

Innovate UK

Results of Competition: IC Tomorrow: Innovation Contest: Intelligent Data Insights
Competition Code: 1511_IC_DIG_IDI

Total available funding for this competition was £210K 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
Warwick Analytical Software Ltd	MyCall: Self-manage your portfolio. Predictively.	£35,000	£35,000
Project description - provided by applicants			
<p>The use of AI is becoming well established for retail (as well as institutional) portfolio management. Private investors now can self-select their portfolio strategies to a basic level to match their risk. The ability to dynamically analyse disparate data types such as news and social media alongside financial information can provide richer insight, however it presents many challenges, not least requiring significant modelling and IT capability by skilled data scientists, as well as the actual interpretation of the information to support decision-making. This has all been out of reach to the private investor. However, a radical approach spun out of academia called "AIR" - Automated Information Retrieval - now promises to automatically distil and combine disparate data (i.e. unstructured news feeds, social media alongside structured historical financial and risk data) where it can be analysed by machine learning algorithms to generate simple, validated predictors. The bottom line is this: A private user can not only select their risk profile, but the 'intensity' of their involvement to actively manage (or not) their portfolio and take decisions based on boiled down information with predictions. This means that significant news, events and trends (being constantly mined alongside static data) which generate predictors for an investor's portfolio (real or virtual) are automatically flagged to the investor and simplified to rules, in order for them to 'activate' or 'mute' the rules. Probabilities and success of past decisions (of them and their peers benchmarked) are analysed to truly assess judgement. Maybe they're the next hedge fund manager ... or better to leave to professionals...it's MyCall.</p>			

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Telesto Technologies	Resubmission Safe-On-Board	£35,000	£35,000
Project description - provided by applicants			
<p>The proposed innovation is a system to identify man overboard situations on board passenger ships, by analyzing video streams from onboard cameras in near real time. Downward looking cameras are used so as to respect the privacy of the passengers. The proposed innovation builds on a platform for passenger ships (including cruise ships) that offers increased awareness about the safety of the passengers thanks to a combination of pre-installed sensors and a smartphone application that passengers download for free. This platform (already an advanced prototype) has the primary objective to support the ship evacuation process, if such a need were to arise, or to assist the passenger in navigating around a huge passenger vessel. For the needs of this project we will enhance the platform's endpoints with cameras and employ state-of-the-art computer vision techniques we already used in previous projects.</p>			

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Biblio Learning Ltd	Biblio	£34,600	£34,600
Project description - provided by applicants			
Biblio believes that smart discovery of learning content will improve levels of learner engagement informal curricula and informal learning content. It will also boost the efficiency of editorial staff and educators worldwide. By harnessing the cognitive computing power of IBM Watson's APIs and services, Biblio can provide a platform that delivers smarter search, exploration and recommendation opportunities for educational content. We will be able to foster personalised learning pathways tailored to individuals' cognitive styles and context, and also improve practical models of assessment.			

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Autonoma Tech Ltd	IAP - Intelligent Airport Parking	£27,980	£27,980
Project description - provided by applicants			
An intelligent big data solution for a connected airport.			

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Metageni Ltd	Exogenous Attribution For Generic Search	£35,000	£35,000
Project description - provided by applicants			
Exogenous attribution modelling will combine the insights of digital attribution approaches with the methods of machine learning, plus classic market mix modelling, in order to account for exogenous factors to digital marketing, such as above the line marketing. These new models will evaluate the contribution of offline, generic and brand search to the final purchase. To achieve Metageni data scientists will leverage both new signals and new modelling approaches. The idea is that within a digital path to conversion analysis, variations in timing, geography, devices and social sentiment can be leveraged to model exogenous factors, external to the digital path analysis, such as TV campaigns. The aim would be to create an experimental validation for modelling based on these factors, and to avoid the ambiguity of 'multi touch' models, providing a definitive ROI attribution solution at the campaign and ad level.			

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Morrison Utility Services Ltd	Resubmission MUS: Predicting water demand using advanced data analytics	£35,000	£35,000
Project description - provided by applicants			
Water is an increasingly precious, finite resource that must be managed sustainably. Water loss due to leakage across the UK water distribution network is estimated at 22% and the ability to predict and identify water consumption accurately is a key part of the ongoing process to identify where leakage is occurring. This project aims to bring together data sets from diverse sources, which have not been traditionally used in this way previously, and advanced data technology and skills, to improve leakage find and fix activities in a pilot with Yorkshire Water.			

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