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CHANGING THE WORLD

The entrepreneurs tackling society's challenges

WOMEN IN INNOVATION



Foreword

I am very excited to introduce you to the winners of Innovate UK's Women in Innovation Awards 2020/21.

Innovate UK is the UK's national innovation agency. We drive productivity and economic growth by supporting businesses to realise the potential of new ideas. In 2016, we launched the Women in Innovation campaign to find and engage more women in the UK with brilliant ideas for innovation and provide these women with access to advice, funding and connections to help them rapidly achieve their business ambitions. We are currently working with over 6,500 women and we will continue to focus efforts on building and strengthening this community.

Our winners this year are developing pioneering innovations to tackle a range of pressing societal, environmental and economic challenges, from developing tools and products to enable precision medicine for underrepresented populations, to offering a sustainable collection of aerospace interiors, to creating digital educational tools. We are supporting women at a critical stage with their business, where an award will enable them to take an important step forward and make a real difference to innovation in the UK and beyond.

Each of the 40 award winners, from all over the UK, will receive a 1-year tailored package of financial support, mentoring and business growth opportunities. We will showcase this group of role models - sharing their stories, challenges, and successes – aiming to inspire other women to engage with and realise their potential as future innovators.

Diversity in business is a proven driver of economic growth and increasing the number of women starting and scaling innovative businesses in the UK will unlock huge economic and societal benefits.

With the backing of our awards, we hope that this exceptional group of women will go on to make a significant contribution in their fields, improving outcomes and making progress against society's biggest challenges. We wish them every success on their journey.

Emily Nott

HEAD OF EQUALITY, DIVERSITY AND INCLUSION PROGRAMMES AT INNOVATE UK



As we build back better from Covid, it is a priority of mine to continue equipping our brightest female innovators with the tools they need to succeed, while encouraging a new generation of women to come forward and pursue their ambitions.

It's fantastic to be supporting 40 of our most trailblazing female entrepreneurs, helping them to turn their innovative ideas and aspirations into a reality, creating the products and services that will help improve our lives and boost our economy.

Amanda Solloway

MINISTER FOR SCIENCE, RESEARCH AND INNOVATION AT BEIS



Boosting innovation through diversity

At Innovate UK, we know that the most disruptive innovation can only occur when a diverse group of ideas and minds come together..

Five years on from its launch, and our Women in Innovation programme is going from strength-to-strength with ever greater numbers of women innovating in business.

As the COVID-19 pandemic brought innovation to the fore like never before, it was critical for us to increase our support and reaffirm the strength of our commitment to the UK's female innovation talent. In 2020 we received more applications than ever before, and awarded 40 women the Women in Innovation Award, our biggest ever cohort. These ambitious and inspiring winners, located from across the UK, are working on hugely varied projects.

Their work ranges from improving access to medicine for ethnic minority communities, to sustainable manufacturing for the aerospace sector and innovating to support victims of violent crime. They all, however, come with a commitment to both support each other and represent the future role models that will inspire the next generation of female change makers.

Dismantling barriers

The Rose Review estimated that up to £250 billion of new value could be added to the UK economy if women started and scaled new businesses at the same rate as UK men.

When we launched the Women in Innovation programme in 2016 it was because only 1 in 7 applications for Innovate UK funding were led by women, despite the fact that success rates between men and women were largely equal.

We found that access to funding and finance was the biggest challenge, and a third of respondents felt their gender negatively impacted their career. Other important issues highlighted in our research, carried out by research consultancy Ebiquity, were the lack of visible role models, the importance of access to the right networks and the value of mentors.

Step-by-step our Women in Innovation programme has acted to address these issues.

We partnered with Getty Images to capture stereotype-shattering images of the winners. These were displayed in a central London gallery and added to Getty's online image library to stimulate a shift in the media industry's wider depiction of women innovators. The campaign led to a 70% uplift in females registering for Innovate UK support.

In 2019 we celebrated a second cohort of Women in Innovation Award winners, who were innovating to tackle the priorities of the Industrial Strategy Challenge Fund. We also sought to inspire the next generation by addressing the gap of visible role models.

With women featuring on just 14% of the 900 blue plaques in London, with a similar story elsewhere, we marked the achievement of the 2019 winners by putting up purple plaques in schools right across the UK. To enable women-led businesses to connect with new global partners and learn more about innovation overseas, Innovate UK have worked closely with international partners and Innovate UK EDGE to deliver two Global Business Innovation Programmes to Boston and Israel.



We are also working with the UK Business Angels Association to foster a more gender diverse investment ecosystem in the UK, and with Founders4Schools to enable our Women in Innovation community to inspire students up and down the country.

Women uplifting women

In partnership with KTN, we are now proud to be supporting a Women in Innovation community that encompasses over 6,500 members.

Through KTN we are providing key advice, resources and support and an annual programme of events, making community support more accessible than ever.

Innovate UK EDGE continues to provide business mentoring and advice on international markets.

We are inspired to witness how previous winners are encouraging our latest award holders to apply, demonstrating the clear success and need for women to uplift others. With our 2021 winner Samantha Bunyan also being a mother to an Innovate UK Young Innovators Award holder, it is also clear that support across generations is as vital as across genders.

We know there is more to do to encourage more diverse role models and to continue our outreach to support underrepresented communities.

Our commitment to equality, diversity and inclusion is at its most notable through our Women in Innovation and Young Innovators programmes but it is embedded in all we do at Innovate UK and KTN.

We are excited to celebrate our 2021 Women in Innovation Award winners and will continue to encourage all aspiring women into innovation.





It helps to have a dream to work towards when things get tough.

Dr Joan D'Arcy

Joan D'Arcy is developing affordable ocean plastic recycling facilities through her business [Plastic@Bay](#).

When Joan launched a beach cleaning organisation in 2017 in North West Scotland she quickly identified a key issue. A huge amount of the plastic that was being washed up on the coastline was fishing nets and ropes, and because there was no recycling facility in the UK able to process it, the majority was being sent to landfill.

'We remove between five and ten tonnes of plastic annually from our local beaches, and 90% of this is from industrial activities at sea, such as fishing, aquaculture and shipping. This motivated us to research ways to recycle ocean plastic,' she says.

Her objectives are threefold: remediation, research and outreach. Removing plastic pollution from our beaches; researching innovative ways to recycle this ocean plastic; and educating communities about the devastating, long-lasting effects of plastic pollution.

Joan says, 'My project is to design affordable low-tech ocean plastic recycling facilities that can be replicated in coastal areas, with the aim of creating sustainable enterprises in communities adversely affected by ocean plastic pollution.'

Joan studied at University College Dublin, and the University of Leeds, and after obtaining her PhD in Geochemistry from Copenhagen University, she settled in the Highlands. Here she received funding from SSE Highland Sustainable Development Fund in 2018 to open a small ocean plastic recycling workshop to deal with the problem locally.

Since then, she has secured further support from Fisheries Local Action Group: Moray and Highland and the Aviva Community Fund to purchase equipment and innovate ways to recycle ocean plastic.

She now has two key ambitions for her Women in Innovation project.

The first is to develop a low-tech extrusion machine and die system to recycle ocean plastic and end-of-life fishing gear into non-load bearing construction material.

Secondly, she will design a localised ocean plastic recycling facility with a business model that can be adapted and replicated in other communities and harbours.

'Personally, the Woman In Innovation Award is recognition for the hard work me and my partner have put in over the last year. For Plastic@Bay it means we can finally realise our innovation to bring ocean plastic recycling to the heart of the problem,' she says.

Joan adds that remaining focused on what you want to achieve is key. 'Have a big ambitious goal. It helps to have a dream to work towards when things get tough.'

Jacqueline Morrison

Jacqueline Morrison is developing innovative solutions to support the offshore wind sector through her mechanical alternative to grout.

Scotland-based Jacqueline is looking to break the 'it's always done this way' mindset with her novel engineering approach.

Through [Cedeco](#), a micro-SME, she is leading a project to develop a mechanical alternative to grout for offshore wind developers. The innovation aims to cut the time and cost of installing jacket foundations and will enable Jacqueline to use Cedeco's existing IP in a new way.

Jacqueline says, 'I'm delighted to have won the award and have the opportunity to shine a spotlight on the technology we are developing.'

'I think there's a responsibility on all of us to give back to our communities where we can and by lowering the cost of installation we can play our part in increasing deployment of offshore wind and help achieve net zero aims.'

Jacqueline's Cedeco concept has already won an open innovation challenge sponsored by ScottishPower Renewables (SPR) and the Offshore Renewable Energy Catapult (OREC). She has also secured Innovate UK Smart funding to collaborate with SPR, OREC and engineering firm Atkins to develop the solution further.

She heard about the Women in Innovation Awards through the KTN, and says every awards process she has been through makes her consider her business and idea in a slightly different way.

'It still early days but with the funding from Women in Innovation and working in collaboration with Atkins and OREC we're moving towards a solution that's safer and less weather dependent by having less people and vessels at sea which offers a repeatable, reliable installation process.'

Jacqueline is also working with DNV on the certification process and collaborating with the National Composite Centre. Her next steps will be to develop a scaled prototype and she is actively looking for a large-scale UK fabricator to partner with.

Key to her approach is talking to as many people as possible about her ideas and she advocates that considering different approaches always makes an idea stronger.

'But most of all, as the advert says, just do it – because nothing happens without that first step... and another, and another...' she says.



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ALISON WOOD

The journey is difficult and everything takes longer than you expect,
but you are capable.

Alison Wood

A university research project in Kenya gave Alison Wood the inspiration for her reusable period pad innovation Lilypads.

While studying at the University of Edinburgh Alison travelled to Kenya to research the rise in HIV among teenage women and worked with a local orphanage support group to improve their sexual health education.

It was while getting to know these young women that Alison learnt many were sexually active because they had no other means to afford period products. She began researching how she could help.

Lilypads was born when Alison realised the most effective route was to design and manufacture her own reusable period pad and work with commission-based sellers to ensure local communities were able to access it.

Her business is now active in Cambodia, Kenya and Uganda, and while researching the UK market she found many women find their period pads uncomfortable and bulky leading her to adapt the design for the UK.

Alison's Women in Innovation Award will see her refine the design of her UK product in order for it to fit more securely and reduce the change of movement that can be experienced, which she has identified as being one of the main barriers for women converting to reusable pads.

She will also research the use of recycled materials in the pads and the recycling of them post use.

'Lilypads sells comfortable reusable period pads to ensure no one is limited by their period,' Alison says.

'We're delighted to be part of the Women in Innovation Award. It will enable us to develop our product further to ensure our pads are more comfortable and easier to use than disposables.'

