

A close-up photograph showing several hands of different skin tones holding a small, shallow, light-brown ceramic bowl. The bowl is positioned in the center, and it appears to contain a liquid. Below the bowl, there are several pieces of thick, brown, gnarled roots, likely ginseng, which are the focus of the project. The background is slightly blurred, showing more hands and what appears to be a wooden surface.

NEW ROOTS 2.0

PARTICIPANT PROFILES



Anneka Russel



I have designed a new and innovative product called JEKA shelf, which solves the issue of having limited time and storage to set-up a high-quality childcare provision.



It's specifically designed for registered providers who are based in shared and/or rented spaces and must pack all their nursery equipment into a cupboard daily. My customers will also benefit from my consultancy services which will support them with EYFS compliance, curriculum planning or playroom design.



My passion is all things early years and I have an interest in playroom and curriculum design and I want to start a business so that I can serve the communities and sector that I am passionate about and work towards establishing a business that will enable me to work flexibly around my family.



I am a mother to two girls, one of which appeared in Channel 4's 'Secret life of a 4-year-old' and has a poem published and archived in the British library. I am immensely proud of them both and hope that my business will become their legacy.





Aqsa Farooq



I want to create Ceyeber, a game that helps and trains children in critical thinking and digital literacy skills, specifically making them aware of the misinformation and cybersecurity threats online and on social media.



As a Psychologist researching the effects of misinformation on children, I am overly aware of how vulnerable children are to the dangers online and how poor their overall critical thinking skills are. I want to create Ceyeber as a solution to this global, fast-developing issue and want this game to reach as many children as possible so that they can be safe online.



My favourite hobby is baking, I have lived in 4 different countries and I have been learning Mandarin Chinese for 2 years!





Bejoseholo Aikhomun

My company is called instant pickup and it provides an online platform for consumers and corporations to hire Drivers with eco-friendly van services across London.



We use a triadic business model that brings together providers and people who require sustainable transport. There is global awareness of environmental issues and a lot of companies are currently changing their fleet of vehicles. However we notice that there is a gap in the market when dealing with Light Commercial vehicles (vans). We hope to solve this problem by creating an online platform that connects both drivers of sustainable van and people that require their services, maintaining a website that allows them to find each other based on their preferences, handling the payments, and increasing trust by making sure all drivers have goods in transit insurance are verified.



I decided to take action after watching a documentary on Ella Kissi-Debrah, a 9-year-old London schoolgirl who sadly was the first person lose their precious life due to air pollution air pollution, and because I am passionate about sustainability and the environment





Shakirah Akinwale

A digital home user guide – an interactive content management system for tenants, residents, etc to be able to access all the information about their home, health and safety, report and track repairs, and improve the energy efficiency, wellbeing and comfort levels.

The product will be alongside a service for Clients to obtain, structure and manage the handover information for their property assets, which can also be used by their facilities managers to maintain and operate the building.

I want to help my Clients and people in general get the most out, or at least more, out of their information and technology. At the moment, tech is expensive, scary and complicated for many people. It shouldn't be, and to me, this defeats its whole purpose. I want to change the world, one person at a time, and this way, starting with our built environments.

I am a creative artistic and empathic person, who is also very technical, analytical and detail oriented. They clash sometimes, but in the best of ways. I tend to see things others don't, and solutions to problems where others have given up or can only see problems. I love people, their stories, different cultures. When I can afford to, travelling will be a hobby. For now, I love speaking to strangers and observing nature. I paint, draw, and also dabble with graphic design and animations.





Corinne Hurst-Knight



My business idea is an online beauty companion that provides bespoke product recommendations based on your individual needs, reducing the waste of time, money and plastic.



As a hairdresser, I see first-hand how difficult it is for people to find products that work. Trial and error leads to a lot of disappointment, frustration and waste. By providing this service I believe I can help more people find hair happiness and, in the process, reduce unnecessary plastic waste.



I love everything about hair! I enjoy traveling and I lived in New Zealand for five months. I also really enjoy quizzes and just knowing random facts and trivia. I love reading so book recommendations are always welcome.





Daniel Adeola



My business idea is to sell Island Punches, creating a taste of my culture in a bottle. A bottle of juice containing various flavours with a fruity substance.



