

## 'How female founders found their voice' AIPLA Women in IP global networking event - Leeds

Date: Thursday 27 April 2023

Time: 5pm – 8pm

Location: Platform, New Station Street, Leeds, LS1 4JB

### Agenda:

4:45pm to 5:00pm – Arrival and registration

5:00pm to 6:00pm

- Introductions by:



**Kelda Style, Partner at Page White Farrer**

Kelda is a qualified European Patent Attorney, Chartered Patent Attorney and European Trade Mark Attorney and is an expert in innovation capture, IP protection and commercialisation, working with leading companies around the world.

She has a wide range of experience in a variety of technical industries including physics, electronics and optics, hardware and software - from AI and machine learning to mobile apps and gaming.

In 2022, Kelda helped assess the intellectual property associated with the sustainability solutions provided by entrants seeking one of CIPA's nominations for the Earthshot Prize.



**Stuart Clarke MBE, Director of Leeds Digital Festival and PARSE (Peer Advisory Roundtables for Startup Entrepreneurs)**

Stuart is the founder of [Paceline](#) marketing and PR consultancy, working with firms in the tech sector. He's a non-executive director to numerous startups, and the creator of the [Leeds Tech Map](#) and the [PARSE](#) peer roundtable programme for startup founders.

Featured in Yorkshire Business Insider's 2022 Powerlist 100, Stuart has been named as Leeds' most influential person in Tech Nation's annual report, one of the UK's top three digital leaders in the Digital Leaders DL100, and City Region Leader in the Northern Leadership Awards.

- Female Founder Panel including:



**Becky Baker, CEO and Founder of K9Nation and member of Platform Female Founder incubator**

Born and raised in Yorkshire, Becky has a background in software product management and project management within the legal industry. She became a first-time founder when inspired by her dog to create an app to help dog owners live their best lives with their dogs.

Becky is passionate about helping other founders navigate the start-up landscape and sharing the knowledge she's gained so far. K9 Nation has completed two successful funding rounds to date and is currently raising £500,000 to build their go-to-market product.



**Danielle Platten, Founder of GoBubble**

On her third successful venture, Danielle founded GoBubble, a content moderation company powered by their patent pending Emotion AI of which Danielle is named co-creator.

Based in Northern England and now in its fourth year, Danielle successfully completed the first round of funding for this innovative tech company with the support of Angel investors from Leeds.

Prior to GoBubble, Danielle founded an employment law consultancy firm, a safe social platform for kids (GoBubble kids) and an eSafety programme for pupils, which over 10 years positively impacted more than 1m students across 70 countries.



**Georgia Halston, Group CEO of Halston Group**

With six years' experience running businesses and 15 years in the marketing industry, Georgia is the Group CEO of Halston Group. The Group consists of a B2B marketing agency, Halston B2B; a company bringing about sustainable change within healthcare, Sustainability Partnerships; an events brand called Mercury; and a technology news publication, Tech Origin.

Georgia is also co-founder of No Code Lab, a group looking to raise the profile of the no code movement. She is also an avid paddleboarder, a yellow belt in MMA and is doing her personal pilot's licence!



Sarah Hex, Head of Deal Organisation & Partnerships at Mercia Asset Management PLC and Member of Fund Her North

Sarah is a board member of Fund Her North, a collection of investors supporting female founders through the funding process. Sarah has had a wide career within the financial industry, within venture capital and corporate banking as a strategic Head of Deal origination and portfolio partnerships.

Passionate about supporting a diverse range of small and medium-sized businesses and helping them to achieve their growth ambitions and fulfil their potential. A keen trail runner and volunteer for a charity for abused women.

6:00pm to 6:30pm – Global AIPLA link up

6:30pm to 6:45pm – Q&A and closing remarks

6:45pm to 8:00pm – Networking, drinks and canapes