She says the key to success is having faith that you can succeed. 'The journey is difficult and everything takes longer than you expect, but you are capable. The big brands started where you are today and built from there.'

Becca Hume

Becca Hume is on a mission to bring accessibility and inclusion for all those in need of help from the emergency services through technology company TapSOS.

Belfast-based Becca was inspired from a young age to improve inclusivity after working with a deaf colleague at her teenage part-time job.

Alongside going on to study at Ulster University, she also spent eight years attending sign language classes and achieved the highest qualification possible in British Sign Language.

Her early encounter led to both a friendship and a passion in wanting to help those who may experience difficulties at the most critical time in their lives - when they need the help of the emergency services.

Research led Becca to learn that the everyday in the UK the emergency services receive 20,000 silent 999 calls. Many of these calls are silent due to people having difficulties in spoken communication - either due to hearing or speech impediments or through experiencing an asthma attack or allergic reaction.

The central idea for TapSOS was to be able to provide a non-verbal method in getting 999 help. After becoming accredited by the Department for Media, Culture and Sport through British APCO the company went on to work with the Devon and Cornwall Police.

The focus of her Women in Innovation Award is centred on the accessibility of the safeguarding apps offered by TapSOS.

Becca says, 'TapSOS technology is meant for everyone. We have an opportunity to develop specialised service design to enhance a user's experience when interacting with 999. In particular we will develop our technology to address categorised needs such as, Physical, Developmental, Behavioural/Emotional and Sensory.'

She adds, 'I am absolutely delighted to be chosen for a Women in Innovation Award, and can't wait to begin. Working in an industry which is male dominated, I appreciate knowing I am supported and mentored by a strong female cohort and coaches.'

Becca was encouraged to apply for the Awards by a female founder friend who had previously won a Women in Innovation Award.

She has previously won Ability Net's Tech4good Awards for Digital Health 2018 and has been awarded funding through Innovate UK's Sustainable Innovation Fund 2020.

She says, 'Don't be put off by challenges or rejections, use them to drive and motivate you to be the best you can be.'



**BECCA
HUME**

Don't be put off by challenges or rejections, use them to drive and motivate you to be the best you can be.



My work has always been innovative, and always with a mission of making the world a fairer place - vision with compassion - and at Method X Studios we're going to crack how to scale that. The support from this award will help us do that.

Deborah Coughlin

Deborah Coughlin is bringing mental health support to all through prescription entertainment created at Method X Studios.

As the author of "Outspoken: 50 Speeches by Incredible Women from Boudicca to Michelle Obama" and founder, it means a huge amount to Deborah for her also to be recognised as an innovator.

Throughout her twenties, Deborah suffered from poor mental health and says it was only by chance that she got the support that saved her life. 'I don't want this to be left to chance for anyone else,' she says.

At Method X Studios Deborah and her team bring tech, science, research and media together in unique digital products aimed at ending the mental health poverty gap.

Her first product, Wakey, was live throughout 2020 to provide personalised, interactive morning content and a community for those wanting to improve their mental wellbeing. They are now in the research and development phase on their next product, including a new sleep solution.

Deborah says she has been asked many times in her life who she looks up to and whose career she would like to emulate and could hardly ever think of a woman who got to do what she wanted to do, because of lack of visibility of women innovators.

'My work has always been innovative, and always with a mission of making the world a fairer place - vision with compassion - and at Method X Studios we're going to crack how to scale that. The support from this award will help us do that.'

Deborah's talent has already been recognised with her work featuring in NME's Top 50 Most Innovative and in Huck Magazine's Future 50.

She is now studying at the Welsh Psychotherapy Institute and alongside Chief Scientist Dr Mariliis Öeren, her work has received funding from Guy's and St Thomas' NHS Foundation Trust as well as Zinc.VC and Autodesk.

Deborah advises all aspiring female innovators to surround themselves with support. 'You deserve it and it will help you focus on what you're good at - innovation, vision, creativity, leading.'

She adds, 'Know when to stop something that isn't working, pivot and be proud of it. Let's collaborate!'

Alison Ettridge

Alison Ettridge will help businesses better attract, recruit and retain female engineering talent by developing a data modelling tool through business Talent Intuition.

Alison is CEO and 'chief believer' at Cardiff-based Talent Intuition, which aims to give business leaders access to the data they need to make critical business decisions in areas such as skills supply, location planning and diversity.

By analysing thousands of credible data sources through their Stratigens platform, her team is able to provide data evidence to help businesses develop strategy, anticipate problems and inform new market decisions.

Having participated in Innovate UK EDGE's Scaleup Programme 2020, Alison will now bring an innovative approach to promoting gender diversity in the engineering sector.

'Not only will this award enable us to accelerate ambitious plans for our business, it will in turn help other organisations to attract and develop more diverse talent,' Alison says.

'As one of the founders to have been selected, I am privileged to be in such a strong company and it's my hope that our collective effort will inspire other female innovators.'

The project will develop a model that analyses the flow of female engineering talent in the UK looking at aspects including the journey from education to professional role; career transition from industry to industry; and moves between companies.

Not only will this help businesses better attract and retain female engineering talent, but Alison hopes it can go on to inform the government on the size of the gender skills gap, how this will likely change, and model the potential options to increase female representation in the sector.

Alison takes a 'commit or go home' approach to her work and advises others to be brave. But she cautions innovators to not be blinded by the good stuff and thereby ignore what the data is actually showing them.

Alison says key to motivating her in applying for the Women in Innovation Awards was the opportunity to use the Stratigens platform and data in a new way to accomplish something with a greater purpose.



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NATASHA BOULDING

I am looking forward to bringing state-of-the-art technology and multidisciplinary minds together to make a positive impact in the construction industry.

Natasha Boulding

Natasha Boulding is transforming plastic waste into a carbon negative building material for the future through her business Sphera.

Natasha was attracted to the Women in Innovation Awards for both the personal growth opportunity and to enable her to explore new technology within the construction sector.

Her project will use Sphera's patent-pending technology to transform waste plastic, which would otherwise be sent to landfill or incineration, into an aggregate for concrete and other construction materials.

The approach for her business she says, is 'building positive, carbon negative'.

Natasha, who is based in the North East and obtained a PhD from Durham University, believes innovation in both the concrete industry and plastic recycling is vital to improving sustainability.

Currently, the concrete industry is responsible for 8% of global carbon dioxide production with 91% of plastic still not being recycled.

'I am looking forward to bringing state-of-the-art technology and multidisciplinary minds together to make a positive impact in the construction industry,' Natasha says.

Her innovative approach has already been widely recognised, winning the Shell LiveWIRE Award and securing Innovate UK funding. She has also achieved regional recognition, becoming the Start-up Awards North-East Winner.

The technology Natasha is developing will aim to improve the compressional strength and thermal properties of the material, and will enable the production of ultra carbon negative concrete.

She says a number of people in her network encouraged her to apply for the award and she is looking forward to becoming part of a cohort of women facing similar challenges and opportunities.

She adds, 'Women have so much to offer male dominated industries, so don't let stereotypes imposed by others influence your desired path.'

Katharine Paterson

Katharine Paterson founded So To Company Ltd to create her innovative cot bed design, aimed at ensuring all babies can sleep safely and soundly.

Katharine has designed out all the flaws of traditional nursery cots with her Karekot product.

She was inspired to innovate when her own baby daughter would often get her arms and legs trapped between the bars of her traditional wooden cot.

Katharine thought she could fix the problem by using cot bumpers but was then shocked to find that these came with warnings of strangulation and suffocation.

It led her to sit down the night she bought the bumpers and make a crude prototype of what she wanted a cot to be like, mocked up using muslins and pencils.

Katharine says, 'This is where my journey started. I am not a designer, nor am I particularly creative, but from here on in, I was on a mission to help all babies sleep more safely and soundly.'

'This is what set me off on my mission to create a cot bed which has systematically designed out all the hazards I, and countless other parents, face.'

Since then, Katharine has secured a number of grants and loans and is close to finalising the design of Karekot.

She says, 'I cried with absolute joy and relief when I found out I had been successful in the Innovate UK Women in Innovation Awards. The award could not have come at a better time as it enables us to finalise Karekot and hopefully secure orders and sales.'

'This will then enable babies to sleep more safely and soundly, which is at the heart of what Karekot is all about.'

The Karekot not only reduces the opportunities for babies and toddlers to injure themselves whilst in, what should be, a safe and secure environment but also protects parents from injury to their backs when lifting babies in and out through an innovative drop-side mechanism.

Northumberland-based Katharine, who studied at Newcastle University and the University of Sheffield, will focus on confirming final design, manufacturing, certification and protecting her existing patents with her project.

'I'm really looking forward to benefiting from being part of a supportive Women in Innovation network, both from my peers and also from the extensive coaching and mentoring on offer,' she says.



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Sophie Walker

Sophie Walker is on a mission to bring transparency and accountability to the waste sector with her company Dsposal.

Unlocking the mystery of where our waste goes, preventing waste crime and supporting the circular economy, were the driving forces for Sophie founding Dsposal in 2016.

Since then, she has embedded herself in the industry and focused on developing technology that can help both individuals and waste management companies make good decisions about their waste.

In doing so, Dsposal has been protecting the environment and squeezing out the waste criminals responsible for fly tipping, illegal exports or operating illegal waste sites, which together cost the UK economy £1 billion a year.

To instigate systemic change in waste management, Sophie is now focused on her ambition of helping complex waste producing organisations – such as the NHS – to better understand their waste supply chains and meet their environmental targets.

‘The waste industry touches every one of us, but it is often overlooked or ignored. I want to use this incredible opportunity to elevate the industry and Dsposal within it,’ Sophie says.

‘I want more women to see how this vital sector offers us all opportunities to make a real difference.’

The project will build on Dsposal’s existing waste compliance platform to develop an integrated software solution. This will enable an organisation with complex waste management needs to spot problematic waste streams, reduce avoidable waste and secure better recycling outcomes.

Sophie, who studied at the University of Bradford, has already secured support from Manchester University NHS Foundation Trust, one of the largest NHS Trusts in the country, to pilot the project.

By deploying the latest integration technologies, waste managers will have real time access to the compliance status and performance of all operators in their supply chain, providing a level of detail and accountability currently missing.

For Sophie, women innovators need to be bold in shaping the future into one that works for both people and the planet.

‘Accept help graciously, seize opportunities and be generous with your time for others who need help. There are so many people rooting for you and wanting you to succeed. Be bold and brave – together, we can do this.’



