

FOUNDERS FORWARD MENTORING

LONDON 2024



JPMORGAN  
CHASE & CO.

## MENTEES



**Adelina Hristova**  
GROWYZE LTD

Smart software solution for hospitality businesses to streamline their operations, cut costs and reduce waste whilst providing greater visibility and control.

*My motivation for starting my business:*

*After working in hospitality as a student, and inspired by my sister's experience and passion for addressing hidden losses, we founded Growyze to tackle these and reduce the impact on lost revenue in the hospitality sector.*

[www.growyze.com](http://www.growyze.com) | [linkedin.com/in/a-hristova](https://linkedin.com/in/a-hristova)

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**Anne-Sophie Martin-Kukah**  
ACENTIA LTD

Helping FMCG brands scale up from online clicks to retail shelves.

*My motivation for starting my business:*

*I was motivated by the market opportunity to help underrepresented founders grow their brands with leading partners, driving performance online and scaling up into retail. There isn't an institution that encapsulates the ecosystem of "founders, growth partners and retail" into one.*

[www.ascentgroup.com](http://www.ascentgroup.com) | [linkedin.com/in/annesophiemartin](https://linkedin.com/in/annesophiemartin)



## Bukky O Yusuf

### TEACHING AND LEADING EXCELLENCE

Educational consultancy focused on leadership development coaching, keynotes and workshops.

*My motivation for starting my business:*

*As much as I love teaching and learning, I also love supporting the development of others particularly midlife women from under-represented groups who want to progress into senior leadership positions. I have influence as an educator and leader, which is why I set up my business to expand my impact.*

[www.teachleadcoachofficial.com](http://www.teachleadcoachofficial.com) | [linkedin.com/in/bukky-yusuf](https://www.linkedin.com/in/bukky-yusuf)

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## Dr Chiara Board

### P.HAPPI

Biotech company, developing novel, non-antibiotic microbiome products for women's intimate health.

*My motivation for starting my business:*

*As a sufferer from UTIs myself, I was frustrated with so few solutions and a lack of innovation in this space. I cannot blame someone else if I am not doing something about it. So, I decided to use my science background to serve women better.*

[www.p-happi.com](http://www.p-happi.com) | [linkedin.com/in/chiara-heide](https://www.linkedin.com/in/chiara-heide)

## MENTEES



### Clare Lucas

UK DUCKS IN A ROW LTD

Outsourcing agency - virtual assistant services, business consultancy and project and event management.

*My motivation for starting my business:*

*Covid gave me the push I needed. My passion is helping other people fulfil their passion.*

[www.ducks-in-a-row.uk](http://www.ducks-in-a-row.uk) | [linkedin.com/in/clare-lucas](https://linkedin.com/in/clare-lucas)

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### Denise Dickenson

ASPIRING YOUNG WOMEN

Supporting young adolescent girls in making the right choices to have a healthy and abundant life.

*My motivation for starting my business:*

*I started the business after my own lived experience of trauma. Navigating life as a woman and mother has been challenging and my motivation lies in supporting people to fulfil their potential.*

[www.aspiringyoungwomen.org](http://www.aspiringyoungwomen.org) | [linkedin.com/in/ayw-london](https://linkedin.com/in/ayw-london)

**Elsie Ocran**

GGLOW

Natural shea-based products for skin, hair, food and medicinal applications.

*My motivation for starting my business:*

*Gyamfua Glow is not just a business to me – it is now my life's purpose – bringing these wonderful shea butter products from my native country to the UK and one day, the rest of the world. The first people to try my products urged me to bring them to a wider audience.*

[www.gglow.co.uk](http://www.gglow.co.uk) | [linkedin.com/in/elsie-ocran](https://linkedin.com/in/elsie-ocran)

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**Esin Akan**

ESIN AKAN

Sustainable leather bags for women available online and retail.

*My motivation for starting my business:*

*While I was making leather bags for the world's most prestigious brands, including Burberry and Anya Hindmarch, I spotted a gap in the market for practical, stylish and designer-quality bags at accessible prices.*

[www.esinakan.com/](http://www.esinakan.com/) | [linkedin.com/in/esin-akan](https://linkedin.com/in/esin-akan)

## MENTEES



### **Fab Giovanetti**

ALT MARKETING SCHOOL

Marketing school, providing marketing training, teaching and resources.

