

A selection of press releases



Home News Sport What's On Lifestyle Education Science Business Property Motors Subscribe

Cambridge medtech start-up 52 North Health awarded \$1.4m for NeuroCheck device to help cancer patients

By Paul Brackley - paul.brackley@iiffmedia.co.uk
Published: 07:30, 21 January 2022

More news, no ads → [LEARN MORE](#)

Twitter Facebook WhatsApp Pinterest LinkedIn YouTube Email

Cambridge medtech start-up 52 North Health has been awarded \$1.4million in funding to accelerate development of its NeuroCheck device.

It is designed to aid patients on chemotherapy who are at risk of neutropenic sepsis (NS), a whole-body reaction to infection which kills three people across England and Wales each day.



52 North Health and University of Cambridge awarded £200,000 to help translate research

By Mike Scialom - mike.scialom@iiffmedia.co.uk
Published: 06:00, 24 June 2022 | Updated: 20:48, 25 June 2022

More news, no ads → [LEARN MORE](#)

Twitter Facebook WhatsApp Pinterest LinkedIn YouTube Email

52 North Health and the University of Cambridge have been awarded £200,000 under Innovate UK's Knowledge Transfer Partnership (KTP) programme.



Monday, 11th July 2022

BUSINESSWEEKLY

A WORLDWIDE WINDOW TO CAMBRIDGE BUSINESS, INNOVATION & TECHNOLOGY

NEWS TECH TRAIL TRADE FLOOR EXPORT THE KILLER 50 BLOGS BUSINESS AWARDS



HOME / TECH TRAIL / INVESTMENT TREE / CAMBRIDGE ENTERPRISE LEADS 52 NORTH HEALTH INVESTMENT ROUND

barr ellison solicitors

law@barrellison.co.uk

29 April, 2022 - 21:34 By Tony Quested

Cambridge Enterprise leads 52 North Health investment round



Cambridge Enterprise, the commercialisation arm of the University of Cambridge has led the £1m funding round of UK and US-based medtech startup 52 North Health.

52 North Health raises £1m to progress NeuroCheck device with app

By Mike Scialom - mike.scialom@iiffmedia.co.uk
Published: 06:04, 09 May 2022

More news, no ads → [LEARN MORE](#)

Twitter Facebook WhatsApp Pinterest LinkedIn YouTube Email

Medtech start-up 52 North Health has raised £1million in its first round of funding from leading UK and European specialist investors.



From left are 52 North's Dr Nikki Weckman, technology advisor; Umaima Ahmad, CEO & co-founder; Dr Mireia Crispin-Ortuzar, chief digital officer; and Dr Saif Ahmad, co-founder, data scientist and assistant professor at the University of Cambridge

One of the winners of the Postdoc Business Plan Competition – now the Chris Abell Postdoc Business Plan Competition – in 2018, 52 North was awarded \$1.4m in funding in January this year to accelerate development of its NeuroCheck device.



CEO, Umaima Ahmad, and Head of Operations, Dr Anna Wilson, receiving the Tech for Good Award at the Cambridge Independent Science and Technology Awards (May 2022)

Umaima Ahmad, CEO, pitching in Washington, DC at the Med-Tech Innovator event (Mar 2022)

The Top 50 Women in Engineering #WE50

The Women's Engineering Society congratulates the winners of the 2022 Top 50 Women in Engineering (WE50) Awards

In association with The Guardian newspaper and Ball Corporation.



The 2022 Top 50 Women in Engineering: *Inventors and Innovators* winners are listed below (in alphabetical order):

- Hannah Abend, Chief Operating Officer, Wood Thilsted
- Dr Tosin Adedipe-Elusakin, Technical Project Coordinator, Cranfield University
- Ruth Amos, Inventor, Stairsteady/ Kids Invent Stuff
- Mercedes Ascaso Til, Principal Engineer, DLT Engineering Ltd. (formerly Dorman Long Technology)
- Eleanor Ball, Co-founder and Director, Graphic Structures
- Hani Baluch, Solutions Delivery Manager, bp
- Divya Bhandari, Senior Engineer, Arup
- Dr Qianyu Chen, Research Fellow, University of Birmingham
- Jessica Coldrey, Digital Skills Mentor, Birmingham Open Media
- Evelyn Cropper, Technical Manager, Stirling Dynamics
- Philippa Davies, Engineering Director, Reaction Engines Limited
- Beth Dickens, Director, Quocean Ltd
- Dr Ama Frimpong, Head of Product Development, 52 North Health

Montage of the 2022 WE50 L-R in alphabetical order by surname

52N's Head of Product Development, Ama Frimpong, was selected as a Top 50 Women Engineer in June 2022

There was a palpable buzz on the top floor of the AllBright women's members' club recently, when Management Today assembled its 2022 class of 35 Women Under 35.