The waste industry touches every one of us, but it is often overlooked or ignored. I want to use this incredible opportunity to elevate the industry and Dsposal within it.

Sonu Bubna

Sonu Bubna was inspired to enhance her award-winning online community platform [Shopper.com](#) to tackle the issue of product shortages during the COVID-19 pandemic.

West Midlands-based Sonu launched her community for online buyers Shopper.com in 2018 with the aim of enabling members to discover discounts and deals, and soon experienced rapid success.

The community quickly grew in over 40 countries and helped thousands of buyers in saving money while shopping online. The platform now works with more than 42,000 stores.

As well as securing funding to support its growth, Sonu's novel approach saw the business win numerous awards including Tech Nation's Rising Star Award 2020 and Northern Tech Rising Star Award 2020.

But when the COVID-19 pandemic struck, Sonu witnessed a sharp jump in the number of products that were out of stock online. Her community members began asking if there was anything the platform could do to help them secure the items they needed.

Sonu brainstormed with the team at Shopper.com, settling on the idea to develop a feature that could instantly alert shoppers when an item became available again. Although this was already in place for some larger stores, the feature was not widespread.

Sonu will use her Women in Innovation Award to develop this discovery tool, ensuring shoppers can find substitute items from the same online retailer or same or similar product from other retailers. Her intention is to ensure it is designed in a way so that it will have longevity post the pandemic.

In addition, the platform is also working on a further product discovery feature that will allow shopping influencers to showcase the products they love.

Sonu describes promoting women entrepreneurship as being at the heart of everything she does. By working alongside Barclays Eagle Labs and universities, she is supporting and encouraging other women facing difficulties.

She says applying for this award was both part of her search for a greater purpose and commitment to do even better going forward.

'Innovate UK's Women in Innovation Award is a great way to shine a spotlight on my work and inspire other women to pursue their entrepreneurship dreams. 'This award highlights the fact that technology entrepreneurship can be pursued by women and women from different backgrounds.'



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**WOMEN IN
INNOVATION**



I think support via this award will not only help give me more confidence in my abilities as a leader and tech innovator but also help raise the company's profile.

Professor Helen Maddock

Helen Maddock is bringing AI innovation to the pharmaceutical industry to assess cardiovascular drug safety with her business InoCardia.

Helen founded InoCardia as a spin-out from Coventry University, with the aim of making drugs safer through an innovative approach to testing their impact on the heart.

Research has found that drugs can affect the heart in different ways, with some strengthening and improving heart function, and others causing damage and heart failure.

Helen says she was determined to translate an idea into a commercial product that would help make drugs safer, reduce patient side effects and also reduce the costs of drug discovery and development within the pharmaceutical industry.

The award-winning business has developed a 'work-loop' technique which mimics the forces that are required to occur when the heart fills with blood in order for it to be pumped around the body.

The team has been able to use this technique to test drugs and identify both negative and positive side effects on the heart.

Helen's Women in Innovation Award aims to diversify InoCardia's current artificial intelligence product by enhancing early stage drug screening by enabling researchers to screen novel compounds and engineer out toxicology liabilities.

She says the award is already making a difference by giving her confidence in herself, the idea and the product.

'Both the pharmaceutical industry and regulators recognise that making sure that existing and future drugs don't cause harm to the heart is extremely important and is currently fraught with problems,' Helen says.

'We have developed unique and commercially innovative technologies which will speed up the development of safe and effective drugs for patients by providing a clinically relevant and predictive solution to assessing drug-induced effects on the heart.'

The award is of particular importance to Helen as despite founding InoCardia, she stepped down as CEO three years ago because she felt she lacked the confidence and business experience to lead the company.

'I see the Women in Innovation Award as an important supportive route to gain necessary skills to progress to a CEO role in the future. I think support via this award will not only help give me more confidence in my abilities as a leader and tech innovator but also help raise the company's profile,' Helen says.

'I don't think of myself as a female scientist, innovator, founder or a woman in tech. I am just passionate about what I do and truly believe the world is your oyster.'

Marie Van Herterycck

Marie Van Herterycck created the Neurodiverse Self Advocacy Partnership (NDSA) forum and mentoring into employment programme to provide innovative services for autistic adults.

Marie established the non-profit, now national, community organisation NDSA with support from autistic volunteers.

She now runs a self-advocacy information site, community forum and a mentoring programme called Tool Up that supports autistic people into employment.

But the COVID-19 pandemic has made autistic people particularly vulnerable, due to their routines being disrupted, and caused heightened anxiety and depression because of the continued uncertainty and imposed isolation.

In many cases it has also cut the few social connections they rely on, closed support services and isolated them from family members.

Marie's Women in Innovation project will pilot a new wellbeing mentoring scheme for autistic people, delivered by autistic people. This will include a forum support group and online wellbeing course, and will see the organisation train autistic adults to mentor others to cope with change and uncertainty.

Marie also hopes to add to the body of research in this area, thereby unlocking the huge potential of support services currently lacking by professional-led bodies.

She says the award is vital to enable the team to continue to innovate and develop this vital new service.

Her innovative approach has already been successful in securing funding through Innovate UK's Innovation in Response to Global Disruption scheme and the Paul Hamlyn Foundation's Ideas and Pioneers Fund.

To other women starting out on the innovation journey, she says, 'It is important to understand your strengths, trust your intuition and then pursue your dreams fearlessly.'

She hopes her Women in Innovation Award will enable her to fill a clear gap in the wellbeing support offered to autistic people, which will focus on positive autism identity and anxiety-reducing problem solving techniques.



It is important to understand your strengths, trust your intuition and then pursue your dreams fearlessly.



You are good enough, you are strong enough, you have resilience that you never knew you had, you can do anything you want to do.

Dr Emma Fieldhouse

Winning a Women in Innovation Award will enable Dr Emma Fieldhouse to launch Future We Want's digital carbon footprint game at the United Nations Climate Change Conference (COP26) this November.

Emma launched her sustainability consultancy in 2015 to provide effective learning around the topics of climate change and carbon footprinting.

The idea was born while Emma was interim Sustainability Manager at London South Bank University.

For the annual awareness event Green Week she asked Erasmus student Anja Fischenich to make a game based on Mike Berners-Lee's book How Bad are Bananas? The Carbon Footprint of Everything.

It was so successful it went on to win an award at the university and the concept for a business based on a carbon footprint game was born.

The game has since been sold and rented to both universities and businesses, with Emma also working with schools and charities.

COVID-19 has prompted a huge demand for online learning and has accelerated the development of a digital method for teaching people of all ages about climate change.

Emma says, 'The Women in Innovation Award is an absolute honour and has made it possible to bring forward digitising our educational climate change games which are so desperately needed in this time of immense pressure, change and transition for the world.'

The award will allow Emma to speed up development of the game and launch it before the end of the year at COP26, which is being hosted in Glasgow in November 2021.

Emma adds, 'I'm so pleased to be able to represent the programme and hopefully inspire other women in sustainability to make the leap with their innovative ideas regardless of their business acumen or experience.'

She will also be participating in the University of Leicester Innovation Hub's small business accelerator this year and says for her, both diversity and sustainability are at the heart of everything she does.

To other female innovators she says, 'You are good enough, you are strong enough, you have resilience that you never knew you had, you can do anything you want to do.'



Christina will focus her Women in Innovation Award on developing a novel business model and introduce the 'sensing as a service' concept to the offshore wind industry.

Christina King

Christina King's innovative commercial approach aims to drive emissions reductions and energy savings through wider access to sensing technology developed at Tribosonics.

Christina is Chief Commercial Officer at Sheffield-based Tribosonics, which uses unique sensing technologies to create a more sustainable future for industry.

The business, which recently secured venture capital funding to accelerate its growth, applies sensing technologies to generate data and thereby enables digitisation to create value and enhance sustainability.

Christina will focus her Women in Innovation Award on developing a novel business model and introduce the 'sensing as a service' concept to industry.

Christina, whose role is all about finding commercial routes to successfully productise their sensing technologies and scale into the market with corporate partners, says a service model has not yet been achieved but has huge potential.

'This award will provide the resources and a platform for showcasing innovation in sensing technology and introduce the Sensing as a Service business model to enable more traction in the market with large industrial partners,' she says.

'It will also inspire other SME businesses and leaders that this approach is a sustainable route for the future both from an energy saving and economic perspective.'

Christina, who studied Mechanical Engineering at Brunel University and an MBA at Leeds University, says industry needs the tools to reduce emissions, better use energy and drive operational efficiencies. But for large corporates, digital transformation is often a time-consuming and resource intensive process.

She will build a portable, technical demonstrator showing end-to-end capability with an overlaid Sensing as a Service framework to convey how the data produced can be accessed at various levels through a tiered subscription model.

This will enable large industrials to access their innovative technology and Christina will first test out the approach in the offshore wind market.

Christina, who was recently recognised as a winner in the TechWomen100 Awards, says to other women innovators, 'be bold, brave and ambitious'.



GEORGIA BARRIE

The Women in Innovation Award will not only provide us with funds to integrate innovative new features into our platform, it will also provide myself and my team with the exposure and support we need to rapidly scale up our operations.

Georgia Barrie

For Georgia Barrie, the Women in Innovation Award is a launchpad to rapidly scale her digital training platform [Learn.ink](#).

Georgia's Learn.ink platform is based on her, and her co-founders, combined 15 years' experience of building digital solutions for developing countries and rural, hard-to-reach populations.

Through their first venture Farm.ink they have worked with agribusinesses, NGOs and research institutions across sub-Saharan Africa to digitise their content.

Learn.ink was born out of a realisation that the technology they were creating for small-scale farmers could be applied to challenges across a much wider variety of sectors.

The platform provides a fast, affordable digital training platform able to turn static training content into fun, engaging, conversational learning experiences. It can integrate games and challenges alongside social forums.

Bristol-based Georgia says the Women in Innovation Award could not have come at a better time.

'The next 18 months will be crucial as we plan to grow our customer base by approximately 20 times and more than double our headcount,' she says.

'The Women in Innovation Award will not only provide us with funds to integrate innovative new features into our platform, it will also provide myself and my team with the exposure and support we need to rapidly scale up our operations.'

Georgia and her team have already experienced success, winning Nesta's Fall Armyworm Tech Prize and last year, won the CGIAR Rapid Response Award for an East African COVID-19 digital training tool that was created through the Learn.ink platform.

It now has learners in more than 20 countries across sub-Saharan Africa and Asia, with training content ranging from COVID-19 awareness to the safe use of pesticides.

Georgia, who studied at the University of Oxford, heard of the Women in Innovation Awards through a previous winner who is still in touch with her own cohort.

