# Edinburgh AI start-up Mapify secures Antler backing in £1.7m funding round



Edinburgh-based start-up Mapify has been selected as one of 14 UK companies to receive investment from global venture capital firm Antler, becoming the only Scottish start-up included in the firm’s latest £1.7 million funding round. The decision follows Antler’s London residency, which drew nearly 100 early-stage ventures, and marks a significant milestone for Scotland’s fast-growing AI sector.

Founded earlier this year by Hamish Geddes and Selby Cary, Mapify has developed an AI-driven platform to modernise logistics and asset management, replacing manual spreadsheets with automated, data-rich tools.

The platform helps businesses manage assets such as trucks, warehouses and industrial estates, using contextual natural language search to reduce downtime by up to 50%, accelerate decision-making tenfold and improve profitability by as much as 20%. Its real-time dashboards have already identified millions of pounds in potential annual savings for clients.

“Partnering with Antler in their new cohort is further validation of the problem we’re solving and the results we’re already delivering,” said Hamish Geddes, Chief Executive of Mapify. “Logistics downtime costs the global economy billions, and our mission is to put powerful, easy-to-use tools into the hands of every logistics manager to reduce that burden.”

Selby Cary, Chief Product and Technology Officer, said the funding would accelerate the development of new AI features, including a conflict resolution engine. “We’re building tools that can save enterprise customers millions while improving operational efficiency and resilience,” he said.

Antler, recognised as the world’s most active early-stage venture capital firm, has recently expanded its UK commitment, offering up to £500,000 per start-up—from £210,000 upfront to £330,000 pre-committed for follow-on investment. Partner Jed Rose praised Mapify’s early achievements: “By making complex asset onboarding effortless, they’ve taken the first step in surfacing hidden losses to deliver real customer impact from day one. They have the potential to become a category leader.”

Cary previously scaled TestCard from pre-seed to Series A, securing £20 million in funding, while Geddes has worked on projects with Network Rail and the Department for Transport, and co-founded the University of Edinburgh’s Hyperloop initiative, HYPED.

With over 100 users on its waitlist and paying clients already onboard, Mapify is preparing to launch its conflict resolution engine and take part in Antler’s next demo day later this year.

The investment reflects growing confidence in UK AI start-ups, as funding initiatives such as Antler’s aim to shorten capital-raising cycles and help founders focus on building scalable products. For Scotland, Mapify’s success reinforces its emergence as a key hub for AI innovation, strengthening the nation’s role in advancing responsible, high-impact technology on the global stage.

