Innovate UK

Results of Competition: Smart Round 5 2015-16 - Proof of Market
Competition Code: 1511_SmartRnd5_PoM

Total available funding for this competition was £7.944M 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
BeamLine Diagnostics Ltd	Rapid, Point-of-Care Screening of Biopsies for Pre-Cancer of the Gastrointestinal Tract	£40,226	£24,135

Project description - provided by applicants

In 2012, 1.4 million biopsy procedures were performed to test for cancer in NHS England alone. Each procedure generates typically between 4 and 40 biopsies, each of which must undergo histological examination. Depending on the cancer type, between 90 and 99% of these biopsies are healthy or do not indicate the need for further intervention. The large number of biopsies entering the pathology lab leads to a delay in return of diagnoses by 2-4weeks and costs NHS England over £600 million per year.Increased time to diagnosis has been associated with poorer survival, greater disease/treatmentrelated morbidity and adverse psychological adjustment. Oesophageal adenocarcinoma (OAC) and colorectal adenocarcinoma (CAC) are two examples of cancers associated with high mortality, primarily due to late stage diagnosis. Approximately 230,000 cases of OAC were diagnosed globally in 2012 and CAC is the second leading cause of cancer deaths inEurope. To improve the detection of early stage disease there are national screening programmes of high risk individuals for each of these diseases. Screening and diagnosis of these diseases generates a large number of biopsies.BeamLine Diagnostics have designed an innovative tool which will function as a rapid pointof-care system to screen biopsies for pre-cancer in the GI tract and drastically reduce the number of biopsies sent on to pathology.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Base Materials Ltd	.BioPU	£42,480	£25,000
Project description - provided by applicants			
Base Materials is a significant manufacturer and supplier of tooling board widely used tocreate tools used in the composites industry for the manufacture of composite components.Tooling board is particularly environmentally unfriendly because the construction of toolsfrom tooling board results in high levels of waste because it is non-recyclable and the majorityof it ends up in landfill; furthermore tooling board resin formulations are created from nonrenewableresources. We have conceived of a novel tooling board formulated from renewableresins that will help to offset the carbon footprint of conventional materials. The economicsof the technology has not been evaluated for tooling board and it is our proposal to review thelogistics, economics, safety, IPR and potential end use markets as a desk research exercise.		

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
3-Sci Ltd	DAISEE' from 3-Sci Ltd' : A Decade-Autonomy, Integral Sensor, Easy-fit, Extreme distance communication network.	£41,677	£25,000

Project description - provided by applicants
DAISEE from 3-Sci Ltd is a long-life, extreme-distance, wireless communication systemcomprised of a series of miniature, autonomous transceivers. DAISEE can communicate overdistances from metres to tens or hundreds of kilometres - unlike existing, power-hungry,'mesh' networks there is no limit to the numbers of transceivers that can be used. Eachinterchangeable DAISEE transceiver is capable of carrying its own sensors, as needed for anyspecific application, so relevant environmental data can be obtained from any point in thecommunication network. Third party sensors can be added 'at will'. DAISEE does not needobtrusive solar power units or small wind-generators - the typical lifetime of a DAISEEtransceiver will approach ten years.This innovation arises because of the teams' experience in developing new, autonomoussensor networks. Significant focus on low-energy electronics and our ability to create newcommunication protocols for a very wide range of system physical configurations enablesthese advances. Many key technology elements have been addressed and this Proof of Marketstudy will feed into specific design considerations for a field-testable prototype for selectedapplications. Where possible, a common design will be derived to meet as many market sectorneeds as possible.DAISEE therefore offers benefits over existing mesh network and Satcomms systems,providing a low-cost, low-power option. DAISEE will be a compelling alternative to theinstallation of wired-sensor systems and fibre optic sensing systems for many monitoring andsecurity applications. It will provide options for temporary and permanent monitoring ofremote assets, especially where a 'retrofit' monitoring capability is required in shorttimescales.The 'Proof of Market' study is to verify engineering requirements of key sectors and explorethe market justification for further investment in the technology through subsequentpreparation of prototypes for field studies.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Escubed Ltd	Novel platform microencapsulation technology using membrane emulsification	£41,750	£25,000
Project description - provided by applicants			
The demand for coatings with targeted functionalities such as anti-fouling, self-healing, antiiceand fire-retardancy is increasing. Microencapsulation techniques can be utilised toencapsulate a range of substances thereby providing a tailored release system that react ondemand and provide the desired functionality. However, the adoption of microencapsulationwithin coatings has so far been limited with traditional methods being inadequate to achievethe required functionalities at industrial scale. escubed ' a spin-out from Leeds Universityhave identified an opportunity to develop a novel platform encapsulation technology based onmembrane emulsification to support industrial scale manufacturing of functional coatings. Itwill enable manufacturers to create smart coatings that interact with their environment.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Adaptix Ltd	Faster New Materials Optimisation and Discovery: Parallel and Simultaneous High-Throughput Characterisation Using A Novel Multiple Emitter X-Ray Array Source	£13,497	£8,098