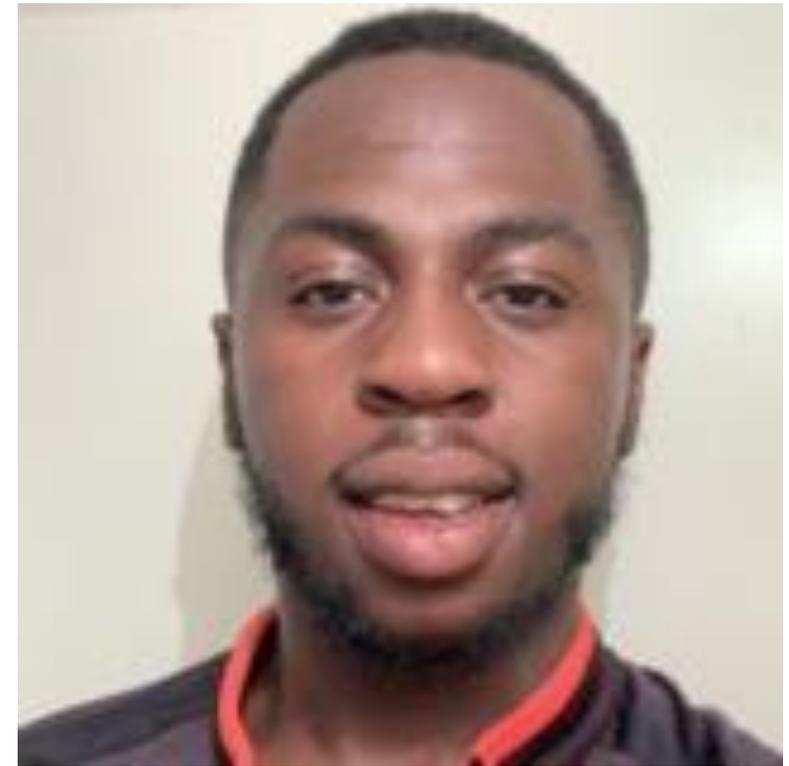
The aim is to sell punches all around London which I believe will thrive because of the creativity put behind it and how it is artistically portrayed.



I have always had an interest in drinks and making drinks from a young age, as hobby not knowing I would endeavor in this field one day. I have recently started attending mixology classes on top of the self-taught videos online to understand how to perfect the mixes and flavours that complement in each other in various recipes.



I am passionate about Island Punches, and believe I can bring a unique product, with flavours like no other that represent my culture.





Deanna Rapley



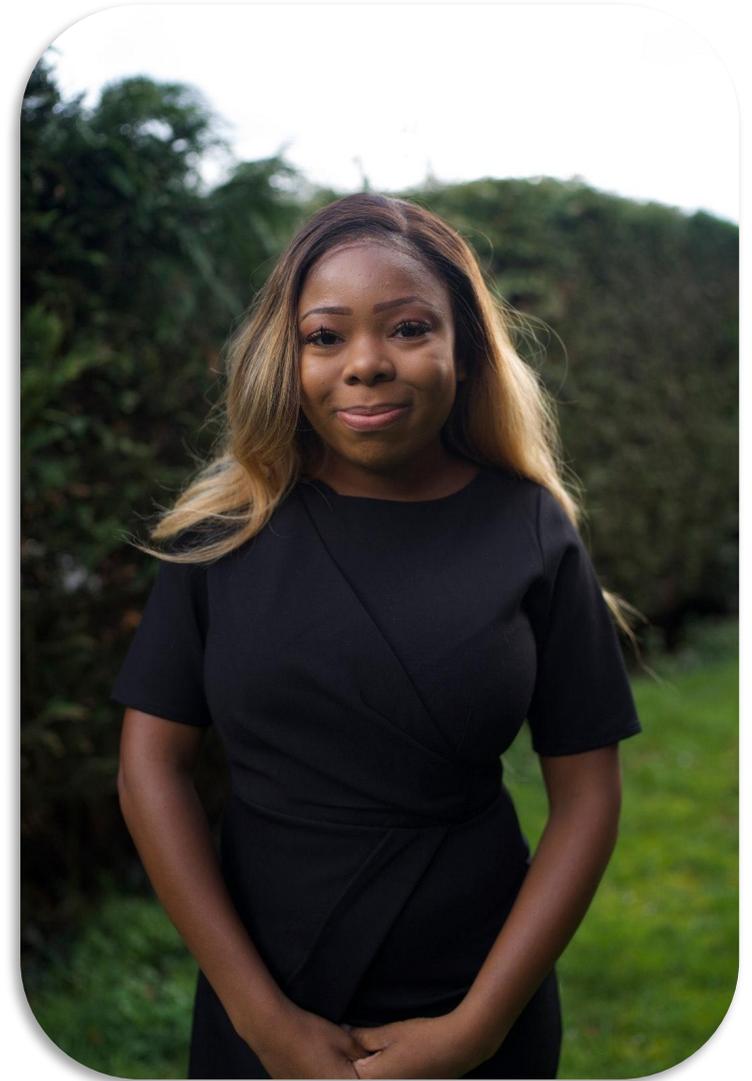
Inama Hair is a dedicated hair service linking women with kinky, coily and curly hair to reputable and quality hair services. We afford users the freedom to discover and book hair appointments in a few simple clicks. Combining search variants including hair type, hair style, location and cost, means results are tailored to suit your specific hair care needs. Our in-built booking system means the whole process – from searching styles to payment – is streamlined; making Black hair effortless.



