

Wayve

First invested: January 2022

Status: Private

What does it do?

Wayve is a UK-based autonomous driving technology company founded in 2017. It takes a novel approach to self-driving, using affordable cameras and AI rather than expensive sensors and detailed maps. By relying on end-to-end deep learning, its cars can learn the rules of the road directly from experience, rather than from hand-coded instructions. This enables the technology to adapt quickly — trained on London's busy, complex streets, Wayve's system has also shown it can adapt fast to drive in countries with different traffic rules, such as driving on the right.

Why do we invest?

Wayve is pioneering a more scalable, cost-efficient path to autonomy. Its lean sensor set makes it easier to deploy broadly, while its AI-first approach moves beyond the constraints of traditional autonomous vehicle systems that rely on HD maps, hand-coded rules, or geofenced domains. Recently announced partnerships with NVIDIA and Nissan bring Wayve closer to putting their technology into real service on the streets in the UK and beyond, and position the company as a central autonomy platform for the automotive industry.

Who is key?

Alex Kendall founded the company in 2017 while he was studying for his PhD in Deep Learning, Computer Vision and Robotics at Cambridge. He is supported by a leadership team with experience from Waymo, Nuro, and DeepMind. Together, they bring technical excellence, strong partnerships, and a long-term vision for transforming mobility.

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