Project description - provided by applicants

Adaptix has invented a novel flat panel X-ray source (FPS) technology that comprises anarray of multiple X-ray emitters. Technology applications have primarily focused on newmethods of medical imaging to date. This Proof-of-Market (PoM) application will explore thecommercial promise of the FPS in materials science characterisation for new materialsoptimisation and discovery. The application follows successful SMART (for core technologydevelopment).Materials optimisation and discovery is at the heart of major technological and socialadvances, e.g.; energy, electronics, clean technology and sustainability etc. X-ray basedanalyses (e.g.; x-ray diffraction, XRD; reflectivity, XRR; fluorescence, XRF etc) are amongstthe most widely used first-step, non-destructive techniques to gain a fundamentalunderstanding of structure-composition influences on functional properties. This knowledge isthe cornerstone of improved material optimisation and discovery and critical for filingeffective IP protection.Adaptix will utilise the established economic IP advantage of its FPS technology and exploreapplication feasibility in the materials characterisation arena. This is for faster x-ray basedanalysis through simultaneous and parallel characterisation via multiple x-ray emitters, for usein industries including polymers, mining, pharmaceuticals, semiconductors and many others.This PoM technology grant application will allow a detailed appraisal of the overall market,competitors, specification requirements, gain commitment from OEMs and academic partnersto allow accurate estimates of funding requirements and project feasibility.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Zigoorat Ltd	The Study, assessment and proof of market potentials and economics of a new and potentially disruptive flywheel technology for energy storage applications	£42,982	£25,000
Project description - provided by applicants			
Zigoorat Ltd has developed a newly configured and patented Flywheel Energy StorageSystem (FESS) for use in various applications e.g. renewable energy, transportation,uninterruptible power supplies & Smart Grids. Thw new light-weight Magnetic LevitationModule (MLM) technology as a small spinning mass eliminates the needs for bearings as themain source of mechanical failure, as well as friction, heat losses & cooling needs. Inaddition, for the same mass, Zigoorat MLM is spinning about two times faster than steel disksand hence stores four times energy than that of conventional FESS. In addition, Zigoorat'sMLM offers pump-free operation, which uses a patented molecular vacuum sleeve on theflywheel shaft. The shaft speed, combined with the sleeve's helical grooves, maintains thesystem's high vacuum. This increases the reliability & reduces losses and maintenance costsby simplifying mechanical parts.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Crystec Ltd	Novel treatment for Raynaud's phenomena	£41,430	£24,858
Project description - provided by applicants			
Crystec propose a re-purposed therapy for the treatment of Raynaud's Phenomenon.			

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Caventou Ltd	Market and product research for a self-powering smart interactive solar table and range of novel solar furniture and household objects	£43,015	£25,000

Project description - provided by applicants
Every day, we receive enough sunlight to provide the whole earth with enough electricity foran entire year. The name Caventou comes from the French chemist who discoveredchlorophyll that powers photosynthesis. Harnessing this concept, we integrate smart solar celltechnology into functional objects that use the property of colour to convert light into energyand connectivity.Caventou bridges the gap between technology and the user. It sits at a triangle where design,technology and sustainability come together: through cutting edge design innovations weshow how everyday objects can be our sources of energy and reduce our need for fossil fuels.Founded by Marjan van Aubel, Caventou has won numerous accolades for the highlyinnovative Current Table and Current Window. Current Table has been nominated for theDesign Museum's Design of the Year award and Current Window just won a Wallpaper 2016Design Award.We now wish to take our Current Table to the next level ' upgrading it to become a smarttable. The table will use IoT technology allowing activities and uses ranging from climatechange education through to video conference calling. With an inbuilt touch interactivesurface the self-rechargeable table will be pushing the boundaries of interactivity and lookimpressive in the boardroom, office, school classroom or at home.Due to the highly innovative nature of our products we sought support from Innovate UK tobuild a business case to overcome the high barriers to entry defined by productmanufacturing. For any novel product to become available to customers, IP allows youngbusinesses to create the foundations for a viable business model and an enduring company.Our focus is getting the right structures in place, develop a credible business plan to futureproofour business to build a globally competitive, creative and innovative company thatoffers desirable solutions for a global problem.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
SRi Forensics Ltd	Innovative Cloud-Based Application for Evidence and Data Presentation in Court Cases	£40,845	£24,507

