



**VENTURE FURTHER AWARDS 2021**  
BUSINESS START-UP COMPETITION





## Welcome from the Director of the Masood Entrepreneurship Centre

The University of Manchester's annual Venture Further Awards event is the showcase that allows us to celebrate the amazing entrepreneurial talent of our students and recent graduates.

Now in its 16th year, the competition has helped to launch many successful new ventures and careers and we will continue to encourage and support the development of new businesses based on the innovative opportunities identified by our students and graduates.

The Masood Entrepreneurship Centre is the focal point for enterprise and entrepreneurship teaching and learning at The University of Manchester and Venture Further enables students and recent graduates from all disciplines across the University. Over five categories – environment, healthcare, services, social and technology – the finalists have submitted detailed business plans and pitched their proposals to panels of expert judges.

Yet again, the standard of entries has been incredibly high – it is great to see so many entrepreneurs from a range of academic disciplines that are serious about starting a business. This year's winners will receive prize money totalling £75,000 and have the opportunity to receive support from expert groups across the University and its wider networks.

Finding financial support to go from an idea to an actual business is one of the most difficult hurdles that entrepreneurs face and the cash prizes in this competition will support the winning teams to get the business started.

As we uncover real talent for business, we hope you will agree that here at Manchester we are creating graduates with the skills and confidence to identify and act upon new opportunities.

I would like to offer a special thank you for all the help and support we receive from our alumni, our colleagues across the University, our wider support partners and this year's competition sponsors IBM, Slalom and Vita Student.

**Lynn Sheppard**  
Director, Masood Entrepreneurship Centre







## Professor Luke Georghiou

Deputy President and  
Deputy Vice-Chancellor

From 2010 to 2017 Luke was responsible for the University's research strategy and its implementation and doctoral training.

Among other duties he continues in his new role to be responsible for business engagement and commercialisation activities. He is active in research and policy advice to governments and business.

Luke is currently a member of the Board of Directors of Manchester Science Partnerships, the UK's largest science park company and a Non-Executive Director of the Manchester University

NHS Foundation Trust. Since 2016 he has chaired the Steering Committee of the European Universities Association Council for Doctoral Education.

He was elected to the Academia Europaea in 2011. He has published extensively on research and innovation policy and management in leading outlets. He holds a PhD (1982) and BSc from The Victoria University of Manchester.





## Venue

[Facebook Live](#)

---

## Programme

**17:00**

### Welcome

Lynn Sheppard,  
Masood Entrepreneurship Centre

Professor Luke Georghiou,  
Deputy President and Deputy  
Vice-Chancellor

**17:15**

### Previous Award Winner

Dr. Beenish Siddique,  
AEH Innovative Hydrogel Ltd

**17:20**

### Awards Presentation

Environmental  
Healthcare  
Services  
Social  
Technology

**17:45**

**Close**



## Previous Award Winner Dr. Beenish Siddique

Dr Beenish Siddique is an exceptional and ambitious scientist who has won a number of prestigious awards for her work over the last 4 years, including over £1M from Innovate UK. Beenish achieved her PhD in Materials from The University of Manchester, which is where she founded her business AEH Innovative Hydrogel; providing innovative technology for agriculture, wound care, and indoor farming. It was this novel concept and her natural enthusiasm that won her 1st place in Venture Further 2019 in the Technology category. Beenish also secured an Eli and Britt Harari Enterprise Award for her application of 2D materials, which enabled her to further develop the technology.

Previously, Beenish worked as R&D Chemist where she developed different materials and Hydrogel for industrial applications. She also worked as a Postdoc at the University of Birmingham, before dedicating her time fully to the role of CEO and Scientist for her own start-up. She has since grown her team to eleven members, and boasts a strong advisory network.