Looking around the room of bright minds, even the most hardened cynic would feel hope for the future of business. Our winners excitedly swapped career stories. One woman is creating a product to help cancer patients at risk of sepsis. Another founded a £4.5m cleaning company aged 18 with just £20, a bucket and a mop. While a third spurred the launch of a £480m credit facility, managed by the World Bank, for female entrepreneurs in developing countries.

Despite the celebrations, the group are acutely aware that leading a business won't be any easier now that the pandemic is seemingly over. From double-digit inflation to the increasing costs of goods, to hybrid working and digitalisation, a host of challenges await them. But their talent, drive and determination are a powerful combination. So what do they think the future of business has in store?

The challenges ahead

If one thing is for certain, it's that the world of work is only going to become more tech-driven. "Leaders that keep their pulse on the rise and use of technology will become the benchmark against which future leaders will be measured," says Shabri Lakhani, chief executive of PR Agency One.

With the emergence of direct to consumer, Web 3.0 and the metaverse, businesses that aren't competing for customers in these new spaces will lose – or fail to recruit – them. So it has never been more important to get to grips with these evolving technologies.

It's not enough for a handful of senior leaders to understand the changes. As automation, AI and VR become more prevalent in workers' day-to-day roles, businesses will need to think about how to invest in upskilling the whole workforce.

MT's 35 Women Under 35 on what leadership will look like in the future

By Orianna Rosa Royle

As leaders brace for an increasingly digital world, they will need to balance such things as automation and AI applications with remaining "human" – the most used word by our cohort to describe the future challenges. For example, although chatbots are an efficient way of engaging customers, they can accidentally pick up and start using profanity.

In addition to increased automation, our 35 Women Under 35 also voiced concern for how to keep an increasingly online and diverse workforce connected. "How will leaders retain a sense of humanity in the workplace?" Emilia Drozda, StoneTurn's director, says.

And as balancing the needs of the business and its workers wasn't enough, "leaders of tomorrow will be forced to consider not just what's best for them, their team and their business but also what's best for the protection and preservation of our planet", Amy Williams, Good-Loop's founder and CEO, warns.

How to future-proof businesses

As consumers think more about their impact on the world, businesses will need to balance the bottom line with expectations to do good. "Leaders need to be acutely aware that prosperity is being redefined and good business is no longer all about financial wealth – it now includes societal and environmental well-being," Drozda says.

When it comes to ethical issues, businesses have to be genuine. In the aftermath of Covid-19, more people are online than ever before and they're unafraid to call out injustices. From BrewDog to KPMG, there was a wave of brands and bad bosses boycotted in 2021 (see page 20). It's only a matter of time until firms that still practice green-washing, tokenistic tactics and outdated approaches to management are ousted (probably on the next tell-tale metaverse version of Glassdoor).

Having a workforce as diverse and modern as today's consumers is key to future-proofing firms. While businesses have mostly mastered attracting diverse candidates, retention

remains an issue. Although lots of businesses create groups for under-represented employees, Julia Rast, senior manager, global solutions and innovation at Xaxis, says that not enough firms look at how their existing culture needs to change to "create an environment where everyone feels they belong".

She adds: "Start doing that today because if your team feels they belong, they will thrive in your organisation. Otherwise, you might risk losing talent to competitors who have invested time in making their company more inclusive."

And by hiring diverse talent, our 35 Women Under 35 stressed that this goes beyond gender and race. With a recession looming, technology moving at a fast pace and the ticking timebomb that is climate change, businesses need workers with an array of backgrounds and skillsets.

At the same time, the fight for talent has never been fiercer. Workers no longer see a job as a paycheck but as an integrated part of their lives. So businesses need to invest in their employee value proposition. "Those that still think of flexible working as a perk haven't yet understood that the power dynamic has permanently shifted in favour of the people."

Beyond flexible working policies, Farrah Keroth, EY's head of employer brand, says that "taking care of your people" is key to retention. To weather the storms ahead, businesses must look beyond profit at how they can better serve their workers, their customers and the planet. "Tomorrow's workers crave a deep connection to their employer and purpose," she adds.

