Innovate UK

Results of Competition: Smart Round 3 2015-16 - Proof of Market
Competition Code: 1507_SmartRnd3_PoM

Total available funding for this competition was £7.5M from Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Lumoptica Ltd	Fibre Optic Heaters - Proof-of-Market	£28,040	£16,824
Project description - provided by applicants			
This project will assess the market for component heaters. This will primarily cover electricalheaters in market segments including: aerospace, oil & gas, chemical processing and space.This will inform on the market prospects for a novel fibre-optic based heater conceptdeveloped by LumOptica, the benefits of which include:* Zero spark hazard,* Zero electromagnetic interference (EMI) risk or vulnerability,* lightweight,* potential for multi-functionality, leading to intelligent sensor/effector networks withoptimised control			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Super Local Ltd (T/A Signalbox)	Signalbox Metro API	£41,330	£24,385
Project description - provided by applicants			
One of the most used apps of all-time is Google Maps; evidence enough of the demand foraccurate and reliable location data. Smartphone apps such as CityMapper (the third mostpopular app in the iTunes store in 2014) provide real time transport information, allowingusers to adaptively plan their journey based on their preferences, their location, and up to datetransport information.Yet these apps fail to deliver in urban metro and underground systems, despite the fact thatthey are sorely needed to help the user negotiate complex infrastructure and to mitigate theeffect of delays. The problem is that railway infrastructure and underground tunnels upset theambient signal environment, meaning it is typically no longer possible for the smartphones toderive the user's location using GPS satellites or gain an adequate data connection from celltowers or Wi-Fi. This means the app can no longer respond with relevant or timelyinformation.To overcome these deficiencies, we want to investigate the viability of creating a Metro API.This is a small piece of software incorporated into apps by their developers, allowing them toperform on urban metro systems. This technology would not only derive the smartphone'slocation without any satellites, but also provide other relevant information, such as what trainthe user is on. This will enable the apps to drastically improve their performance and enhancethe user's experience. Subject to proof of market, we propose a system that would initially bedeveloped to work on the London Underground network, and then rolled out to other majorcities such Paris and New York.Our project will provide commercial validation and create a commercial and scientificroadmap for taking the product to market.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Brathadair Ltd	A Cost Effective Solution for the Treatment and Recovery of Pot Ale	£41,599	£24,959

Project description - provided by applicants

Pot ale is the main effluent by-product of the whisky industry. Estimated production is in excess of 5 billion litres per annum. Disposal has long been problematic as pot ale is highly acidic, has high COD/BOD and is contaminated with copper. Whilst market leaders have invested heavily in effluent treatment and energy recovery technologies, small and medium sized distillers have lagged behind as they are unable to achieve the same economies of scale.Brathadair is developing a process which addresses the needs of small and medium distilleries to deliver a cost effective treatment regime for pot ale.

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baby2body Ltd	Baby2Body online courses research. Baby2Body: the ultimate fitness, nutrition, health, beauty and psychological wellbeing companion for new mothers and women during pregnancy.	£47,550	£25,000

Project description - provided by applicants

We are creating the Baby2Body online course platform as an ongoing learning progression forpregnant women and new mothers that will be easily accessible, timely and relevant to theirspecific needs. Our eventual product will be a digital resource to educate these women onhealth and wellbeing during and after pregnancy, and it will give them the tools andinformation they need to have a better pregnancy.Baby2Body founder Melinda Nicci has been helping women to look after themselves for over20 years, so that they can have a healthy baby while looking good and feeling great. Melindalaunched Baby2Body in late 2014, as an all-encompassing approach to health and it is alreadya complete guide to fitness, nutrition, beauty and wellbeing for mums. With the developmentof these courses, Baby2Body will be the ultimate resource for how to best look after oneselfthroughout pregnancy and beyond. These courses will be a deeper and more targeted projectthat will address the specific things women need to know during pregnancy and back homewith baby ' so that they feel empowered to do motherhood their way.We are developing courses that are unique in that they will expand the focus to address all ofpregnancy and we will continue to provide support and guidance for mum when she goeshome with baby. As an online platform, our classes will be easily accessible to mums aroundthe world. Additionally, our users will be able to fit their prenatal courses into their ownschedule and time, rather than shaping their lives around a weekly class.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Circa Sustainable Chemicals Ltd	Dairy Lactone PoM	£40,261	£24,156
Project description - provided by applicants			
Circa has identified and patented a novel biotechnological process, to enable the industrial production of dairy lactone to meet the unmet market demand for dairy flavours			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Tonic Analytics Ltd	Tonic Analytics - Big Data Analytics to Improve Maintenance Efficiency	£37,774	£22,664

