

Sara Roberts.

FOUNDER, SPEAKER & AUTHOR

Media & Press Kit

The Prevention Economy

Pricing the Invisible

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SPEAKER · AUTHOR · FOUR-TIME FOUNDER

Sara Roberts

Media & Press Kit

Sara Roberts is a four-time founder, a commercial strategist for funded health, prevention and longevity companies, and the author of the forthcoming The Prevention Economy.

At a glance

Founder, Well Purposed

Author, The Prevention Economy, foreword by Lord James Bethell

Global Concept Advisor, International WELL Building Institute (IWBI)

Investment Committee, Henry Royce Institute MATcelerate HEALTH

Non-executive director, Youmi

Chair, Cabal Edinburgh

Ambassador, Women's Enterprise Scotland

LinkedIn Top Voice for health, UK · 33,000+ followers (November 2026)

Founded Healthy Nibbles: £10m ARR, B Corp, Queen's Award for Sustainable Development

Speaking & media enquiries

For interviews, podcasts, panels and keynotes, use the speaking enquiry form or email sara@justsararoberts.com. Sara replies personally.

LinkedIn: linkedin.com/in/saraeroberts · wellpurposed.com

Introducing Sara

One line

Sara Roberts is a four-time founder and commercial strategist who makes the case that keeping people well is the biggest opportunity in health.

Short

Sara Roberts is a four-time founder and the founder of Well Purposed, a commercial strategy practice for funded health, prevention and longevity companies. She built Healthy Nibbles from her kitchen to £10m ARR, B Corp certification and a Queen's Award. Her book, The Prevention Economy, with a foreword by Lord Bethell, is forthcoming 2027.

Full

Sara Roberts has spent fifteen years building and advising health ventures across the UK, Europe and Africa. After losing her father to a preventable illness, she built her career around one question: who pays to keep people well?

She founded Healthy Nibbles and grew it from her kitchen to £10m ARR. It supplied Transport for London, Vitality and Mercedes AMG Petronas F1, and won B Corp certification and the Queen's Award for Sustainable Development along the way. Before that she founded Visergy, an innovation agency working across Sub-Saharan Africa and the Gulf.

Today she runs Well Purposed, a commercial strategy practice for funded health, prevention and longevity companies, built on her VITAL Framework©. She is Global Concept Advisor to the International WELL Building Institute, sits on the Henry Royce Institute's MATcelerate HEALTH Investment Committee, is a non-executive director at Youmi and chairs Cabal Edinburgh, a peer group for founders and chief executives. A LinkedIn Top Voice in health, she is writing The Prevention Economy, with a foreword by Lord Bethell.

SIGNATURE TALK 1

The Prevention Economy

Everyone agrees prevention works. Almost nobody is paid for it.

Why the future of health will be decided by who pays, and what that means for founders and investors building what comes next.

Sara started this work after losing her father to a preventable illness, and has spent fifteen years since building and advising the companies trying to change that. With her book forthcoming 2027 and a foreword by Lord Bethell, she shows where the money for keeping people well already sits, and why so little of it reaches the founders who could use it.

Audience takeaways

Follow the money

Healthy Nibbles went from Sara's kitchen to £10m ARR selling healthier food to Transport for London, Vitality and Mercedes AMG Petronas F1. The buyer for prevention is rarely the person who gets healthier, and this is how to find yours.

Proof that sells

Clinical evidence gets a company funded. A buyer, a price and a signed contract get it to revenue, and this section closes that gap before the money runs out.

Why prevention stays invisible

Health systems are built to pay for illness, so the value of keeping people well never shows up on anyone's balance sheet. This section covers what that means for where capital flows next.

They'll leave knowing who pays, and how to ask.

Formats: Keynotes, panels, fireside chats, podcasts and media commentary.

SIGNATURE TALK 2

Founder Health as Strategy

The company runs on one person. Who's checking on her?

Why a founder's health and resilience belong on the risk register.

Investors diligence the product, the market and the cap table. Almost none of them ask whether the founder can last. Sara has built four companies and now chairs a room of founders working through the decisions that keep them up at 3am. She makes the case that a founder's health is a business risk, to be measured and managed like any other.

Audience takeaways

Resilience you can train

What the founders who last do differently, week to week, when the pressure doesn't let up.

The board's question

How investors and boards can ask about founder health without overstepping, and why the best ones already do.

They'll leave with a plan for the most important asset on the balance sheet.

Formats: Keynotes, panels, fireside chats, podcasts and media commentary.

SIGNATURE TALK 3

Scaling with Soul

Grow fast. Keep what made it worth building.

How purpose-driven founders achieve rapid growth without losing alignment, culture, or themselves.

Sara took Healthy Nibbles from a kitchen table to B Corp certification and a Queen's Award for Sustainable Development, paying the Living Wage throughout. Purpose and profit pulled against each other at every stage. This talk is about how she made them pull together.

Audience takeaways

Margin with a conscience

How Healthy Nibbles took gross margin from 20% to 55% while running zero food waste systems. Purpose that pays its own way.

Who you stock is who you are

More than 2,000 products, with a deliberate weighting towards brands led by women and minority founders, and what that choice did for the business.

Culture at speed

Holding on to values while hiring fast, raising money and saying yes to large customers.

They'll leave knowing growth and purpose can share a plan.

Formats: Keynotes, panels, fireside chats, podcasts and media commentary.

Photography

Sara Roberts & Well Purposed

Official photography for speaking, media and advisory work.



Sara Roberts · Speaker & Author



Sara Roberts · Founder, Well Purposed

Images may be used for editorial and event promotion featuring Sara Roberts.

The Prevention Economy

Forthcoming 2027 · Foreword by Lord James Bethell, former Health Minister

Press enquiries: sara@justsararoberts.com

Advisory work: wellpurposed.com

From the foreword

"She does not simply argue that prevention is a good thing. Everyone agrees with that, and agreement has got us nowhere. She goes after the plumbing."

Lord James Bethell, former Health Minister

"Most books of this kind end with an appeal to political will. This one ends with a list."

Lord James Bethell, former Health Minister

Forthcoming 2027