



Kirstie Taylor, Women's Health Executive Lead and HI NENC Marketing and Communications Director

One such project is 'The Northern FemTech and Women's Healthtech Accelerator. This project called for entrepreneurs with a FemTech idea or innovation, to join the acceleration programme, with the aim of securing early stage investment. With the assistance of Lifted Ventures, eight female lead entrepreneurs attended a series of workshops, receiving expert advice and assistance to further develop their innovation and attempt to secure investment (decisions pending at time of publication).

HI NENC have a tried and tested process to assist the development and adoption of healthcare innovations, honed over the last 12 years, to improve population health, support the economy and support the reduction of inequalities. Our Innovation Pathway services, delivered collaboratively with regional healthcare partners, successfully navigate innovators through the complex UK healthcare system.

The following pages demonstrate some of the fantastic innovations HI NENC are supporting as part of this Accelerator Programme and where they currently sit on the Innovation Pathway.

'The UK's health and care system is meant to serve everyone, but women, who make up 51% of the population, continue to face challenges accessing health and social care. Although women generally live longer than men, they spend more of their lives in poorer health, impacting not only their lives, but those of others in their care. Health Innovation North East North Cumbria (HI NENC) is delivering a series of projects focusing on Women's Health to address this balance.' Claire Riley, Chief Corporate Services Officer.



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The Innovation Pathway was conceived and implemented by Health Innovation North East North Cumbria and subsequently adopted by the national Health Innovation Network



Clouser: A Women's Assistant for Wellness and Productivity

Innovator: Adenike Bamigbade

Women's cycles affect far more than just their periods, they influence energy, focus, mood, and productivity. Yet, most existing tools only track menstruation and ovulation, leaving a critical gap in how women manage their health alongside their daily lives. Clouser is changing that.

Clouser is an AI-powered assistant that integrates menstrual health with productivity, offering personalised, automated support to help women plan their schedules around their cycles. By syncing cycle insights with everyday productivity tools, Clouser helps users optimise work, meetings, and rest, turning hormonal rhythms into an advantage rather than a setback.

With 90% of women experiencing menstrual symptoms that can impact their work and well-being, Clouser provides proactive symptom support, ensuring women are prepared before symptoms affect their performance. Unlike standard apps, it also offers expert human support, a crucial feature given that 72% of women in the UK feel unheard by healthcare professionals when discussing symptoms-related concerns (Women's Health Strategy).

What makes Clouser truly unique is its engagement-driven wellness model. Through the KindKoins system, users earn rewards for tracking their health, which they can donate to causes supporting women and girls. This creates a cycle of empowerment encouraging wellness while making a tangible impact.

By merging cycle intelligence, expert support, and social impact, Clouser is redefining women's health tech—bridging the gap between well-being and productivity like never before.

"The support from HI NENC and Lifted Ventures has been truly invaluable for our innovation journey. Through the accelerator programme, I received critical feedback on our business model that significantly reduced our go-to-market budget. This process helped us clearly identify on our target market, including both direct and indirect customers, and develop effective strategies to reach them. Moreover, the opportunity to pitch to real investors and get feedback on ways to improve on our venture was truly inspiring. It has enabled us to better articulate our unique value propositions. We wouldn't have achieved such focused progress early in our business journey without the mentorship and resources."

For further information please visit: www.closer.health/business or email: adenike@closer.health

Ove: Empowering girls through puberty

Innovator: Libby Tanswell-Gidney

Ove is a free, innovative app designed to guide girls aged 9-17 through puberty and their first periods, providing age-appropriate, factually accurate, and accessible education. With over 40 interactive lessons, quizzes, a supportive AI chatbot, and a cycle tracker, Ove empowers young girls to understand their changing bodies and feel confident during this critical life stage.

The app addresses a significant gap in menstrual education, where many young girls report feeling unprepared and misinformed about their first periods. By delivering reliable and engaging content, Ove helps normalise conversations around menstruation and reduces the stigma that often accompanies it. A recent study revealed that over 1 in 3 women feel misinformed about their periods, highlighting the need for early intervention.

Ove is partnering with schools and health organisations to expand its reach and ensure that girls everywhere have access to trusted information. By leveraging technology, Ove creates a safe, judgment-free space for young girls to learn, ask questions, and track their cycles.

With the HI NENC, Ove aims to spread its educational offerings and reach all communities, providing a vital resource that empowers girls, supports parents, and aligns with the NHS's vision for proactive health education. Founded with a mission to create a world where every girl feels confident and informed, Ove is committed to breaking down taboos and providing the tools and education necessary for girls to navigate this crucial stage of life.