Living in predominantly white, suburban England, I had a deep frustration in struggling to find hairdressers who could cater to my hair needs. I would spend hours upon hours scouring the internet to find suitable stylists who ticked all the boxes I was looking for. Eventually I realised, it's not enough to beg for a seat at the table and it's time for us to make our own table! So that's what I'm doing, making my own table and inviting those that look like me to share a seat, empower one another and address inadequate access to hair care services for Black women.



I am completely and irrevocably in love with travelling. Travelling and escaping out of the UK is my number 1 hobby to partake in. Borne out of my international family - one just one side of my family we're spread over 6 different countries- I've always had an international mindset and passion for exploring other cultures.





Lisa Johnson



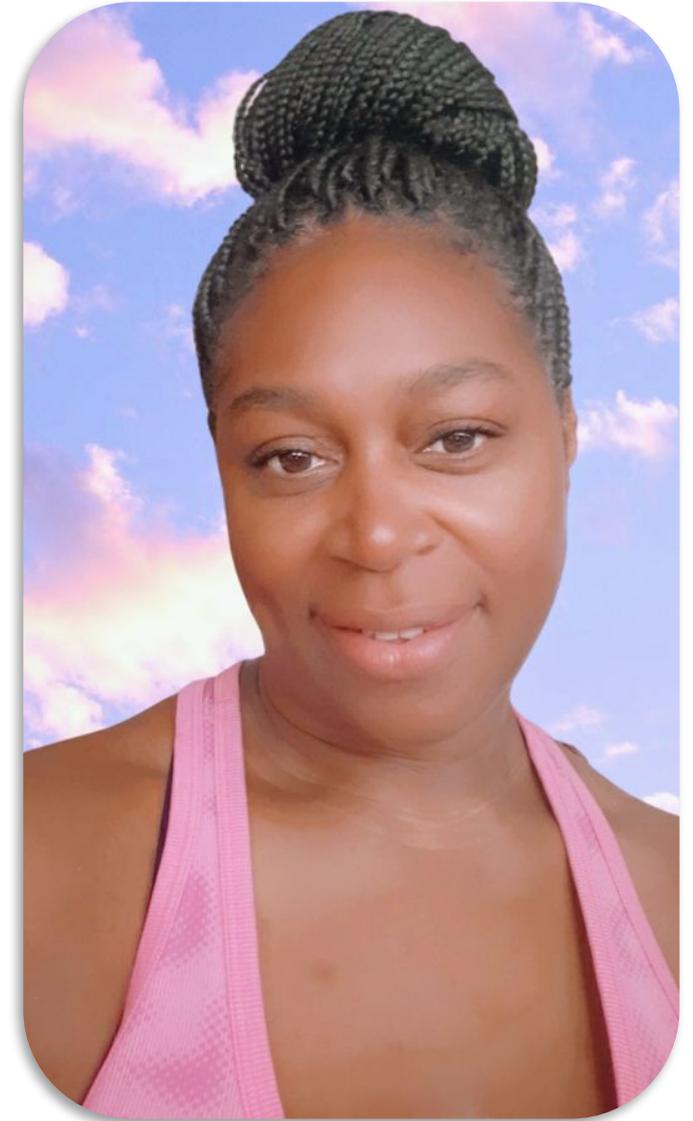
I want to produce high end/luxury beachwear for discerning ladies and their GG+ cup sizes. Following on from that I want to move into leisure and athletic wear for the same demographic.