*My motivation for starting my business:*

*I wanted marketing to be better for everybody, and I wanted it to be more accessible and inclusive and allow more people to get the skills necessary to build a strong career in marketing. I truly believe that we can make learning fun with kindness and purpose when it comes to our marketing, so I set up a school.*

[www.altmarketingschool.com](http://www.altmarketingschool.com) | [linkedin.com/in/fabgiovanetti](https://www.linkedin.com/in/fabgiovanetti)

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### **Fernanda Correia-Sefzick**

TREAT ME RIGHT CIC

Training, coaching and support to women and nonbinary individuals, survivors of domestic abuse.

*My motivation for starting my business:*

*My lived experience of domestic abuse and identifying a gap in training and support in an environment that understood the complexity of the issues experienced by survivors.*

[www.treatmeright.org.uk](http://www.treatmeright.org.uk) | [linkedin.com/in/fernandajcorreia](https://www.linkedin.com/in/fernandajcorreia)



### Grace Ikomi

VILLAGE AND HOME

Homeware company selling African-themed products.

*My motivation for starting my business:*

*I am a creative and an ideas person and I have always wanted to start my own business. My passion for property and beautiful homes is the reason for creating a homeware business.*

[www.villageandhome.com](http://www.villageandhome.com) | [linkedin.com/in/grace-ikomi](https://linkedin.com/in/grace-ikomi)

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### Hong Zhou

RHIG LTD

Physical and mental health and wellbeing consulting including workplace mental health.

*My motivation for starting my business:*

*I was inspired by my own struggles with anxiety, depression, and stress-related conditions and recognised a significant gap in managing stress causes, particularly the key life adversities outlined by the World Health Organization.*

[www.holisticwellbeingcoaching.co.uk](http://www.holisticwellbeingcoaching.co.uk) | [linkedin.com/in/hong-z](https://linkedin.com/in/hong-z)

## MENTEES



### Ifeoma Ekwobi

MA OMA LTD

Manufacturer of natural, vegan hair and skincare cosmetics.

*My motivation for starting my business:*

*Starting my business was a deeply personal journey that stemmed from my own experiences. I turned to my knowledge of natural ingredients to create products that could help. For me, it's not just about selling skincare; it's about sharing solutions that are gentle on the skin and free from harmful chemicals.*

[www.ma-oma.com](http://www.ma-oma.com) | [linkedin.com/in/ifeoma-ekwobi](https://www.linkedin.com/in/ifeoma-ekwobi)

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### Ioana Parry

SPARK PSYCHOLOGY LTD

Coaching and research in organisational psychology and evaluation of occupational psychology based on client's requirements.

*My motivation for starting my business:*

*What motivated me was the opportunity to apply my knowledge and creativity to develop new products as well as the independence and variety provided by having my own business.*

[www.elevatecareers.org/services](http://www.elevatecareers.org/services) | [linkedin.com/in/ioana-parry](https://www.linkedin.com/in/ioana-parry)



**Iulia Filipovscaia**

VOICE OF SOURCE LTD

Lifestyle purification system of sustainable and conscious products and services.

*My motivation for starting my business:*

*I started investing into myself: self growth, meditation and wellness and Voice of Source was born. I created a system that helps one purify on all 4 levels: physical, emotional, social and mental to rise to challenges to achieve more.*

[@voiceofsource](https://www.instagram.com/voiceofsource)**Janet Enang**

INTEGRITYR LTD

Recruitment and onboarding of single parents and ethnic minorities.

*My motivation for starting my business:*

*My business was born from my own lived experiences. Despite the resilience I demonstrated, I continually faced systemic challenges pervasive in society. I am passionate about single parents and ethnic minorities.*

[www.integrityR.co.uk](http://www.integrityR.co.uk) | [linkedin.com/in/janet-enangintegrityr](https://www.linkedin.com/in/janet-enangintegrityr)

## MENTEES



**Judy Koloko**

THE STEAM BAR

Premium hair care brand for people with coily afro and textured hair.

*My motivation for starting my business:*

*I recognised a need for high-quality hair care options and products with beneficial ingredients in the black hair care industry and wanted to create a space where the underserved community could feel acknowledged, included, and deserving.*

[www.thesteambar.com](http://www.thesteambar.com) | [linkedin.com/in/judy-koloko](https://linkedin.com/in/judy-koloko)

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**Julie Wright**

LIBRA RISING LTD

Health and wellness consultants delivering corporate wellbeing talks, workshops, products and therapy for sleep improvement and insomnia.

