Lucy Cavendish College
University of Cambridge

Cambridge PRECISION plc
QUALITY THROUGH TECHNOLOGY

The Lucy Enterprise Challenge Weekend

7-9 March 2025

The Challenge

The Lucy Enterprise Challenge invites Lucy Cavendish College students to combine their knowledge, skills and experience in a multi-disciplinary team to identify an enterprising solution to a problem relevant to the United Nations Sustainable Development Goals.

The teams selected to attend the Challenge Weekend benefit from entrepreneurial inspiration, mentor support and have the opportunity to win a £1000 prize towards implementing their vision for a new product, service or innovation with the potential to create significant economic or social impact. In addition to the Enterprise Challenge Prize the College is delighted to be offering the Baroness Perry Prize for Women's Enterprise this year.

This is the fourth time the College has held an Enterprise Weekend and each year more students have come forward to share their enterprising ideas. To accommodate this growth, this year the teams have been divided to take part either in the morning or the afternoon.

The participating teams are:

Morning (Postgraduates)

- Flower Revival
- Gluco-Life Metrics
- Gown&Grail
- Inductor.ai
- JabEd
- Learn4Life Namibia
- Lucy Foodies
- Scanzer
- Vortica

Afternoon (Undergraduates)

- 0RES
- Arthro Bites
- Coexist
- Fatima and Andre
- Multiple
- Talent Hunter

Lucy Cavendish College is grateful to Cambridge Precision Ltd for their generous support of the Enterprise Weekend and the enterprising activity of students of the College.

Schedule: Morning Teams

FRIDAY 7 MARCH

18:00	‘Finding Purpose’ with Alannah Weston *Wood-Legh, Strathaird*
19:00	Drinks Reception *The Café*
19:30	Formal Hall *Warburton Hall*
21:30	Welcome to the Challenge *The Café*

SATURDAY 8 MARCH

09:00	Lucy Enterprise Mentoring Morning *The Café*
09:20	Mentor Sessions 1 & 2
10:45	Tea/Coffee Break
11:15	Lucy Enterprise Story: Oby Enwo and The Ogeri Health Foundation
11:30	Mentor Sessions 3 & 4
12:30	Next Steps
13:00	Lunch *Warburton Reception Rooms*

Input for the day ends at 14:00. Use the rest of the day to prepare for your Sunday.

SUNDAY 9 MARCH

09:00	Lucy Enterprise Presentation Morning *The Café*
09:00	Arrivals
09:45	Presentations
11:45	Tea/Coffee Break
12:10	Feedback and Lucy Enterprise Challenge Prize
12:30	Sunday Lunch *Warburton Hall*
15:00*	Baroness Perry Prize for Women’s Enterprise *The Café*

*All eligible teams are invited to return.

Schedule: Afternoon Teams

FRIDAY 7 MARCH

18:00	‘Finding Purpose’ with Alannah Weston *Wood-Legh, Strathaird*
19:00	Drinks Reception *The Café*
19:30	Formal Hall *Warburton Hall*
21:30	Welcome to the Challenge *The Café*

SATURDAY 8 MARCH

13:00	Lunch *Warburton Reception Rooms*
14:00	Lucy Enterprise Mentoring Afternoon *The Café*
14:20	Mentor Sessions 1 & 2
15:45	Tea/Coffee Break
16:15	Lucy Enterprise Story: Oby Enwo and The Ogeri Health Foundation
16:30	Mentor Sessions 3 & 4
17:30	Next Steps

The day concludes at 18:00. Use Sunday morning to prepare for your presentation.

SUNDAY 9 MARCH

12:30	Sunday Lunch *Warburton Hall*
13:15	Lucy Enterprise Presentation Afternoon *The Cafe*
13:15	Arrivals
13:45	Presentations
14:45	Tea/Coffee Break
15:10	Feedback and Prizes. The event concludes at 15:30.

Distinguished Contributors

Professor Dame Madeleine Atkins, President & Judge

Madeleine became the 9th President of Lucy Cavendish College on 1st October 2018. Madeleine's background includes reading Law and History as an undergraduate at Cambridge, teaching in a large comprehensive school in Huntingdon, and completing a Ph.D. and post-doctoral research contracts at the University of Nottingham. Following various senior positions at Newcastle University, including Pro-Vice-Chancellor, she was Vice-Chancellor of Coventry University between 2004 and 2013. Madeleine then joined the Higher Education Funding Council for England (HEFCE) as its Chief Executive in January 2014, retaining that post until March 2018.

Richard Hefford-Hobbs, Judge and Sponsor

Founder of Cambridge Precision Ltd (CPL), Richard is a successful entrepreneur, philanthropist and polymath. Qualified as a Manufacturing Engineer, he is engaged in numerous commercial, educational and voluntary endeavours to promote and support manufacturing, engineering and innovation.

After completing a Master's degree at UCL, he went up to Oxford to read for a MSt in the History of Design. He believes that "The impossible can be achieved when freedom of design partners with the strict principles of engineering and modern technological capability."

Pauline Perry, Baroness Perry of Southwark

Baroness Perry is Lucy's Former President, Honorary Fellow and President of the Anna Bidder Society for legators, an educator, educationist, academic, and activist. She has been a working as a member of the House of Lords for 25 years. In 1981 she became Her Majesty's Chief Inspector of Schools in England. In 1986 she became Vice-Chancellor of South Bank Polytechnic. When the Polytechnic became South Bank University, Lady Perry and Dr Anne Wright (Former Vice Chancellor of the University of Sunderland) became the first women in history to run British universities. On being questioned whether, as a woman, she was capable of the role, Lady Perry said 'Just because she is small and female doesn't mean she isn't tough'.

