

Project Specification

Tender details – the opportunity

Company name	IPSATIVE. The Best of I
Company address	W2 2LH
Description of company activity/SIC code	Digital Health
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)	<p>The development of a digital health app that permits personalised, predictive, preventative healthcare. Shifting our healthcare approach from reactive to a proactive model.</p> <p>This is a preventative and personalised digital-health solution driven by our innovation of a scientific algorithm. We produced this algorithm from collecting a data warehouse of evidence (inclusive of medical and extrinsic lifestyle factors) and creating a predictive health-risk model. This is a catalyst to radically upgrade prevention in health in the otherwise unsustainable steep rising burden of avoidable disease. England's 2018/19 total health spend was £129billion; £51.6billion (40%) was preventable. This does not consider collateral damage including inability to work.</p> <p>Working to the vision of being pioneers in AI-technology to accurately predict health-risks, advance life-quality and longevity.</p> <p>Our innovative solution:</p> <ul style="list-style-type: none"> • Disrupts the existing approach to lead a new preventative healthcare-model. This could eradicate avoidable diseases in generations to come • Provides health promotion and disease prevention strategies targeting the whole population; especially those at risk • Uses technology for replication, scalability and affordability • Utilises a proactive, planned and integrated care approach that patients can navigate • Enables patients to be active partners in managing their condition, rather than passive recipients of care



	<ul style="list-style-type: none"> • Multi-faceted combining evidence from multiple-disciplines (medicine/nutrition/sleep/exercise/psychology) • An adjunct to Doctors brain-power (limited by capacity, complexity, comprehension and human factors) improving reliability of health analysis • Simplifies health understanding (by quantifying health) <p>Created by Doctors to lead in the revolution of medicine for optimal health, not disease recovery.</p> <p>This is the creation of a science backed health evaluation app that uses digital technology to assess health risks and behavioural science to develop healthy and sustainable lifestyles. Potential for job creation and big datasets. Forecast revenue of £37.8million at 5 years.</p>
<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p>Currently the algorithm we have engineered is used to process users data manually. Domestic customers have been acquired through word-of-mouth. Delivering the private healthcare model by manually processing the data and using a face-to-face consultation approach. This does not provide a digital product, as the proposed project would develop but has to date enabled proof of concept and user feedback. We now require the translation of this algorithm onto a digital platform to permit the development and use of a cloud-based mobile health app.</p> <p>Expertise of each partner within our team represents a fundamental pillar in driving this AI-solution to have clinical meaning, data-science precision and commercial prospects. The team:</p> <ul style="list-style-type: none"> • Two Medical-Doctors (23years collective clinical expertise) leading the medical/scientific vision (SM1, SM2) • Data scientist with Massachusetts-Institute-of-Technology doctorate driving the analytical accrument (SS) • Entrepreneur, producing award-winning wellbeing and mentoring program serving the commercial and business needs (JB)

	They are united by their complementing skill-sets, knowledge sharing and long-standing relationships of >10years. Through affective communication and following decision-making frameworks their path to achieving their common ambition will be achieved.
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	3 categories of expertise required: <ol style="list-style-type: none"> 1. Data scientist 2. Medical expert 3. Software development specialist
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Digital-health Preventative medicine Personalised healthcare AI Predictive analytics Wellness
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	To Start ASAP – 1 st October 2020 with anticipated product launch date no later than 1 st December
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	£12,499.50
Company Contact for further information	Dr Sophie Malakouti: 01sophie@gmail.com 079171 66449 Dr Sam Malakouti Sam854@gmail.com 07848484200
Required tender response date (min 10 working days from posting of advert)	