Project description - provided by applicants

The visual communication achieved when using modern Electronic Evidence Presentation (EEP) systems can increase a jury's retention rate from 20% to 80%. Despite this, the UK criminal justice system still relies on a combination of long-standing manual processes and ageing computer systems. A major challenge in complex litigation is organising, crossreferencing and accessing mountains of evidence. In 2013, Justice Minister Green announced the use of £160m to transform the UK court system into a digital and modern public service. If implemented, ~4.5m police officer hours will be saved, freeing up time for the frontline. UK courts require better, quicker and cheaper ways of creating, filing and distributing documents, as well as more flexible communication. SRi Forensics propose a complex EEP system that can be used during national and international tribunals, Crown Court cases andcomplex civil trials.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
LIG Biowise Ltd	Spiky Ag Nanoparticles for Super-Efficient Antibacterial Surface Coatings	£41,407	£24,844
Project description - provided by applicants			
Silver (Ag) nanoparticles have gained popularity for use in medical devices, washing powdersand water treatments largely due to the emergence of resistant bacteria (superbugs) and theresultant reduction in the effective number of available treatments. However concerns havebeen raised due to the high concentrations required including the lack of available Agresources and associated toxicity levels. LIG Biowise's aim is to reduce the level of Agexposure by developing a novel method to produce spiky nanoparticles.			

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Historic Futures Ltd	Modern slavery act POM project	£41,878	£25,000
Project description - provided by applicants			
This project will investigate the market for Historic Futures' innovative String3 technology tothe assessment of modern slavery risk in the global supply-chains of UK businesses.In March 2015 the UK Government enacted the Modern Slavery Act, including a provisionrequiring UK businesses to prepare a statement 'setting out the steps the organisation hastaken during the financial year to ensure that slavery and human trafficking was not takingplace in its business or supply chains'.String3 has been designed to collect country of origin information for raw materials used inthe manufacture of goods, and to describe the structure of the supply chains involved. String3is technically innovative with no competing services solving the same problem. It wasdesigned for three target sectors where HF has experience: forestry/timber, clothing/textilesand mining/minerals.The Modern Slavery Act appears to place a new regulatory burden specifically on UKbusinesses, requiring them to investigate the structure of their global supply chains. String3 isdesigned to solve a similar problem, but there are significant differences requiring technicalinnovation to overcome. For example, a car might be constructed from hundreds of subassemblies,each having numerous components manufactured from a variety of raw materials.A financial services business may need to investigate supply chains ranging from computerequipment, to staff uniforms to printing paper. What data would be required from whichactors in the supply chain and how could it be structured to allow scalability, reporting andcompliance?String3 already streamlines data collection (and improves data quality) for provenance ofsome raw materials. It is possible that a significant new, cross-sector market could exist forString3 related to modern slavery risk. If confirmed, it could also deliver a new servicecapable of reducing the compliance burden of some 17,000 UK businesses.			

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Concept Marine Ltd	Conceptual Design for a New Commercial Vessel	£40,732	£24,439
Project description - provided by applicants			
Ballast is required to maintain stability and manoeuvrability when ships are un-laden, withwater now the modern choice - taken up and discharged when cargo is unloaded and loaded,respectively. Ballast water is responsible for the transfer of aquatic microorganisms andpotentially pathogenic bacteria across oceans - Introduction of invasive species has becomeone of the four greatest threats to oceans globally, causing problems such as ecosystemdamage, river bank erosion, and marine equipment damage. Current ballast watermanagement systems have limitations - Concept Marine Ltd have designed a commercialvessel that does not require any ballast.			

