

The FutureList

Futurize

Innovation Memo


Innovation In Words





At Futurize, we believe that the future of healthcare and climate resilience depends on the bold ideas and innovative solutions created by young entrepreneurs. We see universities as hubs of research, creativity, and problem-solving. By fostering entrepreneurship at the “young founder” level, we empower the next generation to tackle some of the world's most pressing challenges.


We remain committed to equipping young founders with the tools they need to succeed—through incubation, strategic partnerships, and investment in high-impact sectors.


Futurize

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Startup Studio

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London (HQ)
Dubai, Nairobi

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futurize.studio

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Health, Climate,
and Social Impact.

- 
2021

Executive Summary

Futurize is a global innovation hub that equips young entrepreneurs with the skills and ecosystem to launch impactful ventures. Its unique model bridges academia and industry through entrepreneurship programs that tackle humanity's biggest challenges, including HealthTech, ClimateTech, and Social Impact.

Through flagship programs like the Global Challenge Lab and Futurize Incubator Africa, Futurize fosters collaboration between top-tier universities, students, and industry leaders. These initiatives cultivate entrepreneurial talent and provide startups with the resources and mentorship needed to thrive.

Futurize tailors its support by addressing each startup's unique needs, from product development to market entry strategies. This personalised approach has nurtured several notable ventures, such as Vectorgram, a Kenyan startup transforming breast cancer diagnostics, and Mari Test, which developed an AI-powered malaria detection device. These successes highlight the hub's ability to nurture unconventional yet groundbreaking ideas.

To maintain its impact, Futurize is committed to evolving its programs by incorporating emerging trends and deepening collaborations with global partners. This forward-thinking approach ensures its continued relevance in fostering the next generation of entrepreneurial leaders.



Rhea Singhla
Co-Founder & CEO

Rhea is a seasoned strategy and business development consultant with over seven years of experience in finance, healthcare, technology, and fashion. As the co-founder and CEO of Futurize, she drives innovative programs that connect academia and industry to empower global innovators. With an MBA from Imperial College Business School and a biochemistry degree from Virginia Tech, Rhea combines technical expertise with strategic leadership. She is passionate about fostering entrepreneurship, building meaningful connections, and inspiring innovation across diverse industries.



Moritz Gripp
Co-Founder & COO

Moritz is an engineer and entrepreneur with a background in science and innovation. As the co-founder of Futurize, he has facilitated the launch of multiple purpose-driven startups that have collectively raised \$1.5 million in seed capital since 2022. He graduated from Imperial College London with a Master of Science in Entrepreneurship & Management. His professional journey includes roles as a Management Consultant at PwC and the co-founder of a healthcare startup in precision medicine. He also serves as a global mentor and advisor to startups and is an angel investor supporting innovative ventures in healthcare, fintech, and edtech.

Innovation Spotlight

Futurize actively seeks to support startups with overlooked potential, particularly those founded by underrepresented groups or tackling less conventional problems. The hub's selection criteria prioritise diversity of thought and innovation, focusing on entrepreneurs whose ideas may not be the most obvious or mainstream but have the power to create substantial impact. This focus extends to offering programs that level the playing field for emerging talent, providing opportunities for those who might not have access to traditional startup ecosystems.

Industry and Academia Collaboration

Futurize fosters partnerships with leading corporations, research institutions, and universities to provide startups with invaluable resources. These collaborations offer startups a real-world platform to test and validate their ideas and opportunities for joint ventures and corporate sponsorship. The partnerships enrich the ecosystem by bringing industry knowledge, funding, support and market access to entrepreneurs, accelerating the development of innovative solutions.

Futurize has partnered with notable institutions such as:

- Bristol Myers Squibb, AstraZeneca, Microsoft.
- Imperial College London, Tsinghua University, University of Nairobi, University of Cape Town, Technical University of Munich, The London School of Economics and Political Sciences, Cornell University, University of Toronto, University of Ghana, African Leadership University, Indian Institute of Technology Madras, Universidade de São Paulo

Data-Driven Approaches

Leveraging data and analytics is a crucial strategy for Futurize to deliver personalised support. The hub uses data to assess the stage and needs of each startup, offering tailored workshops and resources.

For example, growth hacking sessions are adjusted based on whether a startup is in the idea validation phase or scaling. This data-driven, adaptive support ensures that startups receive the proper guidance at the right time, optimising their chances of success.

