Innovate UK

Results of Competition: Transforming Accountancy, Insurance and Legal Services with AI and Data (Small Consortia Strand)

Competition Code: 1805_ISCF_NEXTGEN_CRD_SS

Total available funding is £5.84 million

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
KENNEDYS LAW LLP	SmartPolicy	£124,024	£62,012
CHRYSALIS ANALYTICS LIMITED		£275,293	£192,705

Note: you can see all Innovate UK-funded projects here: https://www.gov.uk/government/publications/innovate-uk-funded-projects
Use the Competition Code given above to search for this competition's results

Project description - provided by applicants

In the insurance industry, changing social/environmental pressures often result in the need to protect against new risk (i.e. one that has not previously been included in any market policy). A large insurance firm may draft new clauses to fit into existing standard policies to cover these new risks. However, as these additions (endorsements) are amendments to an existing body of clauses, they can often result in inconsistencies propagating throughout policy documents. Ultimately, inconsistencies result in ambiguity, inefficiency and increase the number of legal disputes regarding whether coverage has been triggered. This creates additional cost, which is passed onto the consumer.

This project, a collaboration between Kennedys Law and Leap Beyond, will produce a new tool for the insurance sector to enable insurers to draft consistent new policies and/or additional clauses to existing policies without the reliance on lawyers.

We will develop ML algorithms and NLP techniques that ensure policies are created to consistent standards and that evaluate policy documents and aid clients in understanding the possible ramifications of proposed amendments- reducing the need for traditional legal review. The savings we create for insurers will be passed on to UK policyholders, who are subject to some of the highest insurance premiums in the global insurance market.

Developing this cross-sector tool will enable a greater transparency, increase the competitiveness of the UK insurance market via next-generation service delivered by a leading legal provider tailored to the insurance industry.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
THIRDFORT LIMITED	Thirdfort - Data driven property fraud prevention	£200,025	£50,006

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Project description - provided by applicants

In 2018, property fraud is a £120million problem in the UK, almost 20 times worse than it was in 2015\. It affects all sizes of law firm and property transaction values. Law firms are increasingly having to spend time and resources to fend off cyber-attacks, with the Government's National Cyber Security Centre finding over 80% of law firms were on the receiving end of cyber-attacks in 2018\.

We are building an AI driven algorithm that can be used by property lawyers to detect fraudulent property transactions in real time, protecting property buyers, sellers and lawyers. Aside from monetary loss, property fraud is devastating law firms and their reputations. The problem is widespread, fast-growing and an enormous stress for property lawyers -- with over 90% of the 150 property lawyers we've spoken telling us fraud was their number one fear during property transactions.

Transaction specific fraud data gathered from law firms such as Mishcon de Reya and others recently hit by fraud will form the training data for our AI algorithm. From this data we can identify the typical characteristics of a fraudulent transaction. For future transactions, our AI will process a range of specific transaction data and compare it to the identified characteristics of fraudulent transactions. Our AI system can then generate a real-time risk score for property lawyers before the fraud is committed. When money is stolen, people are losing life-shattering amounts without recourse. Typical examples of property fraud include a first-time buyer losing their £100,000 deposit via email misdirection; or a property owner who has their identify stolen and their tenanted flat 'hijacked' and sold to an unsuspecting seller. Fraud attempts are costly and painful to prevent or reverse for both property lawyers and consumers. Our AI algorithm will accurately calculate the risk for every transaction, allowing additional checks to be completed where necessary, and giving peace-of-mind to both property lawyers and their clients.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
REDUCR LTD	Developing a data driven cost management solution to transform accountancy	£194,588	£87,565

Note: you can see all Innovate UK-funded projects here: https://www.gov.uk/government/publications/innovate-uk-funded-projects
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Project description - provided by applicants

Managing costs is key to business success. Yet, small and medium sized enterprises (SMEs) are not doing it well.

Many SMEs perform no cost saving activities at all whilst others turn to their accountants for help. However, accountants typically provide very limited services related to cost management. Cost analysis is time consuming and therefore it is expensive to provide and to purchase. As such, cost management analysis is only performed by a small niche of accountants.

It is no surprise then that two in three UK businesses overpay on their utilities, paying £1bn over the odds on this category alone. Some businesses are being charged more than double the price of others for exactly the same service (Competition and Markets Authority).

It is a government priority to increase the productivity of business in the UK and to drive competition in specific business-to-business markets such as electricity, gas and water.

Alongside the challenges faced by UK SMEs, accountants are experiencing market pressures from the automation of their core services. Accountants need to provide new advisory services to counter this threat.

Our business, Reducr, provides a unique business cost saving service that is delivered through accountants. The data needed to find businesses better deals is stored in their accounts. The rapid adoption of cloud accounting software creates an opportunity for a new form of cost saving service.

Working with accountants we connect to a client's cloud accounting platform. We then find key billing data, generate quotes from alternative suppliers, benchmark the client's spend and deliver a report to the accountant. Accountants can package and sell the service in any way they choose to. If the client decides to switch service, we manage the process for them.

Our project will automate the cost savings analysis that we currently perform manually.

The project will drastically increase the number of clients Reducr can support, which is currently limited by our manual data analysis process. This will allow us to expand the service to more accountants, including larger firms with a large number of clients.

Our project will provide accountants with an additional service to sell to their customers. It will create over £4.4m in incremental cost savings for UK businesses and produce £250k in incremental revenue for Reducr in the 12 months following project completion.

It will furthermore put the UK at the forefront of cost management data analysis.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
ORBITAL WITNESS LIMITED	Legal & Property Language Processing	£283,466	£198,426
HM Land Registry		£0	£0
University of Southampton		£114,322	£114,322

Project description - provided by applicants
This project will develop cutting-edge AI techniques to extract and analyse legal rights and obligations related to property and land. Orbital Witness, the project lead, will use this information to support the creation of "Legal Risk Scores" (similar to credit risk scores) for all property and land. This will revolutionise real estate practice in the legal and insurance sectors, through massively increasing transparency in understanding legal issues affecting property, drastically speeding up the time in which lawyers can spot these legal risks, and improving the standardisation of real estate risk assessment to allow for insurance policies to be issued in a more simple manner. The University of Southampton, leading on the development of Natural Language Processing algorithms, will apply their AI, information extraction, and ethical data use expertise to this project. Meanwhile, Her Majesty's Land Registry, the national registrars for land and property interests in England and Wales, will provide expert advice and guidance on the use of their data, sharing best-practice where appropriate. This consortium is complemented by strong project supporters in the form of Mishcon de Reya, a leading London law firm, and Lockton Companies, the largest privately held real estate broker in the world, who will provide specialist input on best commercialising the project outputs in the legal and insurance industries respectively.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
INVENTYA LTD	INNOVACC	£122,528	£85,770
KAPITALISE TECHNOLOGY LIMITED		£122,252	£85,576
TELESTO IOT SOLUTIONS LIMITED		£154,814	£108,370