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BleepBleeps Ltd	BB Cloud (connected parenting platform)	£41,673	£25,000

Project description - provided by applicants

We are seeking proof of market funding to verify market potential for BleepBleeps Cloudservices (BB Cloud). With this project we are proposing to integrate hardware with softwareand join-the-dots between disparate products via an agnostic platform that will offer adviceand guidance to parents. BB Cloud will allow parents and family members to connect devicesfrom different manufacturers, that serve different purposes, and access the information theyprovide via a single app. Increasingly, more and more products are being connected to asmartphone or directly to the cloud so they can be accessed online. Through a platform thatconnects products such as a Bluetooth-enabled Oral B Toothbrush with an eating trackingHAPIfork, Withings Scales, or to the Mumsnet forum, BB Cloud can provide a digital servicethat acts as a single point of reference for parenting needs. Furthermore, we can aggregatethese separate sources of data and determine important relationships between the informationthey provide - nutrition, temperature, weight, scheduling, routine, etc. This will lead to newinsights and reassurance for mothers and fathers alike into the health and well-being of familymembers.BleepBleeps are currently developing their own range of connected products for parents. Withone BleepBleeps product already on the market and three others due within the next 18-months, we are tackling a range of parenting related issues including bedtime routines, oralhygiene, child safety and security of personal items. We aim to develop a BleepBleeps-centricCloud service for our product range, however, we see potential in building a bigger bolderplatform that can work outside the boundaries of our brand and offer greater utility to the user.A proof of market grant will allow us to not only identify the market potential for thisproposal but also determine technical and commercial feasibility for the project beyond thisgrant.

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Eksagon Group Ltd	Novel membrane electrode assembly for next generation direct methanol fuel cells	£41,158	£24,694
Project description - provided by applicants			
Limits in the power and durability of lithium ion and polymer battery technology are being reached. In parallel, our desire for portable electronics of longer runtimes, fast recharging and greater durability is increasing. Eksagon will re-engineer membrane electrode assembly, paving the way for the next generation of energy efficient Direct Methanol Fuel Cells.			

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MOST (Autonomous Vessels) Ltd	MOST (AV) Autonaut SMART Proof of Market	£40,756	£24,450
Project description - provided by applicants			
MOST (AV) is an SME that has taken the concept of autonomous, self-propelled, surfacevessels to production reality.AutoNaut provides unique, robust, cost effective, game-changing opportunities for a variety ofmarkets interested in the remote collection and analysis of marine and maritime data.AutoNaut can undertake extended deployments ' over three months without human contact 'and is proven and robust having been rigorously tested in the Atlantic. It needs no fuel so hasno emissions; it needs no crew so can operate at substantially reduced costs compared toconventional manned ships; and it has a 200kg payload, accommodating a variety of sensorsto meet diverse data gathering requirementsSuch is the variety of potential applications that we need to undertake structured marketresearch to prioritise and focus product development for ASV data collection and analysis inline with market need.A Proof of Market study will allow us to refine the AutoNaut Integrated Sensor Suite (AISS)and offer a modular approach to sensor fitting to meet the greatest number of client needs andsignificantly increase the environmental and operational data gathering capability, andattractiveness of the product.Our study will establish the range of sensor options that could be included in AISS, identifypriority market segments and what is most needed within those segments.The project will focus on four market segments: legal, commercial, scientific and defence andsecurity and will lead us to a far deeper understanding of market need, prioritisation of sensorofferings, and a clear way forward for commercialisation.We will research potential use cases, undertake rigorous market research with existing andpotential customers, rate the potential of possible sensor offerings in each core market, anddevelop a commercialisation plan with an internal and external focus.			

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Rytork Ltd	PowerKinet - Energy Generation and Storage System	£23,454	£14,072
Project description - provided by applicants			
PowerKinet is an energy generation and storage system based on the fundamental principlesof horology. It has application in a number of markets including implantable medical devicesand renewable energy platforms. The technology has been developed to basic feasibility andearly proof of concept stage. Bench and laboratory tests have produced very positive results.The aim of this Proof of Market exercise is to better understand and hopefully provecommercial feasibility. We will investigate potential markets and applications in order toinform our product development strategy and determine where to focus resources. The projectwill also seek further validation of the technology and strategy from independent experts sothat we will be better positioned to attract the investment needed to take the project forward.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Zeta-pdm Ltd	Zeta-pdm: Development of an improved inlet device for oil and gas separation	£42,000	£25,000

