# Tyneside healthtech company Daiser accepted into Google AI accelerator programme



A Tyneside healthtech company known as Daiser has gained recognition by being selected for an esteemed Google accelerator programme focused on artificial intelligence in healthcare. Daiser, which is registered in Whitley Bay and has connections to the UK and US, utilises a unique 'lego brick' style methodology to facilitate access to digital health services. This approach allows developers of digital health solutions to seamlessly integrate their concepts into a comprehensive platform available on iOS, Android, and web interfaces.

The firm has made significant strides since its establishment just a year ago, collaborating with various respected entities such as the South Yorkshire Digital Health Hub and the EPSRC's EdgeAI Hub. The platform is proving to be particularly appealing to developers eager to incorporate AI-driven solutions into the healthcare sector.

Daiser is one of only three UK companies, and 25 worldwide, to secure a position in Google’s Growth Academy: AI for Health start-up accelerator programme. Co-founders Mike Trenell and US technology innovator Adam Wootton are set to join the programme in Poland, where they will collaborate with other innovators from 16 countries, including Greece, Morocco, and Nigeria.

Speaking about the significance of this achievement, Prof Trenell remarked, "This isn’t just a milestone for us — it’s a moment of lift-off. Being chosen by Google is recognition of the transformational potential we see in Daiser. The access to global experts, peer innovators, and ongoing mentorship will be rocket fuel as we gear up for growth and investment." This highlights the firm’s aspirations to leverage the accelerator experience for further development.

Noam Feinstein, senior start-up partner manager and campus lead at Google for Startups, expressed enthusiasm for Daiser's inclusion in the programme, stating, “We’re excited to welcome Daiser to the Growth Academy: AI for Health. Their people-centric approach to AI in healthcare stood out in our rigorous selection process. Google is proud to support their mission and connect them with other visionary companies who are redefining the future of health.”

Over the course of the three-month programme, participants will engage in both virtual and in-person sessions that will cover best practices in AI, product design, leadership, responsible innovation, and strategies for customer growth. In addition to direct interactions, Daiser will receive ongoing technical support from Google’s expert teams beyond the conclusion of the programme.

Prof Trenell further articulated the programme’s potential impact on Daiser's future, stating, "This isn’t just an opportunity. For Daiser, it’s a launchpad to help redefine what healthcare can be in the age of AI." The company's modular digital ecosystem is designed to expedite the creation and deployment of digital health services, making them accessible even for individuals without technical expertise. With its innovative approach, Daiser aims to cater to a wide range of healthcare needs on a single platform, adapting to various conditions from diabetes to dementia.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.prolificnorth.co.uk/news/newcastle-ai-healthtech-lands-one-of-just-three-uk-spots-on-google-ai-for-health-accelerator/> - This article corroborates Daiser's selection into Google's Growth Academy: AI for Health accelerator programme and highlights its unique 'Lego brick' system for creating personalized healthcare solutions. It also mentions Daiser's partnerships with notable institutions like the South Yorkshire Digital Health Hub.
* <https://blog.google/outreach-initiatives/entrepreneurs/growth-academy-ai-health-2025/> - This article provides details about the Google Growth Academy: AI for Health programme, including its focus on supporting startups that leverage AI in healthcare. It lists Daiser among the 25 selected startups across Europe, Africa, and the Middle East.
* <https://startup.google.com/programs/growth-academy/ai-for-health/emea/> - This webpage explains the structure and benefits of the Google Growth Academy: AI for Health programme, including its hybrid format, mentorship opportunities, and focus on equipping startups with strategies for responsible growth and internationalization.
* <https://blog.google/outreach-initiatives/entrepreneurs/growth-academy-ai-health-2025/> - This article further details the diversity of startups participating in the programme, coming from 16 countries and focusing on various healthcare challenges, which aligns with Daiser's participation and goals.
* <https://www.intelligence.senate.gov/sites/default/files/documents/report_volume5.pdf> - This document does not specifically relate to Daiser or Google's AI for Health programme but is irrelevant to the topic at hand.