

# Innovate UK

**Results of Competition: Open under 12 months (MR)**

**Competition Code: 1606\_SC\_Open\_R1**

**Total available funding is £13m (for all projects up to 12 months including Market Research)**

**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>
John Cotton Group Ltd University of Sheffield	Smart Technology for Snoring Noise Mitigation – TechSnore	£96,138	£61,976
<b>Project description - provided by applicants</b>			
<p>Good sleep hygiene is critical to human health and well-being. Snoring, the production of sound by the upper aero digestive tract during sleep, is a very common problematic sleep disorder, resulting in poor sleep quality for the snorer and those in their vicinity. Snoring noise measures 50 - 95 dB, equivalent to a vacuum cleaner (70 dB) or an alarm clock (80 dB), disrupting sleep and negatively impacting everyday life by contributing to underperformance at work, road accidents caused by driver fatigue and poor memory.</p> <p>Snoring cannot be cured and as such there are numerous strategies and products aimed at controlling snoring by reducing occurrence or minimising noise impact. Devices or surgery to alleviate symptoms, for example, chin straps or nose clips, or products to reduce the impact of the noise, for example, ear plugs or headphones are presently available, however, these can be intrusive and ineffective.</p> <p>We propose to develop a technologically innovative anti-snoring product to mitigate the snoring noise for the benefit of those in their vicinity. Our aim is to conduct a detailed analysis of the fragmented anti-snoring products market and develop a broader understanding of the customer needs and expectations. Design of the product configuration will be undertaken to underpin the development of an effective solution which can be used for the benefit of those suffering as a result of problematic snoring noise.</p>			

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<b>Ideal Industries Limited</b>	Wearable Technology for Noise, Dust, Vibration Monitoring to Reduce Health Costs in Construction	£41,998	£25,199
<b>Project description - provided by applicants</b>			
<p>Construction is considered a dangerous industry but whilst the death rate from falls and machinery has been reducing, workers are still 100 times more likely to die from ill health than an accident in the construction sector. Exposure to dust for example is a common hazard that can lead to respiratory diseases such as occupational asthma and silicosis. Most people are familiar with the dangers of asbestos but prolonged exposure to the silica found in many construction materials can also lead to lung cancers and premature death. Health surveillance is often used to detect the effects of exposure but irreparable damage may have already been done. Existing monitoring equipment for a variety of chemical (e.g. dusts and vapours) and physical agents (e.g. noise and vibration) is burdensome for the employee and time consuming and expensive for the employer requiring specialist personnel. Wearable technology as a potential solution for monitoring in real-time is gathering pace which could alert workers and their supervisors to potential exposure. This will allow interventions and mitigation to take place thus improving health outcomes, productivity and a reduction in the costs of ill health. However, like many new ideas the market has to be tested before manufacturers like Casella can justify spending their development money and so this project is intended to deliver a proof of market report that will help make a business case.</p>			

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<b>CellCap Technologies Limited</b>	Market Assessment of new blood test for Parkinson's disease	£42,056	£29,439
<b>Project description - provided by applicants</b>			
<p>12,000 people are diagnosed with Parkinson's disease each year in the UK. Of these 1,800 are misdiagnosed. They have tremors, but from a different brain dysfunction. They receive treatment for Parkinson's, which has no effect, on average for 3 years before being classified as non-responders and treatment withdrawn. This wasted treatment amounts to £52 million, which could be utilised elsewhere in the NHS. Currently these cases can only be identified by brain scans, costing £1,000 per scan. CellCap has developed 3 blood tests and are conducting a trial to demonstrate that these can identify these non-PD tremor patients for between £50 and £150 per patient. We believe we can identify these patients for a cost of less than £1 million (the brain scans would cost £6 million to detect the same number of patients).</p> <p>On the face of it looks an obvious thing to do for the cost savings, however brain scans are conducted in a different department (Radiology) to blood tests (Pathology) and our test format looks similar to tests already used, but which are at a much lower price. We need to commission market research to test the acceptance of our planned pricing before we launch to ensure these new blood tests can be adopted by the NHS.</p>			

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<b>Tata Steel UK Limited</b>	Feasibility of Industrial Paint Printing	£63,482	£31,741
<b>Project description - provided by applicants</b>			
<p>Pre-painted steel is made almost exclusively by coil-coating process at speeds of up to 150m/min. This is an efficient process for producing large surface areas of single colours but is not an effective manufacturing method for producing patterned or other finish effects. Ink based solutions are available but these have limited durability, particularly in high UV environments. The clear business opportunity is to develop the capability to produce a wide range of surface finishes but with high durability which would allow architects greater freedom in designing buildings. The proposed project will establish the market potential and initial technical feasibility for a producing durable but bespoke architectural façade panels. The market for rainscreens and facades is estimated to be worth \$12.1b by 2022.</p> <p>A successful outcome will provide the basis for a larger scale up development project to take the identified technology through to commercialisation. Such a capability would be unique in the façade and rainscreen sector and would move Tata Steel into a much higher value commercial environment of bespoke manufactured goods.</p>			

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<b>Pinpoint Scientific Limited</b>	Proof of Market of an Innovative Microbial Air Sampler Hybrid (MASH)	£99,936	£69,955
<b>Project description - provided by applicants</b>			
<p>The measurement of microbial air contamination is essential in sectors such as pharmaceuticals, healthcare &amp; food to ensure legislative standards are met. There are several case studies where current samplers have failed costing £M's e.g. Pfizer plant banned from supplying drugs to EU due to aseptic processes not optimised to reduce risk of microbial contamination; Chiron's failure to monitor microbial contamination led a contamination (and withdrawal) of 48M flu vaccines – half of U.S. demand.</p> <p>We have identified an opportunity to develop an innovative sampler using the smaller agar plate, capable of sampling 1m<sup>3</sup> in 10 minutes at high efficiency.</p> <p>The purpose of this PoM is to confirm the market appetite, segmentation and technology development path. The global market for air monitoring is expected to reach \$6.16bn, by 2019, and our early projections are 0.3% of market penetration, equating to revenues of \$18.5M (£13.9m) by year-3 post development.</p>			

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<b>Sustainable Venture Development Partners Ltd</b>	Wastage - A commercial and industrial waste production and collection minimisation system	£45,901	£32,130
<b>Project description - provided by applicants</b>			
<p>Sustainable Venture Development Partners (SVDP) works with investors, entrepreneurial managers and corporate partners to originate, build and grow sustainable companies. Occupying the space between incubation and venture capital Sustainable Ventures develops its own business concepts from idea through to exit.</p> <p>SVDP has developed a prototype design for a waste collection and prevention system for commercial and industrial organisations (C&amp;I) known as WASTAGE. Integrating bin waste level sensors, collection route optimisation and data driven employee behavioural change intervention methods. The potential target UK market for WASTAGE is the 4.9m C&amp;I organisations that produce 47m tonnes of waste per annum. Although there many providers of waste collection there is a systematic economic misalignment between customer (who are charged per bin container collected) and waste collection providers.</p>			

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