

HRH The Duke of York brings Pitch@Palace On Tour to Wales

Pitch@Palace offers entrepreneurs the chance to get their Tech business idea in front of a global audience of influencers who can catapult it to the next level.

Pitch@Palace was founded by The Duke of York in 2014 to support entrepreneurs with the amplification and acceleration of their business ideas by connecting them with potential supporters including CEOs, investors, elevators and key business partners.

Pitch@Palace On Tour comes to Cardiff's Tramshed on Friday Feb 24 at the invitation of Cardiff Start, a community support hub for technology start-ups and business professionals, based in or around Cardiff. The Welsh Government is principal sponsor of the first Pitch@Palace event in Wales which is also supported by Innovation Point.

Selected entrepreneurs will pitch their business ideas to His Royal Highness and invited guests and compete to progress to the next stage Pitch@Palace Boot Camp with the most successful then pitching at St James Palace to an audience from the world of entrepreneurship, tech, media and investment.

Economy Secretary Ken Skates said:

"Technology driven businesses with bright ideas have the potential to create a real positive impact on our lives and on the economy. They operate in a highly competitive environment and young start ups particularly can benefit significantly from high level support and expertise to move to the next level.

"The Welsh Government provides a wide range of business support for these enterprises and our sponsorship of Pitch@Palace opens up potentially new opportunities and experiences for Wales based tech companies and I wish all participants the very best of luck."

Supporting the Economy Secretary's views, Cardiff Start Co-Founder and Pitch@Palace host, Robert Lo Bue, said:

"The tech start up scene in and around the Welsh Capital has exploded in recent years. Our community alone has over 2100 members sharing opportunities and experiences every single day.

"We are very fortunate in Wales to have a supportive Government and a collaborative environment where individual enterprises actively work together to create the ideal ecosystem for budding entrepreneurs.

“Attracting Pitch@Palace to Wales is quite an accolade and an acknowledgement of the rapid growth and success of the sector in Wales.”

There are two main Pitch@Palace events held in the UK every year, each with a different theme, focusing on various areas of the UK Tech industry. The current theme is Human Tech and the potential impact of technology in our everyday lives – focusing on three areas:

- Tech supporting our everyday needs – Health, Education, Environment
- Tech making our lives more efficient – Connecting up homes via the Internet Of Things, Improving Communications, Wearable Tech and Robotics
- Tech augmenting our experience of the world – through Virtual Reality and Artificial Intelligence.

Pitch@Palace has to date:

- helped over 247 businesses grow and create 643 jobs;
- 66% of start ups have increased employment;
- 65% of competing start ups subsequently raised funds;
- £247m+ of economic activity has been recorded.

The judging panel at Cardiff Pitch@Palace includes: David Buttress, CEO, of Just Eat, Yasmin Crawford, owner of Tramorgan and James Henderson, Fund manager of Inspire Wales.

The selected companies pitching are:

- Kraydel
- Salubrious Ltd
- Helpfulpeeps
- BrainWaveBank Limited
- Learnium
- Harness
- Paperclip
- Alkosens
- Medivation Limited
- Vision Game Labs Ltd
- Volunteer Space
- Recall Alert CIC.