

# IMPACT REPORT

2024/25

GROW  
LONDON

Antoinette De La Motta  
Rehouse

GROW  
LONDON

# WELCOME

Welcome to our annual Impact Report for Grow London, highlighting our commitment to supporting the global scaleups that are driving growth in our economy and the impact we are having.

Grow London is part of London & Partners and is the brand for all our services supporting our high-growth tech companies to scale. It includes our innovation products, our work supporting international companies to choose London for their European base and our communities' events and round tables to help make valuable connections.

In an ever-changing global landscape, focusing on high-growth businesses remains critical to unlocking the full potential of London and the UK's economic future. High-growth companies are the engines of job creation, innovation and investment. They propel new ideas, disrupt established industries and generate solutions to some of society's biggest challenges.

We have been building an ecosystem of senior innovation leaders in global corporates, investors and talent providers to ensure we can offer the best support possible to our high-growth tech community. This report gives a snapshot into some of our activities and results. We also work alongside Opportunity London (a joint venture between London & Partners and New London Architecture) to attract capital investment into London.

We have had an outstanding year in terms of results with our Gross Value Added to the London economy being the best we have ever achieved. The Grow London Global accelerator has more than doubled its outcomes from the previous year and has been listed as one of the top European Accelerators by the Financial Times. London has also secured the number one spot for foreign direct investment by fDi Intelligence, including the top position for strategy – the first time we have been given this accolade. This is testament to our global teams and our partners who support us in driving growth for our scale up community.



**Janet Coyle CBE**  
Managing Director



# GROW LONDON 2024/25 IMPACT

We have had some outstanding results for London and London's scaleups:



Companies on **Grow London Global** grow up to

**15%**

more compared to their peers



**67**

Net Promoter Score considered **“excellent”** by industry standards



**62%**

of businesses entered new markets



We **added**

**£619m**

to London's economy



**110**

**international companies** landed in London with our support

\* A Net Promoter Score (NPS) is a customer experience metric that measures how likely customers are to recommend a company, product, or service to others

# OUR IMPACT SINCE APRIL 2024

## ➤ Grow London Global



**316**

scaleups were onboarded into the Grow London Global programme



**215**

companies graduated from the programme, adding **£485m** to the London economy in Gross Value Added (GVA)

## ➤ Market expansion



**36%**

of graduated companies have formed a formal partnership in a new overseas market after taking part in Grow London Global



**75%**

of companies saw an increase in their export revenue

## ➤ Global reach and impact



**15**

global trade missions



**35%**

of graduated businesses broke into the US since the start of the programme

## ➤ Foreign Direct Investment

We continue to improve our offer to investors, providing access to corporates, capital in our community with the new talent brokerage offer being a particular hit.



Generated

**£134m**

in economic value (GVA)



**1,611**

jobs created



**110**

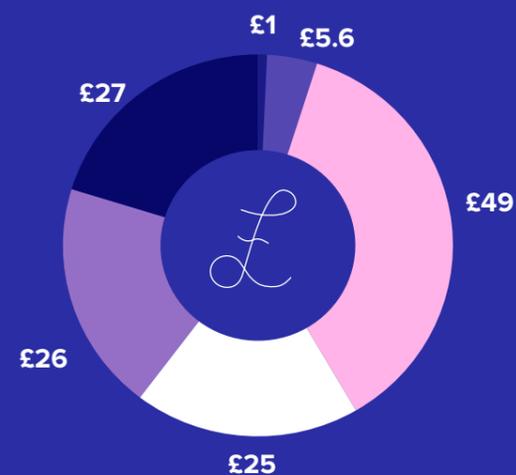
individual companies expanded into London from 24 countries



**68%**

were encouraged to come to London by London & Partners

## ➤ Sector and market contributions



FDI contributions by sector (£m)

- Enterprise tech
- Sustainability
- Fintech & cyber
- Creative
- Life sciences
- All other industries

# OUR SERVICES



## Foreign direct investment (FDI)

Helping international tech scaleups to choose London for their European office and scale here in London.



## Grow London Global

A cohort-based accelerator supporting **300+ scaleups** a year to win international business.



## MedCity

Representing the life sciences cluster in London and telling our collective story in this key innovative sector.



## Community events

To connect our scaleup leaders to investors, corporate decision-makers, each other and sector contacts.



## Global events

Including co-delivering **London Tech Week** and our annual **Grow Summit** for scaleups.



## Talent programme

Supporting **250+ scaleups** a year with their hiring and talent strategy needs.



