

Innovate UK

Competition for funding

Quantified self

DEADLINE
27 October
2015

IC tomorrow





Innovate UK is offering 5 businesses up to £35,000 (excluding VAT) each to encourage innovation in quantified self for wellbeing, across the themes of nutrition, older people, younger people, mental health and data capture.

The contest

Through our IC tomorrow programme, we are looking for proposals from companies with innovative digital ideas relevant to the quantified self movement, including self-tracking, monitoring and sensing to improve wellbeing. The companies will not only benefit from funding, but also the opportunity to collaborate with commercial partners to accelerate development of their technologies.

We want to see digital solutions with potential appeal to a wide commercial market. Successful applicants will be expected to trial their proposed solutions with their industry partners for at least 3 months.

The challenges

We are looking for innovative solutions to address one of our 5 contest challenges within the themes of nutrition, older people, younger people, mental health and novel ways of data capture. The solutions should explore ways of empowering users to take ownership of their data to influence behaviour change and improve wellbeing.

Apply now to:

- trial your technology with major industry players while keeping your intellectual property
- secure up to £35,000 to develop your solution
- receive promotion, support and advice to speed up the commercialisation of your solution

Deadline

Noon 27 October 2015

Briefing events

21 September 2015, 2pm to 6pm,
America Square Conference Centre,
1 America Square, 17 Crosswall,
London, EC3N 2LB

22 September 2015, 2pm to 6pm,
The Møller Centre, Churchill College,
Storey's Way, Cambridge, CB3 0DE

Awards

5 awards, up to £35,000

Full details

<http://bit.ly/QSincon>

CHALLENGE 1

Quantified nutrition

Partner: Jamie Oliver

Currently, 64% of the UK adult population is overweight, with 24.7% considered obese. At the same time, predicted population growth and economic development suggests that there is a projected increase in food demand of 50–70% by 2050. Yet it is also estimated that over one-third of all food produced globally for human consumption goes to waste. This challenge, set in partnership with Jamie Oliver, explores how self-monitoring can move beyond ‘number tracking’ to inform food choices, positively change behaviour and ultimately improve wellbeing. The successful solution should have mass appeal to empower children, adults and families to eat healthily.

CHALLENGE 2

Self-tracking for young people

Partner: Toshiba

A pivotal time for young people is when children reach adolescence, and activity levels typically decrease (from about 14), sleep patterns become more disrupted, and rates of mental health problems increase. To date, the quantified self movement has largely focused on adults or children, with a saturated market for fitness trackers and wearables. There is significant opportunity to unlock the potential of self-monitoring technology for 11–17 year olds. This challenge, in partnership with Toshiba, seeks solutions that will empower teens to take ownership and engage with their own data for self-improvement.

CHALLENGE 3

Emotional wellbeing in working age

Partner: AXA PPP healthcare

The frequency of common mental health problems tends to peak in middle age, with people aged 35–59 reporting the highest levels of anxiety, compared with other age groups. Currently, 70% of the UK population is in employment, and the biggest cause of stress is typically associated with workload, financial worries and job security. This challenge seeks a consumer-focused solution for people of

working age, which utilises self-monitoring for positive mental wellbeing and can be used both in the workplace and in one’s personal life. The successful applicant will trial their solution with AXA PPP healthcare or one of its corporate clients for a period of 3 months.