Alannah Weston, Friday Evening Speaker

Alannah was Creative Director of Selfridges before becoming Chairman of Selfridges Group from 2019-2022 (including Selfridges, Brown Thomas Arnotts and Holt Renfrew). She is a trustee of Garfield Weston Foundation and the Reta Lila Foundation, as well as chairing the Galen and Hilary Weston Foundation which funds scientific research and support for those suffering from the brain diseases of aging. She serves on the Board of Wittington Investments, Limited in Canada. She is also developing a farm in Wales.

Weekend Contributors

Bruno Cotta, Mentor-in-Residence

Bruno has over 30 years of leadership and management experience working with public, private and third sector organisations, from entry-level students to board-level executives, local startups to global corporates, and others in research, education, healthcare, philanthropy, charity, industry, and government. He has contributed to regional, national, and international innovation policy in the UK, Europe, Middle-East and Asia, and led initiatives to shape world-class university strategy, partnerships and ecosystems, notably founding the Enterprise Lab at Imperial College London and directing the Entrepreneurship Centre at the University of Cambridge, delivering economic and social impact by supporting the next generation of innovators and entrepreneurs. Bruno is currently Mentor-in-Residence and Fellow at Lucy Cavendish College and Visiting Fellow at Judge Business School.

Oby Enwo, Speaker & Lucy Enterprise Alumna

Oby Enwo is a medical doctor and public health professional with an MPhil in Population Health Sciences from Lucy Cavendish College, University of Cambridge. With eight years of experience in public health research, her work spans health system management, behaviour, and preferences. Dedicated to tackling health disparities, she focuses on creating evidence-driven and scalable initiatives that deliver real impact and empower communities to take charge of their health. Through The Ogeri Health Foundation, she has organised monthly health checks in Nigeria, integrating community health education to improve outcomes in underserved populations. Her work reflects a commitment to blending innovation with accessibility to drive meaningful change in community health.

Mentors

Christian Bunke, IP Specialist

Christian is the CEO and founder of the Basck, a leading Innovation and IP strategy consultancy for startups. Basck work with more than 650 startups across the globe who have raised +$2B in funding. With Heroes to Carbon Zero #H2CZ, Basck support innovation in UN's SDG9 & SDG13 to address climate action with patents for inventors. Christian has founded a dozen startups and is counted in the CMO and co-founder of Aalbun a leading UK legaltech software startup. He is top 300 IAM IP Strategists, is a EU TM attorney, Mechanical Engineer and has an MBA from University of Cambridge. He is a startup enthusiast and likes SUP Boarding.

Dan Dearing, Senior Innovation Advisor

Dan is Senior Innovation and Growth Specialist at St John's Innovation Centre. He has a long career in technology development and commercialisation, project team management and innovation for growth. In recent years he has specialised in coaching and mentoring innovative high-growth-potential SMEs, startups and spinouts with their business strategies, innovation management, access to funding and finance, technology commercialisation, and internationalisation. Dan is also a leading expert in grant funding, with many years of grant assessment experience. With experience within Digital Catapult, Electronics Knowledge Transfer Network, and founding his company Actualise Consulting Ltd, Dan has a wealth of experience across a range of key sectors and has assisted many clients achieve sustainable growth.

Mentors

Olga Gandelman, Consultant

Olga is a seasoned scientist with expertise in chemistry and biochemistry, holding a PhD in Chemical Kinetics and Catalysis. Her research spans diverse areas, including single-cell biology and epigenetics. Driven by a passion for improving human health, she has focused on developing innovative diagnostic tools. This includes work on infectious disease diagnostics and biomarker discovery for early cancer detection. Currently, she leads a programme utilising breath analysis for diagnosing liver disease. Olga possesses strong commercial acumen, having completed an MBA at Warwick Business School. She successfully navigated career breaks, returning to academia with support from the Daphne Jackson Trust. Throughout her career, she has authored numerous publications, filed patents, and mentored young scientists.

Vincenzo Garzya, Head of Business Planning & Operations

Vincenzo is Head of Business planning and Operations and Chief of Staff, Data Science and AI, AstraZeneca. He is a member of the Data Science and AI leadership team at AstraZeneca and provides leadership across several areas contributing to the smooth, productive, and impactful running of the whole function. Vincenzo ensures effective day-to-day running of the organisation and management of the overall portfolio of work, ensuring it is resourced effectively. Previously, he held leadership roles in medical data and patient-centricity at GlaxoSmithKline, managing projects and contributing to over 40 patents. Driven by a passion for medical advancement, Vincenzo co-founded a charity for OCD (https://www.orchardocd.org/) and holds an honorary position at Cambridge Judge Business School.

Shelley Gregory-Jones, Fundraising Expert

Shelley is a Lucy Cavendish and Girton alumna who has been working in leadership and other directorial roles in the UK charity sector for more than twenty years. Since 2007, following an MBA at the Cambridge Judge Business School, she has specialised in fundraising - specifically legacies, major donors, corporates and trust and foundations. In 2023, she expanded her horizons as Head of Funding at Allia, an organisation that supports and promotes social enterprise. At the end of 2025, she decided to combine various interests, fundraising for the Cambridge Science Centre; writing a book on the future of charity called 'Trying to be Good' and launching a new hedgehog hospital in Cambridge's Mill Road area.