Project description - provided by applicants
The project partners will develop INNOVACC, a platform that centralises management of the finance function for companies, through seamless integration with accounting software and AI backend. INNOVACC will reconcile accounting and financial information. It will increase efficiency and transparency in accounting and reporting of innovation related finances.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
INROBIN LTD.	A Real-time Digital Platform for Industry 4.0 Manufacturer Insurance	£260,150	£182,105
University of Strathclyde		£75,235	£75,235

Project description - provided by applicants
Manufacturing sector globally is moving into a new era of Industry 4.0 and the Internet of Things, and service sectors with their technology based product have to be able to keep up with these developments. In this project Inrobin and the Advanced Forming Research Centre, University of Strathclyde are aiming to create for the global market a digital insurance product for industrial machinery based on real-time data and analysis with significant predictive power that will transform insurance services in manufacturing, bringing all round benefits to UK: reduction in inefficiencies, risks and costs. The technology will be of interest and will be marketed to the insurers and manufacturers. The project will contribute to expansions of AI and data analytics capabilities in the UK.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
ORPHEUS CYBER LIMITED	Transforming the insurance sector through AI and ML enabled cyber Risk prediction	£199,972	£139,980

Project description - provided by applicants
Using AI and ML to predict cyber Threat activity and enable accurate Risk assessment.

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THANK INTELLIGENCE LTD	Thank Intelligence Project: Meeting Minutes Automation	£157,261	£110,083

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Project description - provided by applicants

Thank Intelligence creates meeting minutes automation software. The objective is to automate the process of taking minutes so attendees can focus on important conversations, improving interactions and allowing artificial intelligence to perform high quality minute-taking.

"Workers across the UK spend the equivalent of over 10 million man hours each day in meetings" (Fagan, 2015).

The most effective meetings are face-to-face, enabling full engagement by attendees. Yet, many meetings are unproductive due to unclear objectives, information recorded inaccurately, actions left unobserved and the time spent typing up the minutes after each meeting.

• What if attendees did not have to take notes during meetings any more?

• What if multiple voices could be recorded in real time and transcribed into text, producing best-practice minutes?

• What if organisations' time was freed up to focus on high value tasks, increasing productivity and organisational efficiency instead of mundane minute-taking?

We aim to solve this pain point, starting with the law sector then expanding into defence, health, education, financial services and any sector which requires meetings to be minuted. We see tremendous potential in this pioneering technology which will transform many organisations within the next 3 years. We believe this will be a game changing application as nothing like this currently exists commercially in the UK.

We want to be pioneers and contribute significantly to the UK's economic productivity, creating cutting edge products, a high level of employment and contributing to the UK becoming the number one place in the world for AI innovations.

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OASIS HUB LIMITED	Oasis-CAIMAN	£279,991	£195,994
Cranfield University		£95,941	£95,941

Project description - provided by applicants

Oasis-CAIMAN is intended to become an insurance software that can accept, analyse and review drone collected visual images to a high level of accuracy for loss and damage after extreme events e.g. flood, severe windstorms, tornado, landslide etc. The project will test a 3D image recognition system for flood extent, flood depth, building and infrastructure impacts of events and also link to a citizen/ claimant-led app based claims database. The tool is intended to become a licensed software for the Insurance (loss adjustment/ claims) sector, and can be further developed as an emergency damage assessment and payment system after extreme events, as well as used to simply observe building and infrastructure damage.

The project will:

*Develop a loss and damage analytical assessment system of drone imagery

*Develop through machine learning/ automated recognition, a loss and damage database

*Develop a claims database that can be linked to the tool via app based technology and potentially allow for an open assessment of damage between policy holders and insurance companies, improving the degree of understanding and trust around claims assessment.

Oasis-CAIMAN has the potential to provide high resolution, highly accurate loss and damage information that can be rapidly compared against insurance claims information and used for damage assessment by insurance and other sectors and has the potential to be an open system with claimants themselves. The system will be designed to aid rapid, but highly detailed assessment of large areas where extreme events have occurred. It can be used for both domestic property/ industrial/ business insurance claims, as well as in major disasters by disaster risk responders.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
TAPOLY LTD	Tapoly- bespoke insurance platform for sharing economy participants	£290,400	£203,280
BEAZLEY MANAGEMENT LIMITED		£10,345	£0
University of St Andrews		£99,209	£99,209

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Project description - provided by applicants

The insurance sector in the UK is a significant economic force, employing \>300,000 people and generating £12Bn in tax receipts. The UK is the fourth largest insurance market in the world, with over £300Bn in premium income.

Self-employed and freelance workers represent 15% (4.8M) of the workforce in the UK and they are very poorly served by the insurance market as a whole. Insurance products are generally very rigid, can be difficult to change and cannot easily cope with flexible working requirements.

Pay-as-you-go insurance options are emerging but thus far they only cover non-business risks (household, motor, travel). The majority of our target market works in:

* IT and technology, e.g. freelance software engineers, testers and project managers
* Marketing & Media, e.g. photographers, copywriters, editors and web designers
* Management consultancy, e.g. financial services, marketing and sales
* Miscellaneous e.g. personal assistant, personal development coaching and keynote speaking

Tapoly differentiate by targeting an underserved and expanding sector of the market, which is ripe for disruption. The outputs of this project will include designs and test implementations for the Oracle chatbot and advanced risk calculation engine. We will incorporate these to enhance our current MVP. They will make us more competitive by allowing us to offer highly bespoke, mass-customised insurance rapidly and cost-effectively. In turn, this will allow us to target an underserved and growing market area with a disruptive offering that better suits freelancers' needs.

