



SHORTLISTED 1

ALICE BENTINCK

CO-FOUNDER OF ENTREPRENEUR FIRST AND OF CODE FIRST GIRLS

Alice Bentinck is the co-founder of Entrepreneur First (EF), a London-based startup accelerator for UK and Central European tech graduates that helps build deep tech companies from scratch. EF invests in individuals with computer science and engineering backgrounds and has built more than 100 companies. She is also the co-founder of Code First Girls, a not-for-profit that helps young women explore careers in technology, including teaching them to code for free. An advocate for the entry of more women to the tech field, she was named one of the Fifty Most Inspiring Women in European Tech by the Inspiring Fifty organisation in 2015.

HIGHLIGHTS: ENTREPRENEURSHIP; COMPUTER SCIENCE; CODING

SHORTLISTED 2

SARA NURU

CO-FOUNDER OF NURUCOFFEE AND NURUWOMEN E.V.

Sara Nuru is an entrepreneur, model, speaker, author and ambassador for Menschen für Menschen (People for People). In addition, the Federal Ministry for Economic Cooperation and Development (BMZ) appointed the Ethiopian in 2018 as ambassador for Fair Trade. In 2016 Sara Nuru founded a social business called nuruCoffee together with her sister Sali Nuru. With the sale of fair trade coffee from Ethiopia they aim to support women, who are the most disadvantaged in the value chain. While they support them with micro-loans, education and training for women, they also founded their own non-profit association, nuruWomen e.V. in 2018 in Berlin. The purpose of the association is to promote women in countries of the global south, especially in Ethiopia. This is done by means of information and education, offering training courses for microcredit borrowers, and the granting of microcredits for women who want to start their own business.

HIGHLIGHTS: FAIRTRADE; ETHIOPIA; MICROLOANS; COFFEE

SHORTLISTED 3

TEAM MEMORY HAVEN

DEVELOPERS OF THE APP MEMORY HEAVEN

The Memory Haven team, with Rachael Akano, Margaret Akano, Joy Njekwe and Evelyn Nomayo, are nominated for their contribution to business and technology in Ireland and Europe more broadly, and for leading the way for women in Ireland of all ages, in particular those from underrepresented communities to succeed as they have in business and STEM. They were recently awarded the top prize at the 2020 virtual Technovation World Summit for an app they created called Memory Haven. The app offers support to the 500,000+ people in Ireland whose loved ones have been affected by dementia. It is ground-breaking in terms of the technological support it can provide both to people with dementia and to their carers in relation to memory loss and recognition. To combat these symptoms, some of the features the app includes are a section for photos to be played back as slide shows, reminder alerts, health care checks and games to test memory and cognitive abilities. The Memory Haven app won the top prize at the 2020 Technovation World Summit and the Irish team had been the only EU team to qualify for the senior division finals, thus representing Europe in the final round.

HIGHLIGHTS: DEMENTIA; STEM; TECHNOLOGY; APP