Nooman Haque, Life Sciences Investor

Nooman has many years of experience investing in entrepreneurial businesses. Most recently he was a Partner at Sofinnova Partners, a venture capital firm focused on life sciences and prior to that was Head of Life Sciences and Healthcare at Silicon Valley Bank for EMEA. He began his finance career in venture capital in the technology and healthcare sectors and has also worked in management consulting advising large and small businesses on strategy and operations. He is a frequent panelist, writer and spokesperson for the healthcare industry and has advised Government on its Life Sciences & Financing strategy. Nooman's background includes management consulting and investing. He was also a government economist specialising in competition and innovation. He graduated with advanced degrees in economics and an MBA and completed his undergraduate studies in psychology.

Mentors

Ben Hartley, Head of ideaSpace

Ben is Head of ideaSpace, a community of founders and entrepreneurs. ideaSpace supports founders, entrepreneurs, innovators and members of the University of Cambridge in exploring ideas, innovations and building start-ups. As well as helping start-ups create successful businesses and economic value, ideaSpace works with governments, agencies and higher education institutions to develop policies, strategies and programmes to support a thriving start-up sector. Before joining ideaSpace, Ben founded and ran a company supplying specialist action personnel and equipment to major UK and Hollywood film productions. Ben is also an ex-Royal Navy Officer/Helicopter Pilot and experienced manager in diverse sectors such as film production, events, high-end retail and start-ups.

Nicole Helwig, Social Innovation Expert

Nicole is Executive Director of the Cambridge Centre for Social Innovation. Previously an Honorary Practice Fellow, she actively engages with students. As Head of Cambridge Social Ventures, she works closely with social enterprises and entrepreneurs. Earlier in her career, she founded and managed the Centre for Social Enterprise at Memorial University of Newfoundland, Canada, co-ordinating an MBA programme. She is an Adjunct Professor at Taylor's University, Malaysia. Nicole holds a Doctor of Professional Studies (Public Works) from Middlesex University, an MBA from the University of Strathclyde, and a BA (Humanistic Studies) from McGill University. She also possesses a classical ballet pedagogue diploma from the Hungarian Dance Academy.

Caroline Hyde, Entrepreneurship Champion

As Head of Ecosystem Initiatives and Partnerships at Cambridge Enterprise, Caroline leads strategic activities to inspire, foster and support entrepreneurship and innovation at the University of Cambridge including the University Enterprise Network and IE Cambridge, the University's incubator ideaSpace and representing the University through Innovate Cambridge, which is shaping an inclusive innovation vision for the region. Before joining Cambridge Enterprise, Caroline was CEO at Future Business Centres, innovation and incubation centres supporting impact-driven entrepreneurs and ventures and delivering accelerator and incubation programmes. She is deeply passionate about tech for good, acts as mentor for several programmes and has over 20 years of experience in the Cambridge ecosystem.

Derek Jones, Life Sciences Business Development

Derek has 35+ years in life sciences, spanning scientific research and business development. Starting as a medicinal chemist at Merck, he transitioned to Chiroscience, a pioneering UK biotech. He successfully negotiated multi-million-pound licensing deals, including the UK's first biotech product. He co-founded BioWisdom and Daniolabs, focusing on IT-driven drug discovery and zebrafish models. At Babraham Research Campus, he led the spin-out of Crescendo Biologics, oversaw £100M+ public investment, executed major property deals, and launched Accelerate@Babraham, a life science incubator. Derek holds a 1st in Chemistry, an MSc in IT and an MBA from Cambridge Judge Business School. He's a Chartered Director and a member of the Cambridge University Enterprise Investment Committee.

Mentors

Sarjeena Maodud, Entrepreneur

Born in Russia, raised in Bangladesh, and educated in the UK, Sarjeena believes entrepreneurship can drive positive change. Sarjeena launched her company — Sheraspace — a tech-driven platform on a mission of democratising interior design. 6 years on, Sheraspace is regarded as an innovation leader in its industry and has delivered over 6,500 spaces in Bangladesh and beyond with a gender-balanced team of 35. Sarjeena mentors founders at institutions like UCL, fostering industry-academia ties. She is pursuing a PhD in Entrepreneurship at Bayes Business School, complementing her degrees in Computer Science, Technology Management (UCL), and Entrepreneurship (Cambridge). This diverse background fuels her passion for building impactful businesses.

Tony McNiff, Financial Expert

Tony qualified from Southampton University with a Law Degree and then as a Chartered Accountant with KPMG with particular experience in corporate recovery. The majority of Tony's professional life has been spent in senior operational roles initially in manufacturing as Finance Director and Group Financial Controller with a major furniture group and then as Finance Director and subsequently Managing Director of a division of FirstGroup. His most recent experience has been in the charitable sector as Bursar/COO of two significant independent schools/school groups and as COO of a Roman Catholic Diocese.

Gemma Siddall, Sustainability Investment Analyst

Gemma is a Lucy Cavendish alumn and scientist turned deep tech early-stage investor in the Ventures team at Cambridge Enterprise. She is passionate about addressing the statistic that 70-80% of UK deep tech founding teams are all male. Gemma has a technical background, having graduated from the University of Cambridge with a sustainability focused Chemical Engineering PhD in collaboration with BP.

Morning Teams

Flower Revival

Every year, over 300 million flowers are discarded after brief moments of beauty whether from weddings, funerals, or temples along with fallen leaves and foliage. We upcycle these blooms into AI-personalized, high-end sustainable products like tea, incense sticks, perfumes, dyes, and textiles, preventing methane emissions and supporting a sustainable, circular economy.

What will you design, develop and deliver?

