Innovate UK

Results of Competition: Design Foundations R1

Competition Code: 1701_EE_DFR1

Total available funding is up to £3m across 3 phases

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Ultrawave Ltd	User Centred Design of Ultrasonic Diabetic Ulcer Treatment	£43,643	£30,550

Project description - provided by applicants
This project explores an opportunity to develop new ways of treating diabetic ulcers with ultrasonic equipment, looking to create solutions for both the clinical and home environments. It represents a new innovative approach for the company, engaging with users and other stakeholders to co-create solutions that better meet market needs. The project will bring new expertise to the engineering team at the company, improving Ultrawave's innovation capacity and leading to new growth for a UK engineering-based company. An ultrasonic medical device has the potential to make a significant impact in treating the microbial infections associated with diabetic ulcers; however, it is not yet properly understood how such a device would fit with the clinical practice of medics? how the benefits might be explained to purchase decision-makers? or, how such a device might be made acceptable to those with diabetic ulcers? Further, there is increasing pressure to address clinical issues in the home environment; thus, an exploration is needed into how such devices might be used by non-clinical staff? and, how treatment compliance could encouraged with home users? These issues will be explored in a user-centred design innovation project with PDR.

Innovate UK

Results of Competition: **Design Foundations R1**
Competition Code: **1701_EE_DFR1**

Total available funding is up to £3m across 3 phases

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
Cambridge Animal Technologies Ltd	User driven farming product design	£43,298	£30,309

Project description - provided by applicants
The project is to explore the needs and problems of the livestock farming market for monitoring, managing and taking care of the health of their herd and generate a portfolio of conceptual design solutions from a customer experience and human perspective based on the principals of user centric design and the discover, define and develop phases of the double diamond design methodology.

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Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Qumodo Ltd	Qumodo design and development of advanced image analysis tool	£54,083	£37,858

Project description - provided by applicants
All around us data is being used to improve our lives, from better Facebook recommendations to life-saving medical advances. Increasingly this data is stored as images, e.g. digital photos or complex medical scans. Huge volumes of this type of data are produced daily, but most is never compared or analysed. As a result, we're missing out on vital insights and potentially beneficial discoveries. Qumodo's product Intelligent Iris is poised to solve this problem. It will provide a way for users to collaborate with Artificial Intelligence to make critical decisions from vast image stores. This product will use human centred design to build an augmented intelligence system. It will be used in a range of sectors to help people recognise risk, diagnose disease and protect the public. Through great design, users will be able to calibrate their trust in the machine, know when it should be listened too and when more data is needed. Like any assessment of trust, the pure content of the information provided by the machine is insufficient, the way it's delivered, explained, contextualised and structured allows the user to decide if they trust it, which in turn supports better decision making. The visual nature of this data requires a clear and intuitive interface, and the design process will help us to deliver this.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Case Study Ninja Ltd	Wrist Support Feasibility Study	£22,269	£15,500

Project description - provided by applicants
Wrist supports that you'll want to wear Grace and Able are on a mission to improve wrist supports for arthritis and carpal tunnel sufferers. We want wrist supports that will do the job and look great. Light, breathable and in tasteful colours that you'll be happy to wear to work and on a night out. We are looking into the feasility of a new type of wrist support with the help of Innovate UK. This involves a viability study, IP protection and protoype development. If you would like to find out more, or share your feedback, please sign up here: http://graceandable.pagedemo.co

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Comp-A-Tent Ltd	Abandoned Tents Solutions	£92,823	£65,440
Project description - provided by applicants			
At music festivals, more than 1-in-5 tents are abandoned, destined for landfill or incineration, posing an environmental threat to all and economic problem for the festival industry. The project's aim is develop new products/services that use existing infrastructure at festivals to prevent abandonment, reduce environmental and economic costs and spread responsibility across manufacturers, festival owner's, waste companies and consumers. In this way we hope to create a green, circular solution, with clear use and cost benefits to all parties. The Team is Comp-A-Tent (C-A-T), sustainable product developers, Festival Republic (FR) the problem owners; S.Thomas, an environmental designer (subcontractor); Julie's Bicycle (JB), an environmental sustainability consultant (subcontractor), M. Elliott, business developer (subcontractor).			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
CloudForest Ltd	Innovation Capability Building through Design Process for Crowd-Funded Forestry	£69,729	£48,810

