

Vision 2025

Leaders Driving Growth

Midlands & East

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About Vision 2025

Vision 2025 celebrates the best teams of 2024 backed by private equity and venture capital, awarding portfolio companies and their investors.

These annual awards take into account growth, competitiveness, innovation, sustainability and the challenges of the year, with a focus on the future and the sustainability of the business as well as past performance.

This year, we introduced new award categories, recognising portfolio companies against the following categories: Early-stage, Scale-up, Medium, Large, Exit, and International Expansion.

In this booklet, we profile the winners for Midlands & East, announced at the BVCA's Invest Midlands Dinner on 14 May 2025 in Birmingham. The national winners will be celebrated at the BVCA Gala on 3 December 2025 in London.

Further information regarding Vision 2025 can be found on the [BVCA website](#).

The Judging Panel

Chair:



Jan Rutherford
Scottish Equity Partners

Judges:



Rhian Elston
Development Bank of Wales



Beth Houghton
Palatine



Matthew Jacobs
Livingbridge



Chris Kay
FPE Capital



Sean Longsdale
Santander



Ewan MacKinnon
Maven Capital Partners



Andrew Priest
Inflexion



Peter Terry
Grant Thornton



Kaja Wilmanska
Bridgepoint

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Winners & Backers



PocDoc

Supported by MMC Ventures and Molten Ventures

Early-Stage Category

Cambridge

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Peppermint Technology

Supported by SEP

Scale-Up Category

Nottingham

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Eden Futures

Supported by Sovereign Capital Partners

Medium Category

Nottinghamshire

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Blue Light Card

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Large Category

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PocDoc

Supported by MMC Ventures and Molten Ventures

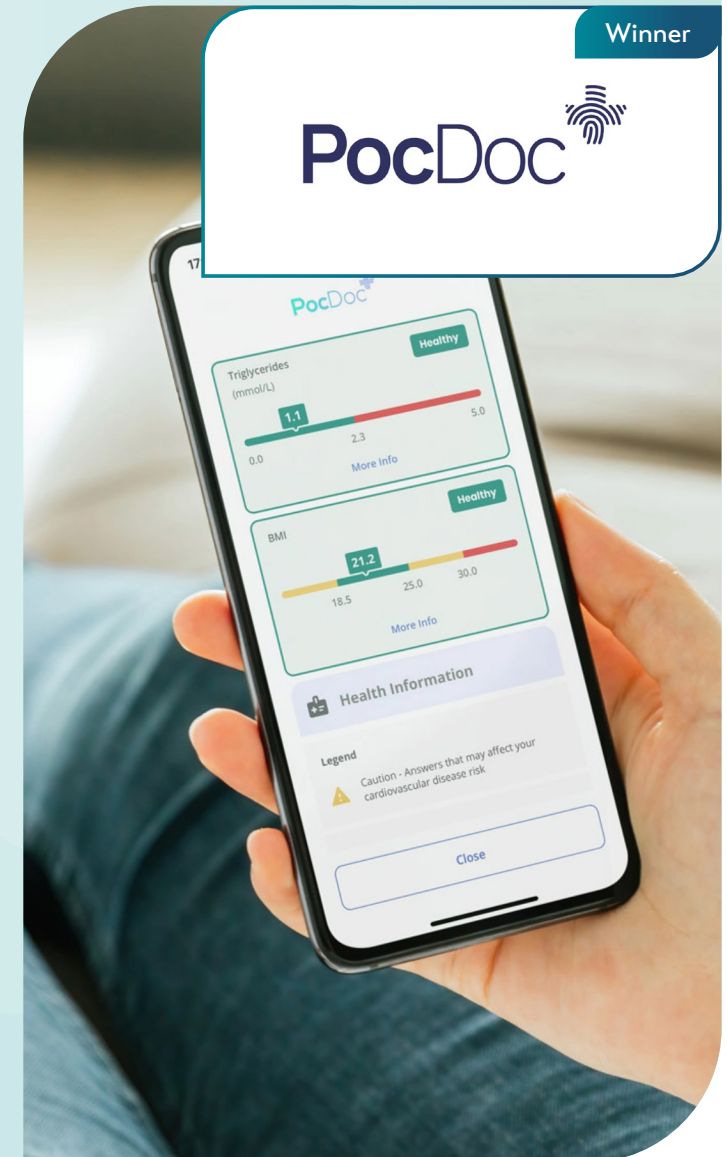
 Early-Stage Category

 Cambridge

PocDoc, a Cambridge-based HealthTech scale-up founded in 2019, is redefining the landscape of preventative care through digital diagnostics. Specialising in cardiovascular, metabolic and renal screening, PocDoc's flagship product, the Healthy Heart Check, provides rapid, comprehensive assessments in under ten minutes. The test combines an NHS-approved finger-prick blood test with a powerful digital app, delivering an experience that replaces multiple GP appointments.