Ladies with cup sizes above GG+ are seriously underrepresented in high end fashion. I want to promote body positivity and inclusivity for ladies like myself and empower them with beachwear which makes them feel confident, supported and the most authentic version of themselves, whilst on the beach.



I would describe myself as instinctively creative, I love fashion and music, specifically how they can both change your mood and mindset. When you feel good, you are naturally more open to opportunities. Who doesn't want to feel like that more often than not? I know I do! I also adore communication and am quite good at learning languages, this really helped when I lived in Brazil for 4 years.





Entesar Mohammed



My business idea is to create a range of high-quality and healthy snacks made from fresh and natural ingredients that are additives free. In the future, I would also like to publish a range of recipes and cookery books.



I have a strong passion for food creativity and want to turn this into a successful business providing products that customers love and trust because they are made from natural and healthy ingredients. I come from a country where there has been a lot of violence and war, and I want to bring a positive cultural image of where I came from.



I'm interested in different nations and cultures, and food and its impact on our wellbeing. My hobbies include reading, mediation and I am a lover of nature!





Ilayda Atkas & Alex Ly

Find My Bake is a marketplace where you can search local trusted bakers and purchase their products for delivery to your home or office. We also provide business tools for the bakers we partner with to help them grow and manager their business.



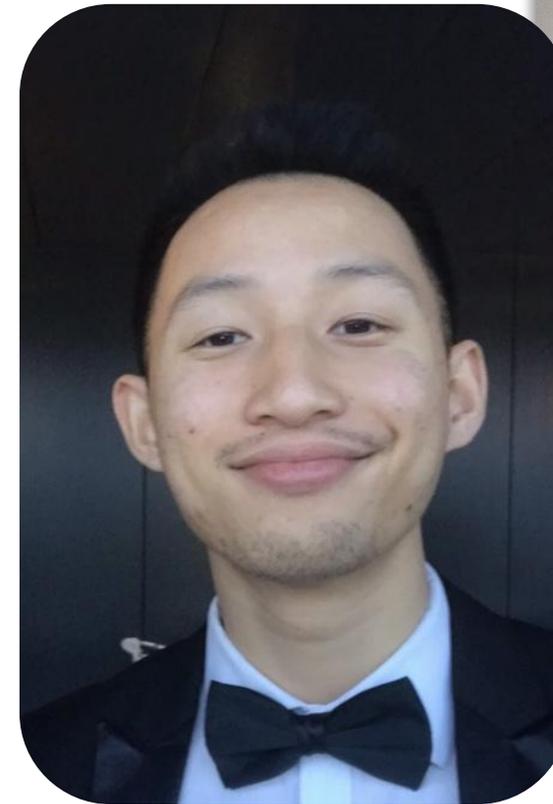
After trying to find a local baker for a special occasion and struggling we decided to create a solution to that problem. I enjoy challenging myself and learning consistently, and find it rewarding to be bringing an idea to life. Being able to nurture a simple idea to become a business really excites me and being able to grow the business the way we'd like it to is what motivates me to keep pushing.



Ilayda: I'm a book enthusiast; I don't think I have enough years in my life to finish all the books on my reading list. I also love fitness and staying healthy and have recently started practicing mindfulness.



Alex: Keeping fit and healthy keeps my sanity in check – I'm a big advocate of healthy body, healthy mind! I love travelling to experience new foods, new cultures and meeting new people. My goal is to visit 100 countries in my lifetime!