## Awards Host Professor Vikas Shah MBE

Serial-entrepreneur and philanthropist, Vikas Shah MBE is a Visiting Professor of Entrepreneurship at MIT Sloan (The Lisbon MBA), Honorary Professor of Business at the Alliance Manchester Business School, The University of Manchester and an Honorary Industry Fellow at the University of Salford Business School.

Vikas started his first technology business aged 14, and is currently CEO of Swiscot Group - a diversified international trading business. He is a venture-investor in fast-growing technology businesses and sits as a Non-Executive Director and advisor to numerous organisations. Vikas was awarded an MBE for Services to Business and the Economy in Her Majesty the Queen's 2018 New Year's Honours List.

Vikas has mentored hundreds of businesses, guiding many from the earliest seed of their idea, to IPO and exit. Through his career as an entrepreneur, investor and strategist, he has had personal experience of starting, building and operating businesses at scale, across the world.

As a speaker at the largest TEDx event in Europe, Vikas is no stranger to public speaking. With international experience delivering keynotes, Vikas has provided insights at industry panels and business conferences, and is frequently called on to provide commentary by the media including The Economist, Guardian, BBC, Sky News, Bloomberg and The Financial Times.

Vikas is a member of the UK Industrial Development Advisory Board, which advises the UK Government on over £4.5 billion of investments and a board advisor on digital strategy to the British Council. He is also Former President and a Board Member of TiE UK (a chapter of the world's largest entrepreneur's network).

As a philanthropist, Vikas sits as Chairman of the Board at FutureEverything, a social enterprise and festival at the forefront of digital culture and In Place of War, an international peace building and entrepreneurship NGO. He is also a trustee at Mustard Tree, a social enterprise tackling poverty and homelessness.

Since 2007, Vikas has interviewed some of the leading thinkers in the world on his journal, 'Thought Economics'. Some of his interviewees include; Melinda Gates, Sheryl Sandberg, Buzz Aldrin, Usain Bolt, Steve Ballmer, Will.I.Am, Cmdr. Chris Hadfield, Noam Chomsky, Maya Angelou, Sir James Dyson, John Sculley, Bear Grylls and 4 Nobel Peace Prize Winners on global peacebuilding to name just a few!





“If you’ve got an idea, start today. There’s no better time than now to get going.”

Kevin Systrom  
Co-founder of Instagram



“Manchester is the place where people do things. It is good to talk about doing things, but better still to do them.”

Edward Abbott Parry

## The judging panel

### Competition Organiser

Jessica Grocutt  
Enterprise Officer, Masood Entrepreneurship Centre, Alliance Manchester Business School

### Chair

Lynn Sheppard  
Director, Masood Entrepreneurship Centre, Alliance Manchester Business School

### Environmental

Helen Godfrey  
Principle Consultant, Slalom

Rachel O'Donnell  
Business Unit Director, Ground, Energy and Transactions, AECOM

### Healthcare

Dr. Simon Brown  
CEO, P2T Consulting Ltd.

Louise Farrand  
Operations Director, University of Manchester Innovation Factory

Paul Squire  
Managing Director, Manchester Slalom

### Services

David Downing  
Sales Director, Cloud and Platform, Public Sector, Oracle Technology

Ben Ward  
CEO, University of Manchester Students' Union

Dawn Williams  
Marketing Director, Vita Student

### Social

Liz Allen  
Director, The Connectives

Peter Ptashko  
Founder of Cambio: House of Social Change

Dr. Leigh Wharton  
Director, Bubble Partnership Ltd.  
Lecturer in Entrepreneurship and Innovation Management, The University of Manchester

### Technology

Dr. Emma Burke  
ICURe Programme Lead, Innovate UK

Saqab Rasul  
Head of Integrated Business Engagement, The University of Manchester

Martyn Spink  
Programme Director, IBM UK Research Team, IBM



# Environment

## Aeroknite

Aeroknite is an aviation company which aims to make the use of drone technology more readily accessible to businesses by providing full software and hardware UAV infrastructure integration. The initial implementation is for fire extinguisher drones to provide fire services with a more flexible, effective and safer response to outdoor fires. The fire extinguishing drone has the potential to completely mitigate fatalities as a result of public fire and save lives.

