

DR MARK COX · NHS A&E DOCTOR · FOUNDER, ORLI

Why I applied, the application, the pitch & what I learnt.



WHY I APPLIED

Funding. Visibility. Opportunity.

Funding

Non-dilutive money makes a real difference. The effort-reward ratio is high compared to other sources.

Visibility

Winning put Orli in front of people we'd never reached — and it kept going.

Opportunity

We've met so many people through NatWest. Being here today is one of them.

WHY I APPLIED

These are the moments you **live** for as a founder.

A platform to talk about the thing you care most about **and** the chance to be paid to pursue it.

What I didn't see coming

A real relationship with NatWest

A UK-wide tour of NatWest offices

User testing with NatWest parents and children

Ongoing support, door opening.

THE NATWEST TOUR

Summer 'Orlolidays' with NatWest families.



THE APPLICATION

I applied from **Sicily.**

Hours before the deadline.



Not recommended.

ROUGHLY 600 APPLICANTS · WE REACHED THE FINAL FIVE

Be fucking memorable.

Give people something they remember.

Emotion

Storytelling

Authenticity

THE APPLICATION

The video is your time to **shine.**

**You can communicate
and pitch.**

You have personality.

You care.

Clear and human matters more than production value.

THE APPLICATION

Zero fluff. Every point ask yourself: 'so what?'

1. What does this actually mean?
2. Why should the reader care?
3. Would someone hearing this for the first time understand it?

FLUFFY

"We use AI."

MEANINGFUL

"We use [specific AI] to help [specific customer] achieve [specific outcome]."

Illustrative template — fill in your own.

DR MARK COX · NHS A&E DOCTOR · FOUNDER, ORLI

You've just heard the pitch.
Now let's take it **apart.**





orli

The Crisis

Childhood has changed and we've seen the impact firsthand.



Dr Mark Cox

Jack



1 out of 5

young people have a mental health condition

75%

never get support.

WHAT I SAID

I met Jack when he was 12.

[pause for a second]

For months, he'd felt too anxious to go to school. His mum had tried so hard to get help but after 9 months on a waitlist, Jack arrived in my A&E department, his mental health in crisis... he'd cut himself.

[pause]

Imagine Jack was your child — knowing he needed help — and finding out there was none coming.

ORIGINAL PITCH 1/8

**Start with
story and
emotion.**

**Make the
problem
human and
real.**



WHAT I SAID · CONTINUED

1 in 5 young people have a mental health condition — yet 75% never get support.

I'm Dr Mark Cox, NHS A&E doctor, and I'm building a future where children never have to go through what Jack had to.

ORIGINAL PITCH 1/8 · CONT.

Show the scale of the problem.

Introduce yourself after capturing attention.