Within the many types of insurance available, Tapoly will offer several products to freelancers, of which we expect Professional Indemnity (PI) to generate greatest revenues.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
MOORCROFTS LLP	Improving Legal Services Productivity and Accessibility with Artificial Intelligence	£287,023	£200,916
Oxford Brookes University		£103,552	£103,552

Project description - provided by applicants
Legal services are expensive. As a result of this, many companies and individuals do not engage with a legal services provider when agreeing contracts. In most cases this will be for lower value contracts, but not always. There are circumstances where a company will be agreeing a large value contract, but will still be unable, or unwilling, to engage with a law firm to assist in negotiation of the agreement. Our vision is to research the feasibility of a legal contracts management system that uses Artificial Intelligence to simplify the process of legal contract review and thus dramatically reduces the time taken to review, negotiate, and manage contracts. By implementing this as a cloud-based solution we plan to offer its capability as an online legal service to SME's and legal firms to enhance their productivity in negotiating legal contracts. If successful this will significantly reduce the cost of UK legal services and redress the imbalance across those businesses that can afford legal services and those that can't.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
BEWICA LIMITED	Self-learning Cyber Risk Insurance Engine (SeCRIE)	£199,753	£139,827

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Project description - provided by applicants

Cyber insurance generates c£3bn in annual premiums globally (expected to reach c£16 bn by 2025). However, cyber insurance penetration is still comparatively low, particularly with SMEs. Cyber risk quantification has been a challenge for the insurance industry due to limited historical data and the highly dynamic nature of cyber risk. The insurance industry has responded to this with cautious risk selection and exclusions, making cyber insurance a product which is hard to access for some businesses. At the same time insurers are also at risk of taking on more accumulated risk than is prudent.

Cybernaut (an Autonomous Cyber Risk Insurance Agent) aims to address this by combining Artificial Intelligence (AI), data science, cyber security and economics into a single end-to-end underwriting platform to quantify cyber risk and its financial impact. Bewica has developed a minimum viable product (MVP) algorithm based on machine learning (ML), which was used to predict the likelihood of a specific business suffering a cyber breach over a 12-month period. In the proposed project, Bewica plan to build on the MVP to develop and commercialize the Cybernaut platform using advanced AI/ML techniques.

Bewica will offer a platform which provides SMEs real-time updated risk assessment, management and insurance services. Cybernaut will also provide insurers with tools for more accurate and real-time risk selection/pricing.

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TEAL LEGAL LIMITED	Development of AI Conveyancer to facilitate instant conveyancing	£122,821	£85,975
Keele University		£51,007	£51,007

Project description - provided by applicants

Buying and selling houses in the UK relies on the antiquated legal system of conveyancing.

From a practical perspective, this is a paper driven process requiring a significant amount of manual intervention, carried out by conveyancing lawyers. As a result, it takes on average 16 weeks to complete each house move.

Each conveyancing transaction can be drilled down to three core elements:

1\.**Data**: Gathering together data relating to the property in question

2\.**Decision**: Applying conveyancing rules to that data to decide whether the property is 'good and marketable' and whether the deal should proceed

3\.**Transaction**: If the answer to stage 2 is yes, proceeding to complete the transaction

This project is aimed at the second stage of the process.

HM Land Registry are taking very positive steps towards automating the 'data' and the 'transaction' elements of conveyancing with their Digital Registers and E-Transfers systems, however, no organisation, public or private has yet addressed the question of how AI can improve the 'decision' element of conveyancing. That is what this project intends to do.

'AI Conveyancer' will build a prototype tool to establish whether AI and technology could improve on the current 'due diligence' decisioning process to decide whether properties are good and marketable. It will also conduct research to establish how this will fit into the current industry requirements, and impact insurance and regulatory requirement.

The premise of the project is that if this can be achieved then the following outputs could be realised:

1.Significantly speed up conveyancing transactions -- instant conveyancing could become a reality.

2.Radically improve the consumer experience of moving house, and make conveyancing cheaper.

3.Reduce the fallout rates of conveyancing transactions. Currently, there are c 1million transactions per annum, but approximately 1/3 of transactions abort.

4.Improving the success rate of conveyancing transactions will have benefits to the wider economy, and the public purse (eg increased stamp duty revenues)

5.More accurate due diligence decisions and improved risk profile of conveyancing transactions will reduce the cost of indemnity insurance. Conveyancing currently represent the largest areas of claims against lawyers

6.Help inform public policy with regards to existing work which is being carried out to improve conveyancing by public bodies, eg Land Registry and Government working groups.

7.Help shape the approach to modernising legal service regulation in the conveyancing space and define new models for law firms and conveyancing processes fit for the 21st Century.

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TRANSPARENTLY LIMITED	To investigate the use of AI techniques to augment the the role of legal professionals during negotiation	£197,645	£138,352

Project description - provided by applicants

This project is to investigate the application of AI techniques to the analysis of conversational data, to augment the role of legal professionals during any discussion, negotiation or dispute resolution. transparently will focus initially on family law, specifically the support of all processes relating to separation and divorce.

The project will investigate and seek to gain the know-how, to enable future tools to be developed to support next generation services; a machine-supported 'second opinion', during emotional and difficult negotiations. The intention is to remove potential bias and offer greater transparency in legal decision making.

The company is passionate about promoting integrity and removing conflict and acrimony wherever possible; particularly to reduce the need for matters to be resolved in court.

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DIGITAL FINEPRINT LIMITED	"Help Andi" - leveraging open data & AI to protect UK SMEs	£200,589	£140,412

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Project description - provided by applicants

The UK economy is powered by small business. 97% of all companies registered with HMRC are classified as SMEs. As such, SMEs have a critical position in the future growth and development of our country. It is therefore imperative that small business leaders understand the risks that they face on a day to day basis and be given the tools to protect themselves now and to build a solid foundation for the future. In a recent study regarding risk exposure of UK SMEs, RSA found that 28% of UK SMEs would go out of business if hit with an unexpected £50k bill.

Today, there are very few tools and support services available for SMEs to help them understand their risk exposures and online presence. Whilst data is often available, it is hard to find and even harder to digest and act on. In addition, spending time researching, and shopping around for insurance policies and other financial services is time consuming, especially considering the numerous competing responsibilities facing small business leaders. Therefore, a single 'point of truth' combing multiple sources of data and showing how this data is being used and acted upon in a simple, quick and easy to understand way, is much needed.

Digital Fineprint will build 'Help Andi', an online data management and oversights tool, leveraging some of our existing capabilities that use open data and AI. Digital Fineprint has a track record of working together with leading insurance firms such as Hiscox and QBE, using open data and AI technology to help improve their digital distribution channels and customer engagement. 'Help Andi' will help bring transparency and clarity to all UK SMEs regarding their online footprint, and how this data is used and monetised by the wider insurance sector. It will be a highly engaging and user-friendly experience where the SME will be able to view both their digital and non-digital risk footprint answering only two questions. By sharing their registered company name and postcode, every SME in the UK will receive a high-level report on their business risks and what they can do to mitigate them. 'Help Andi', in its initial form, will be offering insights on up to 50 open data sources divided in to categories such as company profile, financials, risks and customer sentiment analysis using natural language processing analysing social media and review scores.

