

Innovate UK

Results of Competition: Edinburgh Digital Media Launchpad

Competition Code: 1506_LP_DIGS_EDM

Total available funding for this competition was £1M 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.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Material Communications Group Ltd	DNA: A unique and innovative talent management insight platform	£119,717	£83,802
Project description - provided by applicants			
DNA is a commercial proposition targeting the talent management industry and its associated sectors (brands, rights owners, media and content producers). Talent agencies seeking commercial advantage are looking towards data to provide their competitive edge. But, 'big data' is not aggregated and there are few filters making it difficult to apply in a commercial context. DNA exploits data use and technology to automate, blend, evaluate and stimulate a market that currently operates through human instinct. DNA's innovation is in the production of usable data for decision-making. Further to the management of talent lifecycle DNA aims to identify and highlight the factors that contribute to success, and therefore enable a Bayesian predictive model for the likelihood of emerging talent's success.			

Note: you can see all Innovate UK-funded projects here

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Cunning Blade Ltd	Cunning Blade : a personalised festival experience	£118,445	£82,912
Project description - provided by applicants			
<p>With this project we will create a personalised festival experience, helping visitors through the vast choice and vendors find their audience. We'll gather data from users, data feeds and social media, then use our innovative Artificial intelligence (AI) algorithms to make recommendations. We will also show visitors a window in to what has been learned about them so they can understand why recommendations have been made and then enhance them, tweaking their results in a beautiful and engaging way. Finally, we'll encourage visitors to share their profiles with each other. Our algorithms will then find the intersections of interest to recommend shows for groups of people. It is this blend of unique AI and user interaction at both individual and group level that is the true innovative heart of the proposition.</p>			

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Smart History Ltd	Virtual Time Binoculars	£105,678	£73,975
Project description - provided by applicants			
<p>Smart History will create systems which enable users to harness technology already in their pocket to explore the past in entirely new and exciting ways. Using new innovations that we develop with Innovate UK funding, we will make digital portals that place the user in the centre of historic scenes that are parallel to their real world location. Our Virtual Time Binoculars system will transform the way we explore the past, making 'time travel' a reality. Instead of augmenting today's reality, which is what other companies can do, we instead create rich new parallel realities that transform the way that we relate to the past. Drawing on our experience working with museums, universities, schools, heritage and tourist organisations, the systems we develop will provide a holistic experience, supplementing what is currently possible in our existing product portfolio of virtual museums, installations and mobile apps with a new level of mobile virtual time travel, that has two new, core innovations of (1) an integrated live communication system and (2) Mirrorshades, a parallel reality, real time syncing system.</p>			

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The PR Machine Ltd (T/A PingGo)	PingGo	£120,000	£84,000
Project description - provided by applicants			
<p>Startups need the oxygen of publicity to grow. But where do they start if they don't want to hire a PR agency? There have never been so many ways for companies to get their message out. But writing that message, explaining clearly what they do and why is still a real challenge for many companies. PingGo is a low cost do it yourself PR machine for startups and small businesses to keep PR and marketing in-house. Easy to use interactive tools guide users step by step through the process of writing press releases, planning news, sharing on social media and connecting with journalists. PingGo is disruptive and will revolutionise the way PR is done. By automating PR processes it frees the user to tell their story creatively and efficiently.</p>			

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Findr Ltd	findr	£118,816	£83,171
Project description - provided by applicants			
Findr is a new web application designed to connect you directly with photographers.Simple, efficient searching based on availability, ability, location and price and clarified by a network of referrals and recommendations is designed to empower photographers and enable your search for professional photographic talent for every occasion and need.Let's stamp out bad practice and cowboy attitudes by ensuring you can find the right photographer in the right place at the right price.Photography is art for everybody, we want to keep it beautiful by making it simple and accessible.			

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