Since its national launch across the NHS and major pharmacy chains, including Pharmacy2U and Asda, PocDoc has become the default cardiovascular prevention technology for non-surgical NHS settings and the leading product in its category.

Backed by MMC Ventures and Molten Ventures, PocDoc has raised a record-setting pre-Series A funding round. This capital has been instrumental in fuelling the company's rapid scale-up, with 10x year-on-year UK revenue growth and expansion into multi-year NHS contracts. PocDoc's decision to manufacture in-house in the UK supports the local economy, where 80% of the team is based and ensures shorter lead times, higher margins and better environmental outcomes, aligning with the NHS's Net Zero goals.



PocDoc

Supported by MMC Ventures and Molten Ventures

 Early-Stage Category

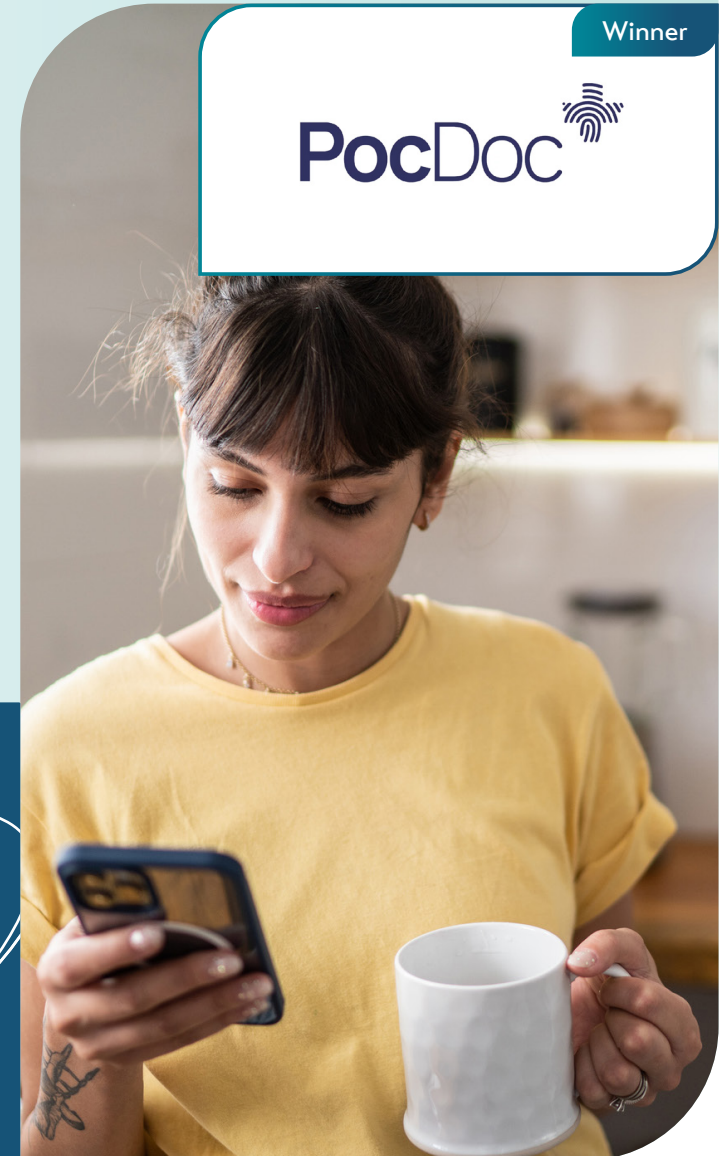
 Cambridge

The support from investors has enabled PocDoc to invest heavily in R&D and develop proprietary IP in both hardware and software. The Healthy Heart Check reached market within just 2.5 years, and its second product, the world's first HbA1c blood test via smartphone app, is expected within 15 months of development. The company's leadership, under CEO Steve Roest, plays an influential role in the wider HealthTech community, with Roest sitting on key NHS innovation boards and hosting the HealthTech Hour podcast.