The focus of her project will be to add a number of innovative features to the platform to integrate cutting-edge technologies, such as machine translation and text-to-speech capability.

This will be essential in ensuring Learn.ink training courses can be quickly and cost-effectively deployed across languages, geographies and income segments.

Samantha Bunyan

Samantha Bunyan's Women in Innovation Award will develop a next-generation sustainable interiors solution fit for the aerospace cabin of the future through business Cecence.

A co-founder of pioneering composite manufacturing business Cecence, Samantha is embarking on a project to develop a new green 'ecocence' collection of bio-based, recycled and natural materials, that is set to be a disruptive innovation for the aerospace sector.

While sustainability has been of increasing focus in aerospace, much of this to date has been centred on the development of alternative biofuels and the recycling of in-flight consumables.

With attention shifting to light-weighting the cabin using carbon fibre and magnesium, Samantha aims to enable the reduction of an aircraft's carbon footprint even further by using recycled and natural sustainable materials.

The collection will be centred on a retrofit tray-table made of hemp, recycled carbon and bioresin.

For her, the key drivers are the UK government's commitment to net-zero combined with climate aware passengers, who in turn are encouraging the travel sector to make greener choices, providing an impetus to aid the recovery of the aerospace industry post-pandemic.

Samantha says, 'The Women in Innovation Award will support the delivery of 'ecocence' as an independent in-house sustainable brand for Cecence and provide me with the opportunity to engage with a wide-reaching group of female innovators, whilst gaining a greater knowledge and understanding of multi-generational drivers and blockers.'

Innovation runs in the family with Samantha's daughter Tabby Bunyan and nephew Fred Peel Yates both winners of the Innovate UK Young Innovators Awards 2020/21, and her husband and business partner Humphrey Bunyan, a pioneering innovator in Ocean Racing, Formula 1 and more recently aerospace and rail.

Samantha hopes winning a Women in Innovation Award will encourage more young innovators and highlight the need for more sustainable solutions across multiple sectors.

She says to others thinking of pursuing their innovative ambitions, 'Try and be as fearless as you dare, be honest, hardworking and empathetic, collaborate with one another, maintain a good sense of humour and apply an interdisciplinary STEAM approach to innovation.'



The Women in Innovation Award will support the delivery of 'ecocence' as an independent in-house sustainable brand for Cecence and provide me with the opportunity to engage with a wide-reaching group of female innovators, whilst gaining a greater knowledge and understanding of multi-generational drivers and blockers.



The Women in Innovation Award is life-changing because it enables me to grow LatchAid full-time, strengthen my leadership skills, and gain invaluable support to lead LatchAid to its greatest success and impacts.

Dr Chen Mao Davies

Dr Chen Mao Davies is developing a pioneering breastfeeding and early parenthood support app [LatchAid](#) using 3D and AI technology.

Computer graphics and visualisation specialist Chen has already fulfilled her lifetime dream of creating breathtaking visual effects for feature films including Gravity and Blade Runners 2049 in a world-class team, which won an Oscar and BAFTA for Best Visual Effects.

On becoming a mother, however, Chen suffered from breast infections and postpartum depression after experiencing seemingly insurmountable breastfeeding challenges.

In 2018, her experience and technical expertise motivated her to establish LatchAid, a FemTech start-up developing innovative technology to revolutionise breastfeeding and early parenthood support with personalised and scalable delivery.

LatchAid is a pioneering app using 3D interactive technology to help women learn breastfeeding skills intuitively, virtual breastfeeding support groups to connect mothers to a close-knit peer-to-peer support network, and an AI-powered virtual supporter to provide users with personalised expertise 24/7.

Her Women in Innovation Award will enable her to evolve LatchAid's AI neural networks and develop an AI-powered virtual companion with customisable personas and knowledge. Through AI, sentiment analysis is performed to discern the users' primitive and complex emotions to provide personalised support. This includes automatic escalations of physical and emotional crisis signals detected during conversations.

Breastfeeding reduces the risk of diseases for mothers and babies, improves life expectancy and can strengthen the immune system. But the UK has the worst breastfeeding rate in the world. Although 81% of mothers initiate breastfeeding, 90% give up before they want, often due to lack of support, health issues and the feeling of isolation.

This affects women of all backgrounds and demographics. Research shows that socioeconomically disadvantaged women tend to have poorer breastfeeding outcomes due to limited access to breastfeeding information and support.

Chen is passionate about helping all mothers, regardless of background, breastfeed their babies and have the best possible start to their parenting journey.

In the next 12-months, it will be launched on the AppStore launch and Chen will carry out partnership building and investment raising. For Chen, the timing of the Women in Innovation Award alongside the sharp increase in the need for digitised breastfeeding support due to the isolating impact of COVID-19 is serendipitous.

'The Women in Innovation Award is life-changing because it enables me to grow LatchAid full-time, strengthen my leadership skills, and gain invaluable support to lead LatchAid to its greatest success and impacts,' she adds.

Chen moved to the UK 18 years ago, speaking very little English and with no personal networks.

She has since added to her degree from the Beijing Institute of Petrochemical Technology with an MSc in Applied Computing from the University of Dundee and a PhD in Computer Graphics from Brunel University.

LatchAid's Beta app has already attracted early users from 20 countries across 6 continents with pilots with three NHS trusts in planning.



The Women in Innovation Award has provided a fantastic level of validation to this project and given me confidence in myself to deliver it that I simply didn't have before.

Caz Icke

Caz Icke is using wearable technology to develop a customisable rehabilitation solution through her digital health start-up SoleSense.

Caz's experience as a neurorehabilitation physiotherapist means she has witnessed first-hand the devastating impact strokes and other neurological injuries can have on people's lives.

It has also inspired her innovative vision of supporting recovery through increasing independent exercise in a collaborative and supported way.

The focus of her Women in Innovation Award will be to move forward the prototype of her SoleSense product towards carrying out feasibility research.

The biofeedback innovation uses wireless pressure-sensing insoles to track weight-shift and relay this information in audio-visual format to the user via an app.

It can be used by clinicians during therapy and by patients independently. Feedback will be incorporated in games to augment balance and gait re-education, and will provide instant performance analysis and activity tracking to motivate self-exercise.

Therapists can tailor the feedback to each individual's ability, set goals collaboratively and quantify walking and balance performance quickly and easily. She hopes to reduce the need for lengthy outcomes measures that take up valuable clinical time.

Caz was given initial support to investigate her idea through funding by the Royal United Hospital Bath NHS Trust, which enabled her to write her research proposal.

'The Women in Innovation Award has provided a fantastic level of validation to this project and given me confidence in myself to deliver it that I simply didn't have before,' she says.

Caz has worked in the UK health service for many years and says her motivation was to supplement the therapy time that is available to patients who are often on a long journey to recovery.

She turned to the sports industry for inspiration and having envisioned how to redesign a solution for neurologically impaired people, says she has wanted to use it to help her patients ever since.



It is an honour to receive the 2021 Women in Innovation Award, in the company of diverse, inspiring and visionary women entrepreneurs.

Dr Ruby Pillai

Dr Ruby Pillai aims to reduce electronic waste by encouraging consumers to repair and reuse through easier management of warranty information with business iWarranty.

Ruby founded her tech start-up iWarranty in 2019 with a mission to reduce electronic waste by encouraging consumers to repair and reuse rather than replace items.

The idea first came to Ruby while studying at the University of Cambridge when she experienced the frustration of having missed out on a warranty claim deadline and having to replace her product.

Researching this further, she found that UK consumers spend an estimated £423 million per year replacing items without even checking if they are covered first. The result is 50 million tonnes of e-waste produced globally.

Buckinghamshire-based Ruby began to realise the wider societal, economic and environmental impact of such a wasteful approach.

iWarranty offers a mobile application that instantaneously captures product and receipt information at the point of sale, providing a user-friendly means of managing warranties digitally.

Ruby says, 'It is an honour to receive the 2021 Women in Innovation Award, in the company of diverse, inspiring and visionary women entrepreneurs. iWarranty is laying the foundation for consumers and manufacturers to achieve a net zero future in a previously unimaginable way.'

For consumers, she offers support in making and managing a claim as well as access to community-based repair services. Manufacturers, meanwhile, can leverage AI and machine learning technologies to create process efficiencies and data-driven insights. This can significantly reduce excess costs and inefficiencies for manufacturers.

'The Women in Innovation Award will help us to deliver on our impact-driven mission to reduce per-person waste in the UK from 24.9kg to below 10kg by 2030.

'The award has been granted at a critical point in iWarranty's journey, and we know it will add significant value in realising our ambitious vision,' Ruby says.

Ruby's innovative approach has previously secured the Luxembourg Government's Sustainability Award and seen her win the UK Financial Conduct Authority's Green FinTech Challenge.

She says she would encourage other female innovators to appreciate the value of their social capital.

'As entrepreneurs, we need to widen our network and being a successful networker relies on appreciating others and demonstrating generosity and loyalty without being transactional.'

Alice Stephenson

Alice Stephenson will develop an AI solution to provide entrepreneurs with straight forward legal advice through her alternative law firm [Stephenson Law](#).

Bristol-based Alice founded her forward-thinking law firm in 2017 to provide fast-growth, entrepreneurial businesses legal advice without the jargon.

She witnesses every day in her work the problems founders and entrepreneurs face by not getting proper legal advice at the very early stages of their growth, which often presents problems further down the line.

Instead of seeking the support of lawyers, Alice says her team often help people who relied on the advice of peers or their own research. Her aim is to close this gap by identifying and tackling the barriers that can exist between lawyers and entrepreneurs.

Having been awarded Boutique Law Firm of the Year 2020 at the British Legal Awards, Alice was encouraged to apply to the Women in Innovation Awards to take forward her idea for an automated solution.

In conjunction with building a content platform for start-ups that provides quality, cost-effective legal resources, her project focuses on building an AI-powered interface which answers straightforward legal questions with straightforward answers.

Alongside the strong business case for her firm to develop the solution, Alice also hopes it will fill the very real need she sees to make micro-advice affordable and accessible to entrepreneurs to maximise their chances of success.

'As a firm, we've been working for some time on a technology-driven solution to support early-stage founders,' Alice says.

'I'm really excited to win the Women in Innovation award and have the opportunity to accelerate our vision to be an innovative disrupter in the legal industry.'

Central to Alice's approach is putting people at the heart of everything she does. 'My advice to all women, not just female innovators, is that you're capable of achieving so much more than you realise.'



ALICE STEPHENSON

My advice to all women, not just female innovators, is that you're capable of achieving so much more than you realise.