Project description - provided by applicants
Innovation in UK forestry is crucial to its long-term success: to strengthen local economies, encourage eco tourism, support traditional practices and mitigate climate change. Although the forestry industry plays a vital role in the Scottish rural economy with £1 billion/year GVA and supporting 25,000 FTE jobs, the UK is still the 3rd largest importer of forestry products importing nearly £10 billion/ year. This project aims to investigate novel crowd-funded business opportunities within the forestry industry. The early-stage design process will seek to understand the public interest in investing in forestry, and their potential incentives beyond financial gain. In the next phase different business models will be explored that will enable small investors to fully realise the benefits of forestry. This collaborative process will allow for a more innovative, integrated and robust approach to forestry than is currently achieved by institutional investment. Although the project is initially focused on Scotland, once established the outcomes could be expanded to the rest of the UK. The company hopes that investors will develop a meaningful connection with the land they have invested in, enjoying the benefits it offers for healthy lifestyles whilst the company manages the legal and financial aspects.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Baxi Heating UK Ltd	Delivering Warmth	£99,868	£49,934

Project description - provided by applicants
Baxi's 'Delivering Warmth' project will put all of us who need to heat our homes and water at the heart of their design and innovation process for the first time. This is a radical shift in approach for Baxi and will lead to human centric insights about how we keep warm and use hot water. This will enable Baxi to develop tailored propositions to support their mission of creating lifetime loyalty by providing heating comfort for the UK. And in turn, it will accelerate Baxi's work in support of the reduction of the energy consumed in heating and hot water, help to reduce UK CO2 emissions, and support the vulnerable in fuel poverty. In addition, it will support Baxi's job creation goals in the UK and deliver more efficient, innovative and sustainable warmth for UK homes.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Symetrica Security Ltd	Design of an Ergonomic Wearable Radiation Detector with an Intuitive User Interface	£81,141	£56,799

Project description - provided by applicants
This project will focus on the design of the physical characteristics, including user interfaces, of a wearable gamma radiation detector. These search instruments fit between radiation pagers/dosimeters and backpack detection systems. This new instrument would enhance international security in routine and covert search for illicit nuclear materials by addressing the limitations of both radiological pagers (sensitivity) and backpack detector systems (practicality for routine/covert search and weight for long duration use). A key design consideration of a wearable system is not only the type, number and size of detectors but also the ergonomic design of the detector modules and how to appropriately relay the information to the user. Radiation detector products need to be simple to use as they are infrequently used and/or operators are given minimal training. In this project, we will take a human-centric design approach by, for the first time, engaging with both users and human factors experts to inform our early design choices. To measure the success of this project we will ask users to compare this projects outputs with the outputs of an existing low maturity project which had a wholly technical design focus.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Kromek Ltd	Kromek Design-led Innovation Prgramme	£83,913	£50,348

Project description - provided by applicants
The project will help Kromek embark on a process of learning to acquire and apply advanced early stage design mindsets & skillsets in order to inform and improve future products, which we will add to our portfolio of detection devices for our markets. The application of this new approach will ensure that we champion the creation of significant and genuine value to both commissioners and users of the equipment throughout our development cycle, and that our products and services are well integrated with the workflows of our customers. We believe that utilising design thinking as an input to both our strategic and project decision-making will allow us to build our brand and business more effectively.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Hubl Logistics Ltd	Demand Mate: A User-Centric Solution to Deliveries	£90,158	£63,110

Project description - provided by applicants
With online shopping predicted to grow to £15 billion by 2010, there is a need for a new delivery model. Delivery Mate is that solution. By focusing on the user experience, Delivery Mate offers a new way of looking at deliveries, whether the recipient is a householder, business or public body. Delivery Mate puts the recipient in control. It enhances the customer experience while reducing pollution and congestion. It improves business efficiency, enabling all businesses to compete on a level playing field, and provides service levels and choices to recipients that are not currently available through existing providers.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Deeson Group Ltd	Smart Cultural Journeys	£52,871	£37,010

Project description - provided by applicants
Humans are a species addicted to stories. They have a powerful hold over us. They are used across every culture to teach, to entertain, and to warn. As a medium they have adapted to every innovation we have created, and no matter how technical our lives become stories will always be a powerful way to engage, to inform, and to delight. We want to unlock stories which are hidden by using technologies in interesting ways, and use them to increase the levels of engagement and inclusivity across the culture/tourism sector. Cultural journeys can be greatly enhanced by immersing visitors in smart, context-aware, interactive environments. Exploiting the capabilities of connected devices, AI-powered cloud-based solutions, and conversational interfaces we aim to augment a user's journey and discovery of a new location. Smart Cultural Journeys is a platform that engages, delights, and informs visitors enabling them to interact with the place they are visiting, and local businesses, in a more personal way. By learning to adapt to cultural and language difference it can make places more relevant, tailored to them, and through the collection of engagement data it can keep improving the experience.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Controle Mesure Regulation (UK) Ltd	Human Centred Design of Electrical Harness for Industrial Engines	£61,273	£30,637