Metrics & Impact Measurement

- Futurize uses qualitative and quantitative metrics to measure the effectiveness of its programs. Surveys and feedback from participants help gauge satisfaction and identify areas for improvement.
- In addition, the hub tracks key performance indicators such as job creation, investment raised, and partnerships formed, providing a clear picture of the hub's impact on both the startups it nurtures and the broader ecosystem.

By continuously refining its programs based on these metrics, Futurize ensures it remains at the forefront of entrepreneurial support.

Innovation in Futurize's Model

Futurize stands out from traditional hubs, bridging academia and industry to create a unique pipeline of entrepreneurial talent and impactful ventures. Unlike conventional accelerators or incubators, Futurize integrates its programs directly with world-class universities and corporations, fostering collaboration between students and industry leaders. This approach ensures a steady flow of innovative ideas grounded in real-world challenges and opportunities.

The hub's model is effective due to its tailored support system, which adapts to each startup's needs. By combining hands-on entrepreneurial education with a global ecosystem of mentors, Futurize empowers young innovators to transform nascent ideas into scalable solutions. Its innovation challenges, such as the Global Challenge Lab, inspire creativity and equip startups with market-ready strategies.

Historically, Futurize has demonstrated adaptability by evolving its focus to align with pressing global challenges, including HealthTech and ClimateTech. This agility has allowed it to remain relevant in the ever-changing landscape of startup ecosystems, continually refining its programs to maximise impact.

Hub Offering and Support

Programs offered by Futurize

- **Entrepreneurship Academy "Fuel Africa"**

Fuel Africa aims to nurture Africa's next generation of innovators by enabling them to create impactful solutions in healthcare and climate change using cutting-edge technologies like AI. Fuel Africa fosters entrepreneurship by equipping participants with skills, mentorship, and opportunities to develop early-stage business concepts by transforming ideas into actionable solutions within two weeks.

Participants are tasked with addressing real-world challenges, such as:

- Early detection and management of diseases using AI.
- Increasing healthcare accessibility and affordability.
- Responding to climate change-related health issues through technology.

- **Futurize Startup Incubator**

Futurize Startup Incubator empowers early-stage startups across Africa, focusing on healthcare and climate change innovations. Designed for founders with a tested prototype and ready to refine their business model, the incubator equips startups with resources, mentoring, and strategic insights to achieve market readiness and investment opportunities.

The program culminates in the Demo Day at the Futurize Summit, where selected startups pitch their ideas to potential investors. Program expectations include founders having a scalable business model, validated customer strategy, investor-ready MVP and pitch deck, and connections to investors, advisors, and a peer community of African founders.

Eligibility Criteria for the Incubator include:

- Pre-seed startups focusing on healthcare or climate change with a scalable model.
- Dedicated teams of at least two co-founders with complementary skill sets.
- Passion and commitment to addressing Africa's toughest challenges.

- **Entrepreneurship Academy “Fuel Asia”**

Fuel Asia aims to equip young innovators across the Asia-Pacific (APAC) region to develop solutions for pressing global challenges in healthcare and climate change. The 12-day program empowers participants with skills, mentorship, and a platform to tackle the United Nations Sustainable Development Goals (SDGs) 3 (Good Health and Well-Being) and 13 (Climate Action).

Participants must work or be ready to develop solutions in these thematic areas.

- Integrate digital health solutions into daily life to help patients monitor and manage conditions like heart failure, diabetes, and mental health disorders.
- Develop innovative tools to predict and respond to climate change-related health challenges, such as apps or devices monitoring air quality and providing real-time health advice.

- **Global Challenge Lab**

The Global Challenge Lab is an innovative virtual entrepreneurship program organized in collaboration with Imperial College London, Tsinghua University's x-lab, and the Technical University of Munich. It brings together students and alumni from partner institutions to form international teams and create solutions addressing the UN Sustainable Development Goals, focusing on affordable energy, sustainable cities, and climate action.

The 14-day program includes workshops, mentoring, and guest speaker events to foster cross-cultural collaboration, design thinking, and entrepreneurial skills. Participants develop startup ideas and pitch them for a share of a £10,000 prize fund. The program is open to individuals from diverse academic backgrounds and emphasizes teamwork and innovation to tackle global challenges.

- **Summit & Demo Day (In-person Event)**

The Futurize HealthTech Summit & Demo Day is a dynamic event ahead of Kenya Innovation Week in Nairobi, Kenya. It brings together healthcare innovators, policymakers, investors, and entrepreneurs to explore advancements in health tech across Africa. The summit includes panel discussions, keynote addresses, and startup pitch sessions featuring early-stage ventures from the FuturizeU Incubator and other partners.

