

Ascension's Portfolio Summit

Earlier this month, we hosted our annual Portfolio Summit at Google's offices. Our portfolio is our greatest strength, and this event was a chance to celebrate that fully.

We had two panels focused on *Using AI to Work Smarter* and *Scaling & Fundraising*. Founders shared practical lessons on hiring and firing, determining how much to raise, and cultivating strong investor relationships.

A big thank you to all the founders who joined and shared their candid insights, and to Google for generously hosting us. See our full post on [LinkedIn](#) for more details and photos.



Alex Promoted to Investment Manager

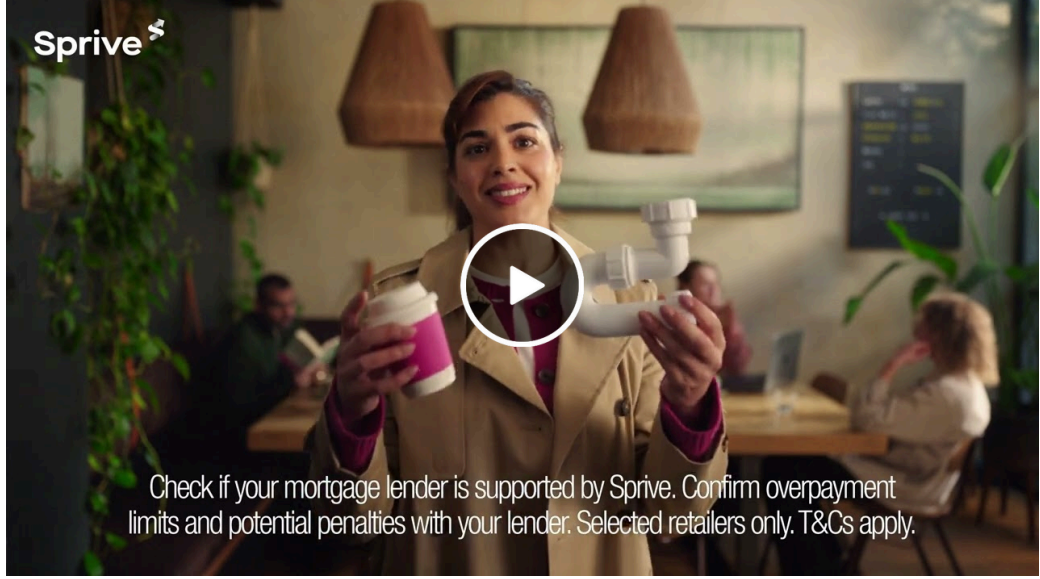
Thrilled to share that [Alex](#) has been promoted to Investment Manager at Ascension, where he will continue investing in the UK's most ambitious early-stage founders.

He will work alongside Remy and Toyosi on some of Ascension's most exciting pre-seed investments, while continuing to collaborate with Chris on the Ascension Syndicate to bring exceptional early-stage opportunities to angel investors and family offices.

Sprive's New Ad Launches on Channel 4

For anyone who hasn't seen Sprive's new TV ad, here it is. Sprive helps you reduce your mortgage costs while you shop, earning cashback rewards along the way.

This is only the beginning for Sprive. Paying off a mortgage? Give the app a try, download it on [Google Play](#) or the [App Store](#).



Benefit is Rolling Out Merx Globally

[Benefit Cosmetics](#) achieved over 10x ROAS on WhatsApp in just three months using Merx, driving 30% higher average order value, 6% of all CRM sales, and 85%+ opt-ins, far outperforming SMS and prompting a global rollout of Merx's AI-powered conversational commerce platform.

We're excited to see how Merx continues to innovate, using conversational commerce and AI to help businesses connect with customers in smarter, more seamless ways.

Iulia, Ascension Partner, Featured in Entrepreneur Journal

In this piece, Iulia shares her perspective on how to evaluate startup teams, the trends she finds most exciting, and her advice for founders on handling "no's. Read the full [article](#) here.

Awards and Honours for the Ascension Portfolio



Tech Nation's Upscale Programme

Congratulations to the four Ascension companies selected for [Tech Nation's Upscale](#) Programme: [Finmile](#), [Honest Mobile](#), [Kamma](#), and [Ride Tandem](#). This programme will support these companies as they continue to scale and grow.



obnAwards 2025 Awards

Congratulations to [Neuronostics](#) and [Pangaea Data](#) for being named finalists for [QBN's](#) Most Transformative Healthtech Company of the Year award, and to [Novai](#) for reaching the finals for Best Early-Stage Tech Company.



Female Founder Office Hours

Freya, Ascension Associate, is participating in Female Founder Office Hours on 30 October 2025, hosted by Playfair, alongside 120 VCs from leading funds.

If you're a female founder and would like the opportunity to meet investors for pitching or mentoring, register [here](#).

More Portfolio News:

- [FinMile](#) Co-founder, Rich Pleeth, has been featured in [TechRound's](#) piece 'Are EU Regulations Protecting Citizens Or Will They Chase Innovation Away'
- [Pahini](#), CEO of [Panakeia](#) has received a [UKRI Future Leaders Fellowship](#), empowering [Panakeia](#) to accelerate its mission of making precision medicine more accessible
- [TIME Magazine](#) featured [Epoch Biodesign](#) in its '10 AI Applications Shaping the Future'
- [ReBorn](#) has been named Manufacturer of the Year at the 2025 Oxfordshire Business Awards
- Congratulations to [Camera Intelligence](#) on raising \$2m in seed funding
- [Stream](#) has unveiled its new brand identity, hear directly from the founders [here](#)

Don't invest unless you're prepared to lose all the money you invest. This is a high-risk investment, and you are unlikely to be protected if something goes wrong. [Read more](#).