Project description - provided by applicants

Zeta-pdm Ltd (ZPL) is a worldwide supplier of advanced multiphase flow process separationtechnology to the oil, gas, water & petrochemical industries. This equipment operates withinpressure vessels & separates the well stream into gas & liquids. The global oil & gasseparation market is forecast to reach $10.68 billion by 2020.Favourable initiatives e.g. Kuwait conventions & U.S. EPA regulations, increasingenvironmental concerns & strict quality specifications are expected to continue to drive thegrowth in the global oil & gas separation market.ZPL has found weaknesses in current inlet devices that produce an outlet flow that is poorlymatched to the pressure vessel cross-section. ZPL propose a new inlet device that achieves amaximum variation in the flow velocity of <10% across the outlet area, reduces swirl by 50,and the pressure drop by >20% when compared to state of the art devices. This createsvaluable increases in flow rate through the vessel & opportunities to optimise equipmentdownstream.ZPL's knowledge of separation technology equips them to develop & test the novel inletsolution to demonstrate the anticipated benefits. However, before undertaking expensivetechnical development, it will be crucial for ZPL to conduct an in-depth review to understandthe requirements of the target customers within key markets.Challenges to overcome:- A strategy for cost effective optimisation of the inlet device- Integration of the inlet device into the overall separation process- Assessment of the performance benefits for different installation scenarios & a range of inletflow conditions- Optimising the performance & mechanical design to achieve reliable operation inchallenging operating conditions- Achieving overall cost & performance benefits- Assessing performance in new project & retrofit market opportunitiesThe PoM will enable ZPL to gain information on market need, identifying competitors &exploring exploitation paths.

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Warwick Analytical Software Ltd	M-CLAIR: Multi-Clustering Automated Information Retrieval.	£39,136	£23,481
Project description - provided by applicants			
M-CLAIR is a disruptive innovation developed by Warwick Analytics which solves theproblem of automatically analysing complex documents containing multiple topics. From atechnical point of view, it automatically creates unsupervised clusters of the individual topicswithin the documents.This means that documents such as news, annual reports, scientific papers, health records andCRMs can be automatically mined for unsupervised patterns. It does not require a datascientist to build a model an the dictionary is generated and validated, not required a priori.This could have profound benefits in terms of the predictive analytics that can be done inthese fields. For example events can be predicted from news and reports, medical treatmentsimproved by finding patterns which drive better outcomes, and greater customer satisfactionfrom mining the CRM notes.			

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AutoTrip Ltd	Automated Bike Mileage Solution (ABMS)	£41,783	£24,500

Project description - provided by applicants

AutoTrip (AT) offers car drivers plug and play GPS/GSM integrated devices to accuratelyrecord journeys, and automate the mileage expensing process.As an adjunct to the core business, AT has identified a need for an automated bike mileagesolution to allow cyclists and other 2-wheeled vehicle users to benefit from the sameexpensing accuracy as car drivers. At present, tracking software is restricted to routesdesignated suitable for 4-wheeled vehicles, compromising the accuracy of any'off-road', 2-wheeled journeys.AT has a prototype design for an Automated Bike Mileage Solution (ABMS) to provide 2-wheeled vehicle users an automated and geospatially accurate account of their mileage.ABMS will deliver significant time-savings to cyclists, who largely rely on manual reportingpractices, and a HMRC compliant reporting tool for tax professionals.As cycle-based delivery services scale in popularity, often requiring employees to use theirown bike, the need for an efficient and compliant reporting method grows. The ABMS alsosupports sustainability and health objectives to increase cycling uptake, providing a reliablereporting tool for cyclists to claim compensation through. By encouraging staff to make moreof their journeys by bike, the ABMS can reduce business fleets' CO^2 emissions and save costson car associated expenses.The ABMS leverages in-house expertise of the reporting process and decreasing componentcosts and will encompass (1) an on-board GPS/GSM unit designed for wide-ranging 2-wheeled vehicle compatibility (2) a discreet dynamo for trickle charge purposes (3) aproprietary geospatial platform with comprehensive coverage of off-road routes for accuratemileage and (4) a smart phone app and user interface for client access.Successful development of the proposition requires a detailed assessment of the commercialopportunity and technical components required. This study will test our value proposition andproduce a technology development plan.