Attendees can network with industry leaders, learn about healthcare technologies, and engage with exhibitors showcasing innovative solutions. With a packed agenda, the event provides a platform to shape the future of healthcare through collaboration, investment, and visionary ideas.

Team & Mentorship

The leadership team at Futurize comprises seasoned professionals with diverse expertise in entrepreneurship, innovation and consulting. They bring extensive experience scaling startups, fostering university-industry partnerships, and designing impactful entrepreneurship programs. This ensures that individuals deeply rooted in innovation and startup ecosystems guide the hub's vision. The hub's staff includes experts in project management, marketing strategies and investment readiness. These professionals are critical in equipping startups with the tools to succeed, from refining go-to-market plans to navigating funding opportunities.

Futurize's mentorship network is equally diverse, featuring experts from industries such as health, Climate Tech, AI, and social impact. The network includes successful entrepreneurs, academic thought leaders, and executives from notable companies. This breadth of experience provides startups access to varied perspectives and specialised guidance tailored to their unique challenges. Futurize has a network of over 400 seasoned mentors globally.

Portfolio Spotlight

Futurize has supported over **8,500** students through its programs and over **280** startups, raising over **\$1.5M** in collective seed funding. These ventures have entered high-impact sectors such as Health and Climate Technology, and several have achieved significant milestones in scaling and market adoption.

The students and startups participating in Futurize's programs receive mentorship through workshops and masterclasses, specialised product development assistance, market positioning support, and introductions to investors who can help them secure seed funding.

Below are some startups that have gone through Futurize programs and continue to excel in their field of entrepreneurship:

- **Vectorgram (Kenya)**

Vectorgram Health leverages artificial intelligence to provide accurate and timely breast cancer diagnostics, particularly in low-resource settings like Kenya. Its AI-powered tools enable healthcare providers to diagnose earlier, improving survival rates in underserved areas.

- **MariTest (Uganda)**

MariTest Africa contributes to the fight against malaria with innovative, bloodless, automated, and rapid diagnostic solutions. Their mission is to save lives and alleviate the burden of malaria in sub-Saharan Africa, where 94% of cases occur annually, by providing accessible and non-invasive tools.

- **Sadia Health (Kenya)**

Sadia Health develops cutting-edge AI-powered solutions to enhance medical diagnostics, operational efficiency, and research capabilities in healthcare. Their flagship tool, Sote.AI, leverages artificial intelligence to enable early cancer detection using ultrasound data and biomarker samples, making diagnostics more accessible and affordable.

- **TAWI Health (Kenya)**

TAWI Health digitises medical records and creates a decentralised, secure platform for sharing patient information across various health systems. Their solution enhances data privacy and accessibility, improving healthcare delivery in regions with fragmented health infrastructure.

Challenges

Access to Funding

One of the primary challenges faced by Futurize and its portfolio companies is securing adequate funding. Many early-stage startups, particularly those led by underrepresented founders or tackling unconventional problems, need help attracting investment. While Futurize has helped startups raise over \$1.5M in funding, navigating the complex landscape of investor preferences and gaining access to the right financial partners can be a significant hurdle.

- To address funding challenges, Futurize is working on deepening its connections with impact investors, government grant programs, and corporate sponsorships that align with its mission of fostering social good. By expanding its network of investors specifically interested in the sectors the hub supports (HealthTech, ClimateTech), Futurize can better match startups with the right financial partners. Additionally, providing portfolio companies with more structured pitch preparation and investor relations support could enhance their chances of securing investment.

Scaling Challenges for Startups

Startups in the hub's portfolio, particularly those in industries like HealthTech and ClimateTech, often need help scaling their solutions due to regulatory hurdles, market access, and resource constraints. The transition from prototype to market-ready product and from a small startup to a growing company presents unique challenges regarding operational complexity, team growth, and funding.

- Futurize could address scaling challenges by offering additional, stage-specific support such as regulatory advisory services, go-to-market strategies, and international expansion coaching post-incubator program. Collaborating with experienced industry mentors or offering access to legal and operational experts could help startups navigate the complex path to scaling. Overall, creating a more structured post-incubator program for ongoing support as startups grow would ensure their continued success beyond the initial acceleration phase.

Future Outlook & Considerations

Futurize is positioning itself to maintain its global presence in entrepreneurship by aligning its programs with emerging technologies and future-focused industries. Plans include expanding into AI-driven solutions, climate resilience technologies, and biotechnology to address pressing global challenges.

