

Entrepreneurship and the ability to innovate in economic hardship, is key to economic growth and job creation

Entrepreneurs change the world

Are you an Entrepreneur? Can you add value through enterprise?

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**Centre
for
preneurs**

About me

- Warwick Alumni- BSc Biomedical Sciences
- Worked for Challenge Organization
- Worked for Government Startup loans Scheme- started off as intern and worked my way up to senior Business Analyst where I analyzed thousands of business plans/cash flows/ entrepreneur pitches for their business viability “Dragons Den style”
- Worked closely with senior VCs and angel investors
- Presented often at all main UK Universities, The British Library and in 2017 represented Startup Direct with Lord Young and Vince Cable at the Houses of Parliament
- Always kept up my science, self-teaching and training and teaching others in nutrition, neuroscience, biotechnology, biochemistry, oncology, immunology, physiology, brain and behavior and many more.
- Also freelance copywriter and write for prominent magazines and blogs in wellbeing, nutrition, neuroscience and business innovation
- Currently Head of Marketing and Partnerships at the Centre for Entrepreneurs, the leading entrepreneurial foundation and home of NEF Fast Track Programme.

What is wrong with the world right now?

- Obvious one; Covid19. Affecting health, community and the actions taken to limit the effect of coronavirus are having far-reaching and significant impacts on businesses and the economy.
- Cultural Revolution- Diversity, Equality, History, Worldwide
- Community destruction- elderly isolation, poverty disparity
- SDG's



How can entrepreneurship help?

- From crisis comes opportunity to innovate
- Innovation can lead to problem solving solutions which change the world for the better.
- Entrepreneurship is going to be an essential ingredient to economic recovery – the ability to identify and capitalise on opportunities that most see as problems, the blend of creativity and risk-taking and the faith to bring new ideas and concepts to market, often in the face of adversity and nay-saying.
- New normal?
- Restart business and economic growth to fuel NHS and such services.
- Job creation

Where are we at CFE seeing innovation?

- NEF Fast Track Programme
- What do the pitch days show trends in?
- Design thinking
- Power of connection
- CFE refugee pilot programmes
- Subscription models, home delivery
- Mental Health
- Representational workforce
- Flexible working
- More focus on sustainability and the environment
- Personalised medicine and nutrition as medicine

What can you do?

- If you have a problem solving, value adding idea- work on it
- A business is not a business unless its earning money
- It is all in the execution of an idea
- Power of networks
- Power of community of entrepreneurs
- Resilience
- Learn, Fail, Learn, Fail, Learn. Grow in the right direction.

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Any Questions?

Feel free to contact me at
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