## Innovation Fellowship

A cohort-based programme in partnership with the Royal College of Art. London's leading community of executive-level innovators, with **176 fellows** from **122 corporates** so far.



# TRADE

The Grow London Global programme has supported UK high-growth technology companies to scale internationally. Our dedicated team has created new opportunities and empowered businesses to expand their global reach. Our international trade missions across North America, Asia, the Middle East and Europe have been a highlight this year. These missions have helped participating companies to break into new markets, connect with potential partners and set the foundation for doing business globally. Scaleups from Scotland, West Midlands and Essex were welcomed on to the programme alongside their peers in London.

## ➤ In 2024/25, Grow London Global has:

 <p>Onboarded <b>500</b> high-growth companies</p>	 <p>Ensured <b>67%</b> of graduated companies participated in at least one trade mission</p>
 <p>Of the companies onboarded <b>36%</b> are Black or ethnic minority founders</p>	 <p>Of the companies onboarded <b>26%</b> are female founders</p>

## ➤ Market expansion and funding

 <p><b>45%</b> businesses expanded into new markets</p>	 <p><b>49%</b> of companies raised investment during the programme</p>
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# HEAR FROM DEXORY

“The Grow London Global programme has been very useful to Dexory as we rapidly scaled and expanded into several new markets, particularly the US. They helped us to pick where to set up in North America, including a trade mission to Atlanta and Dallas and connections to US stakeholders advised us. We are collaborating with partners in various markets including via Combient Foundry in the Nordics, the Dubai Airport Freezone in the UAE, and others that we met whilst on Grow London Global.”

Dexory



AI Enterprise Tech



GVA £22m



Female founder



Export revenue £600,000

### Challenge

Dexory’s digital twin technology is the only platform powered by autonomous robots that delivers data and insights on warehouse operations in real-time, all the time. Dexory aimed to expand to the US but wanted guidance from experts and partners to do so.

### Solution

Grow London Global helped Dexory to engage with corporates and investors on trade missions to Dubai, Dallas, and Atlanta. Market informational sessions, partner connections and new connections helped Dexory to gain a strong understanding of where and how to expand around the world.

### Impact

In addition to raising a \$80m Series B, Dexory gained new buyers in the USA, Romania, Germany, Mexico, France and other markets. They also set up an office in US, have hired staff and are already generating \$200,000 in this new market.

# DEXORY

# FOREIGN DIRECT INVESTMENT (FDI)

Grow London’s FDI programme achieved record investment levels, supporting 110 clients from 24 countries and generating £134m GVA, a 26% increase on the previous year. This success comes despite a sluggish FDI landscape, with less global competition for projects and falling greenfield FDI in Europe.

However, London continues to buck the trend, attracting nearly three times as many FDI projects as any other European city and retaining its top spot in fDi Intelligence’s Europe City of the Future 2025 report.

London & Partners also won fDi Intelligence’s Best IPA award for its FDI strategy for the first time in our history.

Looking ahead, our focus is on high-impact FDI in frontier innovation, AI, life sciences, green innovation, and traditional growth sectors like financial and creative technology as we deliver on the ambitions set out in the London Growth Plan.



We support **one in three** companies expanding into London



**24** London boroughs have been recipients of FDI from our clients



**One in five** FDI companies we support go on to invest in other UK cities

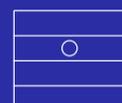


**71%** of our clients rate our support as **10 out of 10**

## ➤ In 2024/25 our FDI programme has:



Generated **£134m** economic growth (GVA)



Seen a significant increase in investment from India with **21%** of overall wins from this market



Created **1,611** jobs



Supported **110** companies from **24** countries to expand into London

## ➤ Our core sectors



Fintech and cyber



Enterprise tech and business services



Creative tech



Sustainability



Life sciences

# HEAR FROM CONSIGLI

“Thank you Grow London for the work you do with connecting corporates and high growth scaleups like Consigli! We have only just begun to see the full potential value of introducing AI and agentic workflows in real estate to enhance project delivery, and we are really excited to be working with the Grosvenor team to explore and deliver value across their projects - a team showing real innovation leadership in the sector... and for all support from Grow London and London & Partners team enabling partnerships like this.”

Consigli



**Green Innovation**



**13 Employees**



**GVA £240,991**



**Norway**

## Challenge

Consigli is a fast-growing company headquartered in Oslo applying AI, advanced mathematics and domain knowledge to building engineering design and planning - making the world-leading AI agent for real estate development and construction. It was keen to meet property developers and network within the London ecosystem.

## Solution

London & Partners began engaging with Consigli in November 2022, helped it to scout the market and introduced them to events, partners and associations, including PropTech Association and British Property Federation. Consigli participated in a “Meet the Corporate” event with Grosvenor which led to a pilot contract.