PocDoc's commitment to ESG is embedded in its operations. It promotes diversity and inclusion across all levels, with 60% of its workforce and half of its senior leadership being women. The firm's focus on local employment, equitable access to healthcare and use of digital tools to reduce systemic health inequalities exemplifies ESG in practice. PocDoc's technology enables early detection and intervention for underserved populations, particularly in areas of deprivation, contributing to better health outcomes and long-term savings for the NHS.

Judges' comments:

With its market-leading diagnostics, deep R&D capability, strong commercial traction and meaningful social impact, PocDoc is not only one of the fastest-scaling digital health businesses in the UK, but also a blueprint for sustainable, inclusive healthcare innovation.



PocDoc

Supported by MMC Ventures and Molten Ventures

 Early-Stage Category

 Cambridge

Steve Roest

Co-founder and CEO of PocDoc said:

"We're thrilled to be recognised by the BVCA as the winner of the early-stage category for the Midlands & East. From the outset, our mission has been to empower people to detect and prevent chronic diseases quickly and easily, using their phone, to improve patient outcomes and relieve the burden on healthcare systems across the world."

"We've seen incredible growth over the past 12 months, and it's been amazing to see the life-changing impact The Healthy Heart Check is having on individuals up and down the country."

"We couldn't have asked for a better start to 2025 - and that's all down to the hard work of the entire PocDoc team, the support of our NHS and pharmacy partners, and the loyal backing of our investors - MMC Ventures, Molten Ventures, KHP Ventures and SimplyHealth Ventures. Looking ahead, growth remains a major priority for us, and with several big projects in the pipeline, we're excited about what the future holds."

Bruce Macfarlane

Founder Partner of MMC Ventures said:

"We're absolutely thrilled to see PocDoc win the BVCA Vision award for the Midlands & East - a well-deserved recognition for a team that is redefining preventative healthcare through cutting-edge digital diagnostics. From day one, PocDoc has combined world-class technology with a powerful mission to make vital health checks more accessible and affordable. This win is also a reminder that great businesses can scale and succeed from anywhere in the UK."

GP Profile

MMC

About MMC Ventures

MMC is a research-driven fund that helps scale technology companies transforming today's markets. MMC commits to a deep understanding of each company's underlying technology and business model to help make better decisions and be more effective partners. Transformative technology companies MMC has backed to date include Synthesia, BotGuard, Copper, Cloudsmith, Interactive Investor and YuLife.

[Find out more >](#)

GP Profile

Molten

About Molten Ventures

Molten Ventures is one of the most active venture capital firms in Europe, developing and investing in disruptive, high-growth technology companies. They fuel their growth with truly patient capital, access to international networks and decades of experience building businesses. Currently, Molten Ventures is a shareholder in a diverse portfolio of companies, including Revolut, UiPath, Trustpilot, Ledger, and Graphcore.

[Find out more >](#)

Peppermint Technology

Supported by Scottish Equity Partners (SEP)

 Scale-Up Category

 Nottingham

Peppermint Technology, founded in 2010, is a UK-based B2B enterprise software company focused exclusively on the legal services industry. Its innovative SaaS platform, built on Microsoft cloud infrastructure, offers a unified suite of applications including CRM, case and matter management, document automation and workflow tools. With over 90% of recurring revenue coming from prestigious UK Top 200 and US Am Law firms, Peppermint has positioned itself as a critical technology partner for large law firms seeking digital transformation. Its unique status as Microsoft's only legal-focused Independent Software Vendor globally provides significant commercial and product development advantages, further enhanced through integration with AI tools such as Microsoft Copilot.

Scottish Equity Partners (SEP) initially invested in Peppermint in 2015, backing founder Arlene Adams at a time when the company was in its early stages. Over the next nine years, SEP played a vital role in transitioning Peppermint from an on-premise provider to a modern, cloud-based SaaS business.

SEP provided both primary and secondary capital, helped strengthen the leadership team, including the appointment of a new CEO and CFO, and supported increasing investment in technology and go-to-market functions. Under CEO Gary Young's leadership, annual recurring revenue (ARR) had reached £15.3 million, a 20% year-on-year increase, and the platform had grown to support over 30,000 users. Expansion into North America became a key growth driver, with eight of the eleven new customers added in 2024 located in Canada and the US.