Project description - provided by applicants
CMR is a leading UK supplier of industrial high horsepower diesel and gas engine harnesses and other engine instrumentation including sensors and alarm monitoring systems. An industrial engine harness is a complex piece of equipment that forms the backbone of an electronic engine, connecting the ECU (Electronic Control Unit) to the various inputs such as sensors, actuators, injectors and ignition control. There are multiple design and engineering challenges even in making standard equipment robust enough for harsh environment conditions presented in operating environments for the construction, mining, power generation rail, oil and gas and marine sectors. CMR is now investigating new potential designs to make an engine harness more "user orientated" by developing early stage simulations for harsh environment conditions, that are not available today. Challenges inlcude re-design of extrusions, wiring, connectors. Product environment considerations include vibration, electro magnetic fields and IPC test standards.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Smartify CIC	SMARTIFY CIC	£98,431	£69,000

Project description - provided by applicants
Ever been to a museum or gallery, seen an artwork you like and been curious for more information? Perhaps you took a picture of the artwork and wall label to look up later but then forgot? SMARTIFY is a London-based Community Interest Company with a mission to help people make meaningful connections with art. We believe nothing beats the physical experience of visiting a museum and want to make it easy to discover, remember and share art. The free SMARTIFY app uses advanced image recognition and immersive Augmented Reality (AR) allowing users to scan artworks and uncover the stories behind each work. Each scan can be added to a personal digital art collection. Set to be the Shazam and Spotify for art, SMARTIFY already has partnerships with museums internationally including the National Portrait Gallery, Royal Academy of Art, Wallace Collection and Rijksmuseum. This project will explore how services such as in-app donations to museums, user-generated content and recommendations can drive-up user retention and further benefits for cultural institutions.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Entia Ltd	Early stage design: Self-management of anaemia	£98,123	£68,686

Project description - provided by applicants
Over 3 million people suffer from iron-deficiency anaemia (IDA), a condition that can cause exhaustion and impair cognitive function. In a collaborative project, Eva Diagnostics is working alongside NIHR Diagnostics Evidence Cooperative London and the Department of Primary Care and Public Health, Imperial College London to undertake an early-stage design-led project to explore innovative new concepts to empower individuals to better manage their IDA.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Spark Compass UK Ltd	Intelligent, real-time, hyper-local screen-based OoH marketing	£71,424	£49,997

Project description - provided by applicants
The start-up company Spark Compass UK is seeking to fill a business and innovation gap in the Out-of-home (OoH) media market by adding human and design intelligence to an exiting, patented real-time digital data management platform. Intelligence, means here that multiple forms of data are cross-linked and contextualised according to a sector- and user-specific behaviour and scenarios as well as space/place (hyper-locality). Spark Compass has the potential of disrupting existing practices/business models in a market in which the operation of digital displays vastly relies on either historical data, (e.g. past surveys/behaviours) or isolated pockets of real-time data. The innovation lies in the offering a targeted, dynamic and contextualized content delivery which creates new value propositions to a wide range of customers. This can only be achieved through a human-centred design thinking in combination with a transdisciplinary design methodology which focuses on the impact and design of systems instead of individual problems/products. In the centre of this project lies a partnership with design experts from the Uo Liverpool who, in collaboration with the Design Council, are leading a UK/EU-wide consortium on transdisciplinary design thinking/methods.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Youtility Ltd	Empowering low income homes through user-led design	£52,411	£36,688

Project description - provided by applicants
Youtility is designing an innovative platform to aggregate low income home utility data into a single and secure platform. The project will see Youtility commence research, design and development of a user-centric design led-solution to assist low income homes in managing and saving across their utilities accounts. Historically due to cost, this demographic, particularly those in fuel poverty, have been the least likely demographic to utilise the latest technologies for financial and social benefit however low income homes will benefit the most from any cost and consumption savings that this service provides.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Cardea Solutions (UK) Ltd	Applying Double Diamond for Human Centred Public Safety Product Design	£76,723	£53,706

Project description - provided by applicants
Cardea Solutions (UK) Ltd (Cardea) has launched a number of 'Public Safety' products. Now in our 18th Year, we want to transform culturally, procedurally, to embed 'double diamond' (DD) design philosophy and supporting processes inhouse. This project will reposition design as a core function and strategic driver of growth and prosperity. Our approach is to implement DD and 'test drive' it using a commercially significant design project. An innovative 'human centred' public safety product for Hospitals, Care Homes, Schools, Nursaries, Public Buildings, and Prisons.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Membit Ltd	Auguries: Early Stage UX Driven Design for Geolocated AR	£45,390	£31,773

Project description - provided by applicants
Membit's patented technology allows a user to view a photograph at a specific geolocation through the use of augmented reality ("AR"). To realise the commercial potential of our technology we have come up with a number of value propositions targeted at the consumer. These propositions are in the areas of social media, travel, and retail, areas that we believe might be attractive to consumers. Our project is to work with Ixonos UK, a London based design studio with a particular expertise in mobile user experience. Ixonos will work with us to do further research on user needs and behaviour, as well as trends in AR; to assess the value propositions we have identified; and to produce a development roadmap that we can follow going forward.