Winning this award is a huge privilege to me personally but also I see it as a huge boost to the millions of women globally who are struggling with the impacts of severe breast asymmetry.

Kate Taylor

Kate Taylor is on a mission to educate, support and inspire those with breast asymmetry through the community and products offered by her innovative business Evenly.

IT specialist Kate has always been entrepreneurially minded and long dreamt of running her own business.

Back in 2014 her sights were set on disrupting the women's shoe market by selling mismatched sized pairs to help the many people who find they have one foot slightly bigger than the other.

But after speaking to a number of women the resounding feedback was 'Shoes aren't my biggest problem, bras are!'

Like many women, Kate has a difference in breast size but assumed it was an issue unique to her.

Suddenly her eyes were opened to the reality that many women have asymmetric breasts, either the result of natural growth variations, weight changes or hormonal fluctuations, or conditions such as Poland Syndrome or cancer surgeries like lumpectomies.

Despite how common it is, Kate says it is rarely discussed. The impacts, however, can be severe in both the physical impacts of wearing ill-fitting bras and the psychological effect on a woman's self-esteem.

Kate, who is based in Bournemouth and studied at the University of Surrey, set up Evenly to address the lack of non-surgical products, services and education.

She has developed a line of silicone Bra Balancers, designed to be worn in a bra on a woman's smaller side. The silicone mimics the weight of the missing natural breast tissue, meaning the bra can hold and distribute the weight of the wearer's breasts more evenly.

Kate says, 'Winning this award is a huge privilege to me personally but also I see it as a huge boost to the millions of women globally who are struggling with the impacts of severe breast asymmetry.'

'Finally breast asymmetry has been recognised as an important issue with very real impacts on women's lives and this award win demonstrates that it is considered an area of innovation worthy of the government's support and investment.'

The award will enable Kate to achieve her ambition of creating a bra specifically designed to support breast asymmetry after recently hitting on a design breakthrough.

'On a personal level, I am delighted to have been selected as a role model to hopefully inspire more women into innovation, engineering and entrepreneurship,' she says.

Becki Cassia

Becki Cassia is working to increase access to justice, by developing a client-centred communication and workflow management platform for family law, named transparently.

The platform digitises the legal process, from the point of client onboarding, through to the presentation of evidence to the Court. It neatly brings together the people, conversations, tasks and client data, into one place.

Becki founded the company as a result of her own personal experiences; identifying an opportunity to “make things better” and to drive change within the legal profession.

From the very beginning, she wanted the design of the transparently platform to focus on the clients’ experience of working with their legal team, as well as enabling lawyers, in turn, to work proactively with their clients.

She says, ‘I am determined to improve the process by which individuals work with legal and other support agency professionals, both during the breakdown of a relationship and post-separation; particularly where children are involved, or where coercive or abusive behaviours may be present. It is my long term vision that our platform will eventually be able to match the case with the most appropriate resolution process, or navigate it to the relevant court.’

The Women in Innovation Award will enable her to extend the platform’s functionality further; to allow supervised communication to take place between separating individuals and for independent expert assessment to be made of the exchanges between them, to ‘level the playing field’ and protect the vulnerable.

‘I am honoured to have won this award alongside the other incredible female entrepreneurs. This will enable me to support a project that is focused on people, on wellbeing and that improves the ability of an individual to access justice.’

transparently has been successful in securing Innovate UK funding on three occasions and is supported by a visionary group of private investors. The company has provided evidence to The Home Office in relation to the Domestic Abuse Bill and has been a member of the Law Society’s LawTech Centre of Excellence, formed in partnership with Barclays Eagle Labs, since 2018.

Becki, who studied at Leeds Metropolitan University, says to aspiring innovators that it is crucial to “leap out of your comfort zone”.

‘Find a problem that needs solving and then ask yourself if it is a problem that you actually want to solve. You need to be willing to make many sacrifices. Time is only one element of this and success will not come overnight; make sure that you genuinely enjoy what you do’ she says.



This award will enable me to support a project that is focused on people and on wellbeing. Fundamentally, to protect vulnerable individuals and increase their access to justice.

Sasha Haco

Sasha Haco's Women in Innovation Award project will make the internet a safer place by developing a tool to identify harmful or abusive online content through her business Unitary.

With COVID-19 driving internet usage up by an estimated 70%, online safety has become more important than ever. But its widespread accessibility and the anonymity it provides has led to an explosion of misuse and abuse.

While platforms are working to address the issue, current approaches tend to rely on vast numbers of human moderators whose job it is to identify and remove harmful content.

After studying at Cambridge University, Sasha co-founded Unitary to help tackle the issue.

Her initial focus has been on using computer vision technology to recognise harmful content in context, with this contextual understanding critical for success in identifying the true nature of the content.

Her aim has been to both end the reliance on human moderators, who often experience severe implications for their own mental health due to the focus of their work, and provide a solution that can keep up with the pace of online communication.

After raising a seed round through venture capital funding and securing Innovate UK Smart funding alongside the University of Oxford, Sasha was keen to apply for a Women in Innovation Award to take forward a slightly different project, as well as connect with other women innovators.

She will now focus on developing a tool that can identify harmful and abusive content in text format – either in captions or online discussions – and alert platforms, users and advertisers of any abuse.

With the Black Lives Matter movement creating a heightened awareness of racism in recent months, Sasha is seeing more companies taking active steps to eliminate discrimination. Wanting to be able to identify harmful written content is an area that her existing customers are increasingly focused on.

The innovation Sasha develops will become a product that can identify both hateful and abusive language, and prevent companies from being associated with such behaviour or communication.

Sasha says, 'The Women in Innovation award is providing a fantastic opportunity for Unitary to build on its technology that can identify harmful content within text captions and online discussion, and flag up abuse.'

She adds, her advice to other women innovators is to 'keep innovating and believe in yourself'.



The Women in Innovation award is providing a fantastic opportunity for Unitary to build on its technology that can identify harmful content within text captions and online discussion, and flag up abuse.



I believe that the most impactful improvements to society don't always come from scientific or technological innovation, but often through powerful positive human movements.

Rebecca Page

Rebecca Page will match local garment producers with consumers in her drive to disrupt the fashion and sewing industries.

Rebecca's business, [Rebecca Page Ltd](#), launched in 2018 to offer a unique range of beginner-friendly, easy-to-sew digital patterns.

Alongside stocking a selection of curated fabrics, running sewing classes and hosting summits for those wanting to sew and craft, Rebecca is also already serving a previously unmet market demand for inclusive-size patterns for women sized 14+.

But she will look to take her business in a new direction with her Women in Innovation Award by matching local micro-entrepreneur makers with consumers looking for tailor-made garments located nearby.

Hertfordshire-based Rebecca, who grew up and studied in New Zealand, describes the initiative as being a natural progression for her existing business. It is also a key part of her overall vision to build a company that uses innovative technology and solutions to improve people's lives.

The benefits of the project will be multi-faceted. Consumers will be able to purchase in a more sustainable way but also support makers in their own community, who in turn benefit from access to a local customer base.

'The Women in Innovation award comes at a perfect time and is key to us achieving success. I believe that the most impactful improvements to society don't always come from scientific or technological innovation, but often through powerful positive human movements,' Rebecca says.

She will use marketplace website technology and apply it to the community of makers her business has already developed. Rebecca sees this solid base of existing connections – both of makers and those who appreciate handmade items – as critical to success.

'Receiving this award allows me to empower women working from home, foster their economic independence and entrepreneurship, answer consumer demand, and help solve the problems of fast fashion. It's exciting and I'm incredibly grateful to the Women in Innovation Award.'

After hearing about the Awards from a friend who thought it sounded a perfect fit for Rebecca's ambitions, she says she is already amazed at how far she has come but also by the possibilities still ahead.



It is a really powerful concept to connect young people with earning and savings opportunities.

Zara Ransley

Zara Ransley is empowering young people to be more financially capable through her innovative MyPocketSkill platform.

Zara, who holds an MBA from the London Business School, is on a drive to help 13- to 21-year olds earn, save and learn about money.

Her digital platform MyPocketSkill has a dual focus of both connecting young people to earning opportunities and supporting them as they learn about how to manage their money.

Zara has 15 years' experience in financial services and previously working as an analyst and in impact investing.

It was her own experience in coming to the UK as a teenager that taught her both the importance and scarcity of paid work experience for young people.

'It is often a stepping stone towards understanding the value of money and a building block towards developing good financial behaviour,' she says.

MyPocketSkill provides an opportunity for 'GenZ' to earn money through tasks such as academic tutoring, music and drama coaching, and those involving digital skills for businesses, such as photography and help with social media.

The 'earning is learning' content then takes the form of 'nudges' which supplement real-time actions on the digital platform with behavioural prompts.

A young person that is earning money through the platform will receive a nudge asking them to set or review a savings goal, for example, or explore how compound interest helps their earnings to grow.

Zara says, 'It is a really powerful concept to connect young people with earning and savings opportunities, nudging them to develop positive financial behaviour through a learning-by-doing approach. The Women in Innovation Award enabled us to bring it to life.'

The product was initially developed with the support of Coast 2 Capital Business Growth funding and secured a grant in May 2020 from Innovate UK through funds dedicated to supporting innovations prompted by the COVID-19 pandemic.

This enabled MyPocketSkill to adapt its business model to meet the changing needs of the UK public and connect parents who need help home-schooling their children with capable young people able to provide support such as music and art lessons.

For Zara, an important focus is ensuring the team is taking a scalable approach to make the opportunities they provide as accessible as possible to a large number of young people.

She urges other women to take a proactive approach in bringing forward their innovations.

'Women have a power to create game-changing innovations and the more women step up to act upon their ideas, the more role models we create,' Zara says.



This award presents an opportunity to play a key role in shaping treatment options that better represent people like me, my family and billions in the Global South.

Dilrini De Silva

Dilrini De Silva is looking to make a global health impact by improving treatment options for ethnic minority populations with her biotech firm Jāna Bio.

Dilrini founded pre-seed biotech start-up Jāna Bio alongside postdoctoral associates at the University of Cambridge.

Their aim is to have a major impact in the treatment options available for ethnic minorities currently underrepresented in medicines development.

Dilrini's project will assess the feasibility of developing an integrated technology platform, combining artificial intelligence with state-of-the-art stem cell engineering techniques. The goal is to generate novel insights for pharmacogenomic applications and patient selection for clinical trials.

By winning the Women in Innovation Award, Dilrini will be able to create a data package to attract follow-on funding, key team members, and research and development partners in order to further develop the technology.