"The support from HI NENC and Lifted Ventures has been invaluable in driving Ove's growth and development. Their guidance and resources have provided insights into the investor landscape, equipping us with the knowledge to attract the right partners. Through workshops with experts in key areas such as IP, financial models, and business strategy, they have given us the tools to refine and strengthen our innovation and business. What's been truly inspiring is their commitment to supporting female founders and advancing innovation in women's health, creating a space where impactful solutions like Ove can thrive."

For further information please visit: www.ovecare.com or email: libbytg@ovecare.com

You can find the Ove app on the Apple App Store here: <https://apps.apple.com/gb/app/ove/id6502988001> Or on the Google Play Store here: <https://play.google.com/store/apps/details?id=com.ove>

Numenyu® A Groundbreaking Multi-Sensory Menu Innovation

Innovator: Aisha Purvis

Numenyu® is the UK's first patented multi-sensory menu, designed to revolutionise the way individuals with sensory, cognitive, or physical impairments engage with food choices. Developed by Aisha Purvis at Sensmart, this innovative dietary solution that utilises olfactory stimulation, allowing users to smell the full meal being oCered, enhancing their ability to make informed and independent decisions about their nutrition.

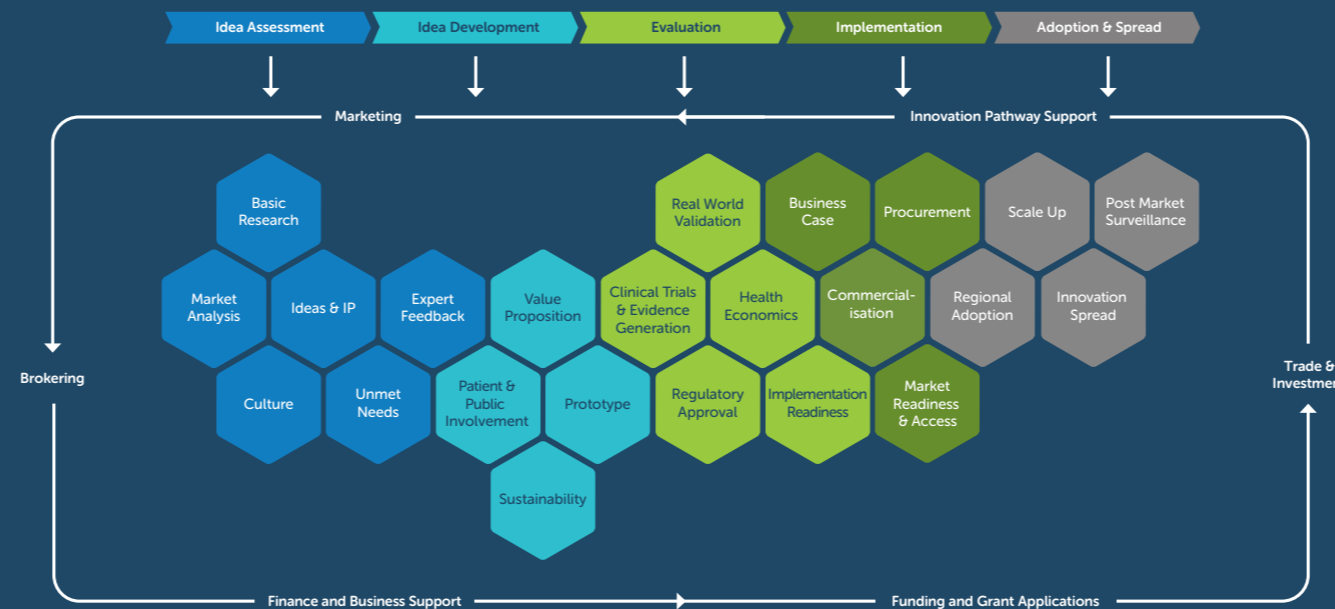
Malnutrition and dehydration are significant challenges in clinical and care settings, particularly among individuals with conditions such as dementia, stroke, autism, and Rett syndrome. Many patients struggle with traditional menu formats, leading to reduced appetite, food refusal, and increased hospital stays due to poor nutritional intake. Numenyu® addresses this critical issue by transforming meal selection into an engaging multi-sensory experience, improving appetite stimulation, food recognition, and overall nutritional outcomes.

Currently undergoing a real-world evaluation within the NHS and a clinical trial at a leading university, Numenyu® is demonstrating its eCectiveness in enhancing food choice and reducing food waste in care environments. As healthcare systems shift toward personalised and inclusive patient care, Numenyu® provides a scalable, scientifically backed solution that can be implemented across hospitals, care homes, special education settings, and hospitality industries.

