
LiftHER

FOUNDERS' PROFILES

LiftCOHORT 1



ANH VAN

CO-FOUNDER, LA FOUNDRY

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ABOUT LA FOUNDRY

At La Foundry, we rescue & transform discarded resources from landfills and use mycelium, the vegetative part of fungi, to create innovative biomaterials. By utilizing agricultural, textile, and organic waste, we produce high-performance, affordable materials for various industries like packaging and interior design.

VISION IN 5 YEARS

In the next five years, we aim to patent our mycelium technology and launch products in the Australian market by 2024. By 2027, our vision is to transition to a licensing model, sharing our innovative technology globally to enhance sustainable solutions.

INSPIRATION BEHIND HER MISSION

I embarked on this entrepreneurial journey fueled by my passion for microbes and a deep-seated desire to leverage nature to make a positive impact. Driven by the urgency to protect future generations, my business is a testament to the belief that transformative change begins with harnessing the incredible power of the natural world.



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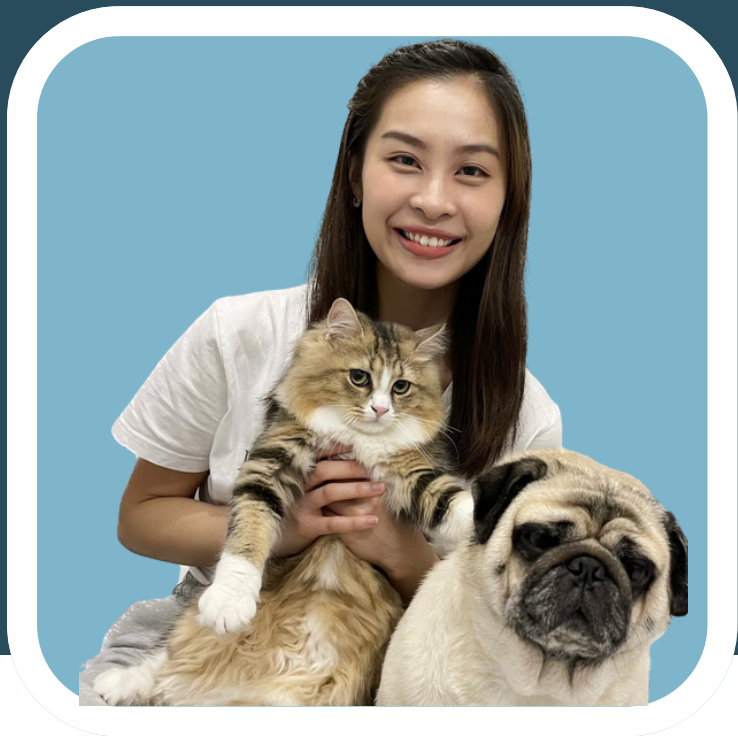
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FOUNDER BIO

Melody leads communication and marketing with her strength in content creation at La Foundary. She shapes our branding strategy and messaging that resonates with our target audience, amplifying our brand's reach and impact. She is currently pursuing her Bachelors (Honours) & Masters in Pharmacy from Monash University, Melbourne.

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ABOUT PETALIFE

We are on a mission to revolutionize pet care through our groundbreaking AI-Powered Pre-diagnosis Technology Tool for Pets. Our innovative technology provides early health insights, tailors personalized nutrition plans, and curates a comprehensive pet health database.

VISION IN 5 YEARS

Our vision extends beyond our current offerings, We're broadening our patented AI technology to other body parts, i.e. joint and bone disease detection, aiming for a holistic pet care approach.

By 2026, our goal is to launch Asia's first Pet DNA Database, enhancing precision in pet health insights.