*My motivation for starting my business:*

*I am a sleep coach, natural health educator, published author and an advocate for natural solutions and therapies. Having worked for corporations and start-ups, gave me the inspiration to think big and the experience to roll up my sleeves and make things happen.*

[www.wesleep.co.uk](http://www.wesleep.co.uk) | [linkedin.com/in/juliewright](https://linkedin.com/in/juliewright)

FOUNDERS **FORWARD** MENTORING

LONDON

## M E N T E E S

**Laiz Regina Cogo**

LALA COGO PHOTOGRAPHY

Branding photography for female entrepreneurs and small business owners.

*My motivation for starting my business:*

*Realising I could leverage my skills to help other women entrepreneurs brought me a deep sense of fulfilment and purpose and inspired me to establish my own business, focused on providing branding photography for female entrepreneurs and small business owners.*

[www.lalacogophotography.com](http://www.lalacogophotography.com) | [linkedin.com/in/laizcogo](https://www.linkedin.com/in/laizcogo)

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**Lorraine Gabriel**

KISSES IN THE SKY CIC

Working in the health sector using multi-disciplinary arts to enhance the wellbeing of adults.

*My motivation for starting my business:*

*I left school wanting my own business. The journey began with the transition from full- to part-time employment and studying business management with the desire to "feed my soul".*

<https://www.kissesinthesky.org.uk> | [linkedin.com/in/lorrainegabriel](https://www.linkedin.com/in/lorrainegabriel)



### **Louise Nicholson**

CRAFT & CRUMB

Eco-friendly, sustainable and premium Bake & Craft kit.

*My motivation for starting my business:*

*I was fed up with the endless, useless children's party bags full of plastic that offered only minutes of fun before being discarded, so created a premium personalised Party Bag containing baking ingredients to take home instead.*

[www.craftandcrumb.com](http://www.craftandcrumb.com) | [linkedin.com/in/louise-nicholson](https://www.linkedin.com/in/louise-nicholson)

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### **Lulu Liu**

META ARTYYTUDE

Sustainable and modular housing solutions.

*My motivation for starting my business:*

*I want to address both the housing crisis and sustainability challenges by offering homes that are rapidly deployable, cost-effective and environmentally friendly. These homes incorporate smart technology and renewable energy systems, providing innovative housing solutions for governments, housing associations, NGOs, and corporate social responsibility projects.*

<https://metaartytude.com/> | [linkedin.com/in/lulu-liu](https://www.linkedin.com/in/lulu-liu)

## M E N T E E S

**Marjan Moosavi**

BLUE WAVE SWIM SCHOOL

Swim lessons in southwest London to all ages.

*My motivation for starting my business:*

*I enjoy the process of working for myself and having the flexibility to have different options for both personal and professional growth. I find the process of setting up a business and growing revenue very stimulating and rewarding.*

[www.bluewaveswim.co.uk](http://www.bluewaveswim.co.uk) | [linkedin.com/in/marjanmoosavi](https://linkedin.com/in/marjanmoosavi)

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**Myca Lee**

ENRICH360

Global EdTech platform for children aged 6-16 years to prove them with the practical skills needed for tomorrow's world.

*My motivation for starting my business:*

*I have always been drawn to entrepreneurship, as the freedom to bring my own vision to life without limitations has always appealed to me. Creating impact has been the main driver for the projects I have set up, be it societal or creative.*

[www.enrich360.ai](http://www.enrich360.ai) | [linkedin.com/in/myca-lee](https://linkedin.com/in/myca-lee)



### **Naila Ahmad**

NAILA AHMAD LONDON

Textile artist creating traditional block-printed fabrics for slow fashion accessories, homeware, soft furnishings and self-care lavender sachets.

*My motivation for starting my business:*

*I wanted financial independence, something that I could do from home while being a busy mum of four. I was always interested in crafts/sewing, studied Home Economics at college.*

[www.nailaahmadlondon.co.uk](http://www.nailaahmadlondon.co.uk)

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### **Rebecca Rodden**

ELUROOM

Chic and practical womenswear apparel.

*My motivation for starting my business:*

*I love creating things and I'm committed to inspiring women to radiate JOY through effortless style and mindset to live a full spirited life with confidence. How you dress, your mood and mindset are interwoven.*

[www.eluroom.com](http://www.eluroom.com) | [linkedin.com/in/rebecca-rodden](https://linkedin.com/in/rebecca-rodden)

## M E N T E E S



**Roxanne Pryor**  
SUPEROOM

Wellness brand offering state-of-the-art, natural, and organic liquid mushroom formulas.

