

Innovation programme management for Innovate UK

The Client

Innovate UK are the UK's Innovation agency, as part of UK Research and Innovation, a non-departmental public body, they are funded by a grant-in-aid from the UK government. Innovate UK drive productivity and economic growth by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base.

Since 2007, they have invested around £2.5 billion to help businesses across the country to innovate, with match funding from industry taking the total value of projects above £4.3 billion. They have helped 8,500 organisations create around 70,000 jobs and added an estimated £18 billion of value to the UK economy.

The Challenge

We ran Innovate UK's digital start up programme IC tomorrow for 5 years. IC tomorrow was a programme focused on supporting digital start-ups and SMEs in the UK by bridging the gap between them and industry and encouraging cross-sectoral collaboration with the objective of to feed through into the local and national economy.

The Solution

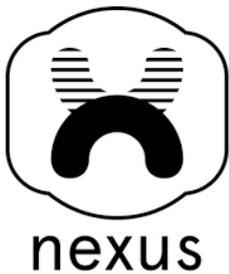
Tenshi worked with Innovate UK to run innovation contests and strategic match making activities. We identified key target sectors, recruited and worked with around 250 corporate partners to define engaging open innovation challenges, and ran SME engagement activity and events around the UK. Our programme themes covered a wide range of sectors, from Urban Spaces/Smart Cities to Digital Health and Quantified Self to Wearables and the Internet of Fashion.

Tenshi provided a mixture of skills and resources to deliver the IC Tomorrow programme which included account management, project management, industry and community engagement, entrepreneur engagement, and the coordination of events, marketing, communication and PR.



Outcomes

The programme was highly successful funding and facilitating trials for over 100 SMEs. Examples include;

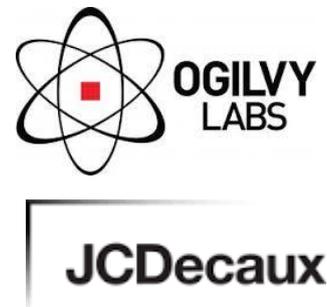


Nexus Interactive Arts/Ogilvy Labs/JCDecaux: Innovation in digital-out-of-home advertising

Nexus interactive arts won a challenge set with Ogilvy Labs and JCDecaux to come up with an innovative approach to digital-out-of-home advertising. Their solution Nexus Stage was a prototype solution bringing together digital, physical and public interaction in an engaging way through allowing users to control aspects of the display via their mobile phones. The aim was to demonstrate the potential of such a prototype for the entertainment, cultural and advertising

markets.

Stage was developed with support and advice from both Ogilvy Labs and JCDecaux and when the prototype was completed, it was demoed to a host of agencies and brands. This has already led to two impressive commercial commissions. The first was from the Science Museum for an exhibit for its Futureville exhibition to help to teach children about engineering. The second was from the global fashion brand Burberry for its unprecedented interactive christmas window display at the Printemps Store in Paris which was unveiled by models Kate Moss and Cara Delavingne. See <http://www.nexusproductions.com/work/voyage-magique-1>



Stage has also gone on to win a Silver Lovie Award in 2014 in the Innovation & Experiential category.

Not only has Stage proven to be a commercial success for Nexus but it has also helped to change the way the company approaches such projects through the development of such prototypes.



Therapy Box / Scope: Making the Internet of Things accessible

The concept of the 'Internet of Things' whereby commonplace devices such as a fridge or a toaster could be connected to the internet opens up huge opportunities to connect the home in new and powerful ways. But, as the challenge from the national disability charity Scope warned, such innovations also run the risk of excluding disabled people unless connected home devices are designed to include accessibility from the ground up. Therapy Box rose to this challenge by proposing to build a prototype dashboard which could demonstrate how connected home technology can be built into an app to be used by the disabled which then enables mobility through the home. The resultant prototype exceeded expectations by integrating a common infrared standard into both the hardware and software to enable backwards compatibility with existing technology. The team solved a fundamental problem with this technology around 'line of sight' issues to produce an elegant design which, through testing with the challenge partner at Scope's Beaumont College, has led to a product which is now ready for commercialisation.



Therapy Box then became the smallest UK company to win the Queens Award for Innovation in 2014 and more recently won the TechUK best mHealth app developers 2015.

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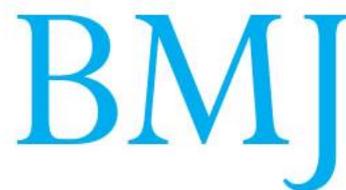
The resultant prototype was commercially deployed in the second half of 2014 and Therapy Box has since gone on to develop further apps within the sector and been commissioned to develop projects for a whole range of organisations including Sheffield University, Jisc, Speechmark Publishing, Falkirk Council, Raddlist, Scope Australia and Yooralla.