## GrowYourOwn Ltd

GrowYourOwn aims to revolutionise urban agriculture through the use of modular, automated mushroom container farms that can be rapidly set up with no prior knowledge and minimal capital investment, anywhere in the world. The business will enable small-scale growers to enter the market, rapidly addressing demand and enabling greater market efficiency. The choice of produce and planned use of a quasi-franchise business model to maximise agility and scalability, promotes food security and reduces the carbon footprint by localising food production and accelerating the transition to urban agriculture.

## IGOLO

IGOLO is an online hub promoting sustainability in the home construction industry by making the know-how, materials and expertise more accessible to homeowners and allowing more people to take control of their own projects using sustainable products and services. By empowering users with tools, products, stories and projects, IGOLO aims to inspire homeowners to work towards a brighter and more sustainable future, encouraging the building industry and its customers to think and work sustainably.

## Kingston Medical Equipment and Garments

Kingston Medical Equipment and Garments addresses the growing demand for PPE and sustainable products by manufacturing antiviral and antibacterial medical gowns and other garments that are reusable and capable of being washed multiple times, while still maintaining effective protection. This offering is unique in the UK and meets with the government's objectives of engaging with local manufacturers, shortening the supply chain, reducing carbon emissions, and offering a more sustainable solution.

## Light and Air

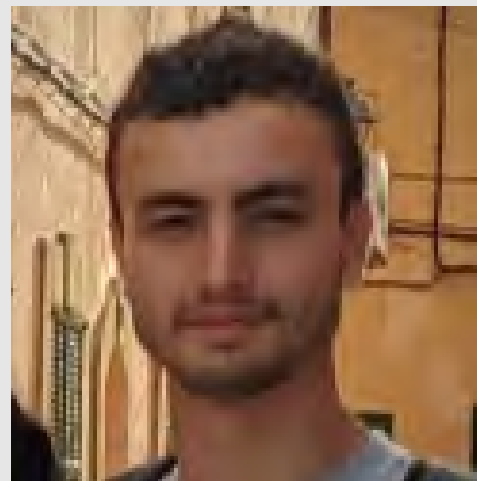
Light and Air is an online clothing e-commerce store, offering sustainably produced clothing made from high quality organic, certified cotton or recycled polyester with inspiring original prints. The clothing is sold at affordable prices to empower people in living an eco-friendly, conscious and mindful life. The company also aims to build a strong community as a positive and informative platform, inviting experts and activists to speak about environmental protection, social injustice and alternative ways of living.

### Lead Entrant:



**Yusuff Yusuff**  
MSc. Aerospace Engineering  
School of Engineering  
Alumni Class of 2020

### Lead Entrant:



**Yacine Hanane**  
MEng. Aerospace Engineering  
School of Engineering

### Lead Entrant:



**Sophia Major**  
MArch. Architecture  
School of Environment, Education and Development  
Alumni Class of 2020

### Lead Entrant:



**Alexander Kingston**  
LLB. Law with Politics  
School of Law  
Alumni Class of 2020

### Lead Entrant:



**Lorraine Wolter**  
MSc. Innovation Management and Entrepreneurship  
Alliance Manchester Business School

# Healthcare

## BiomasyS

Biomarker Systems (BiomasyS) aim to bring rapid, affordable and easy-to-use diagnostics to underserved health markets. The HealtiPreg device facilitates early and cost-effective detection of conditions that lead to miscarriages and premature births, encouraging more frequent testing and increasing the likelihood of early detection of conditions that can worsen pregnancy outcomes.

## ErleaDx

ErleaDx focuses on the development of a liquid biopsy test for the early detection of lung cancer that would be both more accurate and cost-effective than current screening methods, also reducing patient stress and the risk of radiation exposure. The test is highly accurate and easy to use, providing reliable and convenient early lung cancer detection to pre-empt cancer and prolong lives.