We source flowers from trusted partners such as New Covent Garden Flower Market, local farms, community gardens, wedding venues, and floral donation charities. Users can also contribute their flowers for upcycling. Our platform allows users to co-create personalized products with AI, whether crafting perfumes, blending incense, designing tea infusions, or selecting textiles with petal dyes. The AI ensures every product reflects individual preferences. Through Augmented Reality, users can visualize their personalized products, whether testing fragrances or exploring textile designs, making the shopping experience interactive and immersive. We use sustainable methods to handle sorting, cleaning, and manufacturing, for example cold pressing for perfumes, grinding petals into fragrant powders for incense, dehydrating edible flowers into teas and natural dyeing with petals for textiles. By upcycling flowers into high-end, personalized products, we create sustainable luxury while preserving cherished moments.

Sanjana Guha Neogi (LC), an MBA candidate at CBJS, is a Chartered Accountant from India with five years of experience as a Finance Manager at Unilever. She specializes in business partnering, project management and sustainable finance. Passionate about corporate strategy, finance, and digital transformation, she leads the Financial Management SIG (Student-run Special Interest Group) and serves on the Cambridge India Business Forum committee. Beyond business, she enjoys traveling, photography, and reading.

Phalguni Sanghi (W) is an economics graduate, an MBA, and a financial risk management specialist with four years of experience in finance. Currently pursuing a Master's in Finance as a Merit Scholar, she is a member of CamSIF and Co-chair of the Cambridge India Business Forum. With expertise in risk analytics and investment management, she is passionate about launching her own venture and loves everything at the intersection of finance, business, and society.

Rutuja Kolhe (JE) is an MBA candidate at CJBS with a Computer Science background specializing in AI. She is the founder of an Augmented Reality startup, leveraging technology for creative marketing through interactive filters. With a passion for innovation and strategy, she has authored four research papers on AI, blockchain, finance, and game theory. Combining technical expertise with business acumen, she thrives at the intersection of emerging technologies and market-driven solutions.

Gluco-Life Metrics

As the global burden of diabetes continues to escalate at an alarming rate globally, this project aims to address the lack of a holistic digital management tool for people with diabetes. This project aims to empower users to optimize their health and chronic disease management through a holistic, data-driven approach.

What will you design, develop and deliver?

We aim to design, develop, and deliver an integrated continuous glucose digital health platform that triangulates data from a continuous glucose monitoring (CGM) device with wearable fitness data (from smartwatches) and nutrition tracking apps. This platform will also leverage artificial intelligence (AI)-driven analytics to provide personalized insights, helping users optimize their health and chronic disease management.

Leveraging AI, this digital health tool will also provide predictive analytics to identify glucose trends and offer actionable recommendations for diet, exercise, and lifestyle adjustments.

By bridging the gap between CGMs, wearable fitness trackers, and nutrition data, this project aims to deliver a digital health tool that will empower users and improve health outcomes by advancing both personalized fitness and chronic disease management.

Ahmed Khan (LC) is the founder of CellAgri, a news and market insights startup focusing on the future of food with cellular agriculture, and currently studying the MPhil in Bioscience Enterprise programme. Ahmed previously published the first cellular agriculture eBook and has organized various virtual conferences for the field. Passionate about the commercialization of biotechnology in food and healthcare applications, Ahmed first learned about biotechnology while completing his undergraduate studies at McGill University in Montreal, Canada.

Arthur Knowles (LC) is a medical doctor currently studying the MPhil in Bioscience Enterprise (MBE) programme, a specialist business course designed to bridge the gap between bio-innovation and commercial application. He has a background in research, having developed an algorithm to facilitate the diagnosis of sleep disorders in children. With a particular interest in diabetes, he has managed diabetic emergencies within UK hospitals and has helped develop a commercial strategy for smart insulin pens to improve patient care.

Gown&Grail

We want to make fashion swapping more convenient and accessible. A new app will aim to shift stockpiled clothing into active circulation within local communities.

What will you design, develop and deliver?

We will design a mobile app prototype that combines user location with local community groups. It will harness systematic matching to ease the process of swapping clothes.

We will use potential user insight, competitor analysis and social media marketing techniques to inform the development of this app. We will also consider the pain points of safety, user trust, clothing hygiene and second hand overconsumption, thus enabling the most current trends to be utilised and encouraging user participation.

We plan to deliver a basic version of the mobile application with functional features, along with wireframes showcasing additional features designed based on prior analysis and research. We aim to monetise this app in the long term through an additional features/ premium subscription module and ticketed swapping events.

Ashleigh McKenna (LC) is an MPhil student in Energy Technology. She earned her Mechanical and Electrical Engineering degree from Bath and spent a year with energy giant RWE. Passionate about sustainability, in this project she is shifting her focus from renewable energy to fashion, combining innovation with her love of thrifting. Beyond academia, she's excited to join the Cambridge University Fashion Show in March.

Pola Zuzanna Labedka (LC) is an MPhil student in Machine Learning and Machine Intelligence. She earned her bachelor's degree in the Netherlands at University College Twente, an interdisciplinary liberal arts college, where she focused on computer science and mathematics. Her studies included multidisciplinary projects related to the UN Sustainable Development Goals. She also has experience in software engineering, having completed internships at Google. Outside of academia, Pola practices circus arts, specializing in aerial silks and rope.

Steven Dhariwal (LC) is an MPhil student in Advanced Chemical Engineering with a BEng from the University of Nottingham, where he explored sustainable reaction engineering. His studies, along with an internship in project management and computational modelling, have strengthened his problem-solving, analytical, and numerical skills. Passionate about sustainability and innovation, he brings creativity, adaptability, and strategic thinking to tackling complex challenges with enthusiasm and optimism.

Inductor.ai

Our team aims to offer a modern solution to circuit design software. It is currently outdated and engineers are content with old and clunky software. Our solution looks to refresh the interface, provide AI solutions to auto-complete designs, and will also allow users to collaborate on designs in real time.