Winner


Peppermint
TECHNOLOGY A LITERA Company



Peppermint Technology

Supported by Scottish Equity Partners (SEP)

 Scale-Up Category

 Nottingham

Peppermint has embedded strong governance, data security and social values into its operations. Holding ISO 27001 and 9001 certifications, the company ensures secure, compliant technology that meets the legal industry's high standards. Its AI development prioritises transparency and fairness, aligning with responsible AI principles. Environmentally, Peppermint began measuring its carbon footprint in 2023 and partnered with a sustainability consultancy in 2024 to shape its decarbonisation strategy. On diversity, the firm maintains over 30% female representation across all levels, including a female founder and 40% female board participation.

Judges' comments:

SEP's long-term approach gave Peppermint the time and support needed to gain traction in the traditionally conservative legal sector. Peppermint's commitment to DE&I outperforms typical benchmarks in the software industry and reinforces Peppermint Technology's position as a market leader.



Peppermint Technology

Supported by Scottish Equity Partners (SEP)



Scale-Up Category



Nottingham



Gary Young

Chief Executive at Peppermint Technology said:

"Thank you to the BVCA and judges for selecting Peppermint for this award. There were many factors in our success, but the real stars who made it happen were the Peppermint employees, who gave everything to the cause and over time, made Peppermint into a premier and internationally recognised legal tech SaaS business. I would also like to take this opportunity to thank our loyal and supportive customers, many of whom have been with us from the start. Finally, our partnership with SEP was collaborative, positive, supportive and key to our growth and success."



Calum Paterson

Managing Partner at SEP said:

"We are delighted to see Peppermint win this BVCA Vision Award and for the company to be recognised under the scale-up category for the Midlands & East. We enjoyed a close partnership with the team at Peppermint, led by Gary Young and Niki Redwood, who did a fantastic job executing the growth strategy, and also the company's founder, Arlene Adams. Having made strong commercial and financial progress, the recent acquisition by Litera recognises the significant value large law firms in the UK and North America derive from Peppermint's platform."

GP Profile



About Scottish Equity Partners

Scottish Equity Partners (SEP) is a leading growth equity investor, specialising in enterprise software and technology scaleup companies in the UK and Europe. As well as investment, SEP works closely with the founders and leadership teams it partners with, and provides hands-on support, expertise and access to its international network.

[Find out more >](#)

Eden Futures

Supported by Sovereign Capital Partners

 Medium Category

 Nottinghamshire

Eden Futures, headquartered in Nottinghamshire, is a specialist care provider delivering support to individuals with learning and physical disabilities, autism, acquired brain injuries and mental health conditions across the Midlands and Northern England. Eden's offering spans the entire care pathway, from post-discharge hospital support to supported living and community-based outreach. The organisation currently supports over 700 individuals across over 150 sites, maintaining 100% "Good" ratings from the Care Quality Commission, a testament to its unwavering focus on quality.

In partnership with Sovereign Capital Partners, Eden Futures has entered a transformative phase of strategic growth. Sovereign's initial support helped Eden navigate the challenges of the COVID-19 pandemic, including workforce pressures and operational risks. Sovereign strengthened the leadership team, appointing a new Chair, CEO and CFO, while aligning senior leadership through an equity investment scheme. Recognising Eden's potential, Sovereign enabled targeted investment in healthcare technology and digital infrastructure, approving plans to introduce advanced digital care records. These upgrades laid the foundation for robust business intelligence capabilities and further service improvement, supporting Eden's ambition to grow towards £10 million EBITDA.

This partnership also enabled Eden Futures to pursue a strategic mergers and acquisitions plan, culminating in the 2025 acquisition of Care Wish, a Sandwell-based provider of complex supported living. Organic growth has remained strong, with new services launching in Crewe and Nuneaton in 2024 and a target to bring 35 new service units online in the latter half of the year. Key drivers of this success include stable referral patterns, a significant reduction in attrition (from 40% to 18.5%) and an internally designed leadership programme, Eden Evolve, which has been instrumental in cultivating a motivated and skilled workforce.



Winner

Eden Futures

Supported by Sovereign Capital Partners

 Medium Category

 Nottinghamshire

Eden Futures demonstrates a clear commitment to ESG principles. Its 2024 ESG Impact Report highlights progress in areas such as workforce wellbeing, digital transformation and inclusive recruitment. The company is a certified Disability Confident Employer and has a gender-diverse leadership structure, with women representing 56% of the senior leadership team. Its DE&I strategy is underpinned by values-based recruitment and robust HR governance, driven by a CIPD-qualified team.

Eden also prioritises sustainability in its operations, by refinancing through Katesia's Impact Fund and embracing digital technologies responsibly. Eden continues to innovate while ensuring that positive outcomes remain at the heart of its mission.

