



Enterprise Tuesday
28th November 2023
13.30-18.00
John Innes Conference Centre

Norwich Research Park Hothouse Competition - Finalists:

Dr Yan Fen Lee representing *OPAU*
School of Pharmacy, University of East Anglia (UEA)

OPAU is a Waterless Technology Platform. A process that gently removes water, transforming products into light weight dry sheets, that reduce transportation costs and are more environmentally sustainable.

Jacob Wells representing *MovExplore*,
School of Health Sciences, UEA

MovExplor utilises the latest technologies to provide scans to the public focusing specifically on the way they move. These assessments can aid in diagnosing conditions, creating effective treatment plans, and monitoring general health.

Ken Tam representing *Ediform*,
School of Pharmacy, UEA/ Norwich Research Park based Business

Creation of a new generation of food using 3D and 4D technology which provides the right nutritional values to feed hospital patients, people in care homes, children at school to aid in recovery and/or ensure maintenance of a healthy disposition. The technology can also provide hope and indeed a sustainable food supply to grief-stricken areas of the world easily, cheaply and quickly which can mitigate starvation.

Joshua Colmer representing *TraitSeq*
School of Biology, UEA/ Earlham Institute

TraitSeq is a revolutionary AI-based agritech company, aiming to disrupt the field of agricultural genomics. By utilising proprietary AI and machine learning methods, TraitSeq predict complex agricultural traits and input efficacy with unprecedented accuracy, accelerating the development of new crops and products for breeders, agrochemical, and gene-editing companies. www.traitseq.com

Emma Raven, representing *MVPea*
School of Biology, UEA/ Earlham Institute/ John Innes Centre

MVPea's mission is to bridge the gap between science and consumers by converting cutting-edge research into innovative pea-based food products. They aim to create delicious, healthy and sustainable products that will improve consumer diets. www.mvpea.co.uk

Simone Immler representing *Virilitas Labs*
School of Biology, UEA/ Norwich Research Park Business

Virilitas addresses the critical issue of declining human fertility and limited advancements in assisted reproductive technologies (ARTs). Over the past 40 years, ARTs have seen minimal development, and our understanding of their long-term consequences remains limited. Virilitas' focus is on providing individuals with information about the reproductive health and enabling clinics to offer fertility tools that improve pregnancy and live birth rates. www.virilitaslabs.com

Matthew Bennett representing *Innovative Approaches for environmental sustainability of laboratories*.

Faculty of Science, UEA

Laboratories are essential for research and innovation and fundamental to the delivery of solutions for global societal challenges. They are also highly resource intensive complex environments, posing a challenge for research organisations and the wider sector to achieve net-zero carbon emission targets. Using their knowledge, specialist expertise on laboratory sustainability, and established effective mechanisms, they deliver a range of services for organisations across industry and research to help effectively reduce carbon emissions associated with their laboratory operations.

Dr Ross Overman representing *The Chemistry Shed*
School of Pharmacy, UEA

The Chemistry Shed is a new biotechnology business that uses an innovative in silico platform, developed by scientists at the UEA, to accelerate the discovery of new medicines. This platform will help to lower the cost and accelerate the development of new medicines whilst also providing training and employment opportunities for young scientists here in Norfolk.