Jennifer Uche



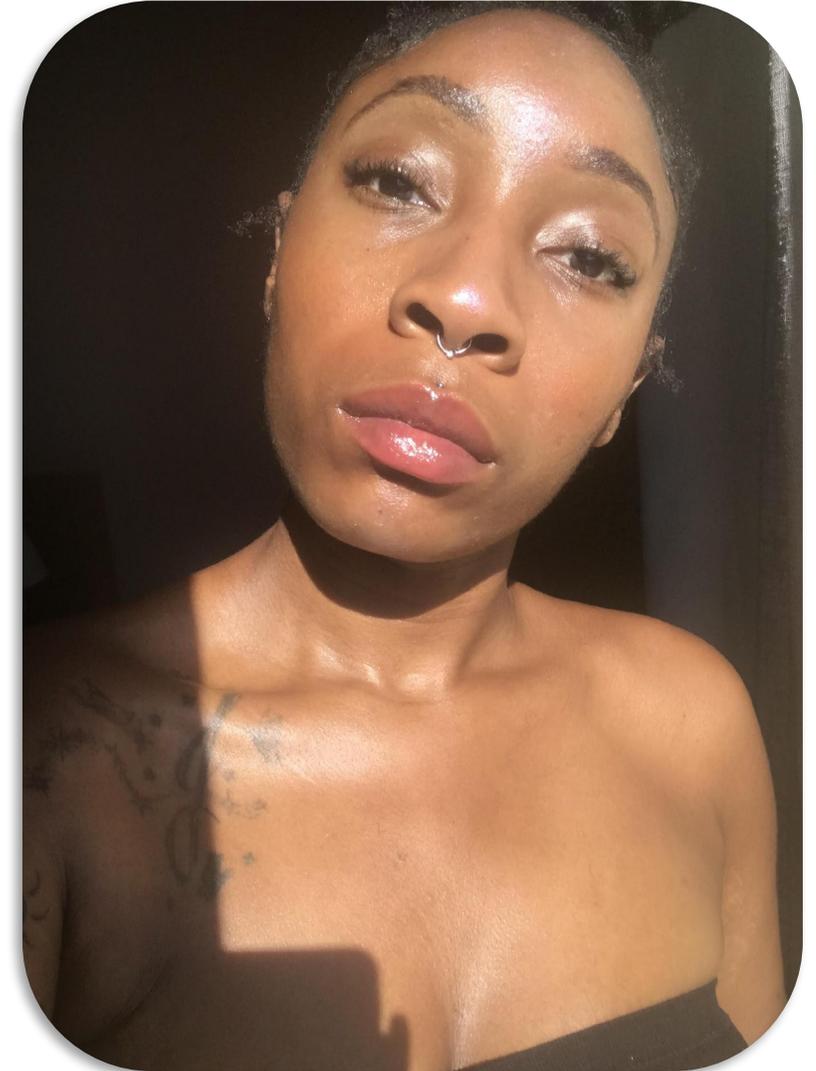
I have a business that makes and sells handmade essential oil-based products with a focus on using them as part of a holistic health lifestyle. My background is Psychology so alongside this, I have a series of events and workshops/sessions targeted towards people of colour to equip them with the tools that they need for self healing.



Long term I would like ownership of 'healing' spaces in London and Africa where retreats, therapy and events can be held. Somewhat of a healing space specifically for people of colour. I am incredibly passionate about this because I have accessed many spaces, meditation retreats, courses and workshops. I often find that there is a lack of ethnic diversity. This could be due to marketing branding, or accessibility. Or simply due to the fact that these spaces are not catered to people of colour.



I would like to make a tangible change in this area and facilitate the holistic healing of my generation and those to come.





Liz Bastin & Stella Ezeogu

Signature Braids is the first UK Black Owned Hair Braiding Brand. We have developed an improved version of synthetic hair extensions used for braiding. The current synthetic hair on the market is made with chemicals that aren't conducive to Afro-Caribbean Hair, thus causing itching and dry scalps issues. Due to this we have produced a synthetic hair braiding product that undergoes a chemical reducing process, is naturally treated and pre-stretched. Our product reduces itchiness and promotes hair growth by moisturizing the hair and scalp. It's also prepped and ready to be installed straight out of the packaging, reducing installation time.

We're passionate about addressing the issues found in products aimed at black people, which have harmful substances in them. Having delivered workshops educating those in the community of the hidden issues with existing extensions, it was clear there was a gap in this knowledge, and this motivated us further. To date we've received really good responses about our improved product and how much kinder to the scalp it is. We have also had a lot of interest from hairdressers as they are pleased with improved efficiency the product offers. We're dedicated to scaling up to produce a safer alternative.