Judges' comments:

Eden is a company driven by a genuine sense of purpose, prioritising the well-being of both their employees and end users. Under Sovereign Capital Partners, they have concentrated on enhancing their employee proposition to address the challenges related to talent attraction, skills, and availability in the market, positioning themselves as an employer of choice.



Eden Futures

Supported by Sovereign Capital Partners

 Medium Category

 Nottinghamshire

 **Helen Stokes**
CEO of Eden Futures said:

"We are exceptionally proud to receive this award. It's a meaningful recognition of the commitment and care we put into creating a workplace where our people truly come first. Everything we do is built around them – their wellbeing, development, and success. Our continued partnership with Sovereign has been instrumental in helping us turn our people-first vision into tangible outcomes. Their support has not only strengthened our approach but has also played a vital role in ensuring we grow in a way that is both sustainable and aligned with our values. Thank you to everyone who has contributed to this achievement."

 **Dominic Dalli**
Managing Partner at Sovereign Capital Partners said:

"Eden Futures' BVCA Vision award win exemplifies how targeted investment and strategic partnership can drive meaningful social impact alongside commercial success. Since partnering with Eden, we've been impressed by their commitment to excellence in supporting vulnerable adults, and this recognition from the BVCA validates our shared vision for scaling high-quality care services that make a genuine difference in people's lives. Helen and the team continue to demonstrate how purpose-driven growth can create lasting value, and we remain committed to supporting her mission as Eden further expands its services."

GP Profile



About Sovereign Capital Partners

Sovereign is a specialist private equity house that partners with high-quality businesses and management teams in the UK and Europe to deliver truly transformational growth. They have deep and historic expertise in investing in four sectors: business and technology services, healthcare and pharma services, financial services and insurance, and education and training. Through their proven strategy of Buy & Build, they look beyond today to spot potential and create opportunities.

Find out more >

Blue Light Card

Supported by Inflexion

 Large Category

 Leicestershire

Blue Light Card (BLC), headquartered in Leicestershire, is the UK's leading closed-user-group discount marketplace, created to support the nation's key workers. From NHS and emergency services personnel to armed forces, teachers and social care professionals, BLC offers its members exclusive access to discounts across more than 13,000 retailers. With over five million members, the platform has become a vital tool for helping essential workers stretch their finances, saving members over £350 million annually.

In 2022, Inflexion recognised BLC's unique market position and strong social impact, investing to support the company's next growth phase. A key part of this strategy was transitioning the business from founder-led to a professionally managed operation, including appointing a seasoned CEO and Chair through Inflexion's network. The investment also funded a major technology modernisation programme, significantly enhancing the platform's personalisation, user experience and data analytics capabilities. Under Inflexion's guidance, BLC has expanded its audience, adding teachers in 2024, and launched in Australia.

This partnership has fuelled remarkable commercial growth, with BLC achieving a 40% compound annual revenue growth rate from 2021 to 2025. The business has scaled both its membership and retailers, enhancing the value it delivers to users. Strategic product expansion and a broadened partner portfolio have ensured the platform remains relevant and impactful for all users. In addition, BLC's verification process and onboarding capabilities were upgraded to handle rapid user group expansion, reflecting the team's responsiveness and operational maturity.



