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Lloyds Banking Group launches hunt for cutting-edge start-up innovators

The Launch Innovation programme returns for 2025, cultivating up-and-coming start-ups, from any sector

Lloyds Banking Group is thrilled to announce the return of its 12-week Launch Innovation programme for 2025. Applications are now open, giving budding innovators the opportunity to benefit from the Group's expert guidance, to further develop their businesses. At the end of the programme, chosen applicants will be invited to run a commercial experiment.

This Launch Innovation programme is an exciting initiative, designed to uplift aspiring start-ups from any industry, by offering expert guidance from the Group's experienced professionals to start-up businesses with the ideas and vision to tackle today's business challenges.

Launch Innovation 2025

This year's Launch programme is on the hunt for ambitious companies and individuals from any sector - whether that's finance, travel, tech, health, or beyond.

By joining forces with agile start-ups and scale-ups, many of whom are rewriting the rulebook on technology, customers will get access to the best-in-class services and the great experiences they're looking for.

Throughout the programme, participants will enjoy valuable support from senior management and subject matter experts, who will share their deep insights into the world of major financial institutions.

Collaborators will work with the Group's dedicated launch team on experiments and tackle strategic challenges. At the end of the programme, a select group of participants will have the unique opportunity to run a commercial proof of concept experiment with Lloyds Banking Group, opening doors to potential future partnerships.

Past success stories from the programme

- **Caura:** An all-in-one motoring app for UK drivers, which received a £4m investment from the Lloyds Banking Group Fintech Investment team to supercharge its features.

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- **Doshi:** Teamed up with Lloyds to bring a gamified financial education platform, boosting financial literacy among young people.
- **MyPocketSkill:** A digital platform using behavioural science to help young people earn, save, and achieve financial independence.

Those who join the cohort will have their applications reviewed by the Launch Innovation Programme team and the Group's Fintech Investment Team, who are ready to invest in seed to Series B businesses.

Tamara van den Ban, Customer Propositions Director at Lloyds Banking Group, said: "UK start-ups are an incredibly vibrant part of the UK business landscape, with creative and passionate individuals using innovative technology and fresh ideas to empower people financially.

"Our ambition is to innovate at pace, and we believe that collaboration is key to delivering exceptional services and enhancing our capabilities for customers. We're excited to see the innovative ideas that this year's Launch Innovation programme will bring!"

For more information, visit the Launch Innovation [website](#) or apply [here](#).

Notes

Applications are now open - from 3rd March until 4th April 2025. The Programme will begin on 6th May and conclude by 28th July.

This release available online [here](#).

Contact