

Winner of MSDUK's 'Innovation Challenge' Bloomful takes home £20k prize to 'Transform Women's Healthcare'.

INNOVATIVE businesses from Ethnic Minority backgrounds presented their ventures in front of global brands and investors through MSDUK's Innovation Challenge.



London, United Kingdom Oct 9, 2023 ([Issuewire.com](https://www.issuewire.com)) - INNOVATIVE businesses from Ethnic Minority backgrounds presented their ventures in front of global brands and investors through MSDUK's Innovation Challenge, which aims to help promote and showcase innovative business ventures to its network of corporate members, including Meta, Accenture, GSK, and Google.

Now in its seventh year, this year's MSDUK Innovation Challenge theme was 'Innovative Ideas for a Better World.' The competition addresses underrepresentation in the global supply chain, providing young entrepreneurs and high-growth ethnic minority-owned businesses direct access to influential corporate organisations. This year saw a record-breaking number of entries with innovations from various sectors covering sustainability, health and beauty, food, education and training, information technology, and many more, making it tough to narrow down to just 12 finalists.

The overall winner, Dr. Dupe Burgess from Bloomful, walked away with a 20k cash prize, a one-year MSDUK Premium Membership, Corporate 1-2-1 mentoring from Accenture and an Out-of-home Advertising Campaign from JCDecaux. Dr Burgess started her career as a doctor and regularly saw and treated women with menstrual, menopausal and hormonal problems. Today, Dr. Burgess is the

Founder and CEO of Bloomful, an AI-driven triage solution that helps women access better care for their gynecological health.

Dr. Dupe Burgess from Bloomful accepted the prize, saying, *"The MSDUK Innovation Challenge provides a great opportunity to pitch and showcase Bloomful in front of a panel of experts and investors and is an invaluable opportunity to increase our visibility and attract potential partners."*

Mayank Shah, the Founder and CEO of MSDUK, added: *"All of this year's entries will have a far-reaching, positive impact on many lives and the climate, and I am sure all the finalist's innovations will help to create a better world and future for all. Congratulations to all the finalists and our MSDUK Innovation Challenge winner, Dr Dupe Burgess."*

The Innovation Challenge was set up by [MSDUK](#) as part of its various programs and initiatives designed to improve the opportunities for ethnic minority businesses within corporate outsourcing supplier needs. Through this challenge, MSDUK breaks down barriers to entry for early-stage business ventures, entrepreneurs, and high-growth EMBs from all sectors by providing exposure and connections to a range of highly influential corporate sponsors, Accenture (headline sponsor), along with category sponsors EY (Digital Transformations), J.P. Morgan (Innovation Pioneers), GSK (Social Impact) and Cummins (Sustainable Development).

Media Contact

MSDUK

claire@primepr.co.uk

07870808166

MSDUK, PHOENIX SQUARE, 3 BURTON ST

Source : MSDUK

[See on IssueWire](#)