

# PRESS RELEASE



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## **Newport business scoops 'Best in Show' prize at Dragons Den style event in London**

- Co-founders Joseph Williams and Matt Wiltshire set up their business ZeroKey in 2023.
- Their webapp has been developed to help financial advice firms be more efficient, saving invaluable time and resource.

Newport based ZeroKey triumphed as 'Best in Show' at the inaugural 'AdviceTech Catwalk' event in London on 20 June. The event, run by financial services consultancy the lang cat, gave startup companies the chance to showcase the exciting and innovative new tech they have been building to launch in the financial advice market.

Co-founders Joseph Williams and Matt Wiltshire had to pitch to a panel of high inquisitors at a Dragons' Den style event after being named in a shortlist of 5 firms back in May. Their webapp ZeroKey has been developed to help financial advice firms be more efficient. It removes the need for financial advisers and their planners to manually key in client data, revolutionising day-to-day tasks and saving advice businesses invaluable time and resource.

Mark Polson, CEO of the lang cat, said "The thing that I thought set ZeroKey apart was to articulate really cleanly how advisers would use their kit."

Joseph and Matt, co-founders of ZeroKey said "We were delighted to come away with the 'Best in Show' prize. Deciding to develop a brand-new piece of technology and then introduce this publicly comes with its own risks and a degree of trepidation – especially after only 6 months. So, to receive external validation in a very public forum from both the expert panel and via the audience vote was incredibly rewarding."

The prize is to take the stage at one of the lang cat's major events later this year, giving ZeroKey further exposure to potential investors and customers.

You can find out more about them at [www.zerokey.tech](http://www.zerokey.tech) and more about the 'AdviceTech Catwalk' at [www.thelangcat.co.uk/event/advicetech-catwalk/](http://www.thelangcat.co.uk/event/advicetech-catwalk/).

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**Notes to editors:**

The lang cat is Leith's leading (probably) specialist financial services consultancy. The lang cat works with financial advisers and providers, helping them develop new propositions, turn marketing strategy into action and articulate their services in such a way that people without financial services degrees have a hope of understanding them. It aims to make the industry a little bit less corporate and stuffy and a little bit more human.