

# [Press release: Nine female innovators receive UK Government funding to develop inventions with global potential](#)

Dr Jessica Bruce of Run3D today receives £50,000 and a yearlong package of bespoke support, coaching and marketing as part of Innovate UK's Women in Innovation competition. Dr Bruce is one of nine women receiving the funding which will be used to develop each of their pioneering inventions.

From 3D gait analysis to responsive wheelchair seating, the nine successful inventors are tackling some of the biggest challenges facing society as set out in the UK Government's modern Industrial Strategy. Addressing the issue of our ageing society, Dr Bruce's 3D gait analysis can delay the need for surgery and reduce joint discomfort, helping to improve people's lives and the country's productivity.

## **Secretary of State for Wales, Alun Cairns said:**

There is no better time to recognise the success of Dr Jessica Bruce than on International Women's Day. Her pioneering innovation in 3D gait analysis, known to be the most accurate way of diagnosing, treating, and preventing injuries in runners/walkers, puts Wales at the forefront of cutting edge technology and highlights the skill of Welsh women.

The £50,000 UK Government funding will allow Run3D to develop their inventions, making sure we are better prepared to support our ageing society and fulfil the aims of our modern Industrial Strategy. We will continue to support innovators such as Dr Bruce who are working to cement the UK's position as a global leader in the industries of the future.

Marking the outstanding contributions to innovation, Innovate UK has commissioned commemorative plaques recognising each of the award holder's successes. The purple plaque, installed in Aberaeron Comprehensive School in West Wales, honours the beginning of Dr Bruce's innovation journey, inspiring young innovators and communities alike.

## **Innovate UK Executive Chair Dr Ian Campbell said:**

Innovate UK's Women in Innovation Awards address a key barrier for diversity in innovation – a lack of female role models. By recognizing their achievement with purple plaques, we are making

sure that our nine newly crowned winners inspire the next generation of female innovators.

Whether it's inspiring young students showing a passion for STEM, someone with the spark of an idea, or an innovative business ready to be taken to the next level, the Women in Innovation 2019 campaign aims to drive long term, far reaching positive change.

**Run3D Managing Director, Dr Jessica Bruce said:**

The opportunity to be a role-model is really exciting. I'm looking forward to using the platforms provided by this award to share my story and inspire other women in business innovation and STEM.

Supporting female innovators is a key commitment of Innovate UK, and registrations for funding from female innovators on existing competitions have increased by 70% since 2016.

Previous winners have gone on to become ambassadors for Prince's Trust and develop breakthrough innovations such as Carmen Hijosa, who has created a sustainable alternative to leather using pineapple leaf fibre; Elena Dieckmann, whose company produces novel products using surplus feathers from the poultry industry and Fanzi Down, who has developed a revolutionary chocolate moulding technique by industrialising the process of displacement.