## Graphene Trace

Graphene Trace is a health tech start-up developing PressIO, a smart pressure sensing mat for wheelchair seats, that alerts the user to reposition when they may be at risk of developing a pressure ulcer. PressIO is cost effective, flexible, accessible and designed to be used continuously, providing wheelchair users with comfort and peace of mind.

## Rogue Psych

RoguePsych is a digital mental health start-up. It is aimed at Gen Z, or 16 - 25 year olds, interested in receiving immediate information, resources and support for their mental health, to be accessed via a phone app, self-care subscription boxes and live events. The affordable and accessible mental health support will emphasise psychoeducation and membership of a support community.

## Simplex Molecular

Simplex Molecular is a biotech start-up developing a new diagnostic system to detect antibiotic-resistant bacteria. This novel test will detect bacterial DNA, which is the most accurate method at the moment. Its innovative system will allow users to perform the test without laboratory equipment or complex training. It will support healthcare professionals to accurately identify antibiotic-resistant infections and prescribe the right antibiotic at first, which would potentially contribute to preventing future epidemics.

### Lead Entrant:



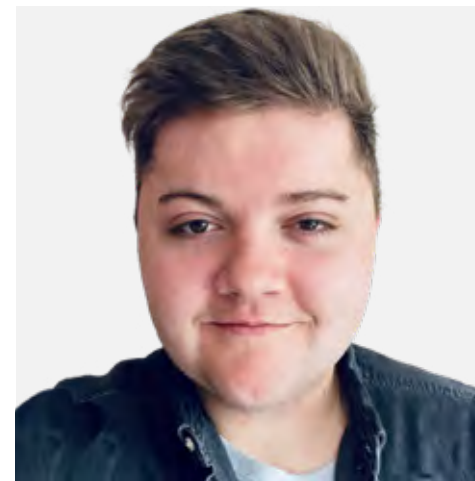
**Mkpouto Pius**  
MSc. Biotechnology and Enterprise  
School of Biological Sciences  
Alumni Class of 2019

### Lead Entrant:



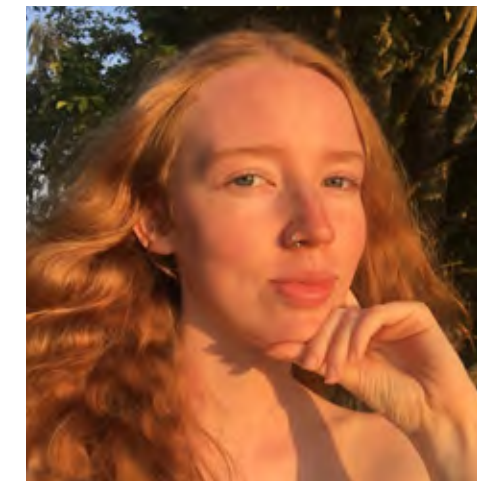
**Cherry Chia**  
MBA  
Alliance Manchester Business School  
Alumni Class of 2019

### Lead Entrant:



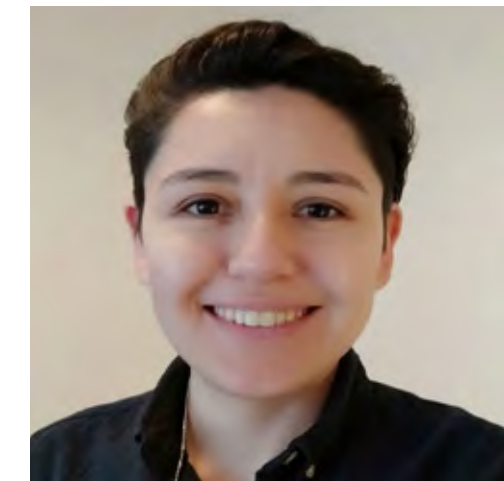
**Scott Dean**  
Ph.D.  
School of Natural Sciences

