools, and individuals to connect with each other and launch virtual health and wellbeing challenge events at scale. Million Steps aim to raise funds for good causes through an integrated fundraising platform.

[www.millionsteps.com](http://www.millionsteps.com)

“

*MSDUK Accelerator=large doses of gold dust learning! Comprehensive, with lifelong learning and tools, guides, and templates.*”



# Shaan Bassi

Kouo



Kouo makes emotion sensing technology integrated into a SaaS app infrastructure to make more personalised and immersive experiences for the end user. Kouo leverages wearable physiology data from smart watches and headphones to quantify users' emotional states.

[www.kouo.io](http://www.kouo.io)

# Shamanth Pereira

Something Co

Something Co's mission is to make it easy to be eco-friendly with innovative products. At Something Co., they inspire humankind to elevate their daily routine with sustainable swaps for everyday essentials that reduce impact on Mother Earth. Their sustainable essentials make it effortless and affordable to elevate your lifestyle without compromising on quality or comfort.

[www.somethingco.com](http://www.somethingco.com)

“

*Absolutely enjoyed the programme and gave me the confidence to view strategies as a series of experiments. It was a game changer for me.*”



## Shiraz Sidat

### Speedel



Speedel provide technology led same day courier services to companies in several industry sectors to and from any UK location, 24/7 and 365. Whether it's AOG parts for an aerospace client, urgent supplies for healthcare organisations or a critical tender for a vital contract, Speedel will collect quickly and deliver safely.

[www.speedel.co.uk](http://www.speedel.co.uk)

## Suki K. Bassi

### HappyMaven

HappyMaven is an impact business, and it exists, quite simply, to make the world of work better for people. They want to give businesses an advantage in attracting and retaining the best talent by leveraging the potential of a diverse, inclusive, and healthy workforce. They champion investment in meaningful, measurable, and sustainable HR approaches.

[www.happymaven.co.uk](http://www.happymaven.co.uk)



MSDUK

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# Want to get involved?

**Email:**

[accelerator@msduk.org.uk](mailto:accelerator@msduk.org.uk)

**Twitter:**

[MSD\\_UK](https://twitter.com/MSD_UK)

**LinkedIn:**

[MSDUK](https://www.linkedin.com/company/msduk)

**Instagram:**

[msduk\\_news](https://www.instagram.com/msduk_news)