

Building the Team Behind the UK's First AI-Native Neobank

How W Talent helped BEYLA scale engineering capability, transition infrastructure, and prepare for FCA programmes.

About BEYLA

Founded by Daniel Callis after 25 years in global financial services, BEYLA is rethinking banking by combining finance with generative AI to create proactive support for businesses.

After 18 months building in stealth, BEYLA secured over £1.6 million in non-dilutive funding and became the only company selected for both FCA innovation programmes.

Delivered by W Talent

Karl Ramsaran

Senior Manager
Technology Division
Global / ME Engineering



07931 301 155

[Connect on LinkedIn](#)

The Challenge

Building a Team Before the Business Was Built

- Too early for a full-time CTO. BEYLA needed entrepreneurial full-stack developers who could move across back-end, front-end and infrastructure.
- A hard deadline to refactor the platform from Google to AWS for the FCA's AI Supercharged Sandbox.
- A bootstrapped business needing to hire several engineers in sequence while managing cash flow carefully.
- Required a recruitment model that was cost-efficient, high-quality, and provided visibility to plan and budget for multiple hires.

The Solution

A Hiring Model Designed to Scale With Growth

W Talent's subscription hiring model gave BEYLA flexibility, visibility and access to the right capability at each stage of growth.

Subscription model

Three hires bundled into one agreement, with fees spread over six months.

Clear visibility

A predictable payment schedule to plan the full team build and budget with confidence.

Quality over quantity

Shortlists of 2-3 exceptional candidates, with rationale for fit.

A true partnership

Flexible, supportive and invested beyond offer, onboarding and early integration.

The Impact

From First Hire to FCA Readiness

The right engineering team, hired at the right time, enabled BEYLA to meet critical deadlines, achieve regulatory milestones, and build toward launch.

01

Build the foundation

First hire started in October 2025

Went straight to refactoring the platform from Google to AWS, delivering the foundation BEYLA needed.

02

Prove the model

FCA programmes achieved

Became the only company to go through both the FCA AI Supercharged Sandbox and the Smart Data Accelerator, demonstrating what proactive, AI-driven banking can unlock for SMEs.

03

Scale for launch

Growing capability

Now a team of four full-developers. Next phase: bringing in risk and compliance subject matter experts as BEYLA prepares to go live.

18

month

Building in stealth before launch

4

full-time
developers

Engineering team
in place

2026

target launch

Go-live planned for
late 2026



What stood out about working with W Talent was the trust. There was never any pressure to push a candidate through so they could close a deal. It was always about the right person and the right timing for us.

W Talent understood BEYLA's stage from day one, and they treated us like a company they wanted to see succeed rather than a transaction. The subscription model gave us cash flow stability when we needed it most, and the people they brought us are the team taking us through FCA approval and toward launch.

The term 'Partner' is an overused word in this industry. With W Talent, it really means something. I can pick up the phone any time, even when there's no role on the table, and we both get value from the conversation."

[Find out more about BEYLA](#)

Daniel Callis,
Founder, BEYLA

