

# London's Bezos-backed logistics start-up Beacon raises £37m to fuel expansion as supply chains falter

A [London](#)-based logistics start-up backed by [Amazon](#) founder [Jeff Bezos](#) has raised £37 million to fuel expansion as global supply chains falter.

Beacon launched in 2018 and uses [AI](#) and cloud-based [technology](#) to help [companies](#) make their international supply chains more efficient.

It counted Bezos among participants in the Series B funding round, led by established [investor](#) Northstar.vc. [Salesforce](#) CEO Marc Benioff also joined the [raise](#), which follows a \$15 million [Series A](#) in early 2020.

The pandemic has wreaked havoc on global supply chains. Soaring shipping and trucking costs, alongside sharp rises in raw materials costs, have hit margins at firms large and small around the world in recent months.

Beacon, launched by former Uber executives Fraser Robinson and Dmitri Izmailov, has seen “hyper growth” in the past year as demand for its platform surges amid the ongoing disruption.

## READ MORE

- [Reeves: It's wrong that Amazon pay less tax than high street businesses](#)
- [Reeves pledges £28bn annual climate change fund under Labour](#)

- [Jeff Bezos tells Boris Johnson that governments must decide taxation frameworks](#)
- SPONSORED

6 things you need to know about the RNLi in London