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THE FLOOW LIMITED	UPLIFT - Utilising Processing to expLore Insurance Fairness using Telematics	£192,811	£115,687

Project description - provided by applicants

The **UPLIFT** project will build from an already globally strong capability in telematics to strengthen UK's position in the motor insurance sector in a competitive global environment. The goal of the project is to grow new fine grained understand of risk directly from driving telemetry, thus minimising the usage of traditional insurance proxies, which are less easy to justify and potentially unfair to end users.

The project focuses technical investigation upon three cross-cutting key use case areas, targeting growth of capability in:

1. Fairer Risk Estimation (to enable improved and fairer pricing)
2. Fairer Fraud Estimation (to add new aspects into support of fairer processing)
3. Enhanced Driver Feedback (to lower risk and improve care of the policyholder which can strengthen policyholder relationships)

The project goals are to enhance predictive capability and enable fairer, personalised and easier to understand insurance products.

UPLIFT research is undertaken by an interdisciplinary group of experts from different backgrounds such as data science, driving behaviour psychology, insurance risk estimation to ensure that solution targets:

1. Bias identification and reduction
2. Increasing transparency and feedback with policyholders
3. Improved protection of privacy for policyholders
4. Strong ethical data handling

Overall **UPLIFT** seeks to empower improved and fairer insurance products making mobility smarter and safer for all.

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FRONTIER LABS LTD	MatterLab - Predicting Matter Costs and Reserves	£135,547	£94,883
WEIGHTMANS LLP		£141,980	£70,990

Project description - provided by applicants
A research and development project combining human centred design and artificial intelligence, to create an intelligent system that augments and guides Legal experts when forecasting the costs of legal cases.

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ABS TECHNOLOGY LIMITED	AUTTO: Micro-Automation Platform for the Professional Service Sector	£338,080	£236,656
University of Exeter		£56,884	£56,884

Project description - provided by applicants
This project is a collaboration between Autto Ltd. and the University of Exeter. Autto Ltd is a London based technology company proposing to deliver an innovative and accessible workflow automation solution for legal departments, law firms and professional services. Autto aims to deliver increased workflow efficiency freeing professionals to concentrate on advising clients, having a positive impact on both the professional service organisation and their clients improving efficiency, reducing errors and enabling the launch of innovative services. The University of Exeter is a world-class, research-led university committed to research excellence and notable for its high-quality business school. The university has a track record of driving positive technological change and collaborating with a wide range of industry leading organisations.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
DISTRIBIND LIMITED	distriBind - Intelligent Premium Income Prediction for Carriers and MGAs	£185,575	£129,902
VESUVIO IS LIMITED		£0	£0

Project description - provided by applicants
distriBind is a transformative platform for the Insurance delegated authority market, allowing Insurance Providers to share necessary information quickly and more accurately, and delivering AI-led analytics and forecasting. distriBind was founded in 2017 by Industry experts with many years' experience in the Insurance Market which has allowed them to identify a genuine issue in the market and propose an innovative and effective solution. This project will enable distriBind to research, test and develop a proprietary algorithm to deliver forecasting and anomaly detection around insurance premium income. This information will provide better business planning, assist compliance with new accountancy standards under IFRS17, and help ensure insurance capacity is available in the market. This project represents the research and proof of concept stream of an initial phase of delivering a broader platform dedicated to this market segment. The broader platform will aid efficient data sharing between participants, reducing cost and speeding cashflow.

Innovate UK

Results of Competition: Transforming Accountancy, Insurance and Legal Services with AI and Data (Small Consortia Strand)

Competition Code: 1805_ISCF_NEXTGEN_CRD_SS

Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
INSURTECHNIX LIMITED	Disrupting the cybersecurity insurance market through a technology and business model play	£199,915	£139,940

Project description - provided by applicants

A decade ago, if you wanted car insurance you went to a high street broker and completed a paper form. Even though the risk was often badly priced, both the broker and the underwriter typically made a healthy margin. Today, automotive insurance is highly automated. Risk, particularly for younger drivers is 'personalised' via an on-board black-box that allows good driving behaviour to be rewarded in a transparent way that reduces risk for both parties. The old-style brokers are gone, much of the market is now direct and new business models such as 'compare the market' result in fewer players transacting on finer margins.

Cyber insurance is one of the most dynamic and fastest growing areas of insurance today. Yet, when a company applies for cyber insurance, it is still required to complete a questionnaire (paper or phone) providing generic information. The annual premium bears little relation to the company's current risk and cannot not account for dynamic changes. As premiums are high, many elect not to insure or find themselves under-insured/not covered for a particular risk.

We believe that what happened to car insurance is about to happen to the cyber insurance market and we intend leading this transformation. Our project applies AI/data techniques ('cybermatics') to the UK cyber insurance market.

We have already developed a cyber risk detection product which collects risk data from business devices. We will apply AI to this data to enable UK insurers to better price cyber risk premiums and reward good cyber risk management through reductions in insurance premiums.

Insurance is a global market in which the UK has led the world. We believe that:

* our software and data-enabled transformation of the business model can help the UK defend and grow its position in cyber insurance;
* we merit InnovateUK's support because of the need to out-innovate some of the massive insurers from the Far East and Asia who are beginning to exploit markets beyond their borders. If we want to see off these challenges, we have to bring in new models, and do so before it is too late; and
* a product that helps reduce the UK's exposure to cyber-attack is a net public good, and increasingly crucial in an age where asymmetric non-conventional attacks as an instrument of policy are prevalent by rogue states.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
RECAP TECHNOLOGIES LIMITED	Recap - cryptocurrency accounting	£193,051	£135,136

Project description - provided by applicants
Recap is an upcoming software product for cryptocurrency accounting. It will provide accountants, consumers and businesses a simple, intuitive and privacy-focused way of tracking, analysing and reporting on their cryptocurrency finances, critically providing clarity of their tax position, but also providing the information necessary to make timely and informed decisions, whether investment, spending or otherwise. Recap will ingest data from numerous large data sources and perform automated data techniques including classification, matching, aggregation and modelling in order to provide an accurate and comprehensive dataset ready for further analysis and reporting. For UK residents, Recap will implement HMRC's methods for calculating capital gains, including asset pooling and bed and breakfasting rules, and plans to implement tax algorithms for other markets, starting with the US. The product will save users significant time in collating, calculating and understanding cryptocurrency finances, increase data accuracy and provide new insights.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
BEYOND GREEN ADVISORS LTD	Technical Feasibility and Market Validation for a Sustainable Business Assurance Platform for Accountancy Firms	£199,724	£139,807

Project description - provided by applicants

To offer 'theArena17', Beyond Green is starting an ambitious R&D project which will transform the accountancy industry by providing accountants with a trusted sustainable business assurance tool. It will allow them to offer new services to unquoted companies which need holistic business data analysis to improve resource efficiency, comply with energy & carbon reporting and evidence their sustainability credentials against global standards, such as the 17 Sustainable Development Goals. Adding to the accountant's business toolkit and skill set, whilst drawing on their analytical skills, theArena17 will help reduce impacts on jobs from the automation of their core services; automation driven by the growing uptake of cloud-accounting and digital reporting.

