



new beginnings

IN A WORLDWIDE INITIATIVE TO ENCOURAGE WOMEN'S ENTREPRENEURSHIP, THE CARTIER WOMEN'S INITIATIVE AWARDS OFFERS A SCHOLARSHIP, MANAGEMENT INSIGHTS, TRAINING AND MENTORS TO YOUNG WOMEN WITH THE COURAGE TO DREAM. BEAUTIFUL PEOPLE HIGHLIGHTS FOUR OF THE FINALISTS

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*Dr Mona S Jhaveri,
Foligo Therapeutics, USA*

Hers is an entrepreneurial journey that taught her starting a biotechnology company is no easy task. Beyond passion, it requires a great deal of time and money. Lab costs multiply quickly, as do expenses, often running into millions. And yet, Dr Mona S Jhaveri has a dream. "I have always wanted to play a part in solving major problems affecting women's health. Foligo is the embodiment of my dream."

Ovarian cancer is often referred to as a silent killer in medical circles, because it is notoriously difficult to detect. The treatment depends on the type of ovarian cancer, how far it has spread and the severity of the cancer. Most women are offered surgery, followed by a course of chemotherapy or radiotherapy. Mona hopes to change the way we detect and treat ovarian cancer. Her company, Foligo Therapeutics, Inc, is developing early diagnostic techniques and DNA-based therapeutics that aim to destroy cancerous cells and reduce suffering.

It was during her post-doctoral research at the US National Cancer Institute that she had a serendipitous moment. While experimenting with cancer-promoting proteins called folate receptors, she accidentally reversed the DNA sequence of the folate receptor, which, when combined with ovarian cancer cells, caused them to die, rather than multiply. The NCI allowed Mona to patent her DNA-based therapeutic in the late 1990s. But it wasn't until years later, while participating in a programme that trained women entrepreneurs to create technology-based start-ups, that she decided to create her own business and market her discovery.

It can be particularly tough being a women entrepreneur in the medical research field, which remains a predominantly male domain. "I've often found myself working in boys' clubs," Mona says. "I have hired a lobbyist, which is unheard of for a small company like mine, but it allows me to exchange contacts for connections and enables us inroads into funding and grants, which remain my biggest challenge."

When the disease is caught early, survival rates are much higher. "DNA-based compounds only impact diseased cells, leaving healthy tissue unharmed and reducing the side effects of non-selective chemotherapies." In addition to this, these therapeutics are extremely cost-effective to manufacture and can be taken orally. I want to give hope to the thousands of women who succumb to ovarian cancer every year."



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*Barbara Ngouyombo,
Anoigma Limited,
United Kingdom*

Barbara Ngouyombo is young, ambitious, and an idealist with the ability to make her dreams real. Barbara Ngouyombo is the Founder of Anoigma Limited, an integrated solution to store medical records online, securely. Giving you the luxury and freedom of accessing your critical data electronically.

Anoigma is the Greek word for openness and you can see that in her. She acknowledges this as a niche segment. "It is not for everyone. It is a bespoke product. You will only subscribe to it if you have a serious medical history and tend to travel a fair amount." The endeavour is for medicine to overcome the barriers of language and enable wider access of medical records. Considering the volume of health tourism and the fact that Google