



11th August 2026

To Whom It May Concern

Re: Mukund Joshi — AI Opportunities Audit for Roseway Labs

Mukund Joshi and his colleagues conducted an AI opportunities audit for Roseway Labs, the UK compounding pharmacy I co-founded. Mukund and I met at London Business School and when he offered to review how AI tools could realistically improve our operations without disrupting the regulated, patient-facing business we run, I quickly accepted.

From the outset, Mukund scoped this as a practical, lightweight audit rather than a large transformation project, which was exactly the right level of ambition for our business. The process was thorough: an initial intake questionnaire, independent research, a working session with several members of my team, and follow-up written analysis on the areas we didn't have time to cover live. At every stage, the questions were specific to how we actually operate, not generic.

What stood out most was how precisely our business processes were understood and the findings mapped to our real bottlenecks. Onboarding new clients was seen as a particularly challenging process for the business, where potential savings from AI solutions were considerable. The recommendations that followed were equally grounded — specific tools were mapped to specific problems, with honest caveats about what was confirmed versus what still needed to be validated with vendors. Nothing was oversold.

Beyond the audit itself, this engagement opened our eyes to the solutions offered by AI along with an approach to mapping IT architecture. We had been exploring AI tools individually, with real concerns about cost, data security, and accuracy. Mukund's work gave us a structured way to evaluate any AI tool against our actual constraints — what it automates, where a person still needs to be involved and why and what the honest trade-offs are. That framework is something we can now apply ourselves to future decisions, which I consider as valuable as the specific recommendations in the report.

I would recommend Mukund to any SME leader, including those in a regulated industry, who wants a clear-eyed, practical view of where AI can genuinely help, delivered by someone who takes the time to understand the business.

Please feel free to contact me directly if a further reference would be helpful.

Yours faithfully,

Elizabeth Philp

Elizabeth Philp
CEO, Roseway Labs