*My motivation for starting my business:*

*My motivation stemmed from personal experience with chronic stress and burnout. Conventional medicine offered no solutions, only temporary fixes. Discovering functional mushrooms through my research transformed my health and ignited a passion for holistic well-being.*

[www.superoom.co](http://www.superoom.co) | [linkedin.com/in/superoom](https://www.linkedin.com/in/superoom)

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**Sonia Medic**  
PRIVATE ULTRASOUND

Accessible medical ultrasound diagnostics to all for an affordable price.

*My motivation for starting my business:*

*My sister and I wanted our own business to provide better services and work for ourselves. Our mission is to 'democratise' medical services and bring quality and access to all for an affordable price, and immediately available.*

[www.privateultrasoundsclondon.com](http://www.privateultrasoundsclondon.com) | [linkedin.com/in/soniamedic](https://www.linkedin.com/in/soniamedic)

## MENTEES



**Sylwia Pecio-Madebo**

PIC TREE

Outsourced communications and advertising for charities, NGO's, educationalists and small businesses.

*My motivation for starting my business:*

*I took a leap of faith by leaving the comfort of an agency to follow a singular passion to craft impactful narratives fuelled by empathy and our client's unique vision.*

[www.pic-tree.com](http://www.pic-tree.com) | [linkedin.com/in/sylwia-pecio](https://linkedin.com/in/sylwia-pecio)

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**Vered Zimmerman**

FINTEXT LTD

Data, tools and training for automating financial storytelling.

*My motivation for starting my business:*

*While working as a financial writer, I had automated my own job. I could do it because I deeply understood the creation process and had the tech skills to build software. Thus, I realised I could make writing easy for others and I started FinText.*

[www.fintext.io](http://www.fintext.io) | [linkedin.com/in/vered-zimmerman](https://linkedin.com/in/vered-zimmerman)



PARTNER GRANTEE ORGANISATIONS SUPPORTING MENTEES

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Network



Enterprise  
Nation

**Newable**



## MENTORS



**Andrea De Zordo**  
MANAGING DIRECTOR  
Equities



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EXECUTIVE DIRECTOR  
Investment Banking



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M E N T O R S



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Credit Trading & Syndicate



**George Deves**  
EXECUTIVE DIRECTOR  
Securitized Products



**Gerard Breen**  
EXECUTIVE DIRECTOR  
Mergers & Acquisitions

## MENTORS



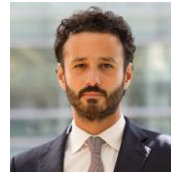
**Jock Nielson**  
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Sales & Marketing



**Kevin Hillcoat**  
EXECUTIVE DIRECTOR  
Strategy & Growth Office



**Marcel Guibout**  
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**Maryna Muntian**  
EXECUTIVE DIRECTOR  
Investment Banking

## M E N T O R S



**Matt Gehl**  
MANAGING DIRECTOR  
Investment Banking



**Matt Owen**  
EXECUTIVE DIRECTOR  
Markets Operations



**Nan Edwards**  
EXECUTIVE DIRECTOR  
Payments



**Nick Charlwood**  
EXECUTIVE DIRECTOR  
Securities Services



**Paul Bartram**  
MANAGING DIRECTOR  
Sales & Marketing



**Rob Tanna Smith**  
EXECUTIVE DIRECTOR  
Securitized Products

## MENTORS



**Ruth Rayner**  
EXECUTIVE DIRECTOR  
Securities Services



**Sam Lilley**  
EXECUTIVE DIRECTOR  
Credit Trading & Syndicate



**Sukh Bachal**  
EXECUTIVE DIRECTOR  
Equities



**Tomas Palacios**  
EXECUTIVE DIRECTOR  
Investment Banking



**Udit Mohta**  
EXECUTIVE DIRECTOR  
Equity Capital Markets



**Will Holyoak**  
EXECUTIVE DIRECTOR  
Equity Capital Markets

J P M O R G A N C H A S E T E A M



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**Founders Forward Mentoring Programme Lead**  
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Colleen Ebbitt | Global Philanthropy  
**UK Small Business Lead**

## MOVING AHEAD TEAM



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Sarah Winckless MBE  
Moving Ahead Lead Facilitator



Sandeep Johal  
Moving Ahead Facilitator





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[www.moving-ahead.org](http://www.moving-ahead.org)