She says, 'This award presents an opportunity to play a key role in shaping treatment options that better represent people like me, my family and billions in the Global South.'

Human genomic and clinical datasets have been at the heart of Dilrini's postdoctoral career and she has become fascinated by the benefits genomics bring to medicine.

But it soon became apparent to her that there is a gap in realising these benefits for ethnic minority communities and the developing world because these discoveries - predominantly made in individuals of European ancestry - do not always translate well across diverse populations.

This often leads to suboptimal outcomes or harmful side effects resulting in these patients having a poor quality of life and immense financial burden from treatments that do not work for them.

While undertaking the Borysiewicz Biomedical Sciences Fellowship Programme in 2018 at the University of Cambridge, Dilrini met her scientific co-founder, catalysing the start of her entrepreneurial journey.

For Dilrini, having an agile mindset, trusting our instincts to recognise when something is good enough and seeking feedback early on in innovation - even when it is not what we want to hear - is critical.

She says she was attracted to the awards due to the opportunity it presented in being a visible role model to young women of her background. In addition, the focus on diversity and the emphasis it places on the personal journey as well as the idea also attracted her to the awards.

Nicola Filzmoser

For Nicola Filzmoser, the Women in Innovation Awards is a springboard to bring Happyr Health's digital pain management tool for children to life.

Nicola's experience in suffering from chronic pain from the age of four is central to her mission to improve the lives of children and young people who go through similar challenges.

'It has an immense impact on your physical but also social and emotional wellbeing. You miss activities with your friends and family and are constantly afraid that the pain might come back,' Nicola says.

After studying at Cambridge University, she founded Happyr Health in 2019 with her partner Cornelius Palm who also experienced childhood health challenges.

Together they discovered they were far from alone, finding that as many as one in four children worldwide suffer chronic pain.

She says, 'Happyr Health develops digital interventions to provide children and young people with personalised and playful coping support. Our team works closely with experts in paediatric chronic pain management, app and game development, artificial intelligence, and clinical teams.'

With her award she will develop an app and algorithm that tailors individual support for the user.

'Our first app will provide children, young people and their families with exciting tools to manage chronic pain on a daily basis, including pain management diaries, aspects of cognitive behavioural therapy, and relaxation techniques. With storytelling and gamification, we make dull and boring pain management interesting and rewarding.'

Happyr Health has benefited from participating in accelerator programmes such as the University of Cambridge's Accelerate Cambridge, the Alderley Science Park Accelerator, or the Panacea Develop program.

In 2020, it closed a successful crowdfunding round of £10,000. And while it will initially provide support for children and young people with migraine, it is their goal to expand its offerings to help other chronic pain sufferers.

Nicola says challenging the status quo and bringing an innovative idea to life is never easy but is a journey of discovery.

'I am not the same woman I was when starting Happyr Health - I have grown in confidence, in skills, but also in my passion to bring my project forward.'

She adds, 'During the next months, the team at Happyr Health will be developing the first mobile version of our personalised app which is based on extensive feedback from children, parents, paediatric pain experts, neurologists, GPs, psychologists and so many more.'

'We are excited that together with the Women in Innovation Award, we can bring our story to life to engage children with chronic pain in their disease management. Most importantly, I am excited to share this journey with fellow female entrepreneurs and be a voice for all those young people who need our support.'



We are excited that together with the Women in Innovation Award, we can bring our story to life to engage children with chronic pain in their disease management.



The Women in Innovation Award is a great way to inspire women to excel in technology careers. Strong women role models have always played a huge role in my career and growing SupaPass.

Juliana Meyer

Juliana Meyer is providing entrepreneurs with ready-made state-of-the-art websites and apps with her team at SupaPass.

Juliana is working to elevate the presence of small businesses by offering pre-built cutting-edge websites and mobile apps that instantly look and feel like leading content platforms such as Netflix and Spotify.

Her award-winning software enables creators around the world to monetise their content through payment-ready platforms, powering businesses in areas such as podcasting, eLearning, events, membership organisations or for any business with content.

Juliana, who is based in Norwich and studied at the University of Oxford, is now focused on reducing both the cost and time needed to launch a customer's site and apps.

She says, 'This grant will enable important work for thousands, and possibly millions of entrepreneurs and small businesses to level up, and to finally have access to the type of technology for themselves that is normally only available to the tech giants and on shared content platforms.'

Juliana adds, 'Businesses need a place online where they can make sales and build their brand to grow their business.'

'In a high-tech climate, their customers have high expectations, used to consuming content in apps like Netflix or Spotify, but most businesses can't afford that level of technology for themselves, so small businesses simply can't compete.'

With the current global pandemic shifting many businesses to transition online, Juliana says there has never been a better time to make easy to access, affordable and powerful tools accessible to everyone.

'Unlike on social media or shared platforms, here they can finally have complete control over their customer relationship, own their community, and keep 100% of their sales revenue.'

'Many clients tell us this is a game-changer for them and they simply weren't able to develop those parts of their business before they discovered our unique solution,' says Juliana.

With a passion to show young women that anything is possible, Juliana wants to set an example to others, showing how they too can turn an idea into an innovation.

'The Women in Innovation Award is a great way to inspire women to excel in technology careers. Strong women role models have always played a huge role in my career and growing SupaPass.'



ANJA STOLTE

I was very fortunate during my career to have had strong female role models in a mainly male dominated working environment and I feel that having these role models has made a major impact on my development as a leader, a professional and a person.

Anja Stolte

Anja Stolte is combining 3D printing with traditional casting to revolutionise additive manufacturing at business Enable Manufacturing.

By combining the best of 3D printing with traditional casting, Anja is able to manufacture complex metal parts through what she describes as Additive Casting®.

Her innovative approach uses industrial 3D printing to produce moulds from which she can cast parts using virtually any kind of metal. The technique eliminates the need for tooling and delivers high quality and complex products at a lower cost than current techniques.

Anja, who has studied at both the Wilfrid Laurier University in Canada and the Hof University of Applied Sciences, Germany, will focus her Women in Innovation Award on creating a data management and tracking system to further reduce lead-time for products made with Additive Casting.

It will provide a platform to monitor an order right through to invoice, automatically generating and sharing manufacturing data. By tracking and recording the manufacturing stages through the supply chain and it gives complete visibility and traceability for the end customer.

The project will support the commercialisation of the Additive Casting technology and fulfil the company's ambition of being able to supply castings within four weeks, as opposed to the six to 12 months as is standard with traditional casting, providing a unique service to customers.

Anja says, 'Our goal is to offer high quality, complex and affordable metal parts for industry applications including automotive, marine, aerospace and industry. Manufacturing metal parts in a traditional way requires high expenditure for tooling, long lead-times and high inventory holdings of finished or work-in-progress parts.

'This leaves manufacturing businesses in-flexible to changing customer demand and cash-poor as money is tied up in inventory holdings.' This became particularly relevant last year when the COVID-19 pandemic meant businesses found themselves unable to obtain parts from China as the world ground to a halt.

Anja, who is based in the East of England, says her Additive Casting approach should help UK business to innovate quicker, re-shore productions and reduce carbon footprints.

She says, 'I was very fortunate during my career to have had strong female role models in a mainly male dominated working environment and I feel that having these role models has made a major impact on my development as a leader, a professional and a person.'

She hopes that by winning this award she can help other women progress in their careers.



DR DARIA CABAI

Our overarching vision is for the marine sector to become more accessible, and recreational boating to be more ethical, inclusive and sustainable. This award will help us to work towards this ambitious goal.

Dr Daria Cabai

When the pandemic struck, Dr Daria Cabai came up with an innovative way to conduct remote marine inspection through her consultancy *Navalmartin*.

Daria hopes to disrupt the insurer-owner-surveyor relationship in the marine sector through her innovation.

As a yacht designer and naval architect, Daria says there is nothing more exciting than innovation borne out of a challenge. When, like many others, travel restrictions imposed by COVID-19 called a halt to their surveying work, she had an idea to bolster their services through developing an AI-supported remote inspection tool.

Having launched her business in 2012, Daria says, "In Navalmartin, we are all keen sailors – time spent offshore makes us humble: we strive to deliver cutting edge design and technical expertise because we know that the ultimate test is the sea."

Now, the Women in Innovation Award will enable her to develop the Marine Inspection by Remote mobile app and infrastructure. This will offer a cloud-based, harmonised condition assessment, underpinned by an AI-supported database of risk and failure modes. Daria hopes this technology will accelerate the market intake of autonomous vessels.

She says, 'Our overarching vision is for the marine sector to become more accessible, and yachting: more ethical, inclusive and sustainable. This award will help us to work towards this ambitious goal.'

Daria adds, 'Marine surveying is facing significant equality, diversity and inclusion challenges. The marine industry is one of the most male-dominated professions in the world with women accounting for less than 2%. I really believe this project can re-shape the landscape and bring more equality.'

After studying at Scotland's Glasgow and Strathclyde Universities, Daria's business is now located in London and works with government organisations, shipyards, owners and underwriters.

She hopes her innovation will both reduce travel needs for the sector and lengthen the life of vessels, both of which will result in significant positive environmental impacts.

Dr Lucy Grundlingh

Lucy Grundlingh's business SFR Medical is supporting victims of violent crime with her game-changing medical evidence innovation.

Lucy co-founded SFR Medical to reform the complex, and often inefficient, processes that exist in the criminal justice system.

Its aim is to connect UK police forces to hospitals and other medical institutions to speed up obtaining medical evidence, which is critical in enabling the police to make a charging decision against suspects.

Working as a medical doctor in London, Lucy personally experienced the frustrations from those involved in providing medical evidence.

Police officers often struggled to identify who to contact to obtain a medical report, administrative staff spent precious time managing the process and even experienced medics had difficulty understanding what was required.

Ultimately, it was the victims of violent crime who suffered due to the slow delivery, and poor quality, of medical evidence provided to legal teams.

Her Women in Innovation project will create 3D reconstructions of wounds based on computerised tomography (CT) and magnetic resonance imaging (MRI) scans of the victim to help the courtroom's understanding of the impact and extent of the injuries.

Lucy says, 'My project of 3D reconstructions of wounds as medical evidence for victims of violent crime will be a game-changer for the criminal justice system, but most importantly for victims.'

She adds, 'Being granted the Women in Innovation Award has not only enabled this project to happen due to the financial aspect, but the guidance offered through the mentorship and community of other female entrepreneurs will undoubtedly ensure it is a success, by providing me with support for areas I am less experienced in.'

As the reconstructions will be based on a victim's own CT and MRI scans, they will also better illustrate how close the wound trajectory was to that particular victim's spinal cord, vital organs or important blood vessels.