With future plans to digitalise and expand its application, Numenyu® represents a transformative leap forward in dietary management, ensuring that individuals with impairments have the opportunity to make meaningful, informed, and independent food choices while improving their overall health and well-being.

"HI NENC supported me in obtaining funding from North of Tyne Combined Authority to be able to carry out a real world evaluation within a local NHS trust".

For further information please visit: <https://sensmart.co.uk> or <https://www.bbc.co.uk/iplayer/episode/m001yc7t/morning-live-series-6-18042024> or Email: Aisha.purvis@sensmart.co.uk



Spotlight Health: Revolutionising the diagnosis of endometriosis through innovative use of AI. Innovator: Molly Josey

Spotlight Health is revolutionising the diagnosis of endometriosis through innovative use of artificial intelligence and computer vision techniques to analyse ultrasound images. Endometriosis, a condition affecting one in ten women globally, is notoriously difficult to diagnose, with the average time to diagnosis stretching to an unacceptable eight years. The current reliance on invasive diagnostic methods, such as laparoscopy, contributes to delays, discomfort, and unnecessary expense for patients and healthcare providers alike.

Spotlight Health's solution addresses this critical gap with a pioneering approach that leverages AI to identify and label abnormalities indicative of endometriosis quickly and accurately. Automating the interpretation of ultrasound images allows for better triage at primary care, significantly reducing the time to diagnosis while sparing patients the physical and emotional toll of undiagnosed or misdiagnosed symptoms.

The diagnostic model is trained on a broad set of clinically validated NHS data ensuring the technology is versatile and effective across a wide range of patient profiles and clinical settings. The system is designed to seamlessly integrate with the existing ultrasound equipment and diagnostic pathway, making it accessible and cost-effective for widespread adoption.

By transforming how endometriosis is diagnosed, Spotlight Health aims to empower clinicians, improve patient outcomes, and reduce the burden on healthcare systems. This technology represents a crucial step towards addressing a long-standing challenge in women's health and ensuring equitable, timely care for those affected.

"We've really enjoyed working with the HI NENC and the Lifted Ventures FemTech Accelerator. Their guidance has been a great in helping us to clearly articulate the value of our technology to both investors and health services, as well as in shaping our revenue models. Beyond that, their support has given us the confidence to engage meaningfully with investors, and has opened doors to an invaluable network, which will continue to drive our growth. We're looking forward to continuing to work closely with them as we develop our product."

For further information please visit: www.spotlighthealth.ai

MolMart: DNA Genetic Test for hereditary diseases Innovator: Markella Mikkelsen

Every year in the UK, 30,000 families will experience the loss or severe illness of a child affected by genetic disease. In most cases, a genetic disease is inherited from the child's parents: for example, in > 99% of children born with cystic fibrosis, the disease was inherited from their healthy parents. Genetic disease is therefore preventable when the genetic risk is communicated early at family planning stage. We have developed SureMart, to enable individuals, including heterosexual and same-sex prospective parents, understand their reproductive genetic risk early and have the autonomy to make informed decisions about their pregnancy journey.

The patient journey using SureMart consists of a pre-test genetic counselling session, the genetic test itself carried out on DNA from a saliva sample, a personalised report with the individual's or couple's reproductive risk and a post-test genetic counselling session offering actionable individualised solutions. SureMart tests for all known genetic diseases – covering more than any other competitor product on the market.

We are now developing a digital, AI-enhanced support tool to: a) help individuals understand genetic risk and the purpose of genetic testing and b) provide tailored actionable solutions and support based on user-provided input.

We believe that our service has the potential to alleviate the emotional and financial stress of genetic disease which is known to disproportionately affect the female partner. The first prototype of SureMart has been validated internally on a data set from 5,290 couples. We are in the process of submitting a non-provisional patent with the methodology followed by a scientific publication.

We are working closely with private GPs and IVF centres to gather feedback on developing the digital support tool. Loss of a child during early childhood or pregnancy due to a genetic disease is a deeply emotive and challenging subject, we believe our service can make a difference.

For further information please email: mmikkelsen@molmart.co.uk

Bobbi: Fitness App for aiding hormonal balance and fitness levels

Innovator: Saffron Howdle

Bobbi is a fitness app that monitors and predicts women's menstrual cycles with specific phases linked to hormonal changes. The app integrates this information with the users current fitness levels, as well as up to date check-in data such as; energy, mood and symptoms, in order to produce a carousel of four workout recommendations.