INSPIRATION BEHIND HER MISSION

I experienced the heartbreaking loss of a beloved pet Oreo due to a late diagnosis emphasizing the necessity of early pet health monitoring. As a pet owner, I understand the challenges of balancing work and pet care. I even went the extra mile to study pet nutrition just for my own pet's well-being. This drove me to create a solution that combines technology and compassion. Our AI-Powered Pre-diagnosis Technology Tool for Pets not only shares the responsibility of pet care but also ensures timely attention and personalized care, fostering happier, healthier lives for both pets and their owners.



RINA GOCAJ

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ABOUT SISTERWOULD

SISTERWOULD is a haircare brand made with high-performing skincare ingredients for your hair and scalp that brings hair back to its healthiest state by neutralizing chemical and heat processing and replenishing the strands. A first of its kind, the brand includes Braille and tactile imprinting to meet its inclusive mission and recently won the Beacon Award for Inclusivity Champion by the digital publication Beauty Independent.

VISION IN 5 YEARS

In the next five years, SISTERWOULD envisions becoming a global powerhouse in haircare, with omni-channel distribution spanning retail, direct-to-consumer, salons, gyms, hotels, and potentially airlines. Our ambition is to dominate the world stage, ensuring essential products like haircare and skincare are universally accessible.

INSPIRATION BEHIND HER MISSION

At SISTERWOULD, we are driven by a belief that everyone, including the blind and visually impaired, deserves the pleasures of self-care. Our inspiration stems from the challenges our mothers, who have visual impairments, faced in differentiating haircare products in the shower. Witnessing their struggles fueled our commitment to inclusivity. We firmly advocate that self-care should be universally accessible, regardless of ability. Dedicated to bridging gaps in the beauty industry, we strive to eliminate the oversight and underservice of the differently-abled and visually impaired community.



FLORIYE ELMAZI

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FOUNDER BIO

Flo combines financial nous and beauty industry experience. She has 11 years of beauty industry experience having owned her own beauty and laser clinic for 8 years and has worked with major retailers such as Myer and FMCG brands in retail and accounting positions having defined clear goals, driven accountability and collaboratively found solutions in her roles.

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ANNA BEATRIZ SUAVENGCO

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The Philippines



ABOUT URBAN FARMER TV

Urban Farmer TV, Inc. is an educational platform on a mission to make affordable, high-quality fresh food accessible for all. We are building the first-ever Netflix of Gardening Education platform, empowering everyone to build mini farms at home using methods that require less space, water, and energy than traditional approaches.

VISION IN 5 YEARS

Our vision is to make affordable, high-quality fresh food **easily accessible to millions worldwide**. We aim to spark a **global movement** that will empower people of all ages and backgrounds - kids, parents, seniors, and urban dwellers - to become modern farmers, building innovative mini farms at home. By 2029, we aim to be the **leading educational platform** that redefines how people produce and access their food.

INSPIRATION BEHIND HER MISSION

“My inspiration comes from seeing the struggles my grandma faces in getting her veggies and herbs. Living in the province, miles away from the supermarket, **she often misses out on healthy meals** - and that shouldn't be the case for anyone. Sadly, she's not alone. There are about **2.4 billion people worldwide** dealing with similar challenges on food access (United Nations). As food prices continue to rise and worries about pesticides and environmental damage from traditional farming increase, sustainable solutions are needed now more than ever. That's why I'm passionate about creating a platform where anyone can learn to build innovative mini farms at home. These mini farms require less water, space, and energy, and could even wipe out the need for pesticides altogether. By putting the power of fresh food production into people's hands, we can not only address food insecurity but also build sustainable cities and communities for the future.”