This will position the accountancy industry as a leader in social and environmental advice for businesses. The accountancy industry can withstand automation by broadening the scope of their services to business analysis that takes into account shifts in global trends towards transparent indicators of environmental and social performance.

Beyond Green, founded by a Chartered Accountant, is well placed to lead this transformation. We are a certified B Corp business with a track record in business sustainability advice delivered to over 500 unquoted companies with annual identified cost savings of £6m, and 23,100tCO2e, and the delivery of resource efficiency workshops for Accountancy firms and their clients. TheArena17 will allow unquoted companies to understand their sustainability credentials and communicate them to investors/stakeholders. The automation will give all British businesses access to valuable services not widely available.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
PLATFI LTD	Capitalise.com - Using cloud data to monitor client portfolios and deliver next generation advisory	£198,040	£89,118

Note: you can see all Innovate UK-funded projects here: https://www.gov.uk/government/publications/innovate-uk-funded-projects
Use the Competition Code given above to search for this competition's results

Project description - provided by applicants

VISION:

Capitalise Monitor creates peer groups, insightful benchmarks and alerts of SME clients of accountants and lawyers from cloud accounting and OpenBanking data through data analytics and machine learning. This.guides and prompts advisers on (1) which clients to approach and (2) topics of conversation for client groups with beneficial products from a wide marketplace.

ADVISE BETTER:

There isn't a better time to be an adviser, yet the non-timesheet based revenue models of advisory firms is under threat from automation. In accountancy, cloud accounting solutions are replacing bookkeeping and compliance activities, in insurance data models are able to quote on evermore complex scenarios and in law routine services such as conveyancing can be achieved with software driven template services. Further automation of these service lines is inevitable and our view is that further automation of repeatable tasks is inevitable. Professional services need technology which offers them additive revenue to replace lost revenue to technology providers - we call this a cloud advisory platform.

Capitalise, with our Future Positive values, encourage professional services firms to embrace the automation of these service lines and focus more on the relationship building with their clients. Automation drives further value in the human-centric service offering these advisers offer. Taking alternative finance as an example; there is no relationship manager since branch bank managers have disappeared.

NEXT GEN CLOUD ADVISORY:

Capitalise.com is focused around providing SMEs the most optimised capital position for a stable business platform for growth or profitability. Aggregating cloud accounting data and business outcomes provides a rich data set available for peer analysis to generate insights and diagnostics of SMEs. Much like machine learning is providing doctors new insight into patients diagnoses, our Capitalise Monitor platform uses regressive statistical analysis to derive actionable insight from business profiles captured.

Advisory is about more than insight - it's about action. Capitalise combines insight on an SME into a marketplace of finance providers across banking, lending and insurance. In a similar way that a medical products number in the 100s of thousands the paradox of choice hinders the uptake of many products for SMEs.

ABOUT CAPITALISE:

Capitalise.com has 1,400+ accountants with access to over 100,000 SMEs across the UK. With integrations to QuickBooks, Sage and soon Xero our platform enables accountants and their advisers to move a level closer to their clients and recommence advisory services in a cost effective and competitive manner.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
FD WORKS LIMITED	Xavier Ecosystem Feasibility Study	£115,988	£81,192
HATCH APPS LTD		£265,994	£186,196

Project description - provided by applicants

Recently, an accountancy firm called FD Works and their web development agency client, Hatch Apps, joined forces to build a web product called Xavier Analytics. The product provides technical, time-saving tools and reporting for finance professionals using cloud accounting software. The project has gone well and is now in beta testing.

The team now see an opportunity to investigate the feasibility of producing a much broader suite of products that combines data from a wide-range of sources, to increase the chance of success for small businesses in the UK. The team is excited about the possibility of bringing in academic theory and AI specialists to achieve insights not currently possible with the current tools and data SMEs have access to. The code name for this suite is the Xavier Ecosystem.

The key objectives of the project are to:

1. Identify, clean up and blend a number of data sources, including private data from our users and large public data sets, into an accessible database
2. Build a Proof of Concept analytical engine that employs artificial intelligence and big data techniques to extract accounting insights from the database
3. Provide a web application user interface that presents these insights to businesses and their financial advisors, enabling them to understand their business performance and evaluate and model future business decisions

The focus of this project is around reducing the rate of failure for UK SMEs. The quality and extent of the historical data available to assist with this is unknown at this point, and the team expect it to be challenging to consolidate. The uncertainty around this data and the possibility to combine it leads the team to consider this project a feasibility study.

The project will be innovative in its approach due to the unique combination of data sources, and the broad audience it will be applicable to. The public data available around SMEs at a national level is currently shallow and sparse. The private data held by these SMEs in their cloud accounting ledgers is detailed and extensive.

The success of the project will rely on widespread participation of SMEs, and the data they bring with them. The planned freemium pricing model, along with high-visibility listings on app marketplaces will encourage this adoption. The successful output of this project will result in the first and only offering of deep and wide SME data - which would be truly transformational for the UK economy.

Innovate UK

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Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
DITTO AI LIMITED	Ditto Tax: AI-driven automated tax advice using enabling knowledge acquisition methodology	£304,477	£137,015
DEVCLEVER LIMITED		£93,401	£42,030

Project description - provided by applicants

As the world moves towards automation, a growing market across multiple sectors is 'automated advice', a key demand for which, as highlighted by HM Treasury and the FCA, is in the financial advice sector resulting from the complexity and ever-changing nature of regulations/legislation.

An example is the difficulty in providing a holistic automated advice solution for financial advice due the requirement for human interpretation of the rules to a specific case.