### Lead Entrant:



**Hannah Davies**  
BSc. Psychology (Hons.)  
School of Health Sciences  
Alumni Class of 2020

### Lead Entrant:



**Maribel Montufar Martinez**  
Ph.D.  
School of Biological Sciences





## Services

---

### ChicChic

ChicChic is a mobile marketplace for beauticians and wellness professionals to connect with their customers who book directly via the app. Professionals can showcase their work, and services and consumers are able to browse and book without having to move across different platforms, whilst at the same time becoming a part of a supportive and engaging community that is all about beauty and wellness related topics.

### Delikart

Delikart is a marketplace that offers local retailers in Manchester an e-commerce platform that provides an opportunity to attract new customers through selling their items online. Customers can view items from different stores around the city and purchase them for same-day delivery in the area.

### Rossaleon Eats

Rossaleon Eats is a community -focused business idea to develop a passion for cooking and baking in the local community, and in particular to the Manchester universities' local student community. It aims to offer both online and in-person cooking classes, encouraging an atmosphere of experimentation and fun in cooking, promoting a varied and healthy diet.

### Soul Food

Soul Food focuses on connecting home cooks with customers. The social impact of this business is its USP because the potential home cooks may typically come from migrant backgrounds and could be struggling to integrate and access employment, due to legal and linguistic barriers. Soul Food aims to empower and celebrate these home cooks on their journey to employment and independence by giving them the online platform to connect them to their potential customer base.

### What's Fresh

What's Fresh aims to develop a platform enabling customers to order high quality fresh local produce, by modernising the 'shop local' experience and giving local farmers a competitive advantage. It offers the potential for local farmers and growers the 'Just Eat' revolution provided for takeaway businesses.

### Lead Entrant:



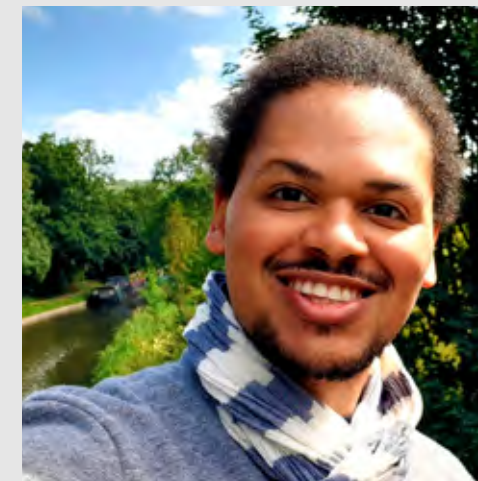
**Liutauras Mazonas**  
BSc. Information Technology Management  
for Business with Industrial Experience  
Alliance Manchester Business School  
Alumni Class of 2020

### Lead Entrant:



**Mohammad Afridi**  
BSc. Accounting  
Alliance Manchester Business School  
Alumni Class of 2020

### Lead Entrant:



**Leo Buter**  
MEnt. Business  
Alliance Manchester Business School

### Lead Entrant:



**Tania Rahman**  
MBA  
Alliance Manchester Business School

### Lead Entrant:



**Ross Neilson**  
MBA  
Alliance Manchester Business School  
Alumni Class of 2019

---





## Social

---

### Arkisites

Arkisites is on a mission to improve racial diversity and inclusion in the technical sector, acting in a strategic consulting role to support diversity and inclusion agendas and also carry out grassroots community engagement to build online communities for experience-sharing, new ideas and foster collaboration.

### Captain Brain - Tapping the Untapped

Captain Brain - Tapping the Untapped, is an education development organisation with a mission to develop an interface for the educational and personality development of the underprivileged school children from poorer regions of rural India. It aims to emphasise the importance of the overall development of school students by conducting workshops, events, and counselling services through activity-based learning.

