

# Innovate UK

**Results of Competition: IC Tomorrow: Innovation Contest: Quantified Self**  
**Competition Code: 1509\_IC\_DIG\_QUAN**

**Total available funding for this competition was £175K from Innovate UK**

**Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.**

<b>Participant organisation names</b>	<b>Project title</b>	<b>Proposed project costs</b>	<b>Proposed project grant</b>
Psyomics Ltd	PsyOmics Quantified Health Solution	£35,000	£35,000
<b>Project description - provided by applicants</b>			
<p>PsyOmics Ltd is a biotech company that is working in collaboration with the Cambridge Centre for Neuropsychiatric Research (CCNR) to deliver improved prevention, diagnosis and treatment of psychiatric conditions. We aim to:(i) Improve treatment by providing contract research services to support clinical trials for psychiatric treatment(ii) Improve diagnosis by developing clinical diagnostics, based on biomarker panels that have been discovered by the Cambridge Centre for Neuropsychiatric Research; and(iii) Improve prevention by providing quantified health solutions that are accessible to everyone, empowering people to understand and improve their own wellbeing and mental health.Of the three areas, prevention has the greatest potential to improve health outcomes. Presently, mental health disorders are usually first picked-up when the associated symptoms are established enough to warrant a visit to the doctor. Consequently, it is often too late for the prevention of the condition.The vast amount of data that can be collected on smart phones, either directly or through health apps or wearable devices such as Fitbit, has huge untapped potential for the detection of the early signs of evolving mental health issues, especially when combined with blood-spot biomarker data. This project intends to deliver a quantified health solution that utilises this data, enabling people to understand their own wellbeing and providing personalised, scientifically validated and quantifiable recommendations that will empower them to take positive action to improve it.</p>			

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Sentimoto Ltd	Sentimoto Bupa	£35,000	£35,000
<b>Project description - provided by applicants</b>			
Sentimoto is developing a wearable and mobile application that empowers users to take charge of their health and wellbeing by providing them with the information they need and creating a 'circle of care' around them formed of family, friends, and care professionals. We quantify older people's wellbeing, including physical activity, sleep and social interactions, and transform this information into immediately accessible and meaningful feedback to the wearer and their support network with the aim to ensure long-term use of the application.			

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<b>Evolyst Ltd</b>	Health Heroes: An app to support families in health eating	£34,876	£34,876
<b>Project description - provided by applicants</b>			
<p>The proliferation of health promotion apps along with mobile phones' array of features supporting health behaviour change offers a new and innovative approach to healthier eating. However, the majority of apps on the market are not underpinned with behaviour change theory and evidence which may mean they are unsafe or ineffective. Health Heroes is the first family healthy eating app to involve extensive research with families using ground breaking methods drawn from the fields of Health Psychology, User-Centred Design (UCD), Gamification &amp; Persuasive Technologies. The project represents a collaboration between industry, public health, academia and local families, with now the opportunity to partner with Jamie Oliver and expand its reach and impact on families across the nation. In recognition that portion sizes have increased dramatically over the past decade and the growing body of evidence highlighting their impact on the obesity epidemic, Health Heroes aims to support families in managing their portion sizes to achieve a balanced diet. The app is designed to function as communication tool for the family to work together on changing their eating habits. It also helps families to manage their dietary habits outside of the home environment where schools, restaurants, and food outlets can join the challenge to support families in eating the right balance of foods.</p>			

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Orb Technologies Ltd	Orb Technologies - IC Tomorrow	£35,000	£35,000
<b>Project description - provided by applicants</b>			
Orb Technologies is a start-up technology company with the mission to help alleviate the social effects of living with dementia. We have developed a first-ever electronic entertainment device for these patients, which has proven very successful in early field trials and is endorsed by the Alzheimer's Society. The company's first prototype was designed and built with £10k raised by the founding management team. The product has since been endorsed by the Alzheimer's Society and multiple partners have been engaged to help bring the product to market. The company is also in the process of securing a patent and UK Design Rights on their final design.			

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Please Cycle Ltd T/A Yomp	Quantified Self	£33,937	£33,937
<b>Project description - provided by applicants</b>			
Yomp's proposal is a Health & Wellbeing platform which combines gamification and behavioural economics to help users create healthy habits in a fun, social and engaging way. Young People can sign-up, form teams, sync with popular wearables/apps, track stats, compete against peers, take part in challenges, set goals and win prizes/rewards for their efforts like an 'AirMiles' for healthy behaviour.			

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