Project description - provided by applicants

Increased digitisation of record keeping and asset operation within the air transport industryhas created an opportunity for technology advancements in the field of'Big data' analytics tohelp the civil air transport industry improve maintenance effectiveness.An opportunity exists for airlines to move beyond the limitations of existing predictivemaintenance approaches. This would be achieved through the integration of currentlydisparate data sources, such as electronic maintenance records, aircraft parametric data andoperational data to create a'Big Data' set on which novel analytics and decision optimisationtechnologies would be applied.Through this approach, maintenance organisations would be provided with a new level ofholistic and contextual information, empowering them to make smarter decisions and actionsand address a significant portion of the $2.7B cost of unplanned maintenance activityThe objective of this study is to assess market viability and readiness for the idea, explorepotential barriers, solutions and partners and generate a formal business plan for the concept

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
iProov Ltd	SABRES - Strong Authentication in Banking - Requirements for European Success	£40,404	£24,242
Project description - provided by applicants			
A study into the market opportunity for the application of iProov's advanced biometricauthentication technology in the UK banking and payments market, focused on theopportunities to innovate arising from emerging EU regulations and standards and theevolving industry attitudes to risk.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Audition Therapeutics Ltd	Solid State Micro-Needle Array for the Treatment of Chronic Otitis Media with Effusion	£41,459	£24,875
Project description - provided by applicants			
Chronic otitis media with effusion (COME), the inflammation and accumulation of fluidwithin the middle ear, is the most common cause of hearing impairment in children betweenthe ages of 2 and 6; potentially causing language delays, learning difficulties and behaviouralproblems. In persistent cases it is primarily resolved by a surgical procedure that involves theinsertion of a grommet, necessitating an ENT surgeon, and a general anaesthetic. AuditionTherapeutics Ltd has developed an aeration device that will be accessible to a wider range ofchildren at the onset of COME, alleviate the costs and replace this need for grommet insertionand general anaesthesia			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
European Technology for Business Ltd	A novel sensor system to monitor gait in outpatients or at home	£39,900	£23,940

Project description - provided by applicants

ETB has developed a sensor based system (GaitSmart) for objectively measuring andmonitoring gait, including knee and hip function, in clinics. This is used by clinical leaders inthe UK and overseas but ETB has not yet managed to capture the mainstream outpatientmarket.Musculoskeletal disease accounts for 31.1% of disability in the UK, and there are over160,000 hip and knee joint replacements every year in the UK alone. As current technologyhas not allowed for monitoring either to assist diagnosis or follow the rehabilitation phase, theoutcomes are sub optimal. The absence of pain and recovery from gross anomalies of gaitcurrently indicates success, although there is significant evidence that at one year post op, lessthan 40% of patients for TKA and less than 50% for THA achieve a normal gait. Poorrecovery results in incorrect loading on joints and likely further treatment and this has both asignificant financial impact and affects the patients' Quality of Life. ETB is aware that theircurrent system can address this market, but due to the cost of the system and lack ofknowledge of the problem, significant commercial penetration is not possible.The aim of this proof of market proposal is to ascertain if a lower cost, simpler system wouldbe able to capture the mass market of monitoring pre and post op patients for total hip andknee surgery. If so, ETB needs to determine what the best business proposition would be,both in the UK and overseas market.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
IP Quest Ltd	Validating The Market For An Immersive IP Simulation, Visualisation and Management System	£39,340	£23,600

Project description - provided by applicants

For the UK economy, innovation is crucial to competitive edge. According to statistics fromthe UK Intellectual Property Office, UK firms annually invest more in ideas and knowledgethan buildings and machinery. Innovation is underpinned by the intellectual property (IP)system.However, this system can be difficult to understand, and businesses are typically ill equippedto recognise valuable assets and avoid costly infringements as they innovate. 'It is vital thatwe have an IP literate workforce to meet the challenges of a rapidly changing workplace.' -David Willets, former UK Minister for Science.IP Quest's ambition is to transform the acquisition of vital IP skills, by creating asophisticated IP visualisation tool for effective innovation modelling and planning andrevolutionising engagement with the subject through simulation and an immersive learningenvironment.IP Quest currently provides facilitated workshops using an innovative immersive learningenvironment, used over the last 5 years to teach this complex subject to businesses andundergraduates and remove the barriers to accessing IP knowledge. IP Quest proposes to usethis background as the launch pad for an innovative, user-centric digital platform thatincorporates state of the art machine learning, genetic algorithms and interactive 3D graphicsto provide an advanced business simulation tool for testing and refining IP strategies. Throughuse of the platform, businesses will gain an unparalleled intuitive understanding of IP,allowing them to manage and exploit their IP assets to full effect. The system will provideapplied learning, increasing engagement and sustainable learning outcomes as well astransforming the accessibility of the platform for a much wider audience.This project aims to validate the market in key sectors, determine the nature and size of themarket and provide a robust and achievable project plan for delivering a pioneering IPlearning and visualisation solution

