Aevitium Shortlisted for UK StartUp Awards for Its Approach to Board-Level Decision-Making

Thursday 2 April, 2026

Aevitium, a London-based risk and governance advisory firm, has been named a regional finalist in the UK StartUp Awards 2026 (https://startupawards.uk/). The company has been shortlisted in the Professional Services StartUp of the Year category for the London region, recognising its focus on supporting decision-making in environments where complexity, speed and scrutiny are increasing.

The UK StartUp Awards was launched to recognise the UK's growing startup ecosystem, with approximately 832,000 new businesses registered in 2025. Over 900 businesses have been shortlisted across ten regions this year, collectively creating nearly 5,000 jobs and generating over £150 million in annual revenue.

Organisations are operating in an environment of increasing complexity, driven by regulatory pressure, rapid technological change and heightened expectations from stakeholders. As a result, the quality and timing of decision-making have become critical factors in organisational performance and resilience. In many organisations, this complexity is matched by increasing investment in frameworks, yet decision outcomes remain inconsistent.

Founded in 2023, Aevitium works with boards, executives and senior risk leaders in complex and regulated environments. The firm focuses on helping organisations ensure they are addressing the right problem before committing time, capital and reputation. By combining structured diagnostics with governance design, Aevitium supports leadership teams navigating strategic change and increasing complexity.

The business was shaped by the founder's early exposure to entrepreneurship, where the consequences of both strong and poor decision-making were experienced first-hand. This informed a focus on strengthening decision-making at its source, rather than relying solely on frameworks and controls.

"I've seen first-hand how strong organisations can still make poor decisions, not because they lack capability, but because they are solving the wrong problems," said Julien Haye, Managing Director of Aevitium LTD. "Aevitium was created to help leaders step back, challenge assumptions and bring clarity to critical decisions before action is taken."

A key development for the firm has been the introduction of its VERIGRITY™ diagnostic, a structured approach that enables organisations to identify hidden weaknesses in governance and decision-making. This allows leadership teams to move beyond reactive fixes and address underlying structural issues, improving the reliability of outcomes in complex and fast-moving environments.

Regional winners will progress to the national final at Ideas Fest in September 2026.

Professor Dylan Jones-Evans OBE, co-founder of the UK StartUp Awards, said:

"New businesses are the driving force behind any thriving economy, generating employment, pioneering innovation and contributing to prosperity across the UK. This year's finalists represent the very best of British entrepreneurial talent. The standard of entries in 2026 has been exceptional, and every finalist should be proud of what they have achieved."

The UK StartUp Awards, founded by Frankie James and Professor Dylan Jones-Evans as part of Ideas Community, is the UK's largest independent startup awards programme. Now in its fifth year, the awards received over 2,000 entries in 2026. Regional winners will go on to compete at the national final, held at Ideas Fest in September.

For more information, visit https://startupawards.uk/

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