

Project Specification

Tender details – the opportunity

Company name	Peep Club Ltd.
Company address	81 Uphill Road, London, NW7 4QD
Description of company activity/SIC code	Dry Eye Treatments
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	The project is designed to determine the effectiveness of a new, highly innovative and disruptive Dry Eye treatment technology against the existing options on the market. The project will be used to help determine marketing claims for the product. A secondary aim is that, in so doing, the project will further advance the understanding of the mechanisms of Dry Eye and the most effective treatment.
Company's current situation – existing project team and innovation project development stage (max 400 words)	Peep Club has already had regulatory approval in the UK, EU and USA. The innovation project team will be overseen directly by the company CEO, an Optometrist, as it is so integral to the overall direction of the company. The products are fully developed, and the innovation project will be used to quantify and determine marketing claims.
Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)	A Dry Eye research expert is required, one who understands and has already worked with/ done research using the existing solutions on the market. This is absolutely essential as quantifying and measuring the effectiveness of an array of Dry Eye treatments is critical to the success of this project. We also require an expert who is equally strong at research, scientific publications and working with commercial partnerships.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Pharmaceutical, Optometry, Ophthalmology, Dry Eyes, Anterior Eye, Cosmetic
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	Project start required as soon as possible (by end of September 2020 at the very latest). Initial results required by end of 2020 (in time for industry event:



European Union
European Regional
Development Fund

	mid-January 2021), fully finalised results required by mid-2021.
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	
Company Contact for further information	hello@peepclub.co.uk
Required tender response date (10 working days from posting of advert)	20 th September 2020
Criteria for Decision making	Assessment criteria are as follows <ul style="list-style-type: none">• Expertise fit• Timing & availability fit• Geographically local preferable
Date for Contract Decision	Minimum of 10 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.