We're motivated to make a change to harsh products used in black hair products and to also educate our community about such matters.





Natasha Pencil



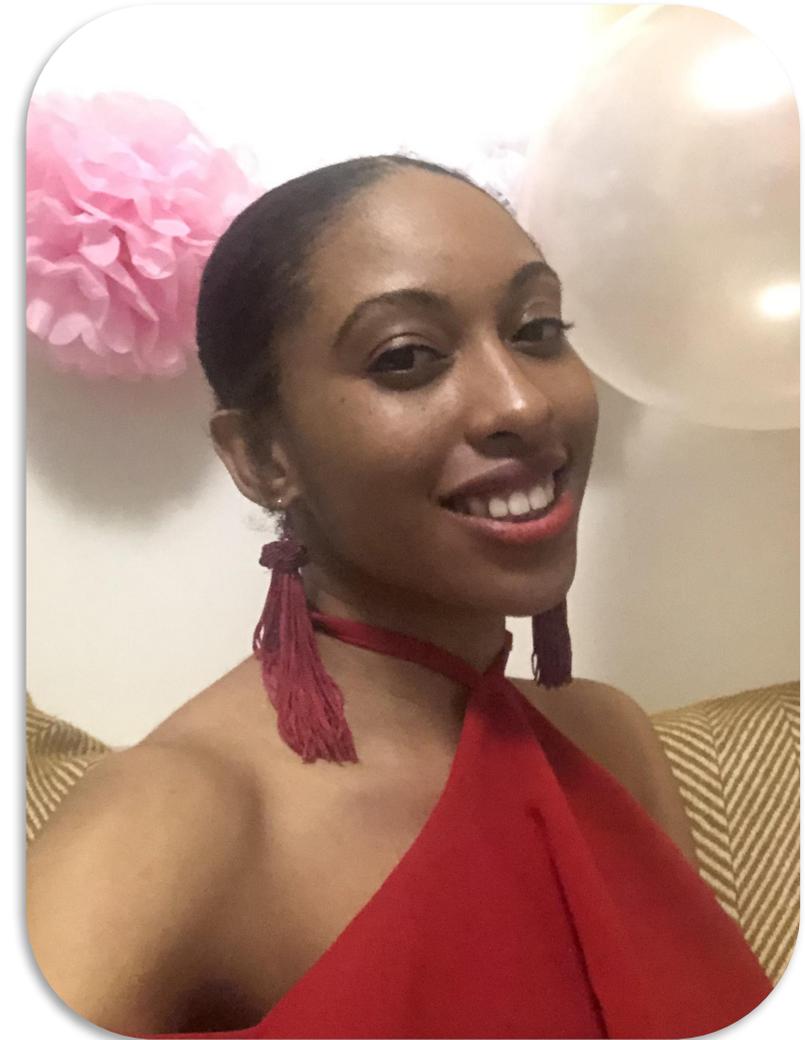
I want to create drinks (alcoholic and non-alcoholic) from cashew apples, which would otherwise be wasted as a byproduct of the cashew production industry. The cashew nuts are very popular and widely used across the world. However, the fruit which is sweet, delicious, high in vitamins and perfectly edible is wasted in the production of cashew nuts.



I am passionate about food security and sustainability as well as ways to tackle poverty. This business idea rescues delicious and nutritious fruits that otherwise would be wasted whilst providing an extra source of income for small-scale farmers in Tanzania.



I have a small start-up food business that run from home called Taino. I love a lot of things, travelling, socializing, everything to do with food, reading fantasy, watching documentaries and cycling. I have a heart for the people that often neglected, ostracized and misrepresented in society. I have spent years working for various charities and the National probation service with ex-offender, homeless adults and vulnerable children. I currently work 2 days a week with 18-25-year-old gang affiliated young men for Wandsworth council.





Omie Dale



I'm looking at increasing diversity in swimming, primarily through the formation of an inclusive swim school. I also want to support this mission through activism and increasing representation in the form of swim retreats and documenting these for those underrepresented in the sport and sell products in order to fund swimming lessons for those that otherwise would not be able to afford them.



I'm a believer in using skills and knowledge that you have acquired to share with others who, often by circumstances out of their control, have faced barriers preventing them from doing the same. I think starting a business aimed at the community is a way to do this. What really motivates me is the potential of being able to solve a problem and fill a gap that would bring benefits to several people.