In order for an automated advice model to be successful, the algorithm underpinning it must be completely accurate in the application of expert knowledge, be able to address every possible scenario, and also provide an audit trail of how the ultimate recommendation was determined. Consequentially little innovation has occurred in automated advice provision in more complex tax areas, such as innovation targeted tax incentives, due to the difficult interpretation of guidance to widely varying scenarios, which cannot be modelled via standard flowchart approach. This has led to many SME's failing to benefit due to a lack of knowledge, fear of engaging directly with HMRC, or high cost barriers to explore potential schemes.

DittoAI have developed a unique knowledge acquisition methodology, free from interviewer dependency that can produce a computable output that exhaustively documents an individual's decision-making & encodes their entire expertise on any subject. DittoAI can guarantee a complete, correct and consistent output for any subject matter, along with a complete audit trail to reveal all decision points, by digitally capturing the knowledge from any source and delivering precise expertise to the end-user via an artificial intelligence driven interface.

Impacts:

* The underpinning DittoAI technology is a hugely enabling technology needed by AI systems whenever they require detailed and traceable expert input to work, this project will allow further versions of the DittoAI technology to be exploited in other markets.
* DittoAI offers ability for any company to access and codify the expertise of their few/ busy experts, and deliver it through any of their staff (or even in an automated fashion) increasing their service offering, delivery capacity, and removing the risks faced by losing key personnel from death/resignation, etc
* Offering a reliable and consistent tax advice to ensure consumers are able to accurately complete their tax bills. Currently an estimated £10bil of potential R&D Tax Credits go unclaimed each year, due to the complexity of the guidance and incorrect/inconsistent advice offered by tax consultants.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
INTERCEPT SERVICES LTD	Project Flowerpot - Creating beautiful things on the edge	£78,529	£54,970
CONTROL F1 LIMITED		£121,301	£84,911

Project description - provided by applicants

Intercept IP will undertake an Innovate UK funded project which seeks to transform the motor insurance market through the development of the next generation of in vehicle telematics devices. This next generation of devices will incorporate video capture together with automated video image processing and analysis and use an Artificial Intelligence (AI) safety scoring algorithm hosted within the telematic device. This AI will feedback to drivers factors influencing their overall driving safety including acceleration, braking, handling intensity, proximity to other vehicles and accommodation of external conditions.

In addition, the level and quality of data available will enable Intercept IP to develop automated driver identification software and report highly detailed crash characterisation data. Both functionalities will be critical in reducing levels of fraud within the vehicle insurance market combating both personal injury fraud and crash for cash schemes. The highly detailed nature of crash data available will also help insurers with claim resolution processes as reliance on driver recollection is negated by the availability of data.

There are multiple technical challenges associated with the developments required to deliver this project. AI systems are currently situated on a server and are updated based on data which is aggregated from across a base of drivers, transferring AI to an on-device version has not been carried out before and represents significant programming and architectural challenges. Onboarding automated image processing also contains challenges regarding ensuring the reliability of data assessment and confirming consistent outputs.

The team will also have to investigate the 'black box challenge' to understand how the onboarded AI is reaching the judgements made, as policy holders will want to understand how decisions regarding claims and premium values have been reached. A project work package is dedicated to investigating this through comparative analysis, projection and testing.

A successful project generates significant positive impacts both inside and outside the project team, as the efficiency of insurance provision is maximised, with premiums for safe driving minimised, and profit generated for Intercept IP delivering return on investment for the UK plc and Intercept IP alike.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
SATOSHI SYSTEMS LIMITED	Development and commercialisation of an AI, ML and data enabled online commodity trade finance platform (Athena)	£264,820	£185,374
Sullivan & Worcester UK LLP		£133,862	£93,703

Project description - provided by applicants

Securing access to commodity trading finance (CTF-) for small and medium sized commodity traders (SMCTs, completing transactions \>£1million) will improve market competition, create jobs and help to keep commodity prices lower for consumers. Currently the majority of SMCTs are unable to secure CTF due to the existing banking practices involved in the processing of these transactions which make it too expensive for, among others, law firms to serve them. In the absence of a platform ensuring the complete legal solution for cheaper, easier access to CTF, a small number of commodity traders dominate the market, driving commodity prices up for consumers.

Currently, Distributed Ledger Technology provides the best assistance for SMCTs to access CTF. It uses blockchain smart contracts to execute money transfers between stakeholders to make this process paperless. However, this technology does not alleviate the significant time and costs it takes for the due diligence checks and legal frameworks to be created which are the major barriers to SMCTs access to trade finance.

Satoshi Systems Ltd, a UK based SME, are developing a platform 'Athena' which, for the first time will be able to make the existing legal practices more efficient. Athena's intelligent machine learning software will use the historical data of the previous commodity trading transactions to provide a suitable legal framework. The Artificial Intelligence software used in Athena is used to complete the due diligence checks, alongside blockchain technology to produce a self-executing smart contract reducing the manual work of an experienced lawyer and ensuring the privacy of all stakeholders involved. This in turn will enable SMCTs access to CTF allowing them to trade on the commodity market which will increase competition, their productivity and the knowledge and skills of their business. Successful development and the global commercialisation of Athena in Q1-2021 will increase jobs and growth, competition, quality and innovation within the commodity trading market.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
BEALE & COMPANY SOLICITORS LLP	The Intelligent Automation of Contract Analysis of Collateral Warranties	£274,017	£164,410
Swansea University		£115,802	£115,802

Project description - provided by applicants

Beale & Company are construction industry lawyers. We spend a great deal of time reviewing contracts on behalf of our clients, one particular type of contract known as a Collateral Warranty is a particular bugbear.

The work in reviewing Collateral Warranties is an important part of commercial risk management, can be legally complicated but is often undervalued and under-resourced. If it could be automated, even partially, all concerned would benefit.

Current contract review software is largely machine learning-based and cannot achieve the detailed legal analysis required and how it achieves its results is often opaque. On the other hand, rule-based approaches are overly complex and frail.

Beale & Company have teamed up with the University of Swansea to develop prototype contract review software to overcome these shortcomings.

It will combine both machine learning and rule-based approaches in an innovative way. We will harness the high level review power of machine learning to identify manageable parts of contracts and the close precision of rules to analyse the legal content those parts in detail. The rules will be simple and robust.

It will be developed for lawyers by lawyers.

The software will be based on the open source natural language processing software, 'GATE' developed by the University of Sheffield.

