



making physics matter



Phizzi professionals

Ewan Marshall

School

I took a broad range of subjects at school – physics, chemistry and maths as well as history, music and photography. I really enjoyed finding out how the world works whether that was in arts or sciences. I learnt that I always did much better at the things I was interested in.



What next?

I did a Master's in physics and in my final project I was tasked with building a machine that could take video of DNA unzipping; it felt like science fiction. I loved making things and decided to become a tech entrepreneur. I've been creating different products and businesses ever since.



Why physics?

I studied physics because I was fascinated by how strange the world can be. Everything can be boiled down into something understandable and beautiful, however, once you understand it at one level, you realise there is something even more complicated and strange happening beneath the surface. I love this endless search for reality.



And now?

I am co-founder of Personal Alarm Watch. We created a smartwatch to help older people stay independent and active. My job is always exciting, taking me everywhere from visiting factories in China to meeting the Queen in Buckingham Palace. However, the best thing is knowing the device I created currently saves one person's life every single day.



Physics in practice

I use maths and physics all the time while building our product or thinking through our latest problems. I code new features, use mathematical modelling and even use ideas from physics in understanding what might sell well. It's applicable anywhere and it touches everything I do.



Advice for young scientists

Make sure you are doing things you enjoy and believe in yourself. Even if you think you are out of your depth, with hard work and perseverance you really can accomplish things people thought were impossible.