### GOOD NEMESIS

GOOD NEMESIS design unique protective gear for mobile devices using innovative materials, with a mission to give back to the community through charitable donation of part of the proceeds from online equipment sales.

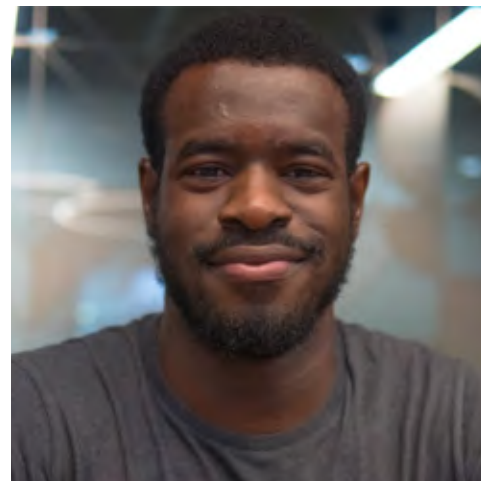
### Healthify Africa

Healthify Africa is an online wellness community mobile app that connects people in Low Middle Income countries with access to wellness support to promote healthier lifestyles and reduce risks from non-communicable diseases. The app would include indigenously curated health literacy tools, expert led wellness courses, incentivised exercise programs and healthy cooking training to improve health.

### Nyom Planet

Nyom Planet is an online wedding planning business and a service provider's network. It provides a platform bringing together service providers in the wedding service space and linking them to potential consumers for their services, creating a marketplace for the 'gig economy', contributing to both economic and business growth in largely informal economies like Uganda.

### Lead Entrant:



**Elijah Ajuwon**

MSc. Innovation Management and Entrepreneurship  
Alliance Manchester Business School

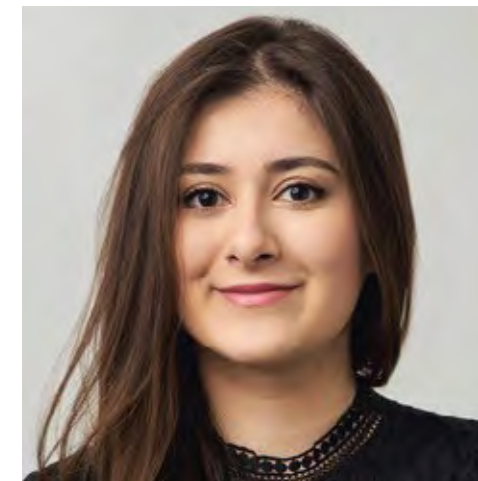
### Lead Entrant:



**Peter Samuel Surisetty**

MSc. International Business and Management  
Alliance Manchester Business School  
Alumni Class of 2020

### Lead Entrant:



**Fruzan Nijrabi**

MSc. Innovation Management and Entrepreneurship  
Alliance Manchester Business School  
Alumni Class of 2018

### Lead Entrant:



**Lynda Odoh**

MPH Master of Public Health  
School of Health Sciences

### Lead Entrant:



**Allan Brian Ssembajjwe**

MSc. Innovation Management and Entrepreneurship  
Alliance Manchester Business School  
Alumni Class of 2017

---



# Technology

## AnalyMa

AnalyMa is a web-based application that provides corporate company managers with an easy and visual way to understand and organise their organisation's data resources, by generating insights and guidance to inform strategic business decision making.

## Bright Biotech Limited

Bright Biotech Limited is developing high quality and affordable recombinant proteins in plants for research and the therapeutic market. The technology of chloroplast expression can produce large amounts of high value proteins such as human growth factors that are difficult and expensive to manufacture by the traditional methodologies. Increasing the supply of these proteins at reduced cost would increase the pace of fundamental and translational research, leading to the sustainable production of cost-effective and safe biologic drugs and therapies.

## Conan Labs

Conan Labs is a system for capturing and analysing student engagement in class (questions, discussions, contributions). Lesson recordings are processed using machine learning and natural language processing techniques, to provide the teacher with recommendations to aid best practice, improve student wellbeing and increase retention in education.