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LettUs Grow Ltd	LettUs Grow Front-end Product Design	£79,313	£55,518

Project description - provided by applicants
LettUs Grow reduce the waste and carbon footprint of fresh produce by empowering everyone to grow delicious food at its point of consumption. We design intelligent soil-free growing platforms, to reconnect people with their food in a convenient and reliable way. Plug it in, add water, plant your seeds and let them grow. It is simple and efficient plug-and-play urban gardening for the modern lifestyle. Our key challenge is to develop a functional and powerful technology that works well and fits the lifestyle of our end user. We need significant investment in design to make the proposition as meaningful as possible to the right people. This grant will provide the capital and expertise necessary to design truly desirable products, enhancing the probability of business success for LettUs Grow.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Innovative Technology and Science Ltd	Unravelling &addressing orthopaedics & prosthetics problems by human-centred design	£99,858	£69,901

Project description - provided by applicants
InnoTecUK is a fast growing SME developing innovative solutions for robotic and automated inspection and monitoring of equipment and assets in various industries. InnoTec seeks to expand its innovation activities to the medical device sector; developing innovative robots and robotic systems addressing the needs of patients and medical professionals.This early-stage design project gives InnoTecUK the opportunity to adopt the double-diamond design model to discover problems and needs of patients and medical professionals, especially issues related to the ageing society, and responding to them by defining and refining value propositions addressing selected needs; i.e. how robotic technologies may contribute.The medical device sector constitutes one of the main sectors to have benefited from advancement in additive manufacturing (AM). Brunel Innovation Centre will support InnoTecUK build AM design capibility which will be used to develop and test digital designs of the selected value propositions. The developed capabilities will enhance InnoTec's capacity to deliver innovative medical devices post-project completion. Successful project will transform InnoTec's innovation culture from responsive incremental to tested step change design-driven approach.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Photocentric Ltd	Optimisation of design of novel metal and ceramic 3D printer	£82,476	£49,486

Project description - provided by applicants
This project will optimise the design of an innovative 3D printer that can create metal and ceramic objects at a fraction of the cost provided by current methods. In doing so, it has the opportunity to enable virtually anyone to make custom metal and ceramic objects. The 3D printer will enable engineers, designers and entrepreneurs to create and manufacture their own custom products quickly, economically and with low energy use. This concept has been invented by Photocentric, based in Peterborough, who have already patented and commercialised a novel 3D printer to print plastic parts. This patent applied-for process, developed in the UK, uses a normal high resolution display screen, such as an HDTV, to create images that harden layers of specially formulated resins filled with very small metal or ceramic particles. The light hardens the liquid layer to create a custom shape and by then moving up a layer thickness at a time can create designs with geometries impossible to create by injection moulding. The process is finished by heating it in a kiln, leaving just the solid metal or ceramic material fused together. The first desktop printers using this technology are planned to be avilable in March 2018 costing under £5000.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Thames&Hudson Ltd	Digital service for enhancing the experience of buying and owning illustrated books	£42,351	£25,411

Project description - provided by applicants
There has been widespread digital disruption in the publishing industry from newspapers to magazines to books. However, most illustrated book publishers have remained firmly in the book-as-a-physical object domain, focusing on producing high quality books to collect and display or for professinal/academic use. Thames&Hudson (T&H) is a leading publisher and distributor of books on the visual culture, including art, architecture, design, fashion, film, music, and children's books. It has retained a traditional sales and distribution model working with bricks&mortar and online retailers. However, reaching and engaging with as well as understanding the needs of the end consumers remains a challenge and an opportunity. As the digital (ebook) consumption of illustrated books is minimal compared to non-illustrated fiction books, this project aims to investigate how mobile technology can enhance and augment the physical experience of discovering and buying and ultimately enjoying such books, what the main customer segments are, what are their motivations for owning a physical copy and what are their unmet needs in the digital space. T&H will be working with one subcontractor specialised in early stage design.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Allford Hall Monaghan Morris Ltd	Mulit-Channel Feedback for Design	£24,960	£12,480
Project description - provided by applicants			
This project will explore and define the requirements for a multi-channel information feedback platform to inform innovative decision making in a large archtectural practice.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Matter Architecture Ltd	Design tools for healthy prison environments	£83,165	£58,216