This will help explain the gravitas of the actual injury sustained in a way that is simply not possible using the current generic body map technique.

Lucy, who studied at both the University of Bath and University of Nottingham, said that the exciting possibility of being able to create her project and see the benefits for victims led her to apply for the Women in Innovation Awards.

'I am excited to begin and for the product to be used. In bringing this product to the market, I really hope I can inspire other women to pursue their innovative ideas and make them a reality,' she says.



DR LUCY GRUNDLINGH

My project of 3D reconstructions of wounds as medical evidence for victims of violent crime will be a game-changer for the criminal justice system, but most importantly for victims.

Sarah Henley

The COVID-19 pandemic has prompted a pivot for Sarah Henley's business NextUp Comedy, which brings live comedy to audiences in the comfort of their own home.

Founded four years ago, NextUp supports and amplifies live comedy in the UK. It brings a new revenue stream to comedians by allowing them to showcase their work to a global fanbase through its subscription channel.

When COVID-19 took hold and comedy venues across the country had to close their doors, Sarah took an innovative approach to delivering fresh content to her members. With support from Innovate UK, NextUp hosted a digital, live streamed comedy festival throughout July 2020.

'It was a huge success, and gave us the impetus to make live-streaming a core part of our product, and also solve a few key problems for venues and comedians alike by increasing reach, revenue and accessibility when venues are up and running again,' Sarah says.

She adds, 'At NextUp we are passionate about comedy - and the hugely diverse wealth of comedy talent out there. We want to do what we can to support the industry and bring a wide-range of comedy talent to fans who are only given limited options by traditional broadcasters.'

With the aim of empowering comedy venues through innovative streaming technology developed during the COVID-19 restrictions, Sarah's Women in Innovation Award will also look to open up an additional revenue stream for both venues and performers.

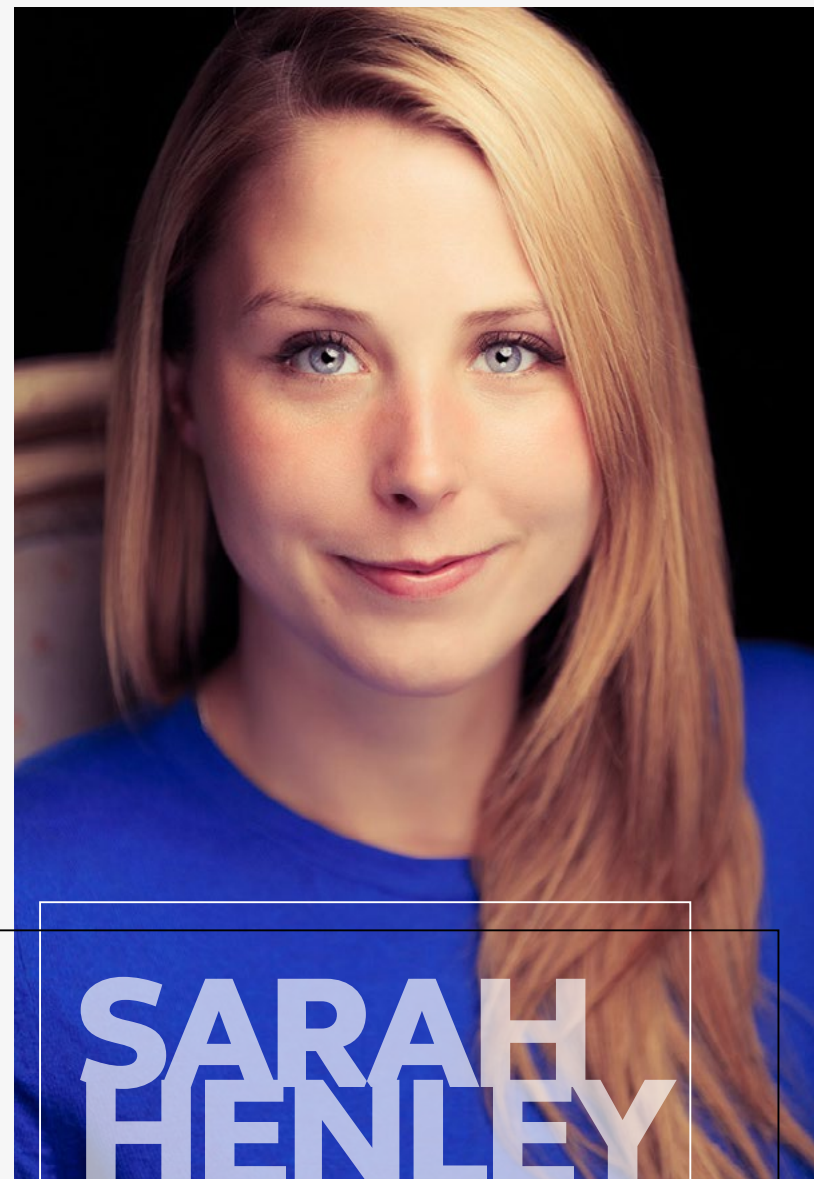
By developing an in-person and live-streamed 'hybrid audience' approach she hopes to make live comedy more accessible than ever for those who are unable to make the performance in person and bring local comedy to a UK-wide audience.

'Additionally, this solution will help venues weather the limitations in live audiences the COVID-19 restrictions have imposed, as well as future-proofing their revenue for years to come.

'Comedy brings people together - and by digitising venues, it has the power to connect more people than ever,' Sarah says.

Sarah will leverage NextUp's existing industry connections and platform as well as her network of likeminded female founders, from which she says she has gained so much.

'By sharing knowledge, contacts and support everyone can get ahead more quickly, and we need more women in business.'



Comedy brings people together - and by digitising venues, it has the power to connect more people than ever.

**WOMEN IN
INNOVATION**



Winning this award has already done so much for me and my company. It has given me the validation and confidence to push forward with BlueShift Classroom.

Heather Lyons

Heather Lyons is on a mission to empower children to be digital creators and address the growing skills gap in online learning through her company [BlueShift Education](#).

London-based Heather used to teach coding and digital literacy skills to children in-person at after school clubs and camps in the city centre. But when teaching moved largely online as a response to the COVID-19 pandemic in March 2020, she quickly identified that the tools available for remote teaching, particularly for teaching computing, were limiting and not well-suited to teaching young students.

Teachers often struggled to support students effectively, not always able to see their work in real-time, and students were lost and confused navigating between multiple platforms.

Heather, who studied at Princeton University in the US and London's UCL, wanted to provide a better solution for both students and teachers.

After six months of researching the challenges being faced from both sides, she built a prototype of BlueShift Classroom.

The platform aims to allow students and teachers to communicate more effectively during live lessons, and eliminates a number of the pain points she discovered.

Heather says, 'Winning this award has already done so much for me and my company. It has given me the validation and confidence to push forward with BlueShift Classroom. I was jumping up and down with excitement when I heard I'd been selected.'

She found out about the Women in Innovation Awards from the KTN after participating in UCL's EDUCATE scheme and has also participated in the British Library's scale-up programme.

Heather's project will focus on her BlueShift Classroom platform, which provides a single sign-up to an online classroom that, within one responsive interface, incorporates the external website and platform logins that are needed for each lesson.

This addresses a key issue identified by Heather of students often having to leave the learning environment to access web materials. It also gives the teacher real-time access to students' workspaces, removing the need to share screens or shift to alternative platforms, both of which disturb the flow of a lesson.

By providing teachers with live and aggregate analytics, the technology also allows for more efficient delivery and planning of lessons.

For Heather, listening to people and understanding their pain points is crucial to developing an innovation that makes things better for others.

'Being bold, and making difficult decisions, changing direction, or saying no to a potential revenue opportunity can feel scary, but in the end, no one understands the vision for my business as well as I do,' she says.

Abbie Morris

Abbie Morris is helping consumers make sustainable choices by verifying the claims made by brands and retailers at her business Compare Ethics.

London-based Abbie wants to give consumers the confidence they are purchasing in a sustainable way with her verification technology, which can assess the ethical and sustainability claims made by brands and retailers.

Abbie previously worked as a sustainability consultant for over 10 years, helping corporates and governments to build responsible policies and communicate these globally.

But as a consumer, she struggled to see how to purchase products that aligned to her values and was untrusting of a lot of the claims being made by brands and retailers about their ethics and approaches to sustainability.

Abbie, who has studied at both Kings College London and the London Metropolitan University, says that research shows only 20% of consumers trust the sustainability statements being made by businesses.

'Businesses can no longer be allowed to hide behind unsubstantiated and inaccurate claims about ethics and sustainability.'

'We must ensure products are independently verified to create an equal opportunity for responsible organisations to thrive,' she says.

She founded Compare Ethics in 2018 and has since raised a pre-seed round of £441,000 through venture capital funds, led by Ascension Ventures.

For her, perseverance and passion are central in realising your team and her goal is to enable all consumers to shop with confidence when making choices regarding sustainability.

Through her verification technology, she can assess the claims made by brands and retailers on an individual product level.

With her Women in Innovation Award she will move to the next phase of Compare Ethics, where she wants to make it even easier for people to shop with confidence. She will do this by working with brands and retailers to fully showcase their positive impacts through new features including an 'impact widget' and impact product reporting.

Abbie says she applied to the Women in Innovation Awards due to the unique approach of combining mentorship with the opportunity to work with others to inspire future women innovators.

She says, 'It is critical for the next generation of female leaders to know that innovation careers are not only possible but are probable.'



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BELLA TRANG NGO

This award will be a once in a lifetime opportunity for me to self-develop and to grow by learning from other female innovators who are all so passionate about challenging the status quo and reaching their dreams, no matter where they come from.

Bella Trang Ngo

Bella Trang Ngo is bringing disruptive innovation to revolutionise bra fitting services currently on offer to women by using visual technologies through her business, Brarista.

Bella is combining her own professional expertise as a trained bra fitter with AI-enabled visual software to deliver a professional bra fitting service through her Brarista platform.

Bella says it was through a transformative experience of having her own bra fitted by an individual who could correctly fit Bella just by looking at her, that sparked her idea to use visual technologies.

Her aim now is to disrupt the £14 billion bra market by making bra-fitting more accessible, accurate and personalised. With an estimated 80% of women wearing the wrong size bra, there is both a clear market need and huge potential to improve health and wellbeing.

Having studied at UCL, Bella went on to secure funding through the Royal Academy of Engineering Fellowship, UCL Innovation and Enterprise, NatWest BackHerBusiness and Santander Universities Entrepreneurship Challenge. She has also received support from the MSDUK Innovation Challenge, of which the Digital Catapult is a partner.