What will you design, develop and deliver?

Our team will look to develop a web service that will allow user to create, simulate and export circuits. The final product will have real time rendering to PCB design on top of the MVP design of AI autocomplete and user collaboration.

Mihai Mesteru (LC) is a George Moore Scholar currently studying for an MPhil in Engineering. His research into superconduction in low voltage applications, follows an undergraduate degree in Electronic Engineering at Trinity College Dublin. Mihai is interested in circuit design for sustainability, particularly reducing power losses to improve efficiencies in systems. Having worked in companies such as Analogue Devices and Cadence, he hopes to bring domain knowledge to Inductor.ai as a CEO.

Christos Margadji (W) is a 3rd PhD candidate investigating the integration of reasoning, imagination and memory into advanced manufacturing processes. He holds an MSc in AI from Imperial College and brings industry experience through research positions at LLNL and IBM. His academic excellence has been recognized through multiple awards, including distinctions from the Institution of Mechanical Engineers (IMechE) and other scholarships. His vision is to bridge the gap between human-like reasoning capabilities and industrial automation systems.

JabEd

Our team aims to address SDG 3, with a particular focus on Goal 3.2 (reducing preventable deaths of newborns and children) and Target 3.b (improved vaccine coverage). Specifically, we aim to address low perinatal (before the age of one) vaccination rates among ethnic minority communities in North London.

What will you design, develop and deliver?

Our team will collaborate with researchers, faith leaders, and community members to co-design a non-profit organization focusing on maternal and infant vaccination uptake among Black and South Asian communities in North London. We will begin with a six-month pilot project, during which time we will build relationships with community leaders (particularly faith leaders), local organizations, healthcare workers, and the general public. With support from Cambridge Public Health researchers, we plan to conduct focus groups and semi-structured interviews to identify the key factors impacting perinatal vaccine uptake.

Ultimately, we will use the findings of this pilot project to co-develop a variety of programmes (potentially online materials, workshops, events, and TV/radio programming) to target the major determinants of vaccine confidence among these subpopulations.

Emma Hillier (LC) is a Molecular Mechanisms of Human Disease MPhil student. She led the team that won the MedTech Foundation programme for their novel solution to anastomotic leaks as a first year medical student. She furthered this experience through the Learn 2 Innovate Programme, pitching the next-generation in Norovirus testing to four major universities. Emma is also collaborating with an anatomical models start-up through Cambridge i-Teams. In addition to innovation strategy, she contributes a medical background to bridge the gap between healthcare professionals, scientists and the public.

Tadala Mzengo (LC) is an MPhil student in Population Health Sciences, specializing in infectious disease epidemiology. With a background in Medical Microbiology, she is particularly interested in improving vaccine uptake post-COVID-19 pandemic. Within the team, her role supports the design and interpretation of focus groups and interviews, ensuring evidence-based strategies to enhance vaccine uptake.

Asha Mior (LC) is a student in the MPhil in Population Health Sciences programme. Many of her past research projects have focused on vaccine hesitancy in Canada during the COVID-19 pandemic. She is especially interested in the complex relationships between vaccine uptake and political identity — particularly among ethnocultural minority communities — and the potential for creative and community-centred solutions. Asha also has experience with qualitative research, and looks forward to bringing her insights to JabEd.

Learn4Life Namibia

We aim to address the lack of quality education for students in Namibia, i.e., those from disadvantaged backgrounds. Enrollment rates drop significantly after Grade 7, with only 65% continuing, reflecting systemic inequities. Many schools lack resources, and mentoring programmes often face insufficient training and materials to be effective.

What will you design, develop and deliver?

We will establish a Cambridge-based student society to expand the collaboration between the PAY Namibia community centre and Windhoek International School (WIS), which sends volunteers from WIS to teach students from underdeveloped areas in Windhoek at PAY—a programme one of our team members has participated in. The society's volunteers will support PAY Namibia by designing: (1) Physical educational materials (problem sheets, question papers) for grades 6–7. We will focus on Science and Health, identified as a critical subject by PAY Namibia manager. (2) Online and in-person guidance for tutors on delivering educational content. We have also partnered with a Cambridge-based AI education startup founded by one of our team members to develop locally tailored educational materials. The expansion of the project into other regions will be aided by the AI start-up and funded externally.

Viktoria Elllmies (LC) grew up in Namibia, attending Windhoek International School before moving to the Netherlands and completing her BSc in Chemistry and Molecular Cell Biology with honours. During her undergraduate studies, Viktoria worked in Biotechnology and Astrochemistry labs and is currently pursuing an MPhil in Planetary Science. While living in Windhoek, she volunteered as a student tutor for STEM subjects and now aims to make Science education more accessible in the Global South.

Oliver Almond (LC) is completing his MPhil in Development Studies having recently graduated from the London School of Economics with a first-class degree in Economic History. His research focuses on applying historical insights to contemporary development challenges, particularly in advancing the Sustainable Development Goals (SDGs).

Falak Shabir (LC) is pursuing an MPhil in Architecture and Urban Studies having recently been awarded the Andy Matsui Award for academic distinction in Environmental Science. During her undergraduate studies, she co-founded the Environmental Science club, where she served as a Program Coordinator and Secretary. Her research focuses on exploring the correlation between energy sufficiency and achieving decent living in the Global South, which can inform policies for sustainable development.

Tsz Hang (Conor) Fei (LC) is currently pursuing an MPhil in Philosophy. He completed his undergraduate studies at the University of Toronto, joint specializing in Philosophy and Political Science. He is a co-founder of an EdTech company based in Beijing, aimed at reforming the global education system with AI. Before, he founded a mechanical keyboard project at the age of 15. His goal is to promote equality of opportunity worldwide.