GENEIX Geneix / BMJ and University College London: Leveraging clinical and experiential data to improve health outcomes

British Medical Journal (BMJ) and University College London set a challenge to create applications or services that help to identify best practice and reduce duplication of effort in areas such as procurement, recruitment, involvement research, projects and specialist subjects.

The winning solution from Geneix analyses patients' DNA data to be able to prescribe more personalised treatments for patients.

After running a successful trial Geneix have adapted their product offerings with a better understanding of the market. With this new direction they are in discussions with a leading London NHS trust and BMJ. They are also preparing to launch a prototype called DrugGene&Me to demonstrate the potential of precision prescribing later this year.

The logo for the British Medical Journal (BMJ), consisting of the letters 'BMJ' in a large, blue, serif font.

Playlingo / Cambridge University Press: English language vocabulary learning

Cambridge University Press was seeking to expand its portfolio of digital English language learning products in a market which is rapidly growing and expected to grow to \$2.5 billion by 2016. Playlingo addressed this challenge by proposing to build Lingopolis, a city-building game that helps learners master high frequency English words in an engaging and social way.

The game solves a fundamental challenge with language learning (sustaining learner motivation) by using a clever spaced-repetition algorithm that encourages users to return to play every day and maintain their virtual cities by maintaining their vocabulary. Cambridge University Press offered digitised English, Spanish and Turkish Dictionary content from its world-famous Cambridge Dictionaries Online and unique content from its Corpus of English words and expressions for the trial. The feedback from users has been incredibly positive and the prototype was nominated for Digital Innovation at the ELTons, the British Council sponsored English Language Teaching awards. CUP and Playlingo are now working on the full release versions of the product which is expected to be live on the App Store in early 2016.



Skute.me (formerly Qodo)/Warner Music Group: Combining physical and digital promotion and sales for music artists

Skute.me (formerly Qodo) answered a challenge to help to bridge the physical and digital worlds for artists. Warner Music were actively engaged with developing ideas with Qodo and eventually identified a suitable artist with which to trial Qodo's solution - The Wild Feathers. Working at close quarters with a major record label gave Qodo an invaluable opportunity to properly develop their solution. IC tomorrow also introduced Qodo to other labels including Sony Music with whom Qodo went on to work on the girl band Neon Jungle and to the Sheridans legal team who have since gone on to represent Qodo.

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As a result of their involvement in the contest and with the two major label clients in particular, Skute.me/Qodo went on to successfully secure a considerable six figure investment seed funding. Skute.me/Qodo have since developed the technology further by building a new app for the youth market incorporating wearable tech which launched in early July 2015 on Google Play and which is being hailed as the “Snapchat that can make money”.



warner | music | group

HomeTouch/Outlook Care: Driving clinical excellence



HomeTouch responded to a challenge looking for innovative, digitally-led approaches to create a sea change in attitudes, motivations, feelings and day-to-day experiences of professionals working across the care home sector. HomeTouch proposed a care dashboard solution that also

includes the ability to make video calls, message, display photo albums, radio and calendars. The desktop application allows families and carers to log in and keep up-to-date with their family members and the activities they have recently been involved in.

Staff can use the medication reminders and prompts so service users are aware of their medication times and dosages.

Digital health trials are notoriously hard to secure so HomeTouch was delighted to be able to trial the service with the health and social care provider Outlook Care in a supported living scheme in East London. IC tomorrow also helped the company secure a speaking slot at a Digital Birmingham digital healthcare event which opened up further commercial opportunities for the company.

HomeTouch went on to raise a further £100,000 from the Nominet Trust which enabled them to enhance the platform and build a care marketplace. Based on experience and the fact that HomeTouch had already additional funds for the care marketplace, the now moved their focus to growing the care marketplace closed an angel funding round and are growing at 20- the London area.



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Scramboo/The Jockey Club: Sport appreciation and understanding

The Jockey Club set a challenge to embrace the complexity of the sport of horse racing and to help to demystify the sport using technology to aid visitors' enjoyment of a day at the races. The winning solution from Scramboo proposed using augmented reality to inform, educate and enthuse new and existing audiences about racecourses and racing. Scramboo combined the funding for the project with



internal funding to produce a new augmented reality platform solution integrating real-time data called Viewmaker. The platform was trialled at Sandown Park, one of the Jockey Club's most popular racecourses. The Jockey Club was delighted with the results and has since agreed a

commercial deal with Scramboo to roll out the latest version of Viewmaker across all of their UK courses as part of its Racing Explained initiative which was launched at the beginning of December 2014.

Scramboo told IC tomorrow they are also now hopeful of being able to extend the core functionality to other large scale events.

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250

Corporate partners engaged

2,000

Startups engaged

100

Trials Awarded

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