While we initially develop a prototype for CWs, we believe we can then extend the approach to other types of construction contracts and to other contracts generally.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
AOS2 ENTERPRISE LTD	Instant Beneficial Ownership Visualisation Checks (Using AI and NLP)	£198,471	£89,312

Project description - provided by applicants

Combating money laundering is a material challenge globally. The Financial Conduct Authority estimates £90bn illegally flows through the UK each year.

Current anti-money laundering (AML) compliance processes for verification of beneficial-ownership are inadequate; laden with inefficient, labour intensive, manual, repetitive and data intensive tasks, which are vulnerable to human error. The ability for organisations to trace true beneficial-ownership, especially outside the UK, has many complexities; not least due to differing disclosure regimes globally, and the pace in which data changes.

Our solution is beneficial ownership platform in the form of an online electronic identity verification (KYB) service. Our platform reports a real-time automatic detailed visualisation of the structure of company ownership, identifying connections between customers and their owners.

Natural language processing and machine learning are forging a new path in technology innovation. Our solution harnesses both, using artificial intelligence to trawl publically available data, in both structured and unstructured forms, automatically validate an entities full ownership structure in real-time, and compare it with the information supplied to the relevant organisations. This information can also then be cross-referenced against international sanctions lists and watchlist databases.

Our technology will support a diverse range of company types and international verification requirements for all compliance, risk mitigation, and legal verification needs.

Innovate UK

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
SOLOMONIC LIMITED	Applying AI-based solutions into high-value litigation	£277,720	£194,404
University of Warwick		£114,740	£114,740

Project description - provided by applicants

Solomonic enables litigation professionals to use structured, systematic data analysis when making litigation decisions. We do this by methodically analysing and indexing court documents based on a large number of criteria. This is visualised on an online dashboard through visual tools such as graphs, charts and tables. This enables legal professionals to speed up litigation research considerably and provide structured insights that they otherwise would not have the capability to deliver.

To date, we have developed a dashboard for one court, the Commercial Court. This has demonstrated market demand for this product. Even before full commercial launch we have two partner organisations (a large law firm and a litigation fund), and a top 5 and top 10 law firm interested in signing up to the product.

However, data collection to date has been very manual and time-intensive. We estimate that for each case it currently takes roughly three hours to collect and validate the data collected (with large variations depending on the complexity of the case). For the 850 cases collected to date, that would be the equivalent of 2550 FTE hours of combined employee time. This is very expensive and will limit the speed at which Solomonic will be able to grow.

Maintaining the accuracy of the data that we collect is vital to providing a platform that is valuable to our customers and has credibility in the market.

This project will investigate the feasibility of applying machine learning algorithms to the large-scale collection of accurate data from court documents. This will enable Solomonic to rapidly scale up the number of courts in the UK legal system that are covered and in due course to expand into other Commonwealth jurisdictions.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
ETIC LAB LLP	Affordable Legal Advice	£248,837	£174,186
COURT BASED PERSONAL SUPPORT		£8,070	£8,070
SOLICITORS PRO BONO GROUP		£0	£0
THE RCJ AND ISLINGTON CITIZENS ADVICE BUREAUX		£0	£0

Project description - provided by applicants

Advice agencies, support providers, clearinghouses and public legal education providers all exist to help people when they need support to solve their legal problems. However, accessing this complex network of support is complicated. For many citizens, if they are unable to access the services that can provide them with timely and comprehensive advice or effective representation, they are left without a clear understanding of their legal matter or their options. This often results in the situation getting worse.

For the volunteers and staff who provide the support, there is an urgent, unmet need to explore this complex network of interlocking and overlapping services. For these service providers, knowing where the client has been before, what advice they've received, whether they have acted on that advice, what assistance other agencies can provide, whether the other agencies have capacity and the justice outcomes of the clients they help is crucial.

Despite the efforts of a number of commercial enterprises developing relatively focussed applications and the widespread introduction of a variety of client management software systems, no products or services have been developed that can effectively collate this crucial data. In order to advise clients on which service provider they might need to access, where they are, when it is best to do so and importantly how much that service might cost; a system is required which can provide an overview of the complex network for any clients and all of the different advisors. This project is designed to test the feasibility of creating such a resource and adding functionality by deriving from the transaction data created, a picture of what can be done and ultimately what has best served particular client groups. Above all the project is intended to help volunteers and staff provide support that is intelligent and responsive.

This project will explore both the possibility of advice charities sharing data to understand their user's journeys and where users would benefit from being guided into the wider legal services market. This will support advice charities to form stronger relationships with private legal services providers to appropriately direct clients who can afford services. It is expected that this will increase the number of users of the legal services market but also have the effect of diversifying service provision.

Innovate UK

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Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
DATA SOLVER LIMITED	Transforming Data Protection via the development of AI integrated privacy management systems for lawyers	£258,802	£181,161
Cranfield University		£9,142	£9,142
University of East Anglia		£79,032	£79,032
University of Kent		£10,115	£10,115

Project description - provided by applicants
In 2017/2018 incidents of personal data breaches reported by UK organisations to the Information Commissioner's Office (ICO) increased by 30% compared to 2016/2017 and 8 out of the top-10 reasons for such breaches were accidental or unintentional human errors! Such breaches are impacting consumer trust with only 1 in 5 UK adults trusting businesses with their personal data (ICO (2017)). Data Solver's privacy management software is designed to enable organisations to comply with the General Data Protection Regulation (GDPR). Its competitors offer siloed manual data-entry applications which lack automation. These therefore rely on subjective judgements (e.g., the accurate identification and classification of personal information) and are prone to errors by employees. As a result, there is strong regulatory-driven market need for an automated software solution that can facilitate swift and cost-effective compliance with the GDPR. Through this project, Data Solver and its academic partners propose to undertake work that: * enables efficient ongoing privacy management through automated, data-led, decision making and risk management * puts the privacy of individuals at the heart of its solution and in order to reduce the risk of breaches to individual's personal data and * provides legal firms and their clients with a comprehensive, advanced solution to enable them to reduce the costs of compliance management via the scalability or the provision of 'Data Protection Officer (DPO) as a service'

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Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
LE CHANGE STUDIO LTD.	Lawli	£199,981	£139,987