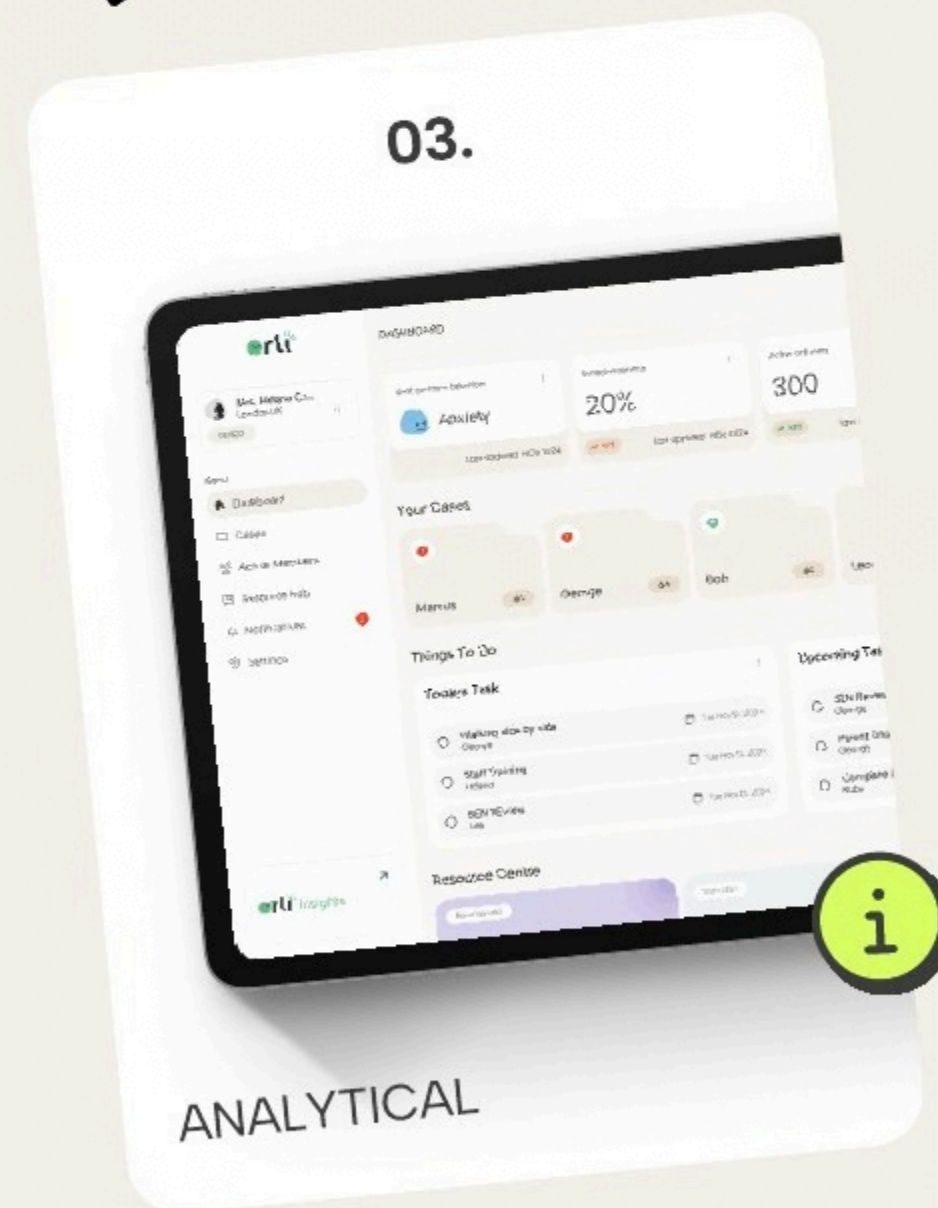
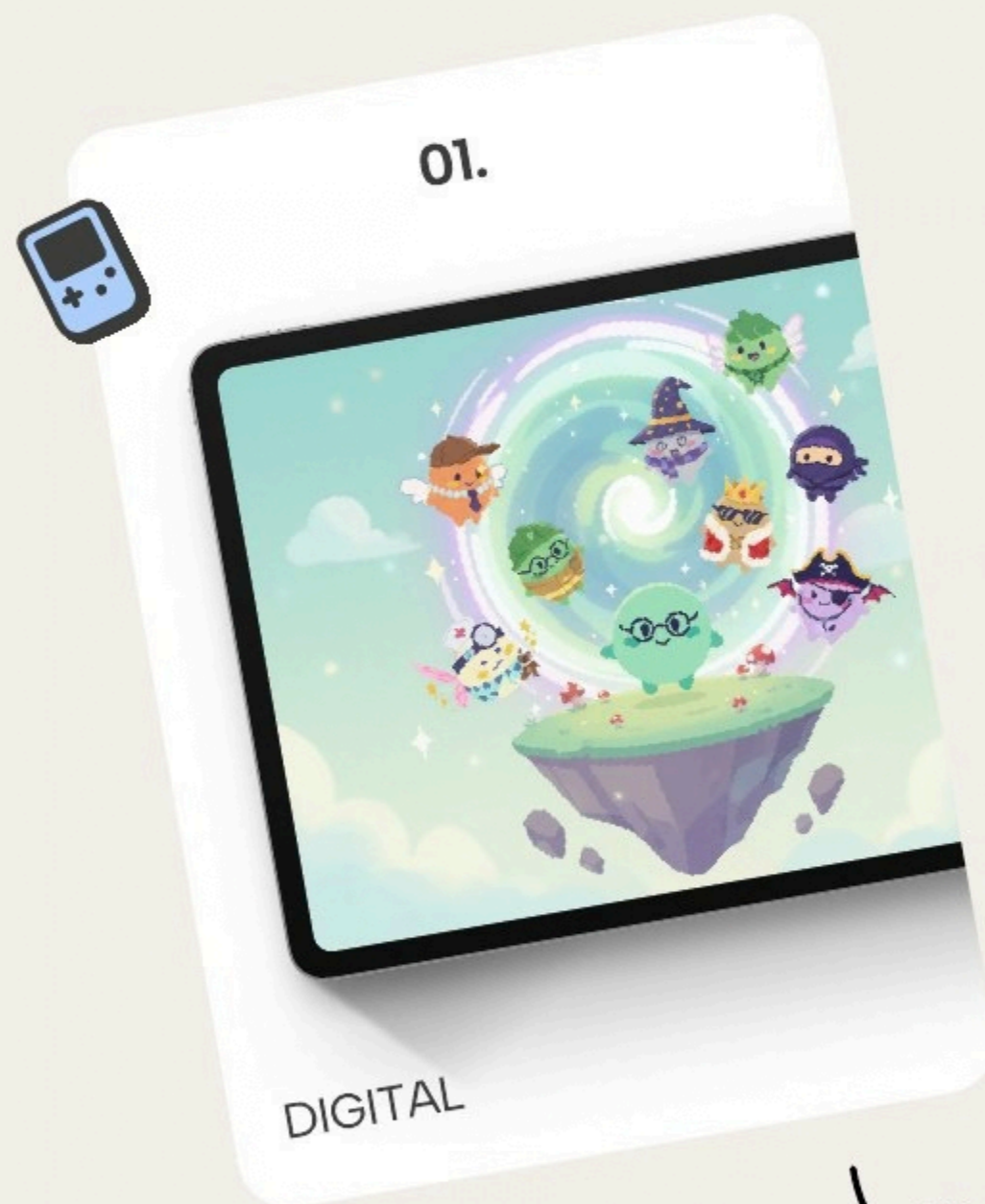