- Futurize aims to scale its impact through a robust remote incubation model. This model enables startups from diverse regions to participate without the constraints of physical presence. This approach will widen accessibility and ensure inclusivity in Futurize's innovation ecosystem.
- Futurize is expanding its partnerships with global corporations to create sector-specific accelerator programs. These initiatives will provide startups with real-world challenges to solve and open pathways for potential acquisitions or strategic alliances.
- An upcoming data-driven initiative involves deploying advanced analytics tools to track better and measure the success of its startups, refine program content, and provide tailored support based on entrepreneurs' evolving needs.
- Futurize plans to continuously refine its model to sustain its impact by actively engaging with alumni feedback, conducting regular ecosystem assessments, and building an adaptable infrastructure to respond to dynamic industry needs.

By staying aligned with innovation trends, addressing emerging challenges, and fostering an inclusive entrepreneurial ecosystem, Futurize ensures its relevance and influence in shaping the next generation of impactful ventures.

Conclusion

Futurize exemplifies a forward-thinking approach to fostering entrepreneurship, bridging the gap between academia and industry, and nurturing impactful ventures. Its innovative model combines tailored support, data-driven personalisation, and strategic global collaborations, positioning it as a standout hub for young innovators. Programs like the Global Challenge Lab and partnerships with corporations and universities underscore its commitment to solving real-world problems across diverse industries, including HealthTech, ClimateTech, and Social Impact.

By empowering underrepresented founders, advancing cutting-edge solutions and nurturing global innovation, Futurize cements its role as a contributor to the evolving landscape of startup ecosystems. Its continued dedication to addressing humanity's most significant challenges ensures its enduring significance in driving transformative change globally.

Hub Approach

Futurize put Young Founders First

Futurize takes a holistic approach to fostering innovation, entrepreneurship, and talent development within universities and the startup ecosystem. They empower students, young founders, and aspiring entrepreneurs to turn their ideas into impactful ventures by bridging the gap between academia and industry.

Futurize's programs guide participants through a structured approach, fostering collaboration among diverse teams to identify human-centred problems and develop innovative solutions. Through workshops, mentoring, and masterclasses, participants move from ideation and prototyping to pitching their ideas to industry experts and venture capitalists. Early-stage ideas are incubated with training and resources, while acceleration programs help transition prototypes to market-ready solutions with the support of corporate partners and expert coaches.

- Team Building
- Problem Identification and Ideation
- Prototyping
- Mentoring
- Pitching
- Incubate
- Accelerate

The FuturizeU Incubator supports young founders with tailored workshops, expert mentorship, and a strong peer network. Participants refine their business models, achieve product-market fit, navigate regulatory compliance, and pitch their ideas to investors at Demo Days and beyond.

Expectations of FuturizeU Incubator Startups



A business model and value proposition



A target patient/customer segment



Product/market fit



A minimum viable product (MVP)



Hub Overview

As of the end of 2024, Futurize has engaged over 8,500 innovators globally, comprising students and young founders across its 5 programs. This resulted in over 550 new solutions and over 280 startups built and supported. Collaborating with 54 corporates and universities and supported by more than 400 international mentors with a minimum of 5 years in their chosen professional fields.

Futurize programs have fostered innovation through strong local ecosystem partnerships and structured training avenues with a strong leadership team.

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Programs

- 3 Student-focused
 - Global Challenge Lab
 - Fuel Africa
 - Fuel Asia
- 1 Healthtech Summit and Demo Day (Yearly)
- 1 Incubator -- FuturizeU (Yearly intake of Cohorts)

550+

**New Solutions
Created**

**Startups Built
and Supported**

280+

8.5k+

**Global Innovators
Impacted**

**Local Ecosystem
Partners**

across 6 continents

75+

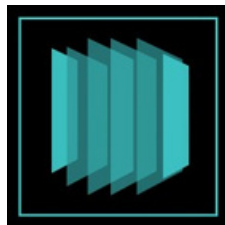
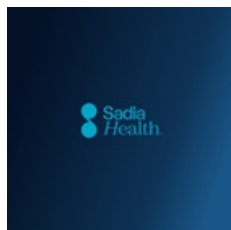
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**Corporates and
Universities
Engaged**

**International
Mentors**

400+

Notable Startups



Contributors

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The FutureList

Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Ecosystem team identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Research team interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Ecosystem team share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

