

# Top 5 StartUps

## Top 100 Asian Stars in UK Tech 2015 – Top 5 StartUps

- Mr Suran Goonatilake, CEO Bodymetrics
- Mr Darshan Sanghrajka, Founder, Super Being Labs
- Mr Nikhil Shah, Co-Founder, MixCloud
- Mr Anil Stocker, CEO & Co-Founder, Market Invoice
- Dr Srini Sundaram, Co-Founder, Aire

### **Suran Goonatilake**

#### **Co-Founder & CEO – Bodymetrics**



Suran Goonatilake OBE is a Sri Lankan born British entrepreneur. He is the CEO and co-founder of Bodymetrics, a company that grew out of body-scanning research at University College London. As a PhD student at UCL, Suran co-founded a Big-Data company called Searchspace (renamed Fortent and then acquired by Actimize) whose software is used by global banks and the London Stock Exchange. In May 2005 Searchspace was acquired by Warburg Pincus, a buy-out fund. Suran also co-founded the Centre for Fashion Enterprise, a non-profit initiative that finances and nurtures high-growth fashion designers in London. He was educated at Royal College Colombo and the University of Sussex. He completed his higher studies at the University College London, gaining his PhD. In 2005, Suran was made an officer of the Order of the British Empire (OBE) in the Queen's birthday honours list for his services to Entrepreneurship.

### **Darshan Sanghrajka**

#### **Founder at Super Being Labs & State of Ambition**



Darshan Sanghrajka is Founder at Super Being Labs, an innovation and design studio for social good, which was a 02 Smarta 100 Winner in 2014. He is also the Founder at State of Ambition, a digital social enterprise created by Super Being Labs, which dedicates 100% of its net profits to support young people, through mentoring, training and scholarships. Darshan has an MA in Economics and History from the University of St Andrews, with a scholarship year abroad at the University of California, Los Angeles. He started his career at PwC before becoming Head of Content & Marketing at Bragster.com, responsible for creative guerilla marketing and campaigns for advertisers such as Cadbury, Tango, Adidas, Lionsgate Films and others. He then co-founded and ran a brand and communications agency for just over 5 years, working with clients like the Sanyo, the National Trust, Innovate UK, Forum For The Future and many more before going on to found Super Being Labs and State of Ambition. In his spare time, Darshan has also been a stand up comedian!

## **Nikhil Shah**

### **Co-founder – Mixcloud**



Nikhil Shah is Co-Founder at Mixcloud, the global market leader in on-demand radio and mix hosting reaching 10 million people a month, where he heads up business development – overseeing content strategy, audience development, media partnerships, marketing/PR, music licensing and commercial strategy. A Cambridge University Mathematics graduate and former Brand Consultant working with brands such as Sky, Sony, Unilever and Sony Ericsson on insight, positioning, portfolio management and brand strategy. He sits on the Internet Advertising Bureau UK Audio Council, the Advisory Group for the Branded Content Marketing Association and the Board of iconic London venue and theatre The Hackney Empire. Nikhil also runs an electronic

music focused record label and clubnight called ManMakeMusic, DJs under the guise Sketchy and programmes stages at UK festivals Secret Garden Party and Glade.

## **Anil Stocker**

### **Co-Founder & CEO – MarketInvoice**



Anil Stocker is CEO and Co-Founder of MarketInvoice, one of Europe's largest peer-to-peer finance providers, connecting businesses with outstanding invoices to investors. Anil co-founded the company in 2011 and been the CEO ever since, overseeing more than £380m worth of invoices traded. MarketInvoice has raised \$10.4 million in two rounds of funding. From August 2013, the UK Government became an active investor on MarketInvoice as part of the British Business Bank initiative to provide SMEs with access to finance. Having studied economics at Cambridge, Anil worked in private equity for Lehman Brothers and Cogent Partners for five years during which time he spoke to hundreds of business owners and came to understand the financial constraints they faced. Along with friends from his time at Cambridge he hit upon the idea of helping businesses access finance by selling individual invoices direct to investors to raise funding. He quit his job in 2010 and MarketInvoice began trading in 2011. In 2012, Anil was named as one of Forbes Magazine's 30 under 30 entrepreneurs and has won numerous business awards.

## **Dr Srini Sundaram**

### **Co-Founder – Aire**



Dr Srini Sundaram is Co-Founder at Aire, an alternate credit score for people who are incorrectly classified because they have no credit history. His deep expertise in alternate credit scoring and risk management models makes him one of the leading authorities in the European scene. He is a holder of 2 patents within machine

learning and stochastic processes. He previously has worked at 2 of largest fintech startups in Europe in the lending space. Srini is also the Co-founder and Chief Risk Officer (CRO) at Squidmint, a peer to peer lending platform for small and medium businesses in UK and Director at Amygdala, a risk intelligence business operating in fintech, alternative finance and alternative investments sectors. He is also Founder and Director at Agrisolum, an agri-tech startup with a vision is to enable technology and financial inclusion to farmers using big data and web technologies to help the world achieve food security. A BE in Electronics and Communication graduate from the University of Madras, Srini completed his doctorate in Electrical and Electronic Engineering at The University of Newcastle-Upon-Tyne.