Lucy Foodies

Our group observes the 9.5 million tonnes of food waste generated every year in the UK, with a big proportion of that coming from individuals and markets. In line with the UN's goal to ensure sustainable consumption and production patterns, we aim to reduce food waste from individuals markets.

What will you design, develop and deliver?

The app we will develop allows users to identify small/independent businesses, shops, and individuals with soon to expire/spare ingredients/raw food. In the first stages, logistics will be arranged independently by shops and customers. Spare ingredients/raw food include anything sold by the shops. For each item, a photo, expiry date, and allergens must be attached. The price of each item will be set by the shop.

Customers can search for a specific item(s) and the app would return where it/they can be found. Respective prices would also be displayed. Users can also be notified of their preferred items becoming available.

The app will primarily target students, since this demographic is one of the most vulnerable populations when it comes to healthy eating and financial stability. Additionally, we acknowledge that many students are moving into new cities and are unfamiliar with local markets and produce that are not from mainstream supermarkets.

Tess Xiao (LC) has graduated from UCL and continued to pursue her studies in education through her MPhil in Education with Psychology. She is also a social secretary in the Lucy Cavendish MCR. Through her role she has discovered her passion for bringing communities together and understanding the need to support students during their university life, especially their emotional and physical wellbeing. This project brings together a blend of these aspects in combination with her favourite hobby: cooking.

Jiaqi Cao (LC) is a British-Chinese student, studying an MPhil in Ethics of AI, Data and Algorithms. During his undergraduate degree, he studied Philosophy, Logic and Scientific Method at the London School of Economics. He enjoys playing the violin and piano, and is the Events Officer at the Lucy Music Society, where he helps organise events for students to be able to come together and expand their social circle through shared interests.

Brian Nguyen (LC) is a medical student from Newcastle University, currently intercalating in MPhil in Medical Science with the Department of Medicine. Since joining Cambridge, he has been exposed to a wide range of disciplines. He finds value in sustainable enterprise as it enriches multiple communities by shaping a more ideal world.

Scanzer

We aim to tackle plastic waste mismanagement by increasing consumer awareness and engagement in recycling. Our solution incentivizes responsible disposal through smart retail bins with digital feedback, reducing plastic in landfills and water bodies while driving sustainable behaviour and economic value for both consumers and retailers.

What will you design, develop and deliver?

We will build a digitally enabled deposit return system for used plastic packets. Our solution will feature smart retail plastic waste bins equipped with digital displays to enhance recycling engagement and consumer awareness.

To keep costs low, we will repurpose our existing bins that are currently deployed at our partnered retail stores in Bangalore and where customers already deposit plastic waste for recycling. Each bin will now be fitted with a compact digital display and scanning capability, allowing users to scan plastic packets before disposal. This system will provide real-time data collection and personalized feedback on users' recycling habits, displayed on their dashboard. By integrating technology with behavioural nudges, our initiative aims to increase recycling rates, promote responsible disposal, and drive sustainable consumer habits.

Through this project, we will empower consumers, support businesses in achieving sustainability goals, and contribute to reducing plastic waste in retail environments.

Manjari Gupta (LC) thrives on complex challenges with curiosity and joy and is driven by an unwavering passion for sustainability. A former banking professional at India's largest private sector bank, she found her true calling in tackling environmental crises. Now, as a mission-driven entrepreneur, she spearheads circular economy transitions through behavioral interventions, merging sharp business acumen with a deep commitment to planetary well-being. As a Master's candidate at Cambridge and an ESG Scholar, she harnesses world-class resources to scale her venture and pursue entrepreneurship with a purpose.

Vortica

Extreme weather events are increasing, yet forecasting remains slow, costly and inaccessible. Traditional models require supercomputers, whilst end-to-end machine learning systems are often inconsistent with fundamental physics. Derived from PhD research, Vortica offers a fast, scalable and open-source alternative, enabling self-service forecasting for industry and governments to make better decisions.

What will you design, develop and deliver?

Vortica will be an open-source, physics-informed weather forecasting system, designed for real-time and on-demand insights. Traditional models, like those used by the Met Office, require supercomputers and hours of processing, whilst proprietary AI-driven forecasting systems, such as those from DeepMind, remain generally inaccessible to individuals and businesses. Vortica will offer a fast, more transparent alternative, allowing users to generate their own forecasts rather than relying on centralised reports. Using a hybrid computational approach, Vortica balances speed, scalability and scientific accuracy. A high-speed computational backbone enables rapid forecasting, whilst a physics-based correction layer ensures consistency with real-world atmospheric behaviour. This allows businesses, researchers and policymakers to access precise, customisable forecasts in real time. Vortica will operate on a freemium model, providing 14-day forecasts for free whilst offering long-range predictions (14 days to three months) as a premium service for industries such as finance, insurance, infrastructure and disaster response.

Charles Walker (LC) is an MPhil candidate in Bioscience Enterprise, focused on commercialising promising scientific research. Interested in how technology can promote democratisation, he previously co-founded EqualEd, an edtech social enterprise, and sat on the advisory council of Tribal Group, one of the UK's largest technology businesses. With a strong entrepreneurial background, he recently raised £100k in pre-seed funding for Reeplay, a sustainable sports platform. At Vortica, he will be responsible for finance, operations and commercial strategy.

