**Remedy scoops national award for innovation.**

* Innovate UK is delivering a £6.2 million\* boost to the UK’s future innovation leaders.
* 233 high-potential entrepreneurs from every nation and region of the UK receive funding and tailored business support.
* Olivia Coy from Bristol, UK is among the award winners and is on a mission to empower individuals to take control of their health journey.

Olivia Coy, the CEO of Remedy, originally from Derbyshire and currently residing in Bristol, UK, has been honoured with a prestigious national award from UK Research and Innovation (Innovate UK), the leading Innovation Agency in the UK. The award will support them to grow their innovative business idea which aims to enhance population health and improve the quality of life for individuals living with long-term conditions.

Building on the success of Innovate UK’s targeted programmes, like Women in Innovation and Young Innovators, this latest funding is designed to find and support the fresh innovation talent the UK needs.

Olivia is among the 233 high-potential innovators who has been awarded a £5,000 grant and £10,000 contribution to living allowances. Critically, they will also receive 12 months of tailored business support to help them grow, stimulating the UK’s economy.

Working as a registered emergency and cardiac intensive care nurse, Olivia witnessed a lack of appropriate interventions to mitigate adverse reactions to medications, with vulnerable patients presenting to the hospital following a lack of adequate follow-up care. Olivia’s idea aims to enhance health literacy, reduce adverse drug events, and improve overall well-being for users, through AI-powered multi-platform medication management software.

In line with the UK’s growing appetite for innovation, this new award programme was amongst the most highly engaged funding competitions Innovate UK has ever delivered - with over 2,100 entrepreneurs applying for funding and business mentorship. There is an urgent need to transform the UK’s skills and talent pipeline, through inspiring and connecting people to new opportunities and pathways into innovation. Innovate UK estimates that, to achieve the UK’s full economic potential, 400,000 more innovators need to be supported, from entrepreneurs to engineers.

Coinciding with the Awards announcement, Innovate UK has joined forces with over 150 partner organisations to launch its free and accessible No Limits digital platform, which makes it easy for aspiring innovators to discover new career paths, sharpen their skills and access opportunities to develop life-changing innovations and future-proof the UK economy.

If you’re an aspiring innovator, or a business looking to connect with new talent, check out [nolimits.ukri.org](https://nolimits.ukri.org/) to find support and inspiration.

Quotes from Olivia’s Innovate UK application feedback:

“The applicant has a strong passion to help other people through their company and by being a positive role model. They have a well-crafted message that will resonate to younger audiences. Their trajectory across industries can also provide a great example on how to use previous work expertise to become an entrepreneur and develop innovative products that address real-life needs. They have a robust understanding of EDI and the benefits it brings to innovation. The applicant has good plans on how to disseminate their message to diverse audiences.”

“The applicant has demonstrated the commitment and passion to drive the business. Also, the applicant has all the characteristics to be an inspirational role model for others and is clearly passionate about EDI.”

"Remedy has a very well-crafted application for an app addressing an important societal and economic challenge. Remedy is passionate about helping other people with the proposed app."

“The proposed innovation has great potential as it uses advanced technologies like AI in the Health sector developing a platform that will help patients but also doctors to understand interactions between drugs. The platform will be advancing the state-of-the-art: informational websites on drug interactions which require significant research on behalf of the user. The applicant will benefit from the support offered by Innovate UK in launching and growing their company.”

"Remedy has shown such passion and the ability to do such detailed research that they may well revolutionise the field, for the benefit of everyone."

“Remedy's application has a strong value proposition... Major risks have been identified. It is obvious that Remedy has carefully thought about how to develop the proposed innovation.”

“The applicant has a strong passion to help other people through their company and by being a positive role model.”

"This is a brilliant proposal that merits very high priority for funding."

~ ENDS ~

**Notes to editors**

\*based on individual grants of £5,000 plus a £10,000 contribution to living allowances or £50,000.

To arrange to speak to the award winner, Olivia Coy, CEO, please contact: [info@remedyme.co.uk](mailto:info@remedyme.co.uk) or visit Olivia’s [LinkedIn.](https://www.linkedin.com/in/livcoy/)

**About Innovate UK**

Innovate UK, part of UK Research and Innovation, is the UK’s innovation agency. It works to create a better future by inspiring, involving and investing in businesses developing life-changing innovations. Its mission is to help companies to grow through their development and commercialisation of new products, processes and services, supported by an outstanding innovation ecosystem that is agile, inclusive and easy to navigate.