Project description - provided by applicants
Matter Architecture is leading a project to develop a set of design tools for improving rehabilitation through the architecture of prison environments. Together with Space Works we are connecting evidence from the field of Environmental Psychology with the architecture and design of prisons to promote better health and wellbeing of all their users including offenders, staff, families and service providers. We are consulting with the Ministry of Justice so that our output is used to assess and adjust new prison designs as well as existing prisons, to improve rehabilitation outcomes. The project will be supported by prison experts Rachel O'Brien and Richard Barnes.   Re-offending costs the taxpayer an estimated £9.5-£13 Billion every year (Gov.uk) - equivalent to 10% of the entire NHS budget. The Government is committed to reforming the prison service to bring this cost down through refocusing on the purpose of rehabilitation. The design of prisons has a crucial role to play by providing the right kind of spaces to achieve this. Our design tools will enable the careful allocation of precious resources, to create basic qualities of environment that support health and wellbeing and enable people to turn around their lives.

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Innovate UK

Results of Competition: **Design Foundations R1**
Competition Code: **1701_EE_DFR1**

Total available funding is up to £3m across 3 phases

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Projects by IF Ltd	New service models enabled by the GDPR	£83,926	£58,748

Project description - provided by applicants
The GDPR is going to fundamentally change how businesses handle data. In most circles, this is being used to forestall innovation and concentrate on compliance. We think that's the wrong approach. It's an opportunity for innovative design to flourish, responding to new digital rights with new, competitive services that respect people's rights. We want to build ambitious tools that help businesses take a new approach to data. We want to use the Innovate UK grant to explore new service models enabled by the GDPR. This will have a transformative impact, helping companies build products that generate a commercial advantage. We'll also want to build a community of practise around these tools. Made up of service designers, policy experts and researchers, the community will help us refine our thinking, understand cultural or business barriers, and form a bedrock of support as the tools come together. IF is a thought leader, and we've already demonstrated our capacity and capability to make innovative products with companies like Co-op, DeepMind and Choice. We think we can build tools that help companies do this for themselves and make IF the centre of the conversation about new digital rights.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Biov8tion Ltd	3D Fashion: Closures and Trims	£83,415	£58,391

Project description - provided by applicants
Trims and closures (zips, buttons, clasps and fasteners) are a vital component of many garment types and their manufacture is dominated by a limited number of international suppliers - 68% of zips are currently manufactured in Japan. Innovation within the trims and closure industry is currently limited by the mass-manufacturing techniques employed, which prohibit small-volume orders and the wider opportunities for brand specific design developments. There is a distinct opportunity in the market for innovative trims and closures that support the design ideals of mass-customisation, design innovation and a closed-loop design ethos while also enabling smaller brand specific production quantities and on-shore/localised manufacturing. The objective of this project is to explore the design opportunities and overall feasibility for the Additive Manufacture (AM) of trims and closures. The application of AM techniques allows the considerable market of trims and closures to be approached from a true design perspective, rather than a production-led methodology and respond to the significant industry challenges currently being experienced.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Good-Loop Ltd	Good-Loop: Designing a totally new experience of advertising & persuading people to donate free Money to charity	£39,267	£27,487
Project description - provided by applicants			

Good-Loop is the world's first ethical advertising network and Ogilvy Change are world leaders in Behavioural Economics and the psychology of decision making. Together they are working in partnership to entirely flip the preconceived idea of advertising on it's head. Good-Loop has built a platform which converts advertising money into charitable donations - by giving 50% of the ad revenue to the viewer for them to donate to their chosen cause. So the challenge they are aiming to address through the Double Diamond design process is how do they revolutionise the value exchange within online advertising so that the viewer is rewarded and respected rather than forced to watch irritating ads. And how to persuade people to give free money to charity by watching adverts?

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Senseye Ltd	Accessible condition monitoring	£41,092	£28,764
Project description - provided by applicants			
This project will explore and prototype ways in which complex condition monitoring software can be accessible and functional for non-expert users (maintainers) through design-led innovation.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Pet Technology Ltd	Felcana: Proactive pet care	£99,864	£69,905
Project description - provided by applicants			

Felcana's ambition is to become the leading pet technology business. Our current product provides owners with early disease detection in pets. Felcana is seeking a proactive approach to identifying disease before the conditions present themselves in animals. This project will explore how Felcana can provide truly proactive healthcare for pets, and ultimately improve their lives by pre-empting the development of disease and extending their lifespan beyond that which is currently offered by traditional pet healthcare approaches. We need to engage early-stage design thinking to understand the customer journey and commercial viability of offering this to consumers. DNA and genomics demonstrate a completely new business model for Felcana. By providing breed, health, and genomic breakdowns through DNA and genome sequencing, Felcana can support owners and pets from puppyhood to seniority. This proactive approach will complement our existing responsive hardware-based business. We will work with Precipice to identify the customer experience journeys from buying a new pet through the entirety of the animal's life, investigating how Felcana can enhance this. We will explore how DNA samples can be taken, and the aftercare approach to support both owner and pet.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
CogBooks Ltd	Effective strategies in e-learning that improve student retention & performance.	£97,514	£58,500