Winning the Women in Innovation Award will now allow Bella to roll out a nationwide data collection project to combat data biases.

'I feel incredibly honoured and motivated to be recognised by Women in Innovation. This award will be a once in a lifetime opportunity for me to self-develop and to grow by learning from other female innovators who are all so passionate about challenging the status quo and reaching their dreams, no matter where they come from,' she says.

Her focus will be on collating data from volunteers in order for her to 'train' her algorithms to overcome popular data biases.

She says not only will it enable further pioneering research and development in this space, but it will also bring credibility to Brarista. This will allow it to reach the next milestones in fundraising, team scaling and beta-launching the product.

'It's also so encouraging to see Brarista being recognised on a national level. Nothing feels like it!' Bella adds.

Encouraged to apply to the awards by previous winners, Bella says her background in social sciences has not put her off entering the world of deep tech.

'I want to advocate for the fact that there are many roles one can play within innovation, and technical knowledge is only one part of it. Meaningful innovations require efforts and expertise from non-technical individuals with strong product vision, and a deep market understanding too,' she says.

Lise Pape

Walk With Path founder Lise Pape is creating solutions to make a positive impact for those with mobility issues.

Lise is participating in the Women in Innovation Awards at a critical juncture in her company's journey as she looks to take it from being focused on research and development, to creating a sustainable business model.

As a student of Innovation Design Engineering, Lise became interested in whether she was able to create a solution to help people suffering from mobility issues during everyday life.

Impacted from seeing her father's journey after being diagnosed with Parkinson's in 2002 and watching his steady progression, her mission became to find an answer for enhancing mobility that resulted in no side effects for the user.

Her first product Path Finder, designed to improve the mobility of those who experience difficulties in walking due to Parkinson's, has received widespread media attention.

'Walk With Path is a start-up heavily founded on R&D. We are now in a transition phase where we need to become more commercially active, and the Women in Innovation programme will play a key role in achieving this milestone. I am super excited about the programme starting,' says Lise.

Her business is also garnering international recognition, most recently becoming the Diamond Winner at the MassChallenge HealthTech in Boston, US.

With other products in development across both the medical and health tech sectors, she is also seeking to explore opportunities in areas such as human enhancement.

Having a support network to discuss ideas and challenges, and celebrating achievements, are all important to Lise. To other female innovators she says, 'I would suggest to go for it and not to worry about what lies ahead – grab each challenge and move to the next one.'

It was Lise's friends who encouraged her to apply for the Women in Innovation Awards.

'I have been following the programme for years and know the value, and I have participated in Women in Innovation events. I think the assistance provided during the programme will help me take my business to the next phase.'



Grab each challenge and move to the next one.



This will enable Head Set to continue our work using virtual reality to build a more resilient generation of journalists at a time when arrests, physical assaults and harassment of the media has risen sharply around the world.

Kate Parkinson

Kate Parkinson will use virtual reality to help journalists working in high risk, hostile locations build key skills in resilience through company Head Set.

It was a first-hand experience while working as a foreign correspondent that inspired Kate to found Head Set, alongside fellow correspondent Aela Callan.

While reporting on the civil war in Libya in 2011 her cameraman, and husband, Olivier Sarbil was hit by a rocket-propelled grenade. Despite having had hostile environment training, Kate froze and couldn't remember what to do.

Remarkably, Olivier survived, but Kate suffered post-traumatic stress for years, linked to her body's response to the incident and a feeling of helplessness.

The experience set her on a new path and she established Head Set two years ago to create virtual reality training tools for people with high risk jobs.

For Kate, a complete overhaul of the approach the media takes to safety training was required alongside better access to mental and emotional support for those who risk their lives doing dangerous work.

She says, 'I am thrilled to be part of a great legacy of women who have received the Women in Innovation Award.

'This will enable Head Set to continue our work using virtual reality to build a more resilient generation of journalists at a time when arrests, physical assaults and harassment of the media has risen sharply around the world.'

Kate adds that behind most successful women in innovation, there are other innovative women who believe in her, support her and push her forward. In her case, it was co-founder Aela who encouraged her to apply.

She will focus her project on showing how virtual reality can be used to build resilience towards the psychological challenges of working in hostile environments.

The research has the potential not only to transform the way journalists train, but support anyone who works in dangerous or high stress situations.



CELIA POOL

The funding allows us to support the next generation of changemakers by allowing them to be the co-creators of our new teen reusable period pad.

Celia Pool

Celia Pool is inspiring young women to be the next generation of changemakers through her sustainable menstrual brand DAME.

Celia is on a mission to make periods positive for people and the planet.

She launched the world's first reusable applicator in 2019 and has just gone to market with a patent-pending reusable pad.

All this was possible after the fledgling business secured crowdfunding from more than 5,000 people across 50 countries.

So far, its reusable products have replaced 2.5 million disposable applicators and by 2022 the aim is to eliminate 15% of the 1.3 billion UK applicators that end up in landfill or the sea each year.

Winning the Women in Innovation Award will enable Celia to work with 20 young women from diverse backgrounds across the UK and bring them on a journey with her to design a new reusable pad aimed at the teenage market.

Celia says, 'I am so happy that awards like this exist! Not only does it highlight how important it is to have women in innovation, but the funding allows us to support the next generation of changemakers by allowing them to be the co-creators of our new teen reusable period pad.'

Her motivation for the project is multifaceted. Firstly, Celia strongly believes that in order to make the biggest environmental impact, it is important to intervene at the earliest stage of a girl's menstrual experience.

Her aim is also to eradicate negative language and taboos around menstruation, which she hopes will transform girls' confidence during puberty. In addition, by making reusables mainstream the business can help end period poverty.

Equally important to Celia though is for young girls to see how possible it is to be a changemaker, thereby unleashing the next generation of innovators.

To make this happen Celia, who studied at the University of Edinburgh and is now based in London, will establish a five-day incubator in summer 2021, where the girls can learn about all aspects of designing and launching an innovative new product.

With DAME already securing media attention and Innovate UK funding aimed at supporting innovations that divert ocean plastic, Celia says the most important thing in innovation is to 'just start'.

Emma Shaw

Emma Shaw's Library of Things is a women-led social enterprise on a mission to make borrowing better than buying.

The organisation was co-founded by Emma alongside Rebecca Trevalyan and Sophia Wyatt to provide an affordable alternative to buying occasional-use products, helping people save money and reduce waste.

The business model sees members borrow items such as DIY and entertainment products like drills and sewing machines from self-serve kiosks installed in local libraries, high streets and housing blocks.

Using their purpose-built technology and partnership model, the service is now tried and tested in multiple London communities and has demand to grow in other cities across the UK. Emma says, 'Only by unlocking access to services like Library of Things will we fix our broken consumption model and drive the transition to low-waste, community-powered neighbourhoods everywhere.'

She adds, 'This project is a game-changer for me and for my social enterprise, Library of Things, as we explore opening up our service to many more communities and partners across the UK.'

Emma, who studied at the University of Cambridge, says the organisation has seen demand from local governments and businesses across the UK wanting to stimulate their local circular economy.

Her Women in Innovation project is the £1 million Contract for Circular Economy Outcomes, which will see Emma and her partners create a simple toolkit and process for commissioning organisations to quickly engage, procure and open up partnerships.

As a natural scientist, Emma cares deeply about the issues of climate change, biodiversity loss and resource scarcity. She believes these are fundamentally urban challenges, driven by our unsustainable model of consumption.

The concept was first developed in 2014 when Emma and her friends were inspired by a tool sharing movement happening in Berlin and Toronto. Living in a cramped house share in South London, they launched their first Library of Things in their local high street library.

The trio have since gone on to secure support from Innovate UK's Sustainable Innovation Fund in 2020. It was Emma's co-founders Rebecca and Sophia who encouraged her to apply to further her ultimate goal of inspiring young women from under-represented backgrounds into sustainable business.

Emma says, 'It means the world to me to be joining an inspiring peer network of women with the Women in Innovation Award. For me, recognising the power of women-led business is the first step to rebalancing our economy to be altogether more equitable and sustainable.'



EMMA SHAW

It means the world to me to be joining an inspiring peer network of women with the Women in Innovation Award. For me, recognising the power of women-led business is the first step to rebalancing our economy to be altogether more equitable and sustainable.

Samantha Woodham

Family law barrister Samantha Woodham is bringing a new approach to how her innovative firm The Divorce Surgery is supporting separating couples.

Samantha, who studied at Cambridge University, founded innovative law firm The Divorce Surgery alongside colleague Harry Gates and between them they have 35 years' legal experience.

The business was set up with the aim of enabling couples to navigate through the challenges of getting divorced with the expertise they need but without the conflict and disproportionate legal fees.

Her approach enables couples to share one lawyer with one fixed fee through a simplified and quicker process.

Having already won numerous awards for her disruptive business model, Samantha is now participating in the Women in Innovation Awards to make her support even more streamlined and accessible.

The project will look to fully automate the process by which separating couples exchange their financial information, in a way that remains compliant with Family Court requirements.

The intention is not only to improve the user experience and save time but enable couples to focus on settling the financial aspects of their separation, without compromising on the quality of the legal advice which all couples need.

'We were convinced there was a better way than the adversarial model for many couples to navigate divorce fairly and without conflict,' Samantha says.

'We wanted to create a service that we would want for our own friends and family. We also wanted to ensure that separating couples were not priced out of the legal expertise they need.

'This project will make our service even more accessible, streamlined and, we hope, enable even more couples to access it.'

The legal industry can be known for being risk averse but for Samantha it is ripe for innovation.

'Being recognised with a Women in Innovation Award is a huge honour,' she says. 'This project will enable more separating couples to access our service, which is brilliant, but more importantly shows all lawyers, male and female, that the legal profession is one in which innovation can thrive, if you just have the guts to go for it.'



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Innovate UK

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas.

We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth. We fund business and research collaborations to accelerate innovation and drive business investment into R&D. Our support is available to businesses across all economic sectors, value chains and UK regions.

Innovate UK is part of UK Research and Innovation.

For more information visit
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KTN

Connecting for Positive Change

KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into real-world solutions.

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Innovate UK EDGE

Innovate UK EDGE is for every high-growth potential innovative SME and is focused on accelerating their growth as a business.

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Find out more about the Women in Innovation Programme: ktn-uk.org/programme/women-in-innovation/

Join our community: info.ktn-uk.org/p/2VFU-7DT/women-in-innovation-newsletter-sign-up

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**WOMEN IN
INNOVATION**



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