Welcome to the Orliverse...

We've spent 3 years co-designing
what support could look like.



The Orli Experience



WHAT I SAID

[about one minute into the pitch]

Over the past three years, we've been co-creating Orli — the emotionally intelligent companion platform, powered by play.

Friends, welcome to the Orliverse.

ORIGINAL PITCH 2/8

**Introduced the
solution.
Change the
feeling.**



WHAT I SAID

Children begin at home, school or hospitals, creating their Orli and unlocking emotional 'superpowers' through games, stories and characters they actually relate to — like the ones in *Inside Out*.

Then they **bring their digital friend to life** *[get Orli out]* — through a sensory character and offline adventures, they practise and teach the skills they've learnt to friends, families... and even their Orlis.

And it's not just for the kids. Behind the scenes, our AI turns these interactions into a **trusted co-pilot for parents, teachers, healthcare professionals** and the wider system.

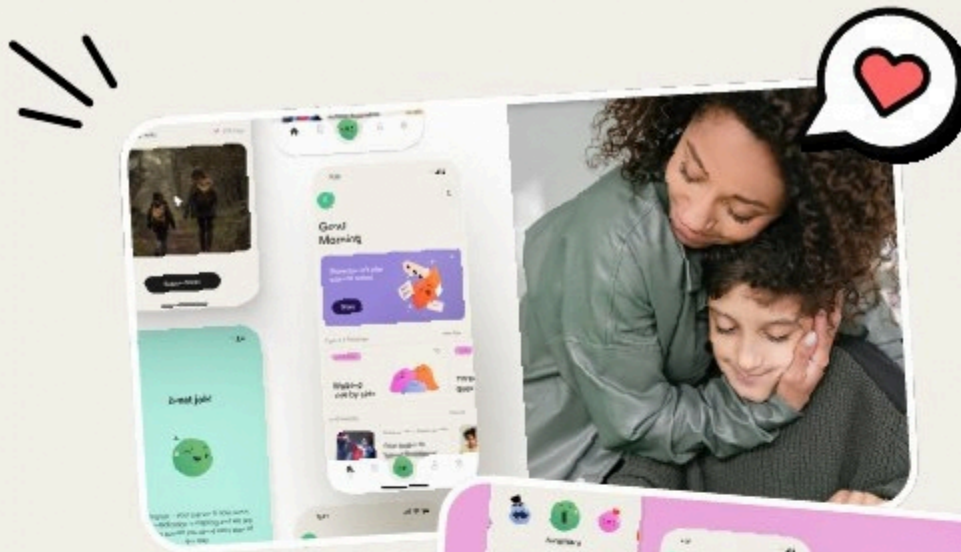
ORIGINAL PITCH 3/8

Make the product tangible.