For example, if a user logs that they have started their period, Bobbi would identify they are in their menses phase, and as such are likely to experience lower energy levels. Bobbi would provide a carousel of 4 workout recommendations tailored to this phase for the user. By contrast, if the user logs their period has ended, Bobbi would identify they are in their follicular phase and likely to experience increased energy and muscle strength as well as increased ability to build muscle.

Bobbi will run on a freemium business model, with the version outlined above as the free version, so all members of our community can access the fundamental features we have to offer. This will also give us a feedback loop to adapt our product.

We will also be offering the advanced subscription which will provide the user with a full step-by-step workout routine based on their phase and goals they have set within the app or a pro subscription which will also include nutrition advice based on phase, with specific recipes, as well as more in depth analysis into user history, and access to live sessions.

Our customer demographic will focus on women aged between 16-25 years old, with 69% of 18-24 year olds already using period trackers. We aim to give girls confidence to engage in fitness and sporting communities by empowering them to have informed decisions on their body, never feeling held back by their cycle. Bobbi will function similar to a best friend, never imposing workouts or limiting what women can do, but offering adjustments and encouragement.

For further information please email: <https://womeninsport.org/wp-content/uploads/2022/03/2022-Reframing-Sport-for-Teenage-Girls-Tackling-Teenage-Disengagement.pdf>

Regal Medical Services Ltd: Medication management Innovator: Olivia Coy

Remedy is an automated medication management software designed to increase health literacy for individuals with chronic conditions.

"The support I received from Lifted Ventures and HI NENC was fantastic and allowed me to communicate my value proposition with clarity".

For further information please email: info@remedyme.co.uk

Know Your Floors CIC: Providing pelvic health education. Innovator: Suzanne Vernazza

Know Your Floors provide education about pelvic health. The team provide fun and engaging content to encourage women and people to do pelvic floor exercises and open up conversations about pelvic health. This education is provided via social media, email campaigns and an app is currently in development to be able to individualise care and link to clinicians as required.

The CICi has over 680K followers on social media with lots of positive feedback. Data derived from a recent email campaign demonstrates increased confidence and adherence to pelvic floor exercises as well as promising signs of improving symptoms.

For further information please visit: <https://www.knowyourfloors.app/> or email: admin@knowyourfloors.co.uk

The Mindful Birth Group (PregnaHub app): App to support early pregnancy

Innovator: Emiliana Hall

PregnaHub® is a pioneering digital platform designed to enhance antenatal and postnatal care by providing expectant and new parents with expert-led education, guided relaxation, and peer support. Developed to bridge gaps in maternity care, it empowers parents with accessible, evidence-based resources from early pregnancy through the first year post-birth.

PregnaHub® operates as a comprehensive online hub, integrating:

- Expert-Led Multi-Lingual E-Learning – Covering pregnancy, birth, and postnatal recovery, led by midwives, psychologists, physiotherapists, and lactation consultants.
- Pregnancy Yoga & Relaxation – Guided sessions to promote physical and emotional well-being.
- 'Ask the Midwife' Live Chats – Real-time Q&A sessions for personalised guidance.
- Moderated Community Support - A safe, expert-monitored space for peer connection. The platform is subscription-based (£10/month) and is included for free in antenatal course packages, ensuring affordability and accessibility.

Clinical Setting and Pathway PregnaHub® is designed to complement existing maternity services across the North East and Cumbria, supporting NHS Trusts, midwifery teams, and perinatal mental health services by:

- Enhancing Continuity of Care – Offering ongoing support between clinical appointments.
- Reducing Pressure on Maternity Services – Providing a scalable, digital-first approach to patient education.
- Early Intervention in Perinatal Mental Health – Promoting psychological resilience through guided relaxation and peer connection.
- Encouraging Self-Management & Informed Decision-Making – Equipping parents with knowledge to navigate pregnancy and birth confidently.

PregnaHub® has the potential to support thousands of expectant and new parents across the North East and Cumbria. With over 25,000 births annually in the region and rising demand for digital health solutions, the platform presents a scalable, cost-effective intervention that can:

- Improve maternal mental health outcomes by addressing anxiety and birth fears.
- Reduce unnecessary clinical appointments by answering common concerns digitally.
- Support health inequalities by providing equitable access to trusted maternity education.
- With a growing focus on digital health in maternity care, PregnaHub® aligns with regional priorities for innovation, accessibility, and patient-centred care, offering a transformative solution to enhance perinatal support pathways.

For further information please email: info@themindfulbirthgroup.com or visit: <https://www.themindfulbirthgroup.com/parents/>