I work in PR full time and I'm interested in politics and activism. I've always loved business and got my first taste at the age of 14 when I used to buy and sell jewellery on eBay.



I'm a lover of vegan food and on a mission to find the best vegan burger around the world, and I am starting up a fun Instagram page in this pursuit.





Rajani Thapa & Shlesha Thapaliya



We aim to develop a line of handmade Nepali food products, including snacks, preserves, pickles and condiments, fresh deli items, and desserts, that focus on seasonality and small batch production. We want to produce high quality foods that draw on the cultures and traditions of Nepal, while never compromising on authentic flavours. Our business will have environmental sustainability at the core of its mission and will focus on vegetarian and plant-based products, using only biodegradable and easily recyclable packaging, and avoiding food waste by rescuing market produce.



We are friends and partners that love working together. Cooking and sharing the food of Nepal, drawing on our childhoods in Kathmandu as well as family recipes, gives us real joy. Experimenting with these traditional foods and creating our own fresh and modern versions is a creative outlet for both of us.



We feel there is a lack of high quality South Asian foods that are produced and packaged sustainably, and none that are specifically Nepali. We are very motivated to fill this gap for ourselves and our community, but also for anyone who is adventurous and open to new food cultures.





Saya Zahawi & Lilav Ihsan



We are creating a London based styling platform to house kurdish designers worldwide who create accessories and garments that celebrate our Kurdish heritage and make it accessible and wearable for our everyday life.



We want to start this business to support and enjoy the creative kurdish industry which is currently re-rising after cycles of conflict that impacted it negatively. Especially for women, who are now aspiring to start their own little businesses online of making handmade modernized items that symbolize their kurdish identity and heritage.



Lilav: Spends my mornings listening to transnational feminism podcast, and spend my evenings reading Audre Lorde.



Saya: I like decorating rooms and I love reading children's literature





Seung Hee Yeo



I want to develop a platform service that helps people reduce plastic usage. My platform will allow you to be part of a virtual community where like-minded people can interact.



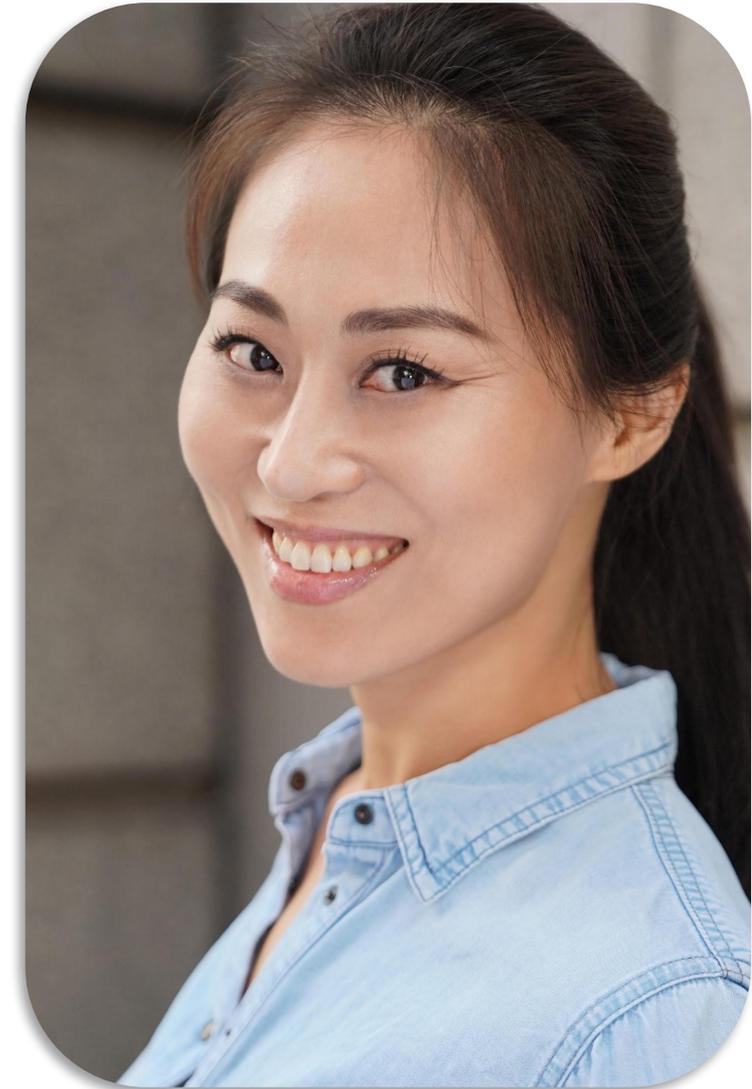
On the platform you can be a leader by providing a product, or, be an activist, by buying products using our reusable containers. Products in the platform will be available in reusable containers through a subscription, and I will focus on kitchen/bathroom products to start with.



