

- **Digital Catapult**
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## About us

The Digital Catapult is a private, not-for-profit research organisation. Established and sponsored by Innovate UK, we are a national centre set up to support innovation in digital products and services and to reduce risk for innovators, so new digital products and services can be accelerated to market. Our vision is to rapidly advance the best digital ideas from concept to commercialisation. We do this by collaborating and engaging in strategic projects with large and small digital economy players, acting as a neutral convenor for industry, research and academia and the wider innovation community, with a clear focus on the UK and European digital economy data value chain.

## What we can offer

- Technical development
- Architecture, system, framework and best practice design
- Open innovation – Co-creation workshops, Hackathons, Pitsops, open calls and other engagement activities

## What or who we are seeking

- Lead partners with project ideas that involve the use of closed, proprietary or personal data or Internet of Things
- Test, demonstrator or pilot deployment sites/ facilities

## What's your innovation/idea

Four main challenge areas:

- Personal Data and Trust – frameworks & best practice. TFI
- Closed, proprietary data – sharing and security. Data Catalyser
- Internet of Things – sharing data, interoperability, standards
- Creative industry, digital media and content

## What's the market opportunity you are addressing

- 90% of data is closed or personal data
- 65% of people “unsure if data is being shared without their consent”,
- 30% state the retail sector is worst culprit.
- 50Bn ‘internet connected things’ by 2020
- UK creative industries worth £76.9 billion to UK economy