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

Results of Competition: Smart Round 5 2015-16 - Proof of Market
Competition Code: 1511_SmartRnd5_PoM

Total available funding for this competition was £7.944M 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
Youtility Ltd	Youtility - Proof of Market Assessment	£41,060	£24,635

Project description - provided by applicants

The average consumer interacts with their utility provider for 9 mins a year with mostcustomers interacting only during a power cut or when they receive a high bill' (Accenture,2014)Youtility will revolutionise the relationship between consumers and Home Service Providersby developing an innovative web-based platform that aggregates a consumer's householdutility data into a single and secure Dashboard. The platform will increase competitivenesswithin the market and have a dramatic cost saving impact for consumers, particularly the 4.5mconsumers (17% of UK homes) affected by fuel poverty.In 2015, the UK Government estimated that 13.5m UK households could benefit frompotential savings worth £2.7bn pa if consumers were on appropriate energy tariffs. Thissituation is not unique to the energy sector alone, with savings being achievable across otherhousehold services (e.g. digital).Increased engagement within the UK utility market through 3rd party products will helptransform consumer behaviour towards Home Service Providers. The ability to accessmultiple providers within the Dashboard and harness innovative engagement features willhelp consumers more effectively manage their consumption. According to OPower,behavioural efficiencies by consumers in Europe could save £1.8bn and 12 terawatt-hours ofenergy pa.Governmental and regulatory pressure to reform the UK domestic utility market, alongsidegreater access to consumer data (through Smart Meters and the development of serviceprovider APIs), as well as providing time constrained consumers with easy access toinformation are all conducive to a breakthrough in the way consumers manage householdutility consumption and engage with providers.Research and preliminary feedback suggest that the projected business model is commerciallyattractive. This POM study will involve the development of the final business plan,understand compatibility with service providers and identify potential revenue streams.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Protelhealth Ltd	Smart medication management system for patient-centric medicine optimisation	£41,450	£24,870

Project description - provided by applicants

The WHO reports that 50% of patients who are prescribed medication for long-termconditions, fail to adhere to the prescribed regimen. As a result, non-adherence to medicationis a worldwide problem of striking magnitude, having a negative impact on the efficacy oftreatments, patients' well-being and the use of healthcare resources. Patient non-adherencecosts the NHS more than £500 million every year. Recognising the pressing need to tackle theproblem, the NHS committed to the medicines optimisation agenda to adopt a more patientfocusedapproach for patients to get the best outcome from their medicines. Protelhealth haveidentified an opportunity for a universal smart medication management system, which candeliver personalised medication support. It will provide a simple, cost-effective solution tomedication adherence by integrating with and into existing systems and connecting thevarious stakeholders in the healthcare ecosystems whose support is necessary to provide apatient-centric approach. It will increase independence, avoid re-hospitalisation, improvetreatment effectiveness and reduce mortality.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
HW Communications Ltd	OptiNet- Visible Light Modem for Indoor Broadband Networks (HW Communications Ltd)	£42,189	£25,000

Project description - provided by applicants

This work proposes to carry out a market study to bring our Visible Light Communication(VLC) hardware modem prototype based on low energy LED lighting to a commercialproduct which provides a dual functionality solution, i.e., High speed (Gbps) optical wirelessbroadband connectivity and illumination for end users in indoor environments, usingunlicensed visible light spectrum. Growing data traffic and demand for high speedapplications like video streaming, gaming etc., requires high speed end user connectivitysolutions. As we are accelerating towards Internet of Things, where all the devices willconnect to the internet in the future, which will also result in RF spectrum congestion withlow QoS causing user dissatisfaction. The product we are aiming to develop for indoor usewill increase the end user data speed by replacing existing lights with a LED based VLCmodem and this is also now proposed for use in 5G using the unregulated visible lightspectrum. This replacement will not require additional infrastructure to be installed within abuilding which is much attractive for end users. The user will enjoy high quality and securedata link (increase Cyber security and Information Assurance) along with sufficientillumination leaving no known adverse effects on health as compared to RF systems. Our pastwork has matured the VLC concept into TRL4/5 prototype. This VLC prototype has capacityof connecting multiple users under the same LED light demonstrating the current technologymaturity. To commercialise we need to identify market gaps/trends and application areasleading us to mature the prototype to a product. Objectives of OptiNet are to identify marketopportunity gaps, conduct market research, interpret findings, develop market options, riskanalysis, identify user needs and value, develop value proposition and substantiate markettrends, findings becomes an input to Smart POC phase 2 Project.

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