

Win for Edinburgh business at the Women's Enterprise Scotland Awards

An Edinburgh business, ProfessorMe, won the award for Start up of the year at the Women's Enterprise Scotland Awards held in Glasgow.

Dr Kate Smith and Daisy McConville set up the business just last year which offers multilingual support to students, but also aims to help teaching staff.

In their mission statement on their website the business promises to help students “excel and enjoy your time at University”.

The judges commended the firm for democratising education by seeking to ensure that university students got the support they needed. ProfessorMe creates and delivers university learning, teaching and training resources. It is a member of the University of Edinburgh's AI Accelerator programme.

CEO Kate is the academic behind it as an alumnus of Harvard, Yale and St Andrews. She is also a former journalist and taught journalism at Edinburgh Napier University. Daisy is developing cutting edge AI learning and teaching products for universities.

Dr Kate Smith said: “Our aim is to help students become better learners by giving them the tools to overcome challenges in their studies, personal organisation and academic performance. Our products help the academic development of students from

undergraduate to PhD level.

“Education is the foundation of life chances. Our business is just one example of the potential that women-founded businesses can achieve, highlighting that we all have the power to change our stories.”

The award is sponsored by Business Gateway.

<https://www.credoacademy.co.uk>



ProfessorMe Co-Founders: Dr Kate Smith, CEO (left) and Daisy McConville, Chief Product Officer (right)