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TALENT SPARK

DYNEVAL CASE STUDY

CASE STUDY

 @talent_spark
 talentspark-community
www.talentspark.scot

TalentSpark

Tel: +44 (0) 131 550 1100

Email: talentspark@edenscott.com

132 Princes Street | Edinburgh | EH2 4AH

talentspark
the startup business

CASE STUDY

DYNEVAL



DYNEVAL®

The Company

Dyneval is a small company with a big vision. It is committed to developing innovative products that will improve the lives of farmers and their animals.

Dyneval specialises in portable and precise semen quality analysis. Its product, the *Dynescan*, is an automated instrument for measuring semen motility.

The company was founded by Dr Vincent Martinez, a recognised authority on measuring microscopic motion, and Dr Tiffany Wood, a PhD Physicist turned entrepreneur who is passionate about delivering purpose-driven impact from scientific innovation.

They believe their technology will improve conception rates in livestock.

The Challenge

Despite the challenges of COVID, Tiffany and her team were able to deliver a fantastic pitch to the judges at Scottish Edge, and they won the prestigious IBioIC Edge awards for Round 17. They were awarded £100k of funding.

Speaking after the award, Tiffany said, *“The team at Dyneval is absolutely delighted to have won the Scottish Edge. This award will accelerate our market readiness and growth to build a Scottish business that will have a strong and positive impact on the profitability and sustainability of dairy farming worldwide.”*

This win, allied to other successes such as joining a project led by RAFT Solutions and Innovations UK-Canada, ramped up the need to grow their team.

However, this being quite a niche industry and an early-stage business, there were two main challenges when it came to recruitment;

1. Brand recognition was almost non-existent as they had not long spun out of Edinburgh University.
2. As a very early-stage business, confidence in moving to a company that doesn't have a long runway in terms of funding is not always attractive.

The Solution

The team at *TalentSpark* relish these challenges. We know the value of the right people in growing your business, particularly the right cultural fit for a small organisation.

The positions that required filling were quite varied. The product needed further development, the brand needed developing, and someone needed to be out selling the product.

So, we set about tackling the two problems head-on.

First, we developed an awareness campaign that would help explain to potential employees what *Dyneval* did.



“It was a fantastic feeling to win the IBioIC Scottish Edge Award. That £100k was the kickstart we needed, which meant we could start building our team.

Having the support of the *TalentSpark* team to bring on those initial hires was a real boost. Their support and guidance made the whole process far more straightforward as they really understood who we were as a business.

I would recommend the *TalentSpark* team to any entrepreneur building out their team.”

Dr Tiffany Wood, CEO of Dyneval



The campaign included a microsite highlighting the company’s background and journey so far, answering some of the potential questions people would have.

This was backed up by a social media campaign targeting specific skills across LinkedIn and lookalike audiences across other channels.

Finally, we targeted our extensive database of candidates, making them aware of the exciting opportunities available with *Dyneval*.

This has two benefits: It gives our team the right tools to approach potential candidates, and it also helps to sift out those for whom the roles with *Dyneval* were just not right. Those who would be nervous about working with such an early-stage startup or those for whom an agritech B2B product did not float their boat.

We also spent a good bit of time with Tiffany and Vincent to really understand their business, which made the head hunt we conducted following the awareness-raising far more effective. This approach ensured we only put the right people in front of the *Dyneval* team.

The Results

As part of the initial project, there was quite an eclectic list of roles to work on. That included:

- Software Developer
- Product Manager
- Full Stack Developer
- Data Engineer
- Project Manager

We then followed that up with more customer-facing roles, including:

- Commercial Lead
- Customer Support Assistant
- Office and Customer Service

The team worked with Tiffany to arrange the interviews, prepped our candidates and then managed the communication from offer to starting in the role and their first three months in post to ensure a smooth transition and a successful placement.

Dyneval now has a great team on board and is going from strength to strength. They have secured over £1.8m in investment and are working with cattle farmers worldwide.



Dr. Tiffany Wood