Technology Strategy Board
Driving Innovation

Results of competition: Greater Manchester Digital and Creative Launchpad

Total available funding for this competition was £1m from the Technology Strategy Board.

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
Empiricom Technologies Limited	Automating Knowledge in the Cloud	£123,694	£74,216
Project description - provided by applicants			

Empiricom has developed and commercialised a patented knowledge acquisition interview tool, SOLAR Acquire, which provides a structured interview technique and exhaustively documents an individual's entire expertise on any subject. There is a clear opportunity for improving the accessibility of knowledge based systems (KBS) beyond B2B sectors, building on SOLAR Acquire, Empiricom seek to develop and validate components of an automated digital solution capable of extracting knowledge without human interviewers.

This innovative solution will be freely available online (via Should-i.com social community platform) giving users the power to: create and distribute expert knowledge applets (small apps within an app), interact with applets to answer questions and participate in social networking.

Working with subcontractors within Manchester's creative and digital cluster, the project seeks to develop an assistant software program to capture knowledge, an inference engine, a community portal, a mobile platform and e-learning materials. All foreground IP generated around the assistant and inference engine will be owned and commercialised (mkt entry 2015) by Empiricom.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
EventBeat Ltd	EventBeat SaaS	£105,350	£63,210

Project description - provided by applicants
EventBeat are a Manchester based company that provide Social Signage technology to all sectors within the events industry. Social Signage operates on screens at live events and is a fantastic way to build interaction and engagement. This is done through the moderation and broadcasting of audience social media comments and pictures directly to the event screens. This also provides a platform for event organisers to generate additional revenue through selling advertising and provides an effective announcement portal to inform and direct the live audience. The proposed project is to build a 'self-service' platform (Front End Feed Creation Platform), enabling event organisers or Manchester based EventBeat staff to create fully branded/animated feeds; upload images from asset libraries; sell and schedule digital ads and video content, schedule announcements; monitor live event activity; generate reports and integrate with other apps... supporting a global events market all at the click of a button!

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Hardy & Ellis Inventions Limited	Interactive Projected Displays ROI	£117,371	£70,423
Project description - provided by applicants			

Hardy & Ellis Inventions LTD has developed a unique technology that can effectively transform any surface in a room into a computer interface. Rather than relying on mobile devices, you can get all the benefits of digital technology just by being in the space. There are hundreds of possibilities this unlocks, for example: gamifying retail environments - find the right clothes and get a discount; digital cocktail menus for ordering in noisy environments; safety overlays for high risk industries, such as production and manufacturing; in addition to way finding and digital tourism.

This project aims to identify the most promising application scenarios, develop these to high standard, and demonstrate a clear return on investment. We will ensure that the designs are a suitable and positive technology to include in future public spaces.

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iBurbia Studios Manchester Ltd (Media City) (lead) Decipher Media Consultants Limited	Social Hosted TV	£74,545	£44,727
Project description - provided by applicants			

The SohoTV project looks at the possibility of creating a service which delivers innovative web and social media services – such as recommendations, clip sharing, cloud storage etc services - into TV set top boxes and internet connected 'Smart' TV screens.

It is likely that, as these kinds of services emerge in the UK market, they will initially only be available through the pay TV systems (such as Sky and Virgin). Our project specifically looks at how to deliver them into the free-to-air boxes (such as Freeview, Freesat and Youview).

The proposed services will be accessible by all STBs equally, and it is intended that they will be sold via the set top boxes or web sites of the free-to-air companies.

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Movobi Limited	Movobi - User generated meta-data (POC)	£119,689	£70,000
Project description - provided by applicants			
The Movobi platform currently has the ability to capture metadata about on screen objects and present it to users via clickable screen shots, but this is currently limited to data added centrally. Funding is required for R&D into a platform that will enable all users to tag screen shots, and for these tags to be intelligently processed to determine the most accurate data to display to all users. This allows insight into all on screen items, not just those purposefully product placed, and provides an innovative new approach to online user interaction via mass tagging of shared images with intelligent filtering - ideal for the limited screen space of mobile devices and with many further potential uses. For Movobi, delivery of this platform will allow us to provide a revolutionary improvement in product placement metrics and insight down to the level of clicks and conversions for each item, scene by scene, enabling optimised product placement strategies.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Play Creative Limited	Moneystream	£114,085	£68,451
Project description - provided by applicants			

Moneystream is a groundbreaking digital personal finance product that seeks to reinvent your personal banking and financial experience. It combines your personal financial activity with multiple external data sources to provide not just meaningful analysis of your past behaviour, but also intelligent guidance on future decision making.

In short, it helps your finances become smarter by being more aware of your life and the world around you. It's aware of where you go, and what you do, and is always on: saving you money, helping you make smarter decisions each day, and ultimately improving your financial life. Designed around real consumer need rather than the constructs of the financial industry, it will create a far more intimate and valuable relationship with your money.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Reason Digital Limited	Impact	£119,047	£71,428

Project description - provided by applicants
There's an increasing demand from customers for their suppliers to be ethical, but how do you gauge a company's ethics? Organisations are currently recording and reporting their social impact manually using standard office software, making reporting inconsistent, costly and time consuming. Impact is an online software-as-a-service to consistently record corporate social responsibility, participation in company-wide programmes and individual contributions, for visual and narrative reporting of social impact.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Shortbite Limited	Digital Bridge	£114,578	£68,747

Project description - provided by applicants
Digital Bridge is a project that will research new computer vision techniques and is intended to lead to the commercialisation of a software platform that will automatically convert real-life scenes (pictures and video) to digital models. There are many applications where such digital models are required both in terms of augmented reality and virtual reality. Applications include those in verticals such as architecture, real estate, oil & gas exploration as well as retail. Whilst such digital models exist today, they are manually created by human hands - this process is laborious, inefficient, costly and leads to low-quality digital models. Our approach is intended to make this process far more efficient, quicker and cheaper.

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Society for the Reduction of Carbon (lead) URBED (Urbanism Environment & Design) Ltd	Greater Manchester Whole House Retrofit design and assessment tool	£116,831	£70,099
Project description - provided by applicants			
Carbon Co-op is leading a partnership of creative digital design companies in the development of a whole house retrofit design and assessment web tool. Creating new tools to assist in the implementation of large scale home energy efficiency measures is a huge challenge but one that could unlock a significant new market for the construction industry in the UK. Companies from the GM cluster are among the most innovative in the country trailblazing work in architecture, design, open source web development and householder engagement. The partnership currently has a set of tools, products and processes at an experimentation stage. Investment from the Technology Strategy Board would allow these tools to be integrated and automated with increasing standardisation of information management and data transfer to reduce costs and increase capacity.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Tickvantage Limited	Tick	£120,000	£72,000

Project description - provided by applicants
The biggest unsolved issue today, is authentication. How do you really know who you are dealing with in a 'virtual hyper-connected digital world'? The traditional organisational response has been 'User Names and Passwords' but they are increasingly compromised and are no longer good enough. Tick solves this problem of a strong authentication procedure without compromising convenience and simplicity by using any mobile phone (not just smartphones) to authenticate people and organisations, allowing people to interact and transact in a far more convenient, easier and safer way, than ever before.