## Impact

Consigli set up operations in London in 2023 and is growing. It is running a trial of two AI tools with Grosvenor’s Development team across different projects to address enhanced project delivery.

CONSIGLI

# INNOVATION, TALENT AND COMMUNITY

Scaleups thrive when they have great customers, exceptional talent and supportive investors. We enable our clients to access the best that London has to offer in each of these areas through a range of activities.

Our regular community events connect scaleups with investors and corporates, alongside our work supporting corporates to design their open innovation through our Innovation Fellowship.

We deliver a talent service which supports high growth companies to find, hire and nurture talent from across London's diverse communities, alongside a calendar of peer-to-peer workshops, which support founders and people leaders to tackle key talent challenges and build winning teams.

We also champion the strength of collaborative ecosystems, by co-delivering London Tech Week (June) and Grow Summit (November), including our Grow Summit Retreat and Future Horizons briefing on frontier technologies open to the London ecosystem.

## ➤ Innovation Fellowship

 <b>176</b> innovation leaders from top UK organisations	 <b>79</b> NPS score*
 <b>10+</b> industries represented	 <b>47%</b> female fellows

## ➤ Communities

**60 events**

Access to Funding	Meet the Corporate	Demo days	Pitching sessions	Networking sessions
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 <b>4,562</b> event registrations	 <b>253</b> direct funding or business development introductions made
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\* A Net Promoter Score (NPS) is a customer experience metric that measures how likely customers are to recommend a company, product, or service to others

# HEAR FROM GROSVENOR



“Working with London & Partners has been a brilliant way to expand our market access and help accelerate our innovation activity. Their ability to connect us with relevant, high-quality scaleups has directly led to pilots of new solutions we may not otherwise have identified, supporting our progress towards our sustainability and operational goals.”

Grosvenor

### Challenge

Grosvenor, managing £5.8bn in UK assets, is expanding its sustainability agenda with science-based targets and seeks proptech solutions to improve maintenance, cut carbon, enhance sustainability and boost data insight. In 2024, it asked London & Partners to find scaleups that support these goals.

### Solution

The Grow London team identified 39 highly relevant businesses, and with the Grosvenor team we filtered down to eight high-potential startups.

The team then worked to create an opportunity for each of the companies to meet Grosvenor's Innovation & Ventures teams, facilitating private pitch sessions.

### Impact

From a competitive field of eight companies, two AI companies have advanced to the pilot stage to test their solutions with Grosvenor Property. These are Inotek and Consigli.



# MEDCITY

MedCity is part of Grow London and is the convening organisation for life science in London. The team celebrates and promotes all aspects of life sciences in London, develops the life sciences ecosystem through inward investment, and its work with real estate providers, and supports life sciences companies to grow and thrive.

In September the London Offer for Life Science was launched at the Francis Crick Institute. It is the ultimate resource showcasing the scale, strengths, opportunities, support network and the DNA behind London's life sciences sector.

## Life sciences events



**90** attendees to the London Lab Showcase



**115** attendees to the London Offer Launch



**95** attendees to the "Welcome to London" reception for London Life Sciences Week

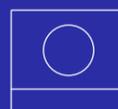


Access to Funding events and Meet the Corporate events attracting a total of **145** attendees

## Accelerator programmes



**37** companies supported on London Health Accelerator for Social Sciences



**6** Japanese companies supported on the JETRO funded UK launchpad accelerator

# HEAR FROM TRUSTLIFE THERAPEUTICS

"[We] highly recommend all technology companies looking to expand internationally to prioritise the UK, especially London, as their first choice. The UK government and MedCity have the power and vision to provide all the support you need for your growth."

Trustlife Therapeutics



Lifesciences



**80** Employees



**GVA** £715,992



Turkey

### Challenge

Trustlife Therapeutics uses systems biology and AI for innovative drug discovery and development. They are developing existing AI platforms with data science teams to be established in the UK and wanted to initiate scientific collaboration projects with a UK-based university (King's College London, or Cambridge).

### Solution

Our insights team provided a report comparing Cambridge and London life sciences ecosystems and the support available in London. The MedCity team facilitated site visits for the company to explore a variety of innovation centres across multiple innovation districts and invited them to join one of MedCity's pitch events to meet our network of VC investors.