Blue Light Card

Supported by Inflexion

 Large Category

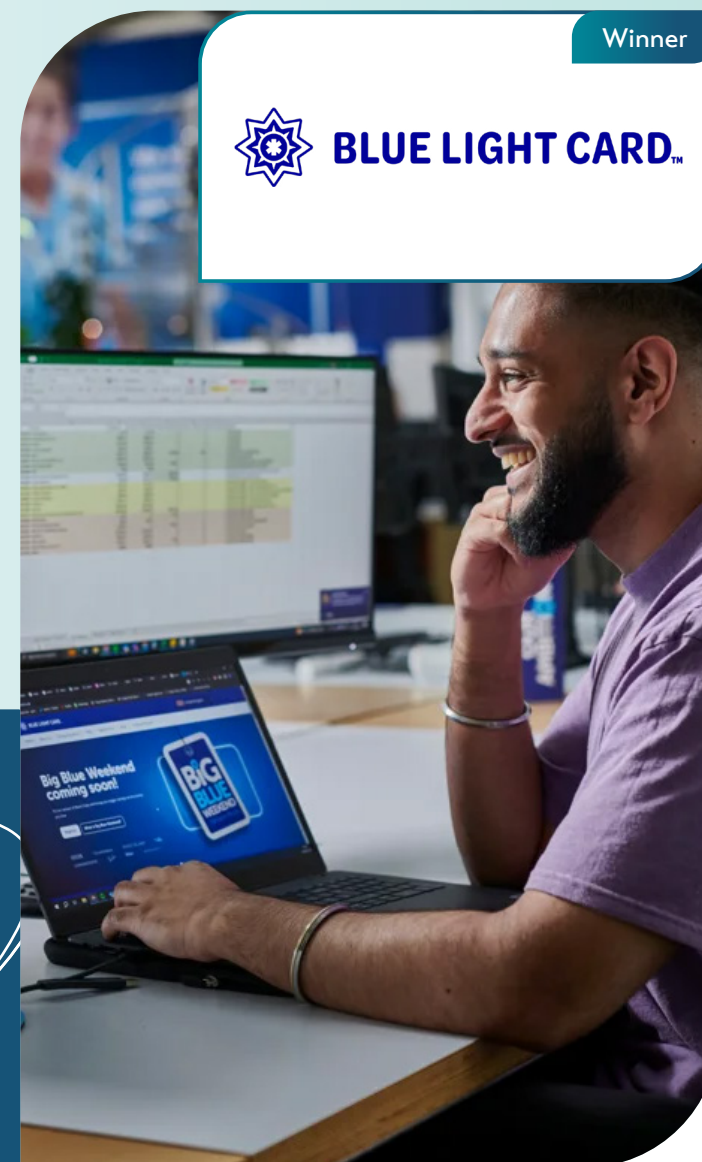
 Leicestershire

Beyond financial performance, Blue Light Card stands out for its commitment to ESG. The company aligns its initiative with the UN Sustainable Development Goals and demonstrates a strong social purpose, most notably through the Blue Light Card Foundation, which supports causes close to the heart of the key worker community. BLC also partners with initiatives like Prince William's and The Royal Foundation's Homewards programme, extending its reach to homeless workers.

Internally, the business embraces inclusive hiring practices, accessibility-focused workplace design and flexible working arrangements. As a Disability Confident Employer, BLC actively utilises tools such as gender decoders and diversity job boards to ensure fairness and inclusivity across its recruitment programme.

Judges' comments:

Blue Light Card exemplifies the potential of a values-driven, tech-enabled consumer business, with strong financial performance, a deep sense of purpose and a rapidly evolving digital platform. Under Inflexion's partnership, the company have expanded its impact and strengthened foundations for long-term sustainable growth.



Blue Light Card

Supported by Inflexion



Large Category



Leicestershire



Alidad Moghaddam

CEO of Blue Light Card said:

"We are honoured to receive this recognition from the BVCA. Everything we do at Blue Light Card is for our members – the people who do so much for us in our community, often going above and beyond the call of duty. Over the past year, we've helped members save hundreds of millions of pounds at a time when it matters most, while continuing to innovate and grow to better meet their needs."

"Beyond member savings, through the Blue Light Card Foundation we help to fund vital projects across the UK for those dealing with the most challenging situations. Projects like these provide key resources and environments to support physical and mental wellbeing. We are also committed to nurturing a community that creates meaningful connections and memorable, shared experiences, through exclusive money-can't-buy member events and access to some of the most sought-after event tickets in the UK."

"With the backing of Inflexion and the support of our partners, we've invested in technology, data and new offers and services that are strengthening our platform and expanding our impact. This award is a wonderful acknowledgement of the positive difference we are making together, and it inspires our ongoing drive to support and reward our Blue Light Card community."



Tom Pemberton

Partner at Inflexion:

"We are proud of Blue Light Card's continued growth and the positive impact they have on the UK's Blue Light community of key workers. Since our investment, the business has broadened its offering, delivered significantly more savings to millions of members, and expanded internationally. This recognition is a testament to the team's dedication and innovation, as they continue to enhance their platform and deliver even greater value to those who serve our communities."

GP Profile

inflexion

About Inflexion

Inflexion is a leading European mid-market private equity firm, investing in high-growth, entrepreneurial businesses with ambitious management teams and working in partnership with them to accelerate growth. Inflexion's flexible approach allows it to back both majority and minority investments. With bespoke teams and dedicated capital, Inflexion's funds invest across various sectors from offices in London, Manchester, Amsterdam, Stockholm and Frankfurt.

[Find out more >](#)

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