Project description - provided by applicants
Online course delivery has provided an easy access to learning for multitudes of students, including those who would otherwise be left out of education. Despite high enrolment numbers, online courses continue to show low student retention rates. CogBooks has been in the business of offering personalised e-learning solutions for more than a decade and has access to large volumes of learner usage data. This data can be interpreted using machine learning techniques to derive definite patterns of learning behaviour. Machine learning incorporates numerous technologies to create systems that can learn from the data in their environment and then make predictions and take actions when confronted with a new situation. These insights along with further understanding of user behaviour will help CogBooks come up with effective intervention strategies which will improve student retention rates and their performance.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Armourgel Ltd	Re-inventing the Shin Guard: Groundbreaking Design with Smart Materials	£78,773	£55,141

Project description - provided by applicants
The traditional football shin pad has remained unchanged for over a decade. Essentially a stiff, one-size-fits-all, solid moulded item backed by commodity foam, existing products are stiff and uncomfortable. However, they must be used for every match as stipulated by FIFA and the FA. Even leading brands who pride themselves on 'innovation' use the same approach with a traditional stiff load spreader for these protectors, which subsequently ends in a poor product offering - something we believe can be tackled with real innovation. Armourgel will disrupt the stagnant soccer shin pad market by introducing the next generation flexible, breathable, fully integrated shin pad, using novel smart materials directly moulded to textile designed for the user from the ground up with unmatched impact performance. Directly moulding protective material onto 3D knitted socks or tubes in an automated process will give soft and flexible protection which moves with the musculature of the body. For the first time manufacturing and assembly are completed in the same single process, removing stiching. The project output is a feasibility study of this methodology in a shin guard - proving the user needs can be met with the material and that all the product value can be added in a single process.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Innovation Intelligence Ltd	AI powered supply chain service user needs	£10,056	£7,039
Project description - provided by applicants			
Establishing user needs for supply chain management and innovation tools that use AI to derive business relationships from the web and other sources.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Informed Design Consulting Ltd	Specialised Devices/Packs for a Rail-based Backpack Technology	£31,310	£21,917

Project description - provided by applicants
Shuttlepack is much more than a traditional backpack. Its innovative technology enables the bag to be moved rapidly to the user's front. Identified customers include ramblers, commuters, photographers, tourists and skiers. Shuttlepack will provide the following key benefits: - Quick and easy access to belongings; - Improved back comfort through better air circulation - the bag sits off the user's back (on the rail) and can also be moved to the user's front; - Improved security of backpack contents in crowded areas - the bag can be moved to the front where it can be seen, thus deterring pick-pockets. There is also the potential to mount different devices and packs onto the rail to meet the more specialised needs of other user groups - for example, emergency services, people with limited mobility. This project focusses on the challenge to identify further user groups and suitable solutions at an early stage. This will be critical in providing: - A 5 year research and development plan for future Shuttlepack products; - Material used to promote further fundraising and crowdfunding campaigns.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
A&B Corp Ltd	New foundations for nutrition behaviour change	£75,400	£52,780
Project description - provided by applicants			
A&B Corp, the creators of the Zingy Life nutrition app, are joining forces with Imperial Consultants to draw upon the human-centred design expertise of Imperial College London. The work, entitled 'New foundations for nutrition behaviour change' will explore innovative approaches for products and services to tackle global nutrition challenges and opportunities. It is anticipated that the project will bring long term commercial benefits to A&B Corp through opportunities to differentiate the company's offerings, and by embedding strategic design expertise in the business.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Claire Potter Design Ltd	investigating how Ghost Gear and Marine Plastics can become Precious Plastic	£34,300	£24,010

Project description - provided by applicants
The growth of marine plastics and the impacts it has on our oceans, aquatic life and our coastlines has now become embedded in wider public awareness. Reports, campaigns and behaviour change drives highlighting the issues of plastic ingestion and entanglement are reported almost daily. With plastics lasting in our oceans for up to 600 years, this issue is growing exponentially, yet as a raw material, ocean plastic could prove a valuable resource - rather than just being landfilled or incinerated once brought to land. This project seeks to investigate the opportunities for recovered marine plastic and fishing nets in Southern England - understanding the complex issues with the materials, including volume, contamination and how it impacts the fishers themselves, before subjecting the material to a series of innovative transformations. By creating adaptions to the open source Precious Plastics small-scale recycling model, new concept 'products' will be created to test not only the possibilities for the materials that can be replicated elsewhere in the UK, but the desirability of the material and the concept products in a commercial sense. What can be made, and essentially, who would buy what can be made?