How leaders have to evolve

Today's leaders may have thoroughly earned a seat at the table, but be warned – it's no longer acceptable to comfortably keep it warm. As Bhavisha Gorecha, EMEA chief of staff for global operations at Credit Suisse, puts it:

"Leaders are under a degree of scrutiny unlike previous generations and are expected to take personal accountability for driving meaningful, impactful change."

In order to tackle the challenges of tomorrow, leaders must bid farewell to the traditional top-down approach and sharpen their soft skills. Most leaders got practice during the pandemic, where employees needed managers who could listen, build a sense of community and help fit work around their problems. Now is not the time for leaders to ease back into old habits. This shift in how people prefer to be managed isn't going away.

Cleanness's co-founder Morgan Mison says "empathy and adaptability are the two facets of leadership that I think all leaders will need in order to galvanise their teams over the long-term and to cleverly design businesses that create value for people and the planet".

The same goes for leaders who want their workforce to be authentic and empathetic to the array of ages, cultures and abilities at their firm. Embarking on a "do as I do" approach to leadership will, in time, break down hierarchical barriers within the business and create an open culture.

Equally, leaders who think they're the smartest person in the room will struggle to adapt to emerging technologies. With Gen Z growing up in a heavily digitised landscape, leaders should lean on their younger workers for input. "Even though these younger managers might not have a backpack filled with years of experience, they have access to a wealth of information in a fast-evolving era," Rast says. As such, she adds that the relationship between bosses and subordinates will evolve to a mutually beneficial exchange of knowledge.

Ultimately, leaders need to throw away their imaginary crystal ball and realise it's okay not to know all the answers. The only way leaders are going to tackle the challenges of tomorrow is by knowing that they are going to fail. Sometimes, spectacularly. But only by creating a supportive company culture can leaders expect their team to pick them back up when they fall – and probably joke about it together on Zoom.

Meet the 35



Umaima Ahmad (Aged 35)
Chief executive and co-founder, 52 North Health

Following a successful career as a banking lawyer (including at Citibank), Ahmad pivoted into healthcare at 29 while on maternity leave with twins. She completed a master's programme in bioscience enterprise, then took on a role at AstraZeneca – where she worked on two of the industry's biggest M&A deals worth more than £6bn each and negotiated contracts with the government for the Covid vaccine – before co-founding 52 North Health. Disrupting the typical med-tech model, the company is currently 88% female, its first product helps cancer patients at risk of sepsis (working with The Sepsis Trust and Macmillan Cancer Support) and it raised more than £2.5m in funding.



Ayomide Akin (28)
Growth and innovation strategy manager, Accenture

In addition to her responsibility to grow teams and launch innovative ventures, Akin works alongside Accenture's chief executive to shape and drive its racial equality strategy in the UK

"Created by women for women, AllBright is an all-female members' club in the heart of Mayfair. Designed to inspire and open opportunities, the club invites women to create invaluable connections over coffee, learn business lessons over lunch, and join daily events from workshops to panel discussions and beyond."

"Leaders need to be aware that prosperity is being redefined and good business is no longer all about financial wealth – it now includes societal and environmental well-being"

Emilia Drozda

52N's CEO, Umaima Ahmad, was selected as one of Management Today's 35 Women under 35 in July 2022

MEDTECH INNOVATOR 2022 COHORT
The Industry's Hottest Companies

LEARN MORE

Logos include: fiftytwoorth, AD VITAL, anumana, AQUA MEDICAL, Augment Health, bright, CardiaCare, CARI, CLEAR CUT, CloudMedx, CONKAY, CORINNOVA, corneat VISION, CORVEUS, DermoSensor, digma, DISCURE, endiatx, endolux, ENDORON, EPINEURON, evoendo, FluidBiomed, GARWOOD MEDICAL, GRADIENT, GRAVITAS MEDICAL, INC., Innovation Lab, lazurite, LEAD OPTIK, LIMAXBIO, Lique, LIVEMETRIC, MEACOR, MicroGEM, MindMics, MOON, NEUROVALENS, NEW VIEW, OXFORD ENDOVASCULAR, PHARMA, prapela, REVIO, SafeBeat Rx, SAFEPUSH, SUTUREGARD, SymPhysis, TRACK

8 June, 2022 | less than a minute read

UK startups amongst those selected for world's largest medtech accelerator program

52 North Health was selected into the highly competitive MedTech Innovator 2022 Cohort