

# Vision 2023

Leaders driving growth

Scotland Awards

In association with



**Grant Thornton**

# Vision 2023: Scotland Awards

*Vision 2023, in association with Grant Thornton, recognises the best teams backed by private equity and venture capital. The initiative recognises extraordinary companies that show vision and the lasting value that the investment and support of their investors brought in 2022, especially given the difficult climate.*

Winners will comprise of 15 visionary companies nationwide recognised for competitiveness, growth, innovation and ESG commitment. Four of these companies will receive a national award, which will be presented at our Gala Dinner on 22 November in London.

In this booklet we profile the winner for Scotland. Further information regarding Vision 2023: Leaders driving growth awards can be found on the [BVCA website](#).

## The judging panel

### Chair:

- *Jan Rutherford, Scottish Equity Partners*

### Judges:

- *Dr. Manjari Chandran-Ramesh, Amadeus Capital Partners*
- *Rhian Elston, Development Bank of Wales*
- *Beth Houghton, Palatine*
- *Matt Jacobs, Livingbridge*
- *Matt Legg, Bridgepoint*
- *Ewan Mackinnon, Maven Capital Partners*
- *James Marshall, LDC*
- *Mo Merali, Grant Thornton*
- *Andrew Priest, Inflexion*



# Grant Thornton's private equity team provides a full range of services to assist private equity and portfolio firms maximise their growth potential

Our integrated approach brings together a team of professionals from advisory, taxation and assurance services who provide bespoke solutions from investment through the growth phase to exit. As well as acting for private equity houses, we advise private equity-backed companies, and management teams seeking private equity investment.

**Visit [grantthornton.co.uk](https://www.grantthornton.co.uk) to find out more, or contact:**

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# Liftango

📍 Scotland

💷 Supported by Maven Capital

Liftango provides corporate mobility and public transport platforms that help organisations to provide a more sustainable transport experience. Founded by Kevin Orr and Trystan Eeles in 2015 and with operations across Europe, Asia, and North America, Liftango is seeing the adoption of its technology help cities, councils, and operators achieve their Net Zero CO2 targets. Liftango's technology powers some of the most successful global corporate programmes, with solutions used to monitor, measure and reduce vital Scope 3 emissions and has been implemented by several Fortune 500 companies to achieve their sustainability strategies.

In January 2022, Maven Capital Partners UK LLP invested £4.2m into Liftango as they recognised Liftango's use of algorithms, derived from the carpooling concept, gave them a unique market position relative to competitors, guaranteeing seats to clients, a model not easy to replicate. Data-driven models and simulations based on KPIs have further helped Liftango to gain market share in North America and continued expansion into Europe. Their international expansion has been a key driver for growth and the investment has further been deployed to improve Liftango's client service offering, securing clients such as Nike, Walmart, Tesla and Amazon, which tripled Liftango's revenue. The increased revenue will help to progress the organisation's expansion plans to emerging market territories such as the Middle East and South America.



# Liftango

Liftango's business model is focused on incorporating efficiencies into transport systems, helping to reduce carbon emissions. From a social impact perspective, increased coverage of public transport enables people living in the regions to rely on an inefficient transport system, especially the elderly and disabled. In addition to being a carbon-neutral company, Liftango helps companies reduce their emissions and efficiently track their systems.

In terms of Environmental impact, Liftango's public transport platform contributes towards Net Zero CO2 targets for local governments by reducing carbon emissions. The organisations' continued investment in research and development ensures that they remain at the forefront of evolving transport needs, addressing diverse environmental challenges.

In addition to this, the company's diverse team is comprised of individuals from different nationalities and genders highlighting their inclusive work environment and reflecting their global audience. Liftango aligns its solutions with regulatory requirements, benefiting both corporate clients and public transport agencies.

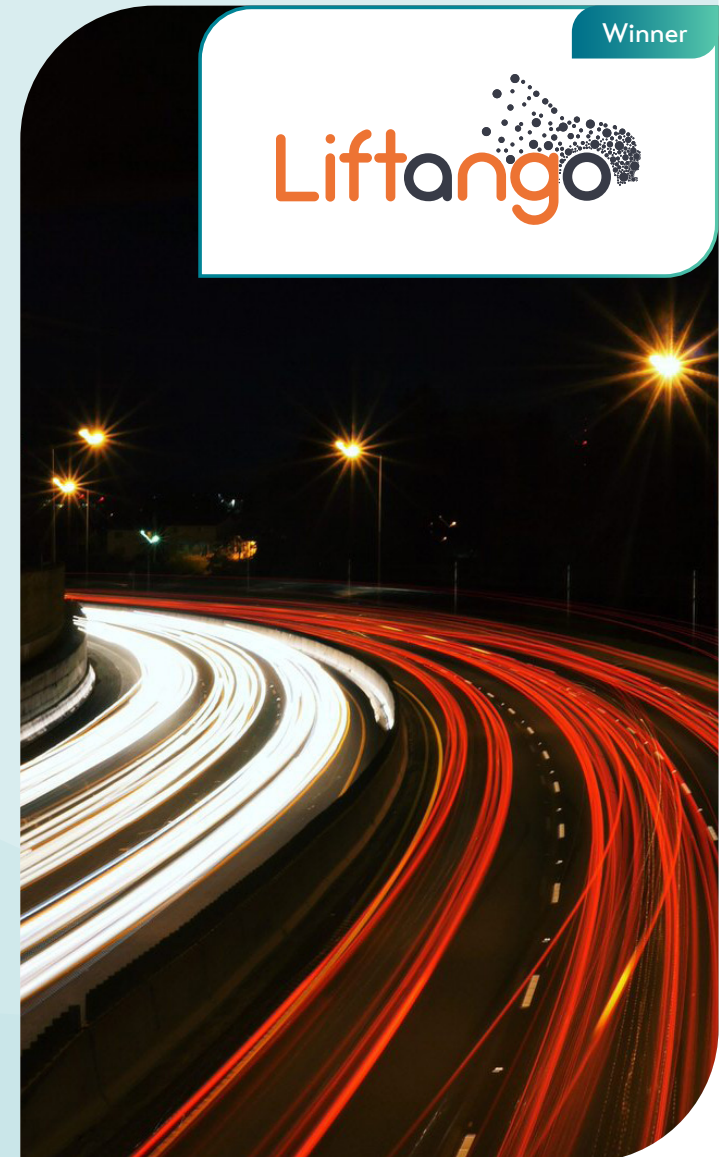


# Liftango

## *Judges' comments:*

*The Judges reflected that Liftango stood out, as their innovative transport system has reimagined public transport, adapting to real-time passenger demand and providing services to regions that previously had no public transport. Further, it was noted that their smaller size enabled them to be flexible in their solutions and adapt quickly to market and client demands to secure growth. The judges felt that since its inception, Liftango has continued to innovate and develop products which are dynamic and offer tailored solutions for their clients to support their sustainability strategies, including exceeding Tesla's target of 300T saving in carbon emissions by an additional 80T once implemented.*

*Going forward, Liftango aims to expand its presence further, and its strong client base establishes Liftango as a leading provider of shared mobility services.*







40  
YEARS

British Private Equity &  
Venture Capital Association (BVCA)

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