Clarity of solution.

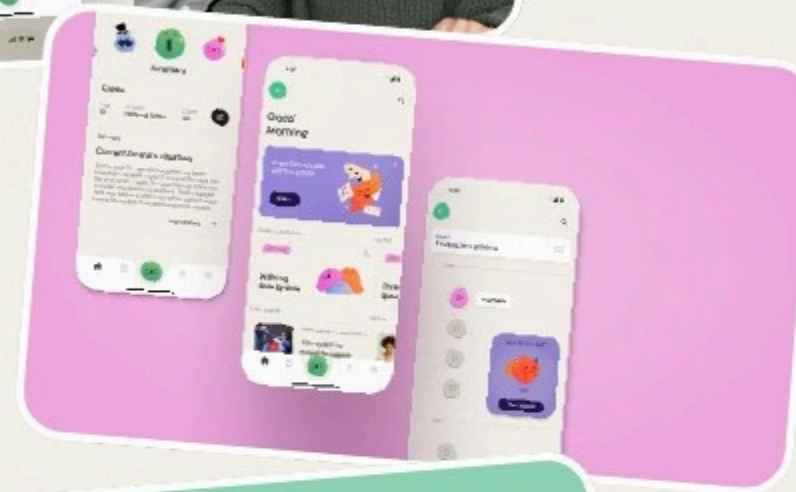


A scalable
 ↪ B2B2C model...

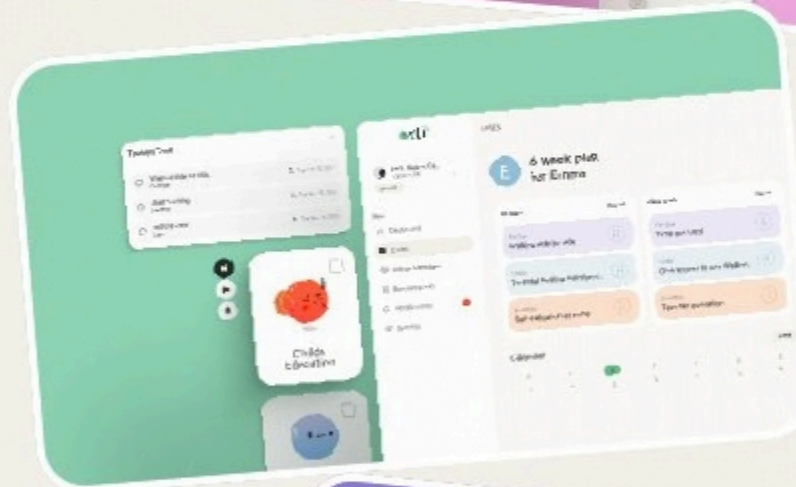


Families

* *

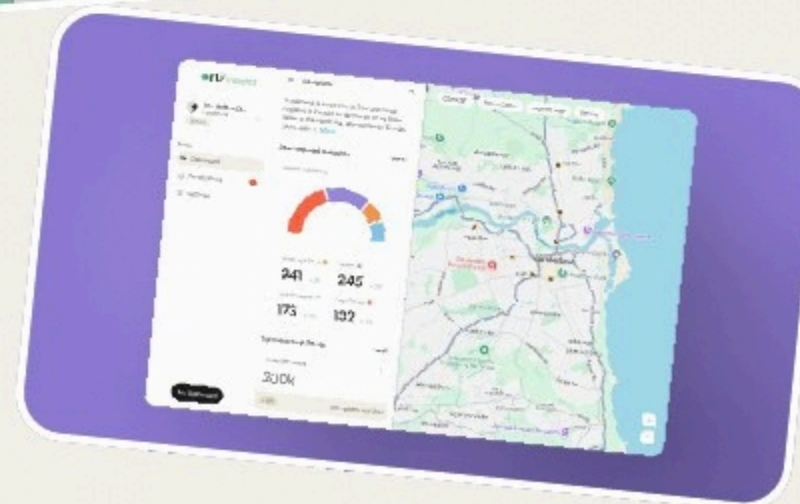


School



Healthcare

o o



Charities &
 corporate partners

WHAT I SAID

We reach our **core market of 4 million UK families** — especially neurodivergent households — via schools, healthcare and corporate partners.

