Meet Inspiring EIT Community Women Leaders and Entrepreneurs

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Tell us a bit about yourself and your connection to the EIT Community.
I studied for my PhD at Oxford University, looking at the metabolism of a novel energy source called ‘ketones’. My group discovered how to put ketones into a new sports drink which has a huge potential for athletes as well as for treating medical conditions. I was later awarded a Doctoral Transfer Fellowship with EIT Health, which allowed me to continue to research and hone the product. I also attended the EIT Summit in Barcelona 2016, where it was great to connect to the community, meet other entrepreneurs and listen to fascinating talks.

Tell us about HVMN and what you do there.
HVMN was founded in 2014 as a company aiming to enhance human performance through intelligent supplementation. I joined the company in summer 2017 to be the research lead. The HVMN Ketone, released in December 2016, is to be the flagship product of HVMN, as we expand our mission to enhance humanity, turning cognitive enhancement into physical optimisation.

What’s next for you and your company?
With HVMN, I am continuing my research into the benefits of ketosis and of ketone drinks. HVMN aims to sell HVMN Ketone to the mass market for sports, building supply agreements with major sports teams and the military.

Have you had to overcome many extra obstacles as a female entrepreneur?
None specifically. However, I do often feel very outnumbered and under a greater pressure to look and behave a certain way as a female entrepreneur at meetings where men outnumber women 20:1. It is important to be confident and to try not to worry too much about what other people think about you. That way you come across better.

What specific advice would you give to young entrepreneurs following in your footsteps?
Something that I have learned in business is to listen. If you use up all the air in the room with your own ideas and excitement, sometimes you may miss out on gems from more knowledgeable people.

What has been the most rewarding moment of your career so far?
The launch weekend of HVMN Ketone was very rewarding. It was great to see the website go live and the public excitement at the product after working on it behind the scenes for so long.

What woman in your field is inspiring to you and why?
I once had the chance to meet Marisa Meyer, the current CEO of Yahoo, and investor at HVMN. The way that she held the attention of the room and of, course, her fantastic career achievements, are hugely inspiring.