



AI biotech company predicting preterm labour wins Avanade Digital Innovation Award 2021

Vilnius, 15 July 2021 – The first ever [Gen-E European Entrepreneurship Festival](#) closed today with awards given to the best JA Start-Up companies. [Eleutho Diagnostics](#) from Cyprus was awarded the 2021 Digital Innovation Award by Avanade, the leading digital innovator on the Microsoft ecosystem and Technology Partner of Gen-E. Eleutho Diagnostics was chosen for its pioneering work in the healthcare market; using AI in biotech to improve the health of expecting mothers and to predict preterm labour (e.g., when a mother goes into early labour).

The [JA Start-Up programme](#) is a year-long entrepreneurial programme whereby university students set up a real business and compete in national and European competitions. To compete in the [Gen-E 2021 European Enterprise Challenge](#) students must work in teams to complete an initial start-up pitch deck, live jury interviews and a video commercial.

As winners of the Avanade Digital Innovation Award, Eleutho Diagnostics will receive support to develop its business further, including a cash prize of EUR 1,000 and one-to-one mentoring and coaching from Avanade executives. Team members will also have the opportunity to meet and engage with Avanade’s senior leadership and attend selected Avanade events.

“Avanade is committed to supporting the next generation of European entrepreneurs and empowering them in the area of digital innovation to ensure their business will thrive in these current disruptive times,” said Heba Ramzy, Global Citizenship Lead with Avanade. *“Every year we see increased emphasis on digitalisation amongst the students of the JA Start Up Programme, which is an indication that young leaders are living and breathing digital transformation as an integral part of their lives.”*

In addition to sponsoring the Digital Innovation Award, Avanade is also Technology Partner to JA Europe and the 2021 Gen-E Entrepreneurship Festival. Avanade has supported JA programmes since 2016, helping teach young people about technology, leadership, and entrepreneurship.

“Digital innovation is a must for any company to be able to thrive and scale. Today the partnership between Avanade and JA Europe is showing the way for organisations to embrace digital transformation in order to stay relevant and grow,” said Adam Warby, Chairman of JA Europe. *“Thanks to Avanade, JA students across Europe have been able to rise to a new level by putting digital innovation at the core of their Start-Up Programme businesses and thus giving them a competitive advantage when entering the market,”* added Salvatore Nigro, CEO of JA Europe.

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Avanade Signature Award jury members:

- Lise Platou af Ekenstam, Global Head of Corporate Communications and Brand
- Miranda Hill, Global Innovation Lead
- Chris Lloyd-Jones, Emerging Technology, Product and Engineering Lead
- Simon Goldsmith, Head of Data & AI, Avanade UK & Ireland

Avanade Digital Innovation Award judging criteria:

The Award will go to the team whose business concept best demonstrated excellence in the following areas:

- 1. Business Viability (20%):** Does the team demonstrate sufficient business potential, with a realistic and practical business plan? Has the team presented a well thought through plan (do they have in place a strategy, business case, partnership structure, distribution channels) that have all the elements of being successful in the identified markets? Does the company accurately recognize and fill a gap in the market, or create a new one? Does the team have potential investors lined up, and a market tested product?
- 2. Customer Experience (20%):** How does the concept improve experiences of the customer? What friction points/challenges does this solve? What is the North Star experience you are seeking to create and how does that benefit the customer?
- 3. Use of Digital Innovation taking into account feasibility (20%):** Has the team demonstrated application of digital innovations such as those listed above in their product or services? Does the concept bring together the right mix of digital technologies and innovation to realize the North Star experience?
- 4. Business Sustainability (15%):** Has the team demonstrated concrete steps to ensure a real and sustainable business, from leadership, recruiting top talent, operational agility and efficiencies, sound decision making where it comes to taking calculated risks to grow.
- 5. Digital Ethics (10%):** Has the team demonstrated a commitment to digital ethics? Which digital ethics principles are taken into consideration by the start-up? Does the product or service development demonstrate an approach or a methodology based on the concept of “digital ethics by design”?
- 6. Presentation and soft skills (15%):** Was the team’s presentation creative and compelling? Does the team demonstrate effective teamwork and communication skills to present their company to various stakeholders?
- 7. BONUS Criterion (5%): Use of AI/ Data Technology:** Has the team successfully combined the business concept idea with data management / AI technologies to offer innovative solutions and/or new business model scenarios.
- 8. BONUS Criterion (5%): Participation to Avanade/JA Seminars (3) (5%)**

About Gen-E 2021

[Gen-E](#) is Europe’s largest Entrepreneurship Festival and a celebration of youth entrepreneurship and of the achievements of Europe’s students, who showcase their cutting-edge business ideas and are recognised with prestigious awards and special prizes. Gen-E is all of us—Boomers, Gen X, Millennials and Gen Z—Europeans who believe in the importance of Education, Entrepreneurship and Employment. The ones who choose action over stagnation and see every challenge as an opportunity. A new Generation of Entrepreneurs, of heroes who change things and challenge the world for the better. Gen-E is organised by JA Europe, and this year hosted virtually by JA Lithuania.



About JA Europe

[JA Europe](#) is the largest non-profit in Europe dedicated to preparing young people for employment and entrepreneurship. JA Europe is a member of JA Worldwide® which for 100 years has delivered hands on, experiential learning in entrepreneurship, work readiness and financial literacy. JA creates pathways for employability, job creation and financial success. Last school year, the JA network in Europe reached almost 4 million young people across 40 countries with the support of nearly 100,000 business volunteers and over 140,000 teachers/educators.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 44,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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