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## Bibliography

1. <https://www.insider.co.uk/news/edinburgh-based-start-up-secures-36018833> - Please view link - unable to able to access data
2. <https://www.scotsman.com/business/fast-growing-ai-powered-edinburgh-platform-to-share-in-ps17-million-funding-pool-5344131> - An Edinburgh-based technology venture, Mapify, has been selected as one of 14 UK start-ups to receive backing from global investor Antler. Founded earlier this year by Hamish Geddes and Selby Cary, Mapify is a tech platform that replaces outdated spreadsheets with a visual, AI-driven productivity tool. It has been developed for logistics and asset management across warehousing, transport, and infrastructure equipment. The tool is said to prevent up to 50 per cent of downtime events, can accelerate decision-making tenfold, and increase profitability by up to 20 per cent. The fledgling venture has been selected as one of 14 UK start-ups to receive a split share of the funding from global investor Antler, which backed fast-growing European outfit Lovable. Mapify co-founders Hamish Geddes and Selby Cary. Mapify is the only Scottish start-up included in Antler’s £1.7m investment following its latest London residency, where the firm was selected from a pool of almost 100 early-stage ventures, marking a significant step for Scotland in the expanding AI sector. Geddes, who is also chief executive of Mapify, said: “Partnering with Antler in their new cohort is further validation of the problem we’re solving and the results we’re already delivering. Logistics downtime costs the global economy billions, and our mission is to put powerful, easy-to-use tools into the hands of every logistics manager to reduce that burden.” Mapify helps small and medium-sized enterprises (SMEs) and large corporates manage their assets, from trucks and boilers to warehouses and industrial estates, using AI-powered contextual search. The platform already has a number of major clients onboard and is said to have uncovered millions of pounds per year in savings. Cary, chief product and technology officer, added: “Antler’s backing allows us to accelerate product development and bring advanced AI features, like our conflict resolution engine, to market faster. These tools have the potential to save enterprise customers millions, while making operations more efficient and resilient.” He said the business was positioned to expand rapidly. Forthcoming milestones include the launch of its conflict resolution engine this month and participation in Antler’s portfolio demo day later this year. Antler partner Jed Rose said: “Mapify is exactly the kind of company we want to back at Antler. A world-class team solving a massive problem with immediate customer impact. They’ve already proven their platform can surface hidden losses and deliver a return on investment from day one, while building towards features with the potential to save enterprises millions. Hamish and Selby have the rare mix of vision and execution that can make Mapify a category leader.” Cary previously scaled TestCard from pre-seed to Series A funding as head of engineering, growing the team and securing £20m in funding, while deploying diagnostic technology across 16 NHS hospitals. Geddes previously built Lenz Labs, securing contracts with Network Rail and the Department for Transport, raising £850,000, and delivering software in one of the UK’s most challenging operational environments. He co-founded the University of Edinburgh’s Hyperloop venture, Hyped, where he was head of operations.
3. <https://www.antler.co/press-releases/antler-significantly-increases-investment-for-uks-best-tech-founders> - Antler, the world’s most active early-stage VC firm, is significantly increasing its commitment to give founders the strongest possible platform from day zero. Starting from Antler’s UK Autumn Residency, Antler will be investing £500k into new startups based in the UK. £210k will be invested at the inception of the company (comprising £125k for 8.5% equity and £85k on a convertible note). Then up to £330k will be pre-committed to the startup’s next funding round. For founders building from day zero, this makes Antler’s investment the most competitive offer in the UK. In addition to the financial investment, founders will receive coaching and support from experienced Antler Partners and a team that brings founder, operator and investor experience. This support sees 80% of portfolio companies raise further capital within nine months, with founders also getting access to Antler’s global founder network, major investor events in London and San Francisco and over £3M in startup perks. Antler can also continue investing up to £25M through its later stage investment vehicle, Elevate. Antler will start making these investment terms available to founders from October, and expects to invest in 10-15 startups in the UK before the end of the year. These terms will only be available to founders who are accepted to participate in Antler’s UK residency - one of the most selective founder residencies in the world. Last year, Antler invested in fewer than 1% of all founders who applied to participate in residencies across Europe. Adam French, Partner at Antler, comments, “We are increasing our commitment at inception to outlier founders choosing to build in the UK, offering up to £500k in inception and pre-seed funding. This gives founders the capital to focus on what matters: building. We are seeing world-class founders starting companies in the UK. If they have the grit and ambition to build a category-defining company, we are ready to back them.” Based on Antler’s application data, founders in the UK with technical backgrounds have increased by 4x since 2020, and founders with AI backgrounds have doubled since 2022. This matters because technical founders are statistically more likely to build unicorns and fast-growth AI companies. However, despite being the third-largest tech ecosystem in the world, it is taking longer for UK startups to raise investment. According to Crunchbase, ten years ago, it took startups 1.8 years to raise $1M; now, it takes 3.2 years. This is important because companies that raise >£1.5M at seed are between 2-3x more likely to hit Series A. By committing £500k at inception, Antler is giving new founders the best possible chance to raise early-stage venture capital at speed. Antler has been making investments in the UK for the last five years and has backed more than 120 startups in that time. These are companies based in London and across the UK, including Edinburgh, Manchester and Bristol. They have secured VC investment from the likes of Sequoia, Atomico, Outward VC, Concept Ventures and Fintech Collective. Globally, Antler invests in around 300 new startups every year. These have gone on to become tech unicorns and the fastest growing tech companies in the world such as Lovable and Airalo. Applications are now open to Antler’s next UK residency, which will start in October 2025. ENDS Investment terms for Antler in the UK: Standard terms for companies securing investment from Antler now includes £210k in funding, with £125k for an 8.5% equity stake and £85k on a convertible note. The full £210k is wired immediately after a positive investment decision. Additionally, up to £330k in matching funding is pre-committed for the first funding round, totalling £500k in investment. Photography of the Antler team is available here. Contact Jack Davies, Director of Marketing & PR for Europe, Antler jack.davies@antler.co About Antler is where founders come to go further, faster. Antler the world’s most active early-stage investor, backing exceptional people at the very start of their journey — and supporting them from inception to scale. Across 30 cities worldwide — including New York, San Francisco, London, Berlin, Bangalore, Singapore, Seoul, and Sydney — the firm helps founders remove the barriers to building by connecting them with world-class peers, validating business models, and providing initial capital. To date, Antler has backed more than 1,500 startups globally, including Airalo, Peec.AI, Reebelo, Wrtn, and Benjamin. For founders who go on to build breakout companies, Antler Elevate — the $285M emerging growth fund — provides follow-on investment, supporting them beyond the early stages. Elevate also invests in category leaders outside our portfolio, and is managed through offices in London, Singapore, and New York.
4. <https://lu.ma/wuqk65h2> - Hosted by Antler in the UK, this event in Edinburgh is designed for early-stage founders, operators, and investors. The agenda includes coworking sessions, lightning pitches, a fireside chat with Rory Buchanan, CTO of AskVinny, and office hours with Antler team members. The event aims to foster collaboration and networking among serious builders in the startup ecosystem. Attendance is limited and subject to approval to ensure a strong, diverse room of serious builders. The location is Lister Place, a vibrant space designed for collaboration, creativity, and connection, located in the heart of Edinburgh.
5. <https://www.bizdb.co.uk/company/antler-ventures-scotland-gp-i-ltd-SC636249/> - Antler Ventures Scotland GP I Ltd is a private limited company incorporated on 16 July 2019, located at 4th Floor, 115 George Street, Edinburgh EH2 4JN. The company is classified under the NACE and SIC code 96090, which stands for Other service activities not elsewhere classified. The latest update was on 30 January 2025. The company is managed by four directors, including Adam F., Jed R., and Oliver P.
6. <https://techfundingnews.com/exclusive-antler-invests-1-5m-in-14-uk-ai-startups/> - Antler, the global early-stage venture capital firm, has made its largest investment yet in the UK, pouring more than £1.5 million into 14 AI-driven startups coming out of its Spring 2025 London residency. This marks the highest number of investments Antler has made from a single residency anywhere in the world. Earlier this year, over 90 founders took part in Antler’s intensive eight-week London residency. They pitched ideas, teamed up, and developed early-stage products, with just 14 startups eventually securing funding. These companies span a wide range of sectors, from consumer technology and B2B software to fintech, renewable energy, robotics, and cybersecurity. The startups themselves show just how broad and ambitious the UK’s AI ecosystem has become. For example, 19VPN is working on a decentralised VPN designed to shake up online privacy and security.