

Meet the entrepreneur

Mat Westergreen-Thorne, Grantify UK

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

This week we spoke to CEO and co-founder of Grantify UK, Mat Westergreen-Thorne about his business.

Q: Tell us a bit about the business.

Mat: Grantify is an innovative platform that assists startups and small businesses in securing funding through grants. It uses AI-powered technology to streamline the grant application process, making it easier for businesses to identify and apply for suitable funding opportunities.

Q: What is your Monday morning routine to get you in the mood for a successful week?

Mat: Preparation is key to starting Monday the right way. I use Sunday afternoons to plan for the week ahead, cycle in, which makes me feel alert for the day, and make sure I don't schedule any meetings before 10 am. I find that this gives me and my team invaluable undisturbed time to go through emails, Slack messages, and organise for the week. Also – coffee.

Q: How do you navigate the digital world as an entrepreneur?

Mat: Digital navigation is challenging for a tech CEO, but it's integral to our work at Grantify, where we live and breathe digital innovation. Our AI-powered platform constantly explores new ways to cut through online noise. For other leaders – digital is no longer optional. It's not "traditional vs digital" anymore. We blend access to human expertise with strong UX and AI experiences. Learning new technologies and growing your online presence are fundamental to success.

Q: What are your biggest pain points as an SME?

Mat: All the biggest pain points boil down to one – staying focused while seizing opportunities. With countless tasks, it's easy to get lost in projects or try to do too much. Focus and clarity are crucial. Rome wasn't built in a day, so step back, see the bigger picture, and choose your focus for the quarter or year. Management sets the tone – your calm, collected, and focused approach will set a precedent for the entire company as you grow.