

Innovate UK

Results of Competition: IC Tomorrow: Innovation Contest: Sharing Economy
Competition Code: 1603_IC_SHAEC

Total available funding for this competition was £180K 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
Bubbl Ltd	BubblAir	£30,000	£30,000

Project description - provided by applicants

With the Airbnb trial, we would like to develop our core Bubbl technology to facilitate BubblAir, a dynamic mobile and web platform for supply and purchase of geolocation-based insights, stories and tours, based on cutting-edge geo-triggered audio and mobile technology, with a marketplace, peer reviewed economy and seamless UX. Bubbl is a location based mobile technology built by ThinkInnovate Ltd that enables geofence triggered functionality managed from a web based dashboard, and activates extensive new location based geo-triggered app functionality through a simple app plug in for new or existing Android and iOS apps. Bubbl's innovative state of the art platform and app plug in's are a perfect foundation for the new innovation proposed in this project, which will allow local knowledge to be shared via geofence triggered audio for authentic insight into the real character and passion of a location, taking the listener off the beaten track and into the heart of local stories and communities. The tourism industry struggles to adapt to new trends, and fails to answer the needs of the modern visitor wanting authentic experiences, but without extensive time spent on pre-planning or being stuck in a guidebook. Traditional guidebooks rarely suggest areas outside of commercial hotspots and when they do, the content lacks the insight of those who know the area inside out. No marketplace exists yet where individuals, like local citizens or tourist professionals (working within a poorly paid sector) can monetise their knowledge on a scalable platform for the benefit of others. Micro payments for the insights, stories and tours will be driven by market popularity, so anyone can become a tour guide and earn money depending on the quality of their insights or tour and it's popularity with users. Such a marketplace with location-aware information for tourists is not yet available, showing high technical and commercial innovation. Bubbl works by triggering mobile based actions within geofence perimeters for any area, meaning that you can use it to engage visitors both in and around a venue or location. It has been built to initial pre-commercial prototype as a software that adds geofence triggering and 'functionality pack' capability to a brand or company app, with the ability to reach audiences in real-time, knowing exactly where they are, with specific targeted messages, and activity eg surveys, offers, e-commerce etc without breaching privacy. The technology does not require the user to open the app, but still triggers and delivers specific or multiple 'functionality pack' actions when geofence, proximity and other complex trigger conditions are met. It has been built to minimise battery and data drain when functionality 'packets' are in use.

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Circology Ltd	#LOOP	£29,680	£29,680
Project description - provided by applicants			
#LOOP provides a digital platform for a market-led solution to waste reduction and value realisation in the construction industry by enabling project components and materials to be valued in-situ prior to 'project end-of-life' and demobilisation. Through the utilisation of a Materials Passport and Digital Marketplace, a significant portion (up to 40% is possible) of the components and materials in existing building and civil project stock will be eligible for reuse (step 2 of the European Waste Hierarchy) which avoids premature recycling, recovery or disposal steps.			

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Makercase Ltd	Makercase	£15,760	£15,760
Project description - provided by applicants			
<p>We are creating a technology-driven 'products as a service' platform that delivers on-demand access to the physical goods consumers need to fulfil their creative ambitions. We are helping consumers to discover and learn about the products they need whilst enabling manufacturers & suppliers to facilitate product interaction without the need for bricks and mortar outlets. Unlike peer2peer platforms our inventory is not crowd sourced which overcomes many of the hurdles that have led to the failure of several tool sharing ventures. Makercase is an exhaustively designed 'Internet of Things' enabled and courier-able toolbox that contains all the equipment and educational content needed to help any hands-on enthusiast complete their task. Makercase offers a 'full stack' DIY experience that includes tools, consumables & educational content that upskills customers and encourages them to be more ambitious and attempt larger projects in the future. We intend to blur the lines between hire and retail as we allow customers to keep any items they like - we are bringing retail into the home and call it the 'hotel mini-bar effect'. Our project requires funding to evaluate the feasibility of a unique tracking system that may make it possible. This technology concept so far has been developed in conjunction with the University of Leeds in a joint research project, we are now looking for the resources to take the conceptual research and build hardware that can be evaluated for viability.</p>			

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Digital Algorithms Ltd	Giving Back - A volunteering Hub to Enhance Social Prescribing in BANES	£29,823	£29,823
Project description - provided by applicants			
<p>So many people want to offer their skills or their time to help others but are unsure how to go about it. To volunteer effectively we need to make sure that people can connect with those in need, and then find activities or groups which suit each of them. This requires a system that stores information securely about local opportunities and about volunteers and matches them intelligently. But where do volunteers currently turn for this service? Who matches their skills with the most appropriate opportunity? And, how do they know that the match is safe and that the activity they are assigned is properly monitored? We offer a solution using our advanced IT platform, ROVA. This platform is already active in Bath and North East Somerset, signposting local users to Wellbeing courses, groups and activities, and connecting urban data sources to enhance the accuracy of signposting. With this grant we want to build a volunteering module for ROVA, which would be a natural extension of our existing work, and in doing so we will complete the first complete Wellbeing platform for use by the public. We are going to pilot the system in partnership with our local volunteer organisation "Bath Mind" and with the support of our local authority commissioners. With these key partners we believe that we can deliver an exciting future for volunteering and wellbeing services.</p>			

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Folk Labs Ltd	MetroFlow	£29,700	£29,700
Project description - provided by applicants			
MetroFlow is a living systems insight tool built on the ResourceAPI data platform. It yields visualisations of urban systems and resource flows, based on open and crowdsourced data, enabling local government, business and community to see the same picture and work together to increase the sharing potential of the city.			

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KnowNow Information Ltd	Meaningful Consent API with Identity	£25,600	£25,600
Project description - provided by applicants			
<p>The sharing economy raises two related challenges for service providers, that we proposed to address: First, 'know your customer' requirements are often onerous, providing a great degree of friction for smaller providers without established long-term client relationships or extensive resources. Second, much of the personalisation, tailoring and optimisation opportunity that's possible in the sharing economy is contingent on the voluntary sharing of personal data about consumers. New EU-wide data protection regulations will increase the need for service providers to record and demonstrate that user consent has been sought prior to data processing. Again, this provides a challenge to service providers, particularly outside of long-term provider-client relationships as is often the case in the short-term transactions sharing economy. The 'Meaningful Consent API' addresses both of these concerns through a single integrated platform. First, the service provides identity verification via a registered form of identity such as passport, driving licence or Identity card. Secondly, it provides a mechanism to seek, record and validate consent for the service provider to access the users' data. The merging of consent to use personal data with the identity validation service is unique. It allows the sharing of very precise datasets between the user and sharing economy supplier, establishing two-way trust between the parties. The service provider can be confident that they know who their customer is, and the user can be confident that the service provider is respecting their personal data.</p>			

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