And crucially for our schools GTM, new government funding of 1.7 billion and mandates regarding inclusion are creating a **pathway to ensure access to Orli for every child.**

ORIGINAL PITCH 4/8

**Show the
HUGE
opportunity;
and how you
reach it.**



A rocket ship
with early momentum
& national partners.



Paying schools

2 multi-academy trusts

1,000 families on waitlist

NHS pilot delivered

WHAT I SAID

In just 12 months, we've been backed by Bethnal Green Ventures and Innovate UK; delivered NHS and school pilots with excellent results, including 100% engagement in sessions from thousands of pupils.

We have 25 paying schools and a growing pipeline — including five multi-academy trusts and 6 NHS hospitals.

ORIGINAL PITCH 5/8

**Show what
you've already
made happen.**

**'Imagine what
we could do
with this
support'**

Traction as pitched in January — not today's figures.



We're building
a movement...



To make emotional support fun
and accessible for every child.



WHAT I SAID

We're building a movement to make emotions fun and accessible for every child — we'll co-create Orlis with household names. [Here's one for Lewis Capaldi...](#)

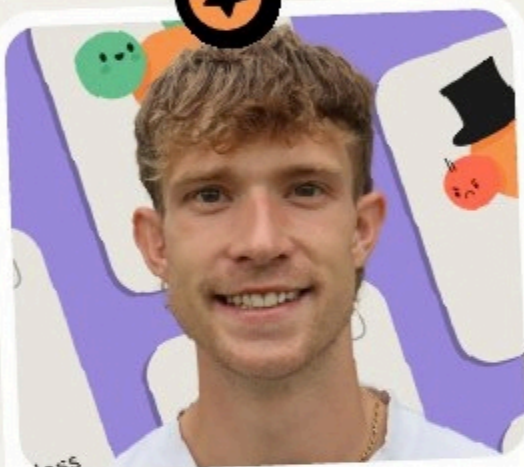
And long-term, Orlis become intelligent, wearable companions that use sensory feedback to help children [thrive with technology, not be ruled by it.](#)

ORIGINAL PITCH 6/8

**Let them see
the bigger
vision.**



This is personal for *US...*



Dr Mark Cox
Co-founder



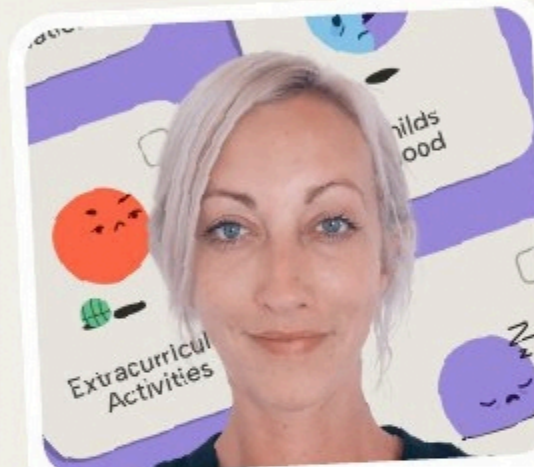
Euan Bell
Co-founder



James Blackwood
Co-founder



Lucy Bulley
Operations



Karla Pretorius
Behavioural Health



Jazz Chambers
Product



MVP to market-ready

25 schools

10,000 families

1st Celeb-Orli

WHAT I SAID

Our team has lived experience, government-level AI expertise and frontline health, psychology and education experience.

NatWest's support would help us:

- Go from MVP to market-ready.
- Onboard 25 schools and support over 10,000 families.

ORIGINAL PITCH 7/8

**Show you have
the credentials
and a clear
plan.**



Because children like
Jack should never have
to wait for crisis...



LI: Dr Mark Cox

www.orli.health

mark@orli.health



WHAT I SAID

Together — let's create 1 million Orlis in the next 3 years...

Because children like Jack should never have to wait for crisis.

Thank you.

ORIGINAL PITCH 8/8

Complete the story.



Make them care.
Make it clear.
Make it memorable.

Care

Story, emotion and authenticity.

Clear

What you do and why it matters.

Memorable

Cut through the noise

OVER TO YOU

What are you finding **hardest**
about your application or pitch?



Dr Mark Cox · mark@orli.health