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Africa Technology Business Network CIC	UK-Africa Digital Innovation Hub	£50,405	£35,284

Project description - provided by applicants
This project is aimed at better understanding user and stakeholder needs in order to design a digital-based solution to enable UK expertise and innovation to be shared with innovators and SMEs in Africa.   The digital solution will provide a means for UK businesses and entrepreneurs to gain insights and undertanding of the opportunities emerging in the rapidly growing African technology sector. We believe that technology innovation represents the UK's biggest opportunity to drive growth and impact developing economies in Africa. However as the technology sector in Africa still nacent with very little historical data and is rapidly growing and changing. UK innovators therefore need to connect with the local innovation ecosystem in Africa - who understand the needs of the market - and collaborate with them to build market-relevant digital solutions that will drive economic growth and help to address key challenges in Africa while unlocking new growth opportunities for UK businesses.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Makerversity Ltd	Makerveristy Remote Community Membership	£53,310	£37,317

Project description - provided by applicants
Our community is vibrant and collaborative, but is very location specific in the same way a large corporation or university might be. Barriers to entry are as low as we have been able to make them (20% of our memberships are free) but if you don't live in London or Amsterdam you're still out of luck. While we are looking to expand to campuses elsewhere, we are more interested in how we can creatively approach the challenge of designing and building the same community, interdisciplinary collaboration and innovation without the need to operate at the scale we do in London and Amsterdam. Simply, our operation would not work in most towns and cities where smaller creative communities do not allow us to operate a space-led coworking business at large enough scale to be viable. This means we need to find another way to bring creative people together - as we believe it is the community more than the tools or space that is the magic ingredient pushing our members innovations forward.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Entomics Biosystems Ltd	A modular insect food waste management concept	£74,480	£52,136

Project description - provided by applicants
Over 1.3bn tonnes of food waste are produced globally each year, amounting to over $1tn in lost value and producing >3GtCO2-eq in greenhouse gas emissions. Current valorisation technologies are out-dated, in particular throughout urban environments, where space comes at a premium, and odour production is strongly discouraged. Insect biocatalysis represents a new alternative to organic waste valorisation. By using insects to convert wasted biomass into proteins and fats, food waste can be upcycled into valuable resources, such as animal feeds and biological fertilizers. Through this project, Entomics will develop an innovative insect rearing concept, capable of cutting waste-associated costs across the stakeholder spectrum. By offering an alternative to current waste management services, we hope to utilize this project's outputs in bringing a disruptive product and accompanying support service into the organic waste management sector.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Future Care UK Ltd	Infant wearabke technology	£99,358	£69,550
Project description - provided by applicants			
This project will develop a monitoring system which can be worn by infants of less than 12 months and used at home by patients. By measuring things such as temperature, movement, heartrate and blood oxygen levels and transmitting this information to doctors and nurses in the hosptial, we will create a system which will allow the NHS to monitor the wellbeing of infants more efficiently. This will mean sick babies can live at home with their parents, babies at risk of infection or neglect can be quickly identified and attended to by doctors, parents can be reassured that their babies are well - reducing the demand on GPs and A&E departments. The key to the success of this project is not the technology (which is commonplace) but ensuring that the needs of patients, parents and hospital staff are properly understood and that the designs we produce are tested by them. We, therefore, intend to research user needs, design and build prototypes which users can try out, creating evidence for the usability and effectiveness of our solution.			

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
China Jewel Ltd	Modernisation of extruded wire filigree manufacturing to contemporary requirements	£45,356	£31,749

Project description - provided by applicants
Extruded wire filigree is a traditional art form and craft skill originating arguably in Southwest China, Iran, or Northern India and first introduced to Europe (Italy) in the 14th centruy via the 'silk road'. Although still prized in antique markets, extruded wire filigree is generally considered uncompetitive against jewellery made using more modern methods. Filigree has been modernised once, by the Ottoman empire, introducing a gravity-fed lost-wax casting process to create reproductions without the labour intensive steps of wire extrusion, coiling, and braising found in traditional filigree. However, the intricacy, economy of material, and design range of traditional filigree still surpasses any established casting process. This project is to investigate and develop improvements and substitutes to the traditional extrusion and braising processes in filigree, not ruling out modern developments in casting processes that could reproduce certain forms or complete pieces without the loss of fidelity that is expected with established casting methods.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Alcove Ltd	Voice Controlled Empowerment	£97,147	£68,003