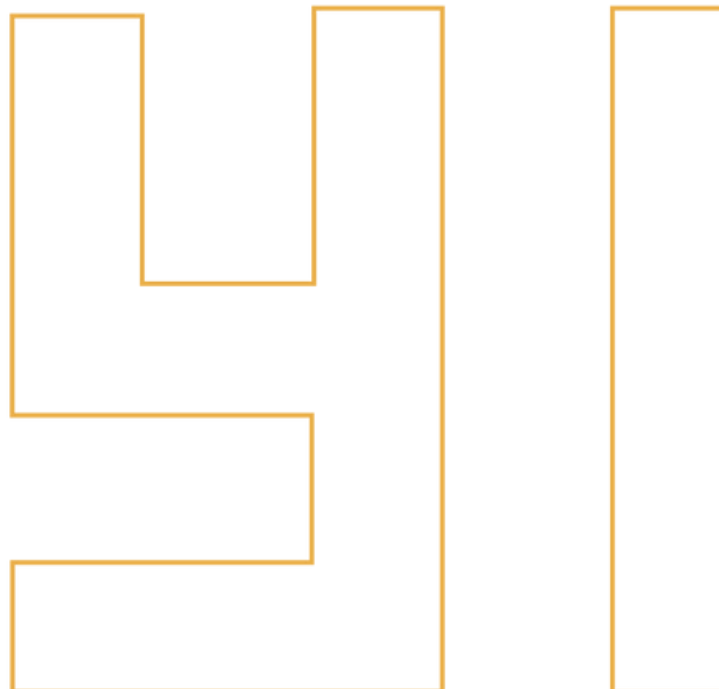
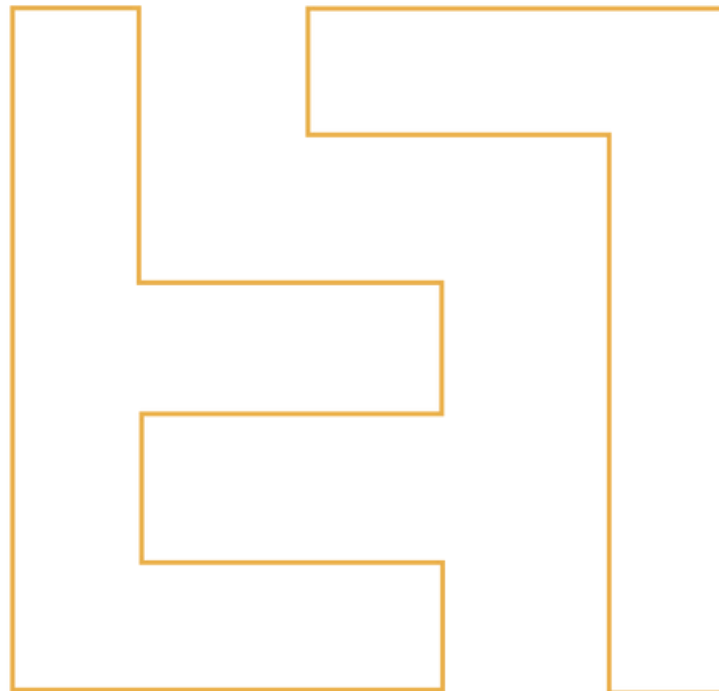
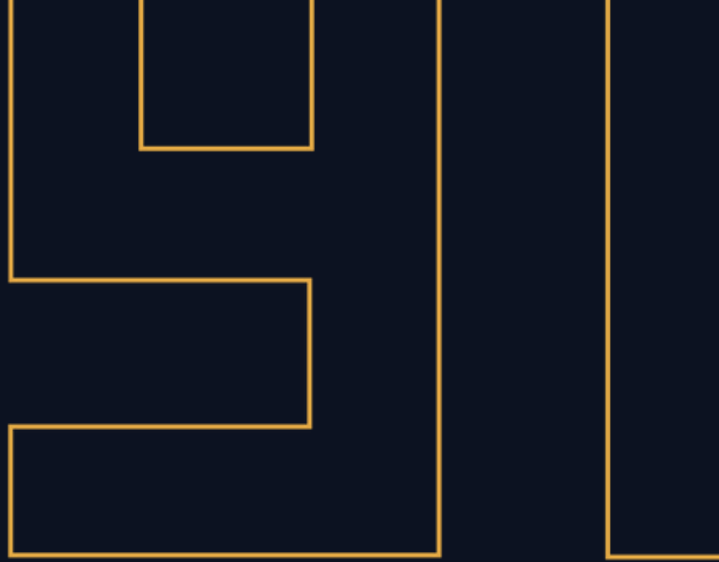
Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com



The FutureList