Project description - provided by applicants
Lawli is an intelligent legal assistant that delivers software as a service (SaaS) to law firms and enterprises. We offer legal documents management and discovery, data analytics and access to services in legal ecosystem. Lawli aims to be the top market choice of legal artificial intelligence to assist law firms and small-to-medium enterprises in their legal service requirements. We aim to reduce and eventually eliminate existing barriers in legal services across the ecosystem, to make legal services more accessible and reduce the overall costs, time and resources commitments to pursue justice and promote fair market behaviour. Powered by the latest natural language processing techniques and machine learning algorithms, we aim to develop and make available the most accurate and easy-to-use legal services covering a range of legal areas to law firms and businesses. Through an unbiased and accessible system, entities of all sizes are able to participate in market inclusion with comparable legal options. Thus, Lawli will enable greater volume of commercial activities and promote the economic growth.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
LEXOGRAPH LTD	Lexograph	£191,402	£133,981

Project description - provided by applicants
* Lexograph Ltd is a legal technology start-up, founded with the sole purpose of developing visual database software for visualising and processing data relevant to corporate structures. * We have just raised seed funding to develop a visualisation MVP, expected to take 4 months. We then want to move on and explore how we can utilise and incorporate artificial intelligence and data analytics into the visualisation MVP in order to deliver greater functionality and value to our users. * Our InnovateUK Project will be to research and develop a number of opportunities for innovation that we have identified. We will work in conjunction with our community of early adopter firms and organisations. * As a result of the Project we will have developed a data proof-of-concept system that can be incorporated into our product, significantly enhancing functionality and helping to accelerate the growth of our business.

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Participant organisation names	Project title	Proposed project costs	Proposed project grant
WE ADAPT LTD	Automating legal services for GDPR compliance	£199,487	£139,641

Note: you can see all Innovate UK-funded projects here: https://www.gov.uk/government/publications/innovate-uk-funded-projects
Use the Competition Code given above to search for this competition's results

Project description - provided by applicants
Consumers are now, more than ever, concerned about how companies are collecting, using and sharing their data. In response to these concerns, new legal and regulatory regimes such as the EU General Data Protection Regulation (GDPR) are being ratified, increasing the legal responsibility of companies to 'do more'. To ensure compliance with these new standards, companies are investing in their policies and procedures by hiring in-house lawyers or contracting legal firms.GDPR has led to a marked increase in demand for services provided by the legal sector, who are not equipped to manage the variety and volume of requests. There is an urgent opportunity to address these challenges with disruptive technical approaches, many of which are ideally suited to AI solutions. This project looks to target the legal sector by using AI to provide cost-effective legal support to businesses, specifically SMEs, who need to ensure their policies and procedures are compliant with their legal obligations. Ethics, privacy and transparency are at the very core of Adapt. Each and every member of the Adapt team shares a common vision built on the highest ethical standards. We want to help companies realise this vision by ensuring that their own products and services are in line with these standards, and we believe that using AI to achieve this will be a powerful case study for how AI can be used for good.

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Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
LEGATICS LIMITED	Increasing AI adoption rates in the UK legal and high-value services sectors through use of AI microservices and behavioural change science	£385,152	£173,318
DLA PIPER INTERNATIONAL LLP		£0	£0
EXCHANGE HOUSE SERVICES LIMITED		£0	£0
Peter Harrison		£0	£0
Stephen Rollnick		£0	£0

Project description - provided by applicants

Vision

AI technologies have the potential to significantly increase the productivity of the UK high-value services sector. However, current application rates to client engagements within top-tier legal practice are very low. This project recognises that AI models can achieve good technical performance but that adoption is primarily held back by organisational and behavioural factors. The project addresses the organisational factors using a new architecture of 'AI microservices' and the behavioural factors with the application of behavioural change science, specifically Self-Determination Theory.

AI microservices

Existing sector-specific AI companies serve the market with products that provide broad data identification, reviewing or extraction capabilities. This requires law firms to bear the significant organisational costs of (1) identifying suitable applications, (2) configuring the software, (3) training the model, (4) training the users, and (5) managing the product output. Failure to justify these costs has resulted in low adoption rates. This project instead takes the novel approach of providing highly specific and pre-trained models, termed "AI microservices", which are built into existing workflow software used by the sector.

Behaviour change

Practitioners are cautious when adopting new AI-based technology. A culture of risk-aversion exists amongst practitioners as a result of the high-value nature of their work, their training in avoidance of risk and their taking of personal responsibility for their work. This has served to further limit adoption of AI technologies. This project uses behavioural change science to design software that incorporates principles of Self-Determination Theory to address these 'human' and cultural issues.

Objectives

The project aims to build and integrate six AI microservices into the high-value legal practices of the project partners and measure the adoptability of the resulting technology. The project starts with application within the legal sector to benefit from the consortium's sector specific knowledge and reduce contain complexity and costs. The project will subsequently result in public dissemination of learnings for the insurance and accountancy sectors.

Innovation

This project is uniquely innovative in that it adapts AI technology to the organisational and behavioural circumstances of the high-value service sector. We believe this approach will see increased adoption rates in comparison to asking organisations to bear high implementation costs and failing to address the behavioural psychology of practitioners.

Innovate UK

Results of Competition: Transforming Accountancy, Insurance and Legal Services with AI and Data (Small Consortia Strand)

Competition Code: 1805_ISCF_NEXTGEN_CRD_SS

Total available funding is £5.84 million

Participant organisation names	Project title	Proposed project costs	Proposed project grant
LEGALBEAGLES GROUP LTD	Global Access to Justice via AI & Community	£311,802	£218,261
IBM LIMITED		£88,164	£44,082

Project description - provided by applicants

The vision for the project is to provide easy access to legal answers, support and community advice enhanced by AI technology, which can analyse and scale knowledge to predict best routes for consumers to find solutions to legal issues.

The objectives are to provide quality legal support in a cost-effective manner, to a global population that is increasingly struggling to gain access to justice and consequently researching online to find answers to legal matters. The focus is to apply AI technology to the existing LegalBeagles forum, the UK's most popular free legal information site, to create a scalable cognitive platform for consumer legal knowledge, support and insights.

The LegalBeagles forum has been operating for over 11 years, providing free legal advice to consumers and with 800,000 posts providing answers to a range of legal issues. It currently relies on a group of dedicated volunteers providing legal support to consumers. The increasing volume and complexity of legal issues requires a huge increase in corresponding dedicated volunteers in order to meet the demand for support. The use of AI offers an 'endless capacity' to locate legal knowledge faster, identify new patterns and trends, whilst at the same time helping consumers with their legal issues.

This is the start of an innovative and continuously developing cognitive legal platform which over time, will enable consumers to get answers to less complex legal questions in their natural language and receive help almost instantaneously. This will increase access to justice for UK consumers and with 30% of the world's population using the English Common Law system, making this innovation scalable for use in these new markets.