

# [News story: Young innovators recognised in Forbes 30 under 30](#)

Eleven UK-based start-ups that have received Innovate UK support were named in the list of business and industry figures to watch in 2017.

[Forbes 30 under 30 Europe 2017](#) highlights the brightest young entrepreneurs, innovators and game changers with the potential to change the world. Across 6 of the 10 industry categories in Europe, 11 of the projects honoured have received Innovate UK support.

## Winning projects

### Industry

- Susan Graham, co-founder of [BioCarbon Engineering](#), which uses drones and remotesensing to restore woodlands and forests by planting trees quickly and cheaply

### Retail and ecommerce

- Freddy Macnamara, founder of [Cuvva](#). Cuvva's car insurance model is designed to more accurately represent drivers' risk profiles. It allows customers to insure their parked car for a base fee and only pay extra when they drive it

### Media

- David Benigson, CEO of [Signal](#), which uses artificial intelligence (AI) to provide hyper-relevant real-time content and news to businesses

### Science and healthcare

- Amrit Chandan and Carlton Cummins, co-founders of [Aceleron](#). This partnership is working to convert end-of-life electric vehicle batteries into safe, cost-effective energy storage for developing regions
- Alex Bond, CEO of [Fresh Check](#). With fellow Imperial College PhD students, Alex has developed a simple colour-change system for food packaging that alerts consumers to bacterial contamination

### Social entrepreneurs

- Julian Melchiorri, founder of [Arborea](#), which is working to develop biotechnology solutions for urban pollution and wastewater treatment. Its BioSolar Leaf mimics photosynthesis to support energy producing, carbon-neutral buildings
- Elena Dieckmann and Ryan Robinson, co-founders of [Aeropowder](#), who are looking to repurpose feathers from the poultry industry that have traditionally gone to waste, and exploit the naturally high-performance

material into new products

- Tom Webster, co-founder of [GrowUp Urban Farms](#). With his co-founders Tom has developed an aquaponics system for the sustainable, year-round farming of produce and fish, allowing consumers to locally source their food

## Technology

- Victor Dillard and Edward Perello, co-founders of [Desktop Genetics](#). The University of Cambridge postgrads marry software innovation with life sciences. They are building an AI to re-engineer the human genome and treat genetic causes of disease
- Ankur Modi, co-founder of [StatusToday](#), offers an AI tool that gives business managers insight into their employees, helping them to improve performance and recognise threats
- Timothy Sadler, co-founder, [CheckRecipient](#), which uses AI to spot and prevent email data breaches and loss before it happens

## How we support businesses

These innovators have benefitted from a variety of Innovate UK programmes, including direct competition funding, innovation vouchers and knowledge transfer partnerships, which connect businesses with a university and recently-qualified graduate to bring in new knowledge.

Elena Dieckmann of Aeropowder was one of the winners in our [women in innovation](#) competition, receiving £50,000, a tailored business support package and mentorship. The competition aimed to challenge the low number of female entrepreneurs in the UK and encourage diversity.