

Results of competition – Enhancing user experience with personal data

Competition code: 1503_FS_CRE_IND_IUEPD

Total available funding for this competition was £2million 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
Adhunter Limited (trading name: Adzuna)	Personalised Job Recommendation	£120,000.00	£84,000.00
Assist-Mi Limited	It's all about Mi	£119,669.00	£106,000.00
AutoRose Ltd	Improving the experience of vehicle ownership by sharing vehicles onboard computer data.	£133,585.00	£93,510.00
Basewarp Ltd	Creating and Controlling a Personal Data Store	£126,153.00	£96,267.00
Beautimeter Ltd	Building a Smart Adviser for Beauty Products	£120,000.00	£84,000.00
Chiaro Technology Ltd.	Elvie - a more personal digital experience	£119,120.00	£83,384.00
Hodos Media Ltd	Harnessing Driver Data in Rental Vehicles	£119,809.00	£83,866.00
i2 Media Research Ltd.	MINDScape	£119,610.00	£83,727.00
Inavya Ventures Ltd	Dati: a feasibility study to validate Dati as an inferencing tool capable of analysing a user's static and dynamic near-to-me data ambiently to generate personalised and contextualised User Experiences when mobile.	£114,931.00	£80,452.00
Interactive Media UX Ltd.	Social Property	£117,103.00	£81,972.00
Jellybooks Ltd.	Improving Books with Reader Analytics Data ("Project Pomegranate")	£120,000.00	£84,000.00
KASRA Ltd.	Personalised Mobile Authentication Service	£119,416.00	£83,591.00

Note: to see the project description, please see here:

<https://www.gov.uk/government/publications/innovate-uk-funded-projects> and use the Competition Code given above to search for this competition's results. This file is updated the 1st week of every month.

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Owned it Ltd	eCommerce personalisation based on dynamic prediction of visitors' intentions	£119,724.00	£83,807.00
Oxiway Ltd (08286045)	First Ever Cognitive Recruiting and Data Driven Software for Intelligent and Personalised Hiring Decisions	£182,838.00	£98,936.00
PogoLab Ltd	Affective Interaction Design of Child Toothbrush (AIDOT)	£103,551.00	£72,485.00
Rescon	pWizard - a feasibility study into creating a rewarding and rich user experience through continuous profiling utilising state of the art technologies and machine learning feeding into an iterative UI/UX	£119,960.00	£83,972.00
Snap Out Limited	Personal Guardian Feasibility Project	£112,286.00	£78,600.00
Zozhul	Forging great relationships more easily	£113,549.00	£79,484.00
	INDEPENDENCE	£119,096.00	£76,591.00

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