

**Leyla Karimova**  
**Industrial and Systems Engineering**  
**Innovation Fellows Program - University of Florida**  
**Herbert Wertheim College of Engineering**

Leyla Karimova is a creative and innovative individual with a diverse background in entrepreneurship, marketing, and business administration. Her academic journey reflects a commitment to both marketing and technical subjects. Starting as a marketing major, she later transitioned to STEM-related courses prospects of product design and innovative startups. The intersection of entrepreneurship and technical sciences became a perfect match for Innovation Academy courses and team project management. During the last summer IA's Catalyst 2023 their team was honored the Power of Design Award by offering a solution which improved the reliability of WI-Fi services for a telecom industry company.



Besides academic career, Leyla Karimova served as an Administrative Assistant/Marketing Intern at Psomi, a fine dining Greek restaurant in Tampa, FL. Leyla has demonstrated exceptional skills in market analysis, strategic planning, and project execution. By creating and launching Psomi's first-ever catering program, she played a pivotal role in enhancing the restaurant's online presence and boosting sales. Notably, she also successfully initiated onboarding process with a leading Point of Sale company, Toast, and optimized the catering menu to accommodate diverse customer preferences, resulting in 45 completed catering orders.

As a Founder of Knol LLC, Leyla Karimova demonstrates a profound passion for entrepreneurship and innovative startups. Driven by a determination to provide a user-friendly solution to a common pan-frying challenge, Leyla designed Nole. Nole is an innovative cookware product, which prevents hot oil and food splattering during cooking. By successfully leveraging various fundraising opportunities, including Kickstarter campaign, and winning the Luby Microgrant pitch competition, Leyla Karimova secured \$10,500 for further product development. These funds were allocated to supporting further product development and covering initial manufacturing costs of Nole.