Pritthijit Nath (LC) is a PhD researcher at Cambridge specialising in climate modelling and AI-driven weather forecasting. With a background in computer science from Jadavpur University and a Master's from Imperial College London, his work integrates reinforcement learning with physics-based climate models. Passionate about improving extreme weather predictions, he collaborates with the Met Office to refine forecasting accuracy. With strong expertise in climate technology, he will lead on engineering, machine learning and meteorological science at Vortica.

Afternoon Teams

0RES

The construction and demolition of buildings generate huge amounts of waste. While some of the materials used, both structural and non-structural, could be reused, the construction industry frequently relies on brand new materials for each project, resulting in high embodied carbon and contributing to environmental impact.

What will you design, develop and deliver?

A database for sustainable building research and recommendations, as well as a digital marketplace.

0RES interjects in the architectural planning stage between the architect, structural engineer and the construction companies themselves.

1. It can provide architects and engineers with ideas and concepts to allow for more reused materials in their buildings.
2. The industry requires a platform for material resellers and buyers to come together.
3. 0RES will use and train AI to recognise the materials used in buildings from construction plans, search in its database to find suitable materials provided by structural and non-structural deconstruction of older buildings and suggest sources.

Patrick Wang (LC) studied Architecture and is currently pursuing a year of Management Studies at Cambridge Judge Business School. His experience includes two architecture placements and a summer internship in construction project management. With a strong focus on sustainability, his academic and professional work explores circular economy principles. He is particularly interested in advancing material reuse in construction, aligning with the UNSDG through innovative solutions like his team's database project

Ed Xu (CHU) studied Architecture and is currently pursuing Management Studies at Cambridge Judge Business School. He has worked on projects ranging from researching commercialization for a Parkinson's diagnostics startup, urban regeneration in Shanghai, to sustainable village reconstruction in Pakistan. Passionate about interdisciplinary approaches, Edward is eager to explore the intersections of architecture, UNSDG, and digital business innovation, particularly through a project focused on material reuse.

ArthroBites

We aim to address the increasing demand for meat, which drives unsustainable livestock farming. With a growing population and climate risks to traditional farming, we seek innovative solutions for a sustainable future, targeting UNSDG 12: Responsible Consumption and Production, and UNSDG 13: Climate Action.

What will you design, develop and deliver?

ArthroBites is a social enterprise aiming to educate and encourage the public to consume insects as alternative protein sources as they possess minimal environmental impact, efficient resource use, and high nutritional value. We will design a website and utilise social media platforms to educate the public on the benefits of consuming insects, dispel any misconceptions about insect consumption, and publicise our future events (eg. pop-ups and workshops). Simultaneously, we will organise pop-up events that invite the public to sample insect-derived food products.

This would be in partnership with a UK-based company that sells UK-farmed insect-based food products. One example would be a pop-up stall that we are currently planning to set up in the Cambridge Judge Business School, which will engage the staff and students there. We are exploring the possibility of running a cooking course, encouraging participants to incorporate insects into their everyday cooking as a healthy and sustainable alternative.

Jia Rong (JR) Joan Poon (LC) is the founder of ArthroBites, leading efforts to promote insect consumption as a sustainable protein source. As a final-year Natural Sciences undergraduate specialising in Zoology, she has a strong foundation in animal science, ecology, and conservation. ArthroBites merges her expertise and passion, driving her mission to advocate for alternative proteins and contribute to a more sustainable future.

Rebecca Hankins (LC) is a final-year Natural Sciences undergraduate specialising in Pathology, with particular interest in immunology and how diet can impact our long-term health. As former JCR Green Officer, Rebecca has been involved in a wide range of environmental initiatives across the University, providing her with valuable experience in publicity and logistics. She is passionate about science communication and wants to help educate sustainable food choices, which led her to work on publicity for ArthroBites.

Coexist

I aim to tackle human-elephant conflict (HEC) in Sri Lanka, where habitat fragmentation forces elephants into human settlements, causing economic losses, human casualties, and elephant deaths. Existing solutions like electric fences are ineffective. This conflict threatens biodiversity and rural economies, with farmers losing livelihoods due to frequent crop raids.

What will you design, develop and deliver?

I will design, develop, and deliver an enhanced RFID-based elephant tracking platform that provides real-time location updates to local authorities and communities, enabling proactive measures to mitigate human-elephant conflict.

Having previously developed a similar platform during my internship with the Sri Lankan Civil Service, where it successfully reduced elephant fatalities, I aim to refine and scale this solution. During my Millennium Fellowship, I attempted to build a similar platform but faced challenges in implementation, highlighting the need for improved infrastructure and stakeholder engagement. My enhanced system will integrate AI-powered movement prediction, automated early-warning alerts, and community-driven conservation models. Additionally, I will explore public-private partnerships for funding and collaboration with local conservation groups and policymakers to ensure long-term impact.

This project will not only reduce human-elephant casualties but also protect rural livelihoods and biodiversity, fostering a sustainable, technology-driven solution to HEC in Sri Lanka.

Damsith Nimsara Wimalasena (LC) is a finalist reading Land Economy. He is currently the Vice President of Cambridge University Entrepreneurs, the largest entrepreneurship society in Cambridge. A UN Millennium Fellow and World Economic Forum Global Shaper, Damsith has worked across startups and the public sector, focusing on fundraising for early-stage ventures, researching conservation initiatives, and analysing sustainability driven investment strategies. His experience spans financial modelling, policy analysis, and economic development, along with a strong passion for sustainable innovation.

Fatima and Andre

The University of Cambridge excels at training students in critical thinking but often overlooks the development of creativity, entrepreneurial thinking, and practical problem-solving. Many departments focus on producing rigorous scholars but do not equip students with the confidence or experience to apply their knowledge, take risks, and build new ventures. As a result, graduates excel in critique but struggle to turn ideas into action. Our initiative seeks to bridge this gap by encouraging departments to take a more entrepreneurial approach to education.