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Cynaptic Ltd	The Connexion Platform	£27,201	£16,320
Project description - provided by applicants			
The overall project is focused on the continued development of proof of technologyintellectual property for home stroke rehabilitation that has already been created; in particularthe concept of patients taking ownership of their rehabilitation and reducing dependence ontheir family and carers. Cynaptic's objective is to develop a new product based on acombination of off-the-shelf hardware, a virtual gaming environment and proprietarysoftware/algorithms to track upper limb movements and fine manual dexterity withoutmarkers. This aligns with current themes for telehealth and builds on research supporting thatenduring rehabilitation of the upper limbs has significant benefit to Stroke patients.This project is to understand the market dynamics, clinical requirements and likely uptake ofsuch a product. It is envisaged that our product will engage and motivate Stroke patients,empowering them to take ownership of their rehabilitation in a comfortable environment,underlined by research that supports the use of gaming technology to support rehabilitation inolder populations. The system will monitor, record and measure clinically relevant data toinform an overseeing clinician of patient progress against prescribed rehabilitation regimes.The effect of such a product would be to create a perpetual approach to Stoke rehabilitation,improving functionality and quality of life, whilst unencumbering the carers and NHSphysiotherapists from rehabilitation			

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NeuDrive Ltd	Organic Thin Film Transistor arrays as a high performance biosensor platform	£40,860	£23,856
Project description - provided by applicants			
This project will determine whether the materials and processes developed by NeuDrive forthe manufacture of flexible display backplane arrays using its patented high performanceorganic semiconductor inks could be used to make low cost (bio)chemical sensor arrays fit forpurpose for adoption within $14Bn (bio)sensor market.			

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Twist Infusions Ltd	Twist Infusions Dispensing & Diffusing Capsule	£42,280	£25,000
Project description - provided by applicants			
We aim to demonstrate market feasibility of Twist Infusions - a unique patented capsule fordelivery and diffusion of ingredients into bottled fluids once the bottle is opened.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Graf Marine Ltd	Novel Solar Deck System	£40,472	£24,283
Project description - provided by applicants			
Large ships are now legally required to follow the International Maritime Organization Energy Efficiency Design Index minimum efficiency standards. This requires a minimum energy efficiency level per capacity mile (eg tonne mile) for different ship type and size segments. The level is to be tightened incrementally every five years. Graf Marine propose the development of a novel solar deck system for the production and localised storage of renewable energy within the marine sector.			

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CoControl Ltd	Investment Optimisation Dashboard for Social Landlords (IOD)	£42,329	£24,500

Project description - provided by applicants

CoControl is the UK's first socially focused connected homes technology, providingintelligent heating controls designed for social tenants. CoControl is working with 7 sociallandlords across 200 properties to co-develop our product and has achieved early sales.Having demonstrated, with our first Proof of Concept project, a capability to help low incomehouseholders manage heating costs via comfort level feedback loops (versus using statictemperature settings), CoControl is now focusing on improving its value to the landlordspurchasing the product.CoControl has identified an opportunity and brief design for an Investment OptimisationDashboard (IOD). Integrating various sources of unique proprietary and externally sourceddata to help Social Landlords make more informed, higher impact investment decisions 'satisfying new UK regulations in the process.The potential UK market for supporting property stock investment decisions is large ' SocialLandlords spend £7.1bn annually on maintenance and repairs. However the data used to makethese decisions is poor, with no current method offering high levels of precision to uncoverwhich households are energy inefficient or have health risks. Improving the accuracy bywhich Social Landlords target works should then reduce annual expenditure, whilstmaximising social impact.Secondly, Social Landlords are faced with both tightening budgets and more regulation.Today, on-going government cuts and the 2014 Duty of Care Act are increasing budgetarypressure, making IOD a timely innovation.IOD integrates (1) internal humidity & temperature data collected by CoControl sensors, (2)real & predictive external weather data, (3) EPC data, (4) health data, (5) fuel povertythresholds, and (6) energy/heat usage, into a housing stock analysis software system; given abudget, the system will provide supporting intelligence for specific works, optimised for costefficiency and social impact.