I still feel guilty that I cannot recycle better in the UK. I grew up knowing how and being able to recycle objects in various categories in South Korea. Doing it made me really proud of myself and I want people in the UK to experience that too. Our little deeds can save the planet. Everyone can become a hero.



I adore Theatre, Movie, Mother Nature, Tranquility and Humanity. And most importantly I love anything that makes me laugh. I am a curious person and I believe everyone has something I can learn from.





Zey Binboga

I want to sell a card game that starts challenging conversations with the youth of diaspora communities, the communities scattered from their homelands to foreign places. The scattering often happens for traumatic reasons, for reasons which are buried deep. This card game will start conversations about the trauma but also the inspiring cultures of these communities. The game is designed to be an entry point into having powerful conversations that difficult to begin.



As someone who doesn't shy from difficult conversations, I still found it challenging to speak to figures in my family and community who experienced traumatic events. For many communities, this trauma repeats and buries itself generation after generation. I believe my generation can break the cycle of being mute. I believe a card game is a non-threatening vehicle and can be played in private so it can help reduce resistance from the participants. This will not only help our communities begin those healing conversations but also celebrate the beauty of our cultures, which are often also lost.



I am a child of the Kurdish and Cypriot Diaspora with a sprinkle of German to complicate things further! My favourite topics to talk about are entrepreneurship – why/how we should all at least try it – identity and mental health. All topics I have devoted my life to unpacking and refining my practices towards.





Samar Alam

Epoch is a mentoring initiative designed to pair aspiring professionals with professionals in their chosen career ambitions. With values cemented in diversity and social mobility, Epoch aims to increase accessibility into corporate industries and widen the talent pool available. Mentoring relationships are incredibly important in harnessing hidden talent. Epoch seeks to unlock this talent with the help of mentors who have already done the journey. Creating transparency for aspiring professionals will allow them to resonate more with the process and give them confidence in their abilities.



I have always loved the concept of entrepreneurialism; the idea of founders creating solutions to real life problems. This can encompass a broad spectrum, whether that's solving a completely new problem or making something more efficient.



I am motivated by wanting to find solutions for real life issues and harnessing the skills I have developed to be able to do this.



My background is law and I have worked in financial services for the past two years.



I am really passionate about all things diversity so am really trying to further this and expand on conversations concerning diversity in various industries. I have just launched Epoch; a mentoring initiative designed to pair aspiring professionals with professionals from their chosen career ambition. Epoch aims to increase accessibility into corporate industries and widen the talent pool available.





Nicola Reid

The brand CrazyCoolSexy is about empowering women to express their individuality. The products are to support this concept by creating unique accessories, clothing and swimwear made from up cycling and reworked preloved, vintage and unwanted materials. These products embody women's moods by their tactile nature using traditional craft techniques to layer texture, colour and composition in a bespoke fashion. The products speak to the customers and resonate to connect to their confidence and wellbeing.



I want to start a business to put a structure to my creativity and change people's perception on what we can recycle, rework and reuse. When I see the joy my work brings to individuals and the excitement to want to wear my pieces of art I am inspired.



This makes me want to create and push the boundaries to what is deemed waste. Developing quirks to traditional craft techniques, continuing stories of discarded objects that would otherwise end up in landfill. Showing value and worth to the unwanted.



Being a creative isn't work, it's a way of life. I love any opportunity to learn new skills and techniques to assist my creativity. Carnival is another outlet for self expression, it combines art, music, dance and performance. I'm also obsessed with glitter and body paint.



Teaching Zumba and aerobics is my excuse to have fun with the girls.