What will you design, develop and deliver?

We will establish an innovation consultancy that collaborates with university departments to integrate entrepreneurial thinking into academic learning. This will involve designing bespoke programmes, including incubators, competitions, and mentoring schemes, tailored to each faculty's needs.

Our consultancy will develop structured frameworks to help departments run creativity-focused initiatives, ensuring students gain hands-on experience in idea generation, problem-solving, and venture-building. We will also provide guidance on sourcing funding, connecting with industry mentors, and embedding practical entrepreneurial education into existing curricula.

In addition to consulting, we will host pilot projects, such as hackathons and innovation challenges, to demonstrate the tangible benefits of our approach. Through these interventions, we aim to shift academic culture towards one that values experimentation, collaboration, and action, preparing students for impactful careers beyond traditional academia.

Fatima Yuzuf (LC), a Politics finalist, brings six years of expertise in political literacy and youth engagement. Having organised hackathons across the UK, she has demonstrated exceptional ability in creating innovative educational programming – from coordinating events with Secretary of State for Northern Ireland Hilary Benn in Leeds to grassroots initiatives with young women's charities in Brixton. Her experience includes parliamentary shadowing of Baroness Bennett and Baroness Blower, and selection by Sky News for General Election declarations.

Andre Pancholi (HO) is a third Year Geography student. Andrew has a strong interest in entrepreneurship, due to its potential to inject new ideas, technologies and practices into society. He is a keen environmentalist, having worked on local urban biodiversity initiatives; and has worked with financial institutions on developing sustainability frameworks to maximise their impact. He is most passionate about building a social enterprise that tackles a local issue, and uses an innovative approach to solve it.

Multiple

Global warming potential (GWP) gases released by air conditioners contribute to climate change and extreme weather: a vicious cycle that must be broken. We aim to address sustainable climate conditioning by rethinking how we condition temperature and humidity for comfortable living spaces and food production.

What will you design, develop and deliver?

Our solution to the challenge of sustainable climate conditioning is to encourage a paradigm shift in thinking about the functional spaces we live in. Our system doesn't release GWP gases, supports local farm to table urban farming while removing air pollutants and increasing the green lung in our climate conditioned spaces. We will design new/repurposed spaces for social and economic benefit such as study pods or meditation pavilions which are cool in summer and warm in winter, and can grow out of season ornamental or food crops all year round sustainably, employing a patented technology using primarily water to condition air and water temperatures and humidity levels for environmentally friendly climate conditioning. Our dream is to create a Cambridge-wide custom design spaces at all colleges for a network of sustainable creative functional spaces conditioned in a non-traditional way.

Caelyn Boey (LC) is a first year Psychological and Behavioural Sciences undergraduate. Caelyn hopes to gain skills and knowledge to nudge human behaviour towards responsible living while dedicating her free time towards her favourite pastimes of baking, cooking, music and badminton. Caelyn would love to apply theoretical knowledge about decision making to alter outcomes via social enterprise endeavours that can generate profits to be self-sustaining. Caelyn is excited to gain invaluable insights from Lucy Enterprise.

Brian Chau (LC) is a a Year 1 Natural Sciences student. His interests span just about everything, from calculus to cooking to classical literature, so his strengths lie in problem-solving and adaptability. Brian is excited to join the Lucy Enterprise Challenge and hoping to supply many original ideas, as well as focus on the data- and strategy-heavy side of things.

Talent Hunter

Parents usually struggle to identify their children's talents and interests without significant time and financial investment. Subsequently, they often choose extracurricular activities based on other factors such as convenience or trends. This mismatch can lead to frustration, lack of engagement, and difficulty in sustaining long-term learning and practice.

What will you design, develop and deliver?

We will establish an educational institution that enables children from all socioeconomic backgrounds to discover their talents and interests early in life. To achieve this, we will design and develop multiple series of trial classes across disciplines such as arts, music, sports, and sciences. Each series will include approximately ten specialised categories (e.g., different types of sports and musical instruments), allowing children to explore various choices while professional instructors assess their potential. After completing the trials, parents will receive a comprehensive report from all instructors, providing valuable insights into their child's strengths and interests. Based on the report and the child's experiences, families can make well-informed decisions on future extracurricular activities. Additionally, through a high level of standardisation, we hope to offer the trial class series at a price affordable for all students and families, making talent discovery accessible to more families and opening up possibilities for their children's future.

George Ma (LC) is a first-year undergraduate studying Natural Sciences. He has a strong interest in cellular biology and oncology and has participated in several research projects in these areas. Outside of his studies, George enjoys running, playing go, and designing board games. Having faced challenges in discovering long-lasting hobbies during his childhood, George hopes his 6-year-old sister does not go through the same struggle. This inspired his team to come up with the project: Talent Hunter.

Sophia Xu (SID) is a first-year undergraduate student studying Natural Sciences. She has a background in biology, with past research experience at East China University of Science and Technology and Chinese Academy of Science. Drawing from her own experiences with childhood enrichment programmes, she is passionate about innovating early education. She will lead the project as CEO, and also contributing to product development and early marketing.

Mulan Li (CAI) is a first-year student studying Land Economy. Her strengths lie in marketing and innovation, with experience in creating market reports, launching an original eco-friendly brand, and leading a student-run social enterprise. Her editorial skills from journalism and graphic design can further support the production of effective visual aids and promotional materials. Mulan contributes to the team by analyzing economic metrics and developing marketing strategies to attract potential investors and clients.