CHALLENGE 4

Improved wellbeing in later life

Partner: Saga

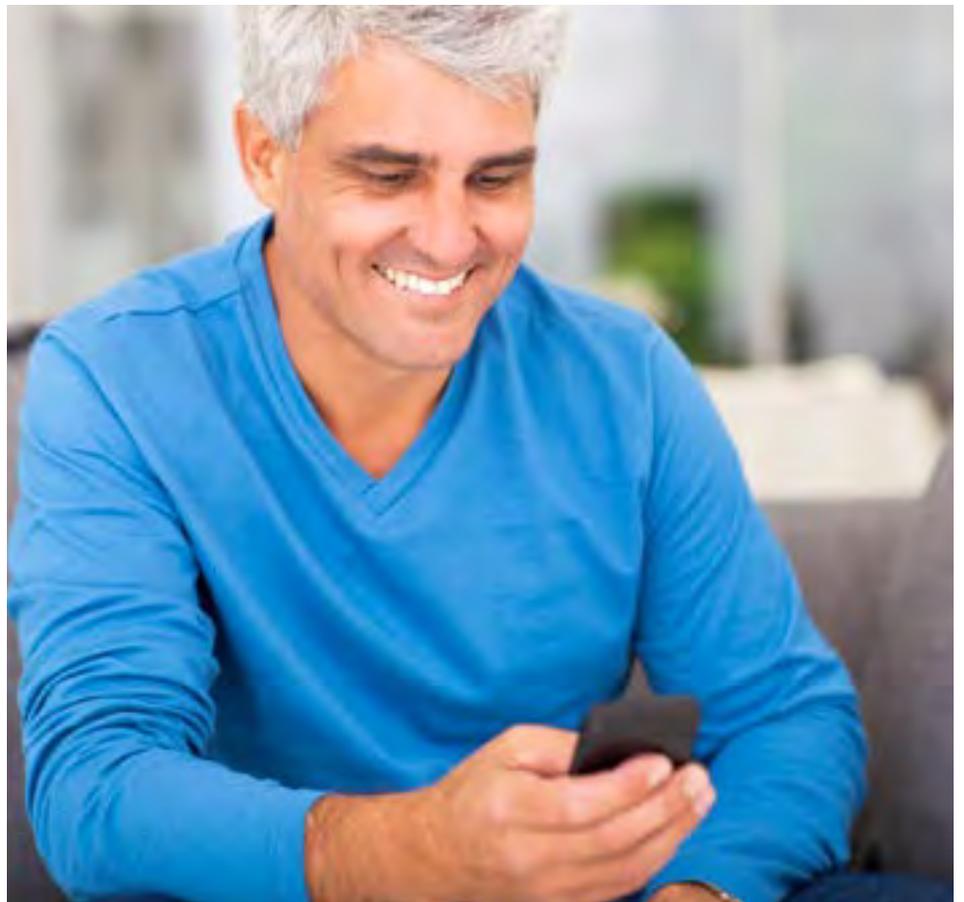
As the UK’s population progressively ages, it has become even more important to encourage healthy lifestyles to help to prevent chronic physical and mental health problems. Digital technology can also offer new forms of social connection to help combat loneliness, and provide a platform to combine learning and sociability as a robust motivator for behaviour change and self-improvement. This challenge, in partnership with Saga, seeks solutions that empower older people to engage with self-tracking and/or sensing technology, in order to utilise their data for improved wellbeing.

CHALLENGE 5

Re-imagining data capture

Partner: Bupa

In many ways, technology is a valuable tool to help to influence habits, and can ultimately be an enabler for behaviour change. However, current methods of data capture are either too passive or too time-consuming, meaning that quantified self tools, wearables and self-improvement apps often have a short shelf life. This challenge, set in partnership with Bupa, seeks innovative ways of recording data for quantified self wellbeing applications, and of using that data to drive behaviour change and increase user engagement.



Who can apply?

To apply for a £35,000* award you must:

- be a company based in the UK or EU
- propose a solution that responds to one of the challenges
- propose a solution that is creatively, technically or commercially innovative
- propose a solution that has wider market potential beyond the challenge partnership
- have a clear idea of the revenue-earning potential and target market of your proposed solution

You don't need to have an existing app or service, or be currently active in the quantified self industry.

You do need to have a specific product, platform or service in mind, even if it is only at the idea stage.

* Please note that Innovate UK funding is subject to the result of the Government Spending Review in autumn 2015.

Responding to the challenge

Although you can submit multiple entries across different challenges in this contest, **we can fund only one solution from each company.** Applicants should carefully consider which challenge is best suited to their solution. To learn more about the contest, applicants should:

1. go to the web page for this competition by using the search function at interact.innovateuk.org/ and access the application form

2. download and read the *Guidance for Applicants* (<http://bit.ly/QSGfA>), as it includes a full description of the challenges, the application criteria and all the information you need to complete your application
3. attend a briefing event to find out about the challenges directly from the challenge partners

Briefing events are on 21 September in London and 22 September in Cambridge and the first of these will be recorded and made available as a webinar to applicants at <http://bit.ly/QSincon>

Apply through our **_connect** platform: <http://bit.ly/QSincon>

How does the contest work?

The contest is a 2-stage procurement process. Stage 1 involves filling in an application form and making a 2-minute video presentation of your idea.

We will select up to 15 entries to go through to the next stage. Stage 2 involves a live pitch and Q&A to a panel of judges who will make the final decision on which solutions to fund.

Stage 1

Applicants can apply from **Monday 14 September 2015**.

1. Complete the online application form. You can save a partially completed application, update, finalise and submit the form at your convenience.
2. As part of your application, upload a 2-minute video. Note that we judge the video on the strength of your idea – not the production quality.

Remember to submit your completed application form before **noon on Tuesday 27 October 2015**.

IMPORTANT: do not leave your submission until the last minute. Technical problems do occur and late submissions will not be accepted.

What sort of video are we looking for?