Project description - provided by applicants
Digital exclusion means the people that could benefit the most from technology are the ones that often have least access to it. Graphic user interface designs and interactions with smart devices often assume a level of digital literacy that many groups, like disadvantaged or cognitively impaired older adults, simply do not possess. Emerging technologies, like voice recognition software, have the potential to minimise these usability and accessibility gaps. Alcove, a #caretech ecosystem, plans to discover how voice control can best be used to improve lives by on-site design and iteration with older adults living in social housing in the London Borough of Newham. We will use existing consumer technology, the Amazon Echo, to see if its Alexa voice control is useful and usable to our future customers. From their feedback, we will look to define what features and functionality address their needs and aspirations the best. From calling for help in an emergency; to dimming lights or turning the heating on; to an AI doctor diagnosing an illness. We will let the users choose what's important to them; then work out what's technically and commericially viable. From idea to prototype, using off the shelf applets and plugs ins, users will then be able to try, assess, and report back on new features.

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Bramble Energy Ltd	Bramble Energy Market Analysis and Product Design	£80,053	£56,037

Project description - provided by applicants
Bramble Energy is a recent UK start-up, manufacturing printed circuit board fuel cells. This project aims to broaden our approach to innovation from predominantly engineering driven to one in which user needs drive technology development. To date, around $20 billion (£16 billion) of public money has been invested in research and innovation for the fuel cell sector globally. This has so far received a poor return on investment, with low market entry and technology costs remaining high. No fuel cell company has demonstrated profitability to date. The reasons underlying this lack of performance in the sector are complex, but one major factor is the technocentric engineering-led culture of the industry that does not fully take into account market needs. The average fuel cell goes through multiple design cycles after initial product launch before it finds a market that it can successfully sell into. This has resulted in an average cost of development up to the first commercial revenue cycle of $1.3 billion (£1 billion). Embedding user-centred design in Bramble Energy will ensure that new products being developed will better meet user needs and be market read after the first full design cycle. This will reduce our development costs and time to market, putting us ahead of our competitors.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Buffalogrid Ltd	Processes for Offgrid Design innovation (POD)- BuffaloGrid Limited	£95,484	£66,839

Project description - provided by applicants
*Challenges - 1.2bn offgrid people lack access to electricity. BuffaloGrid (BG) has developed a solar powered Hub providing PAYG offgrid mobile phone charging and wireless internet. BG has identified an opportunity to provide additional services facilitated by the electricity BG Hubs provide, but is restricted by limited resources, time and budget. *Project objectives - The POD project will allow early stage design using the double-diamond design process with support from immersive design subcontractor Special Projects. This will develop market needs understanding, develop a concept portfolio and allow strategic assessment, to develop compelling services that align with BG's strategic aims. *Project impact - POD will allow a different business and design approach, improved innovation process, increased understanding and focus on user/ stakeholder needs to increase service adoption. *Innovation - A more effective and efficient innovation culture within BG by considering a broad range of potential solutions through fast simulation, testing and supporting good failures. Special Projects will guide BG in new innovation approaches incl cohabitation to define opportunities, develop and test potential solutions.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Valkyrie Industries Ltd	A scaleable novel method to deliver realistic feeling of touch in virtual simulations	£99,113	£69,379

Project description - provided by applicants
Project Valkyrie proposes a scalable novel method to deliver realistic feeling of touch for a full immersive VR experience that can enhance applications or create feasible soultions to new ones. We hope to achieve a product that can open doors to new industries that currently suffer relatively low penetration of VR technologies such as medicine, healthcare and education, as a facilitator to their daily job or routine. We believe the sense of touch is a critical bottleneck for VR in these applications. As two Co-founders with expertise in Human Centred Design/Interaction and Material Science/Microfabrication, we have the ability to push this project as an early-stage design project through focus group research, selective ideation and feasibility studies to create a tangible design solution for the market that is predicted to explode in 2017.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
Elaros 24/7 Ltd	iCARHO: Managing health and wellbeing in care homes with digital solutions	£76,970	£53,879

Project description - provided by applicants
Care homes play an important role in providing accomodation and care for people who are unable to look after themselves, including those with more vulnerable conditions and those at the later stages of life. In this project we propose to analyse the needs, human motivations and behaviours in care homes to provide effective digital tools to monitor, manage and analyse the health and wellbeing of their residents, improving their quality of life and reducing pressure on the healthcare system. A user-centered design process will be adopted with participatory sessions involving final users and stakeholders (families, care home staff and healthcare providers) with designers on an equal footing. The project will identify and tackle real needs and will create conceptual solutions that balance human, technical and commercial factors. In a later stage, these concepts will become market-ready products with a significant impact for care homes, the healthcare system and the society.

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