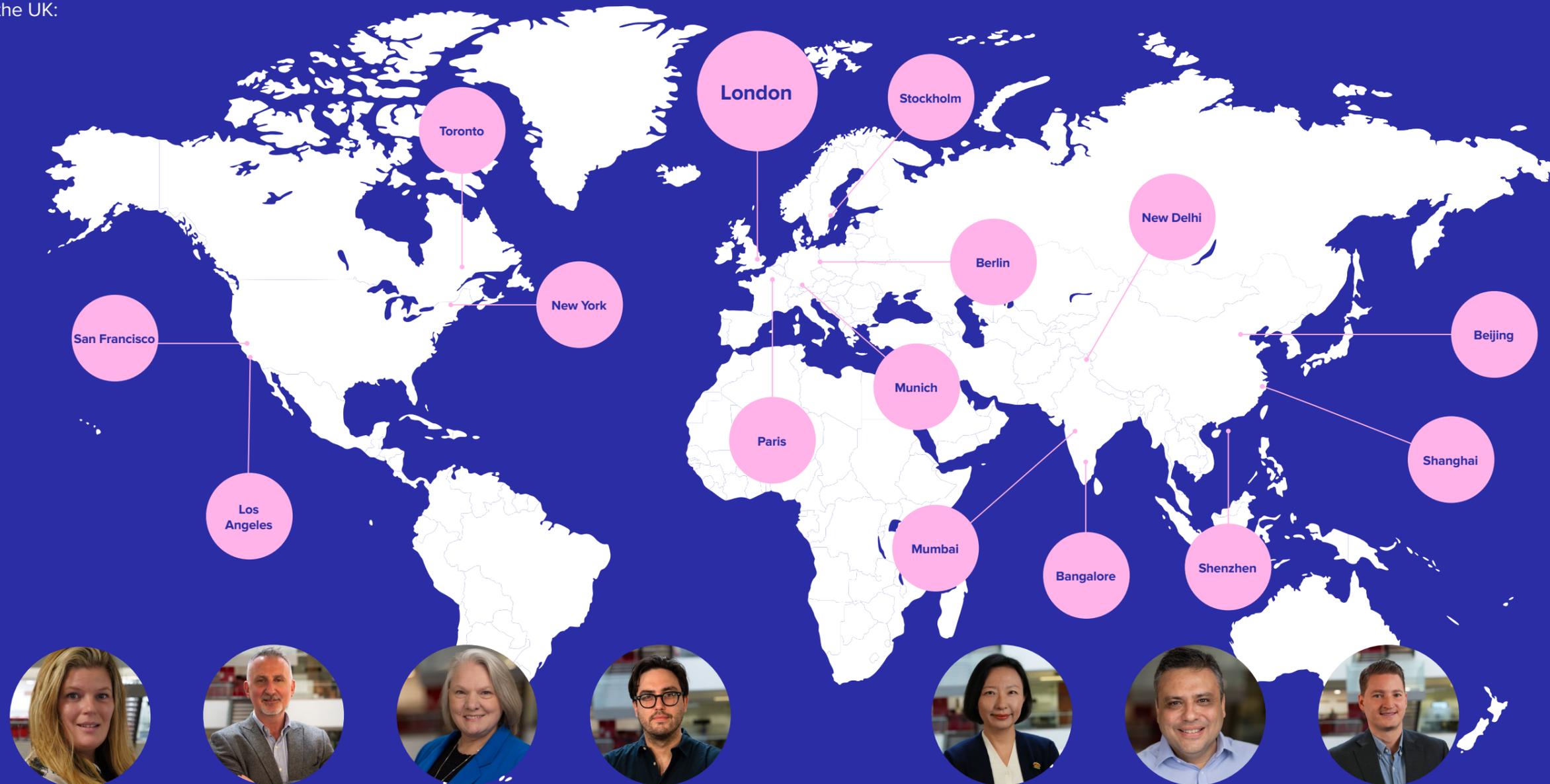
### Impact

Trustlife Therapeutics has decided to set up in London and open an office space in the Shard to start R&D collaboration with King's College London. They aim to have 30 employees by the end of 2025 in their London office.



# GLOBAL FOOTPRINT

We have offices all over the world opening the door to London. We focus on the global sectors and markets likely to generate the most economic investment for London and the UK:



**Sara French**  
Director, Trade & Growth



**Neil Brigden**  
Director, Foreign Direct Investment  
Interim Director, Europe



**Dr Angela Kukula**  
Director, Life Sciences  
(CEO MedCity)



**Andrew Tibbitts**  
Director, Innovation



**Bingbing Zhao**  
Director, China



**Hemin Bharucha**  
Director, India



**Stephen Feline**  
Director, North America

# THANK YOU TO OUR PARTNERS



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Rithvik Yadav  
Amazon



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