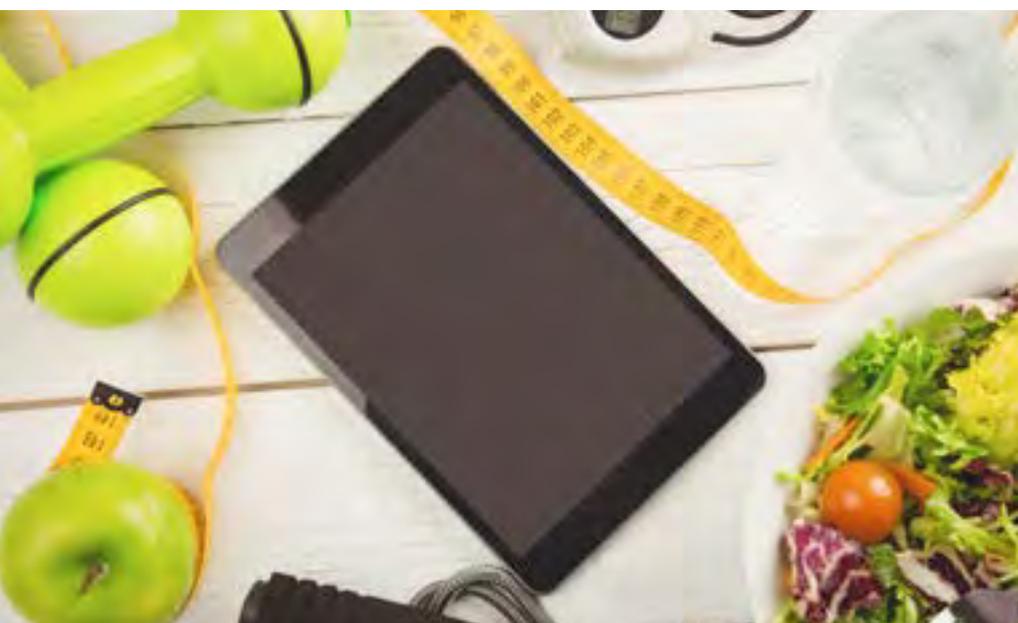
Video entries by previously successful contest applicants have included a mix of pitching to camera, animations and example footage of the proposed solution. They also clearly highlighted how their idea met the challenge in the contest. We do not expect you to share any intellectual property or commercially sensitive information.

Videos and written applications will remain confidential but they will be seen by a panel of expert assessors who will review the ideas described in them and select a shortlist based upon how well they address the above criteria. From that shortlist an internal panel will then choose up to 15 finalists to go through to stage 2.

Stage 2

Stage 2 will involve a panel session held on **Wednesday 9 December 2015**.

Finalists will have 10 minutes to present their ideas and take part in a Q&A session with the contest panel, which will include the challenge partners. The panel will select up to 5 winning companies, one from each challenge area.



What is IC tomorrow?

IC tomorrow is an Innovate UK programme to accelerate innovation in the digital sector by connecting high-potential start-ups and SMEs with commercial partners, through funded contests and strategic matchmaking activities.

Help for SMEs to grow faster

Small businesses that combine the funding they receive from us with additional business support are more likely to grow faster. If you are an SME and receive funding through this competition, you will automatically gain access to a growth workshop, an online diagnostic and a growth expert to help you develop a growth plan. This may include coaching, mentoring and entrepreneurial skills training.

Publicity

As part of the application process all applicants are asked to submit a public description of the project. This should adequately describe the project but not disclose any information that may impact on intellectual property, is confidential or commercially sensitive. The titles of successful projects, names of organisations, amounts awarded and the public description will be published once the decision to offer an award has been communicated to applicants by email. Information about unsuccessful project applications will remain confidential and will not be made public. Email pressoffice@innovateuk.gov.uk with any queries.

Key dates

Contest opens	Monday 14 September 2015
Briefing events	Monday 21 September 2015 – London Tuesday 22 September 2015 – Cambridge
Submission deadline	noon 27 October 2015
Finalists notified	Friday 20 November 2015
Practice pitch sessions at IC tomorrow office	Tuesday 24 November 2015 – for all finalists Monday 30 November 2015 – one-to-one sessions Wednesday 2 December 2015 – one-to-one sessions
Final panel session	Wednesday 9 December 2015
Winners announced	Friday 18 December 2015
Trials launched	Autumn 2016

Looking for
partners to work
on your project?
Go to **_connect**

[https://connect.
innovateuk.org](https://connect.innovateuk.org)

Competition helpline

0300 321 4357

Email

**support@
innovateuk.
gov.uk**

Innovate UK is the new name for the Technology Strategy Board – the UK's innovation agency. We know that taking a new idea to market is a challenge. We fund, support and connect innovative businesses through a unique mix of people and programmes to accelerate sustainable economic growth.

The Technology Strategy Board is an executive non-departmental public body sponsored by the Department for Business, Innovation and Skills, and is incorporated by Royal Charter in England and Wales with company number RC000818. Registered office: North Star House, North Star Avenue, Swindon SN2 1UE.

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