SALMA DIAS SARASWATI

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Indonesia



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



17 PARTNERSHIPS FOR THE GOALS



ABOUT TENANG AI

TenangAI: **GenZ and Millennials co-psychologist**, providing individuals with 24/7 access and 80% cheaper than conventional solution for their **low-to-medium stress**. Our AI wellbeing companion offers a stigma-free and private space, allowing users to **discuss mental wellbeing openly in colloquial language of Indonesian and English**. This platform aims to help GenZ feel better, gain valuable insights, and ultimately enhance their daily lives in terms of productivity and happiness. TenangAI is the leading's AI mental health in Southeast Asia

VISION IN 5 YEARS

In the next five years, our vision for TenangAI is to target a Total Addressable Market (TAM) of \$15 billion. We anticipate achieving early traction by aiming for \$10 million in revenue by 2028, driven by a projected user base expansion to 5 million. These financial targets are more than mere numbers; **they embody the profound impact we aspire to create in the lives of the next generation** and signify the growth of TenangAI as a market leader.

INSPIRATION BEHIND HER MISSION

As a psychologist with five years of experience in Indonesia, the inspiration behind starting this business stems from addressing a global issue. The prevailing stigma surrounding mental health, coupled with the absence of immediate assistance, especially during the night, and only 2000 psychologist available in Indonesia for 270 million population, has created a significant challenge. The existing solutions are often costly, with a minimum expense of \$8 for just 30 minutes of chatting. Clients in need used to reach out when they had nowhere else to turn. Witnessing their struggles and feeling the urgency to make a positive impact, there was a compelling need to step in and do something meaningful.



SAMIRA SADEGHI

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ABOUT ONCOREVIVE

OncoRevive is an advanced liquid biopsy technology, identifying cancer markers with only a few drops of a patient's blood. This innovative technology uses nanotech for precise analysis, enabling early cancer detection and assessing how medications work during treatment. Moreover, it provides a consistent way to monitor cancer recurrence over the years.

VISION IN 5 YEARS

Our vision for the next five years involves the successful progression of our commercial journey. Beginning with breast cancer sample analysis, we aim to provide pilot kits to our partners before scaling up production. With FDA approval for breast cancer anticipated in two years, will lead to the production of breast cancer kits, followed by additional cancer types based on market demand in the first five years.

INSPIRATION BEHIND HER MISSION

I began focusing on cancer research after losing my father to cancer. Holding a Ph.D. in Biotechnology, boasting over a decade of experience in cancer research, and having been awarded as top graduate with exceptional achievements in cancer research by National University of Singapore (NUS), I believe the present moment is opportune for me to create a solution that minimizes the financial, mental, and emotional impact on cancer patients.



AUDREY TANGONAN

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The Philippines



ABOUT SINAYA CUP

Sinaya Cup is the 1st Filipino brand of menstrual cups in the Philippines. With our vision to have every woman maximize her potential, we encourage adoption of reusable silicone period cups through offering innovative products, reproductive education, and sustainability awareness through our various free and commercial programs. Through our buy one teach one business model, every Sinaya Cup sold funds one session for one public school student in our CUPacity Education Program.

To date, Sinaya Cup has a lifetime trash diversion from landfills of at least 80,000,000 pieces of pads

FOUNDER BIO

Bootstrapping on less than \$1,000, Audrey built Sinaya Cup, reaching more than 40,000 customers and providing free menstrual care and health education to more than 7,000 women in low-income communities. With the drive to create impactful solutions, she has been part of multiple youth leadership and entrepreneurship programs across Europe, North America, and Asia. She holds a Bachelor of Science in Mathematics from the prestigious University of the Philippines, but her passion for continuous learning has led her to become a self-taught product designer and health educator.

VISION IN 5 YEARS

We envision to be the Champion Menstrual Cup brand in South East Asia.

Continuing to provide user-focused menstrual products with comprehensive yet engaging instructional materials, Sinaya Cup will have at least 1,000,000 women converted from using pads. We aim to be able to provide 100,000 Sinaya Cups for free for women in low-income communities. We will be available in 5 other countries in the APAC region, poised to expand to Europe and North America.

INSPIRATION BEHIND HER MISSION

“As a diver and surfer, I had the natural motivation to be involved in the protection of our precious marine environment. Underwater, the symptoms of our dying planet are hard to ignore, with the increasing bleached corals, dwindling populations of marine life, and massive clusters of trash. Environmentalism is what lured me to this mission. But it’s the women’s body empowerment that ignites my passion.