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MRR Systems Ltd	A new tool for on-site measurement of water in concrete (MR Solutions)	£41,666	£24,999
Project description - provided by applicants			
Concrete is the most widely used building material in the world - three tons is used for eachhuman on the planet in new build and repair of existing structures. Concrete is composed ofcement powder, aggregates and water. Cement reacts with water bonding the aggregates andcausing concrete setting and hardening.In building large structures, it is important that enough time is allowed for the strength of oneconcrete layer to build up before the next is applied. However, serious construction delaysresult and costs are incurred if too much time is given. It is therefore surprising that nowadaysdestructive or off-site tests are performed on a regular basis to measure concrete strengthduring construction. Measuring water content rapidly on-site would provide such a measuremore efficiently and minimise costs.Subsequent degradation is generally linked to transport of water into or out of the structure.Without being able to assess state of water in concrete, it is again not possible to minimisedegradation repair costs and concrete used for refurbishment.We believe that there is an opportunity to develop a new low-cost, purpose-designed, portabletool for this purpose that could be used either on-site or in test-house laboratories by nonspecialistengineers and scientists. It builds on ten years collaborative work between theUniversity of Surrey, cement production companies, and most recently the National PhysicalLaboratory to use and define Nuclear Magnetic Resonance (NMR) instruments to quantifyand characterise water in cements. NMR is the technology behind medical MRI scanners.MR Solutions proposes to capitalise upon this work to develop a portable NMR instrument foron-site use by the construction industry. This project will produce an assessment of thecommercial viability of this type of instrument and the appropriate routes-to-market andbusiness-model(s) for supply.			

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DroneSouq Ltd	Public speaking preparation using immersive head mounted display	£40,000	£24,000
Project description - provided by applicants			
DroneSouq will investigate the use of head mounted displays to prepare people for publicspeaking at events, from board room presentations to speaking at large conferences. Userswill be fully immersed in a virtual world while practicing, simulating both the location andaudience participation one would expect from a real life situation.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
DJS Antibodies Ltd	Defining the market for monoclonal antibody development against GPCRs	£42,000	£25,000
Project description - provided by applicants			
We have devised a new strategy for the discovery of a class of medicines called monoclonalantibodies (mAbs). mAbs are medical'magic bullets' that can specifically target diseases inour bodies, and have been very successful in the treatment of conditions such as inflammatorydisease and cancer. Unfortunately, however, some of the most attractive disease targets formAbs, such as multi-pass membrane proteins, have not been targeted. The reason for this istechnical, with current methods having very low success rates and utilising technologieswhich can cost hundreds of thousands of pounds and take years to develop. We havedeveloped a platform for mAb discovery that sidesteps the reliance on these inefficienttechniques and have shown it to be highly successful in early experimental work. This meansthat we have the potential to generate mAbs against disease targets for which traditionalmethods do not work.In this project we will conduct a thorough proof of market analysis to identify the mostvaluable disease targets against which we will build future drug development projects.Furthermore, we will identify and initiate key relationships with potential customers, anddevelop a comprehensive project plan in order to secure the necessary support to beginmaking the medicines of the future.			

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Komodita Ltd	Limbspacer: Soft Tissue Pressure Ulcer Prevention Technology	£41,286	£24,771

Project description - provided by applicants

Pressure ulcers are a potentially life-threatening problem across all ages, medical specialties and care settings. With an estimated 20% of hospitalised patients (~20,000 patients at any one time) developing pressure ulcers and ~30,000 more people estimated to be affected in the community and care homes; a solution is urgently required to eradicate this problem.Komodita has developed Limbspacer, an anatomical positioning device, which prevents soft tissue discomfort for restricted mobility/bed bound patients.

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NALIA Systems Ltd	Point of Care Testing for Autoimmune Disorders	£41,126	£24,675
Project description - provided by applicants			
Autoimmune diseases result from a dysfunction of the immune system; the body produces animmune response against its own tissues, and attacks its own organs, tissues, and cells. Thereare >80 types of autoimmune disorders, including thyroid and coeliac disease. Nalia haveidentified an opportunity to develop a rapid, cost-effective immunoassay which detectsmultiple autoimmune biomarkers within 20 mins at the point of care.			

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Nosco Management Solutions Ltd	More Efficient Data Communication over Mobile Networks	£41,412	£24,800
Project description - provided by applicants			
In the UK internet use from mobile devices has overtaken access from PC's and laptopsfacilitated by the growth of the 4G Network and reflects changes in lifestyle, business use andthe increasing development of mobile applications that can be used on the go. The mobile datais often purchased in 'data bundles' to get the best value. However, exceeding a data limitresults in expensive charges and consumers are becoming increasingly aware of how 'datahungry'different Apps are.We have identified an opportunity to develop an Application Program Interface that wouldwork on any mobile to server platforms that would drastically reduce the volume of datagoing through the socket [Data-Lite].			

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