## PRAEFERRE

PRAEFERRE is a data suite to enable individuals to manage their data privacy and sharing preferences through a single digital avatar, which will also enable them to gain financial benefit if they have given permission for commercial use of their data. It would allow businesses to enhance their data governance mechanisms and enable them to reward customer loyalty by co-ordinating reciprocal offers with other companies.

## Trackage

Trackage is on a mission to improve the quality, security and sustainability of the postal-delivery experience. It uses innovative tracking technology that can be implemented with that of the couriers and retailers. Trackage speeds up the checkout process with online shopping and customers can track their parcels more efficiently through personal QR codes.

### Lead Entrant:



**Olga Menukhin**  
Ph.D. Business & Management  
Alliance Manchester Business School

### Lead Entrant:



**Mohammad El Hajj**  
Ph.D.  
School of Biological Sciences  
Alumni Class of 2018

### Lead Entrant:



**Eoghan Powell**  
Global MBA  
Alliance Manchester Business School

### Lead Entrant:



**Abhishek Ghosh**  
MBA  
Alliance Manchester Business School  
Alumni Class of 2019

### Lead Entrant:

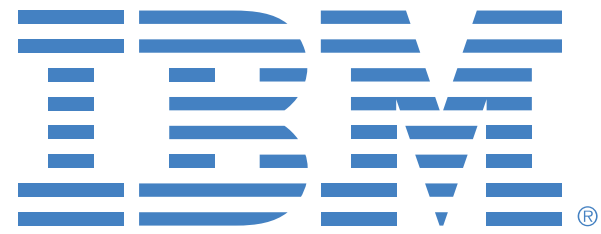


**Finn Lawton**  
MEnt.  
Alliance Manchester Business School  
Alumni Class of 2019





## Thank you to our partners for sponsoring Venture Further 2021



IBM is a global enterprise that has “Innovation that matters for our Company and the World” as one of its key values. With over 3,000 researchers in 19 locations on six continents, IBM pioneers the most promising and disruptive technologies in AI, blockchain and quantum computing and we have research and innovation at the heart of everything we do. With innovation as one of its key tenants, it is natural that we would support a great initiative like Venture Further that has innovation and entrepreneurship at its heart as well as helping to develop the next generation of business leaders.



Slalom is a modern consulting firm that focuses on strategy, transformation and technology. Founded in Seattle in 2001, Slalom has grown organically to over 9,000 employees globally. It established a local office in Manchester in 2014 and has consistently been named one of Fortune’s 100 Best Companies to Work For, and is regularly recognised by employees as a best place to work.



Vita Student is a business born out of the last global recession and this is why we are particularly proud during these challenging times to sponsor Venture Further and support the Manchester Business Alliance in encouraging young entrepreneurs to fulfil their potential and build the businesses of the future.

Vita Student supports the journey of ambitious students by putting their health and wellbeing first and providing an environment and a community in which to thrive. Far from being just an accommodation provider, our teams deliver the highest standard of service to make students feel at home whether that’s through world class virtual community events, ensuring a clean and safe environment to study or providing inspiring talks from industry leaders.



# Be your own boss, venture further...

“ A vision is something you see and others don't. Some people would say that's a pocket definition of lunacy. But it also defines entrepreneurial spirit. ”

Anita Roddick  
Founder of The Body Shop

**W:** [ambs.ac.uk/entrepreneurship](http://ambs.ac.uk/entrepreneurship)

**E:** [entrepreneurship@manchester.ac.uk](mailto:entrepreneurship@manchester.ac.uk)

**T:** +44 (0)161 306 8484

**f** /EntrepMCR

**t** @EntrepMCR @AllianceMBS #VentureFurtherUoM

**in** Masood Entrepreneurship Centre

**@** [alliancembs](https://www.instagram.com/alliancembs)