



KEBLE ENTREPRENEURS' EVENING – SPEAKER PROFILES

Will Parry (2007)

The London Residents Club

Will left Keble with a degree in theology in 2010. The obvious 'next step' was not immediately apparent. After a brief stint on a BBC gameshow, Will worked in financial services at Matrix Group followed by a year at a strategy consultancy, McGrigor Group. Ultimately neither career path fulfilled his entrepreneurial dreams. Will left the rat race to work full time on his juice company Archer & Parry which he sold in 2016. He now runs [The London Residents Club](#), a short-term rental management company he set up 3 years ago.

Will hopes his story will encourage other Keble graduates to pursue a career as an entrepreneur.



Cecilia Muldoon (2006)

VeriVin Ltd

Cici is the founder and CEO of VeriVin, an innovative startup developing a non-invasive wine and spirits analyser and working on the quantum-enhanced spectroscopic sensing of trace compounds. She studied physics and finance at Princeton University, and holds a PhD in experimental Atomic and Laser Physics from Oxford University, where her PhD work focused on quantum computing. She recently completed the WSET Diploma oenology qualification, and in her spare time, she is a budding classic car judge and an amateur ballerina.

VeriVin is currently extending the capabilities of its already patented technology in order to non-invasively detect the presence of various molecular compounds in unopened bottles of wine – through the glass, without the need to take the cork out. The initial application of VeriVin's technology is in the detection of wine faults, but it could eventually be used to obtain a full characterisation of a bottle of wine in order to monitor its progress over time, compare it to other bottles, or even verify its authenticity...

Cici hopes the story of her unconventional path to entrepreneurship will inspire others to give it a go.



Aran Samra & Saul Liang (2005)

Zapplan

Aran and Saul met at Keble as undergraduates reading Chemistry and Engineering respectively. Aran has spent the past few years working for PwC where he worked in Audit, Investment Advisory and now Global Corporate Development and is a Chartered Accountant and Wealth Manager. Saul went on to specialise in structural engineering in the Oil and Gas industry holding positions at Amec Foster Wheeler and GL Noble Denton.

Having kept in touch over the years, what initially started off as a simple idea (and a little bit of joke), evolved into a fully functional app – [Zapplan](#) – an app focussed on helping people to organise their social lives. Zapplan has just been released and is available on the iOS App Store and Google Play Store.

They plan on sharing their story of highs, lows, challenges and hopes to successfully monetise the app.