I grew up with a harmful view of my intimate body parts, from a slew of abuses I’ve endured. The use of menstrual cups and the reproductive education activities we’ve done with Sinaya Cup has been a pivotal part of my journey to anatomy understanding, body ownership, and ultimately, healing. I am continually inspired by the fact that switching to cups not only alleviates environmental footprint but may also be a transformative healing process for women who may be suffering from negative body relationships like I had been.”



ARIELLA HEFFERNAN - MARKS

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Australia



ABOUT OVUM TECHNOLOGY

Ovum is the first A.I health assistant for women. Women can speak to Ovum like a best friend, or like a doctor to track their health over their lifespan. No more Dr Google, or TikTok. Ovum will provide women with personalised and evidence based resources to help them better understand their health, whilst allowing them to integrate all of their health information in one place.

FOUNDER BIO

Armed with a Medical Doctorate and a specialized background in Reproductive Biology and Embryology, Ariella brings a unique blend of medical expertise and technological innovation to the forefront of women's healthcare. She honed her skills at the prestigious Prince of Wales Hospital in Sydney, gaining invaluable clinical experience and a deep understanding of patient care.

VISION IN 5 YEARS

Ovum will not just be a product but a global brand that represents a womanhood fighting for equality within healthcare technology. Simultaneously, Ovum will be THE provider of women's A.I health data to numerous industries; including developing the first and largest bank of women's voice data. In 10 years, Ovum will change the landscape of women's health and A.I not just nationally, but globally.

INSPIRATION BEHIND HER MISSION

I am a young female doctor who has worked in regional, remote, and urban tertiary and primary care centres in New South Wales and Victoria. I was shocked when I realised that regardless of socio-economic status, women were fundamentally disempowered with their healthcare, and I saw first hand the poor health outcomes as a result of this. This was reflective of decades of women being dismissed, misdiagnosed, and struggling to navigate a fragmented ill-equipped healthcare system. A problem which has only been exacerbated by the revolution of gendered artificial intelligence. I knew I was the right, and likely the only one - who was going to be determined enough to solve this problem - by creating the first artificial intelligence specifically trained on women's data to create a public health solution that solved the gender health gap, which we now know is a \$1 trillion problem.



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ABOUT MISSING PERSPECTIVES

Missing Perspectives is a global media tech company dedicated to challenging the under representation of young women in the news industry worldwide. Our newsroom currently reaches 1.5M people across 120+ countries, and our reporting has led to real world social impact and policy change.

VISION IN 5 YEARS

We want using the Missing Perspectives Directory to be business-as-usual for media enterprises around the world looking to connect with young female reporters and content creators. On the commercial side, we want to continue building long-term commercial partnerships with newsrooms; expand into new markets, and sell to an ideal acquirer, such as Upwork, Fiverr, and Hello Sunshine.

INSPIRATION BEHIND HER MISSION

We are on a mission to challenge the under representation of young women in the news industry worldwide. Studies of news coverage from around the world have consistently found that more than 70% of people seen, quoted, and heard in the news, are men. When it comes to 'expert' sources, around 80% are men. The situation is even more dire for young women under the age of 30. Through our newsroom and tech product/app, we want to drive gender equality in a traditionally male dominated newsroom by getting young female reporters and expert sources on the radar with international newsrooms.



NATASHA GILLEZEAU

PRODUCT LEAD, MISSING PERSPECTIVES (PRESENTER)

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FOUNDER BIO

Natasha is an up-and-coming leader in the media and tech spheres. Before joining Missing Perspectives, Natasha was a tech reporter at the Australian Financial Review, GQ Magazine, and a Product Manager at Flux. She has led the development and launch of the Missing Perspectives Directory, a two-sided marketplace connecting newsrooms and media enterprises with young female talent.

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