

Project Specification

Tender details – the opportunity

Company name	Moov Tech Group Ltd (trading as Moovtech)
Company address	Lynton House, 7-12 Tavistock Square, London WC1 9BQ
Description of company activity/SIC code	62012
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>To evaluate the current/future activity tracker market, establishing demand for innovation and uniqueness in a rapidly maturing sector. The objective is to provide users with a unique 'new to market' device plus free app to support.</p> <p>Device to offer a suite of health and activity data, eg body temperature, sleep quality and blood oxygen levels and potentially body temperature.</p> <p>Develop the technology to support and rewarding users for achieving daily steps targets via significant tree planting collaborations.</p> <p>Develop a new to sector teams feature offering users to set up private Steps Leagues to promote healthy competition.</p> <p>The device and our digital platform are both designed to help individuals and communities to become more active.</p> <p>Project split into 5 parts: Market Research, Technology development, Graphic/device product design, IP, and User Testing</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>Moovtech has 3 core co-founders in C Suite</p> <p>We plan to use contracted resources to keep enable us to deliver quickly.</p> <p>We have built an MVP POC, based on steps data, which we have been testing using Google Fit and Apple Health.</p> <p>The next step for us is to work with an elected manufacturer to create a unique wearable device, exclusive to Moovtech by way of design and features.</p> <p>Following this we will connect to the health and activity data collected by the device into our digital platform.</p>



Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)	<p>An IP consultant is required to advise on risks and next steps with regards company name and product name, and maximise the value of intangible assets through an IP roadmap.</p> <p>To review what the company owns already in terms of developing software app and hardware in relation to their 'green fitbit', what can be protected, and put in place a patent filing strategy in place.</p> <p>To review all aspects of the existing IP belonging to the company (registered and unregistered) and make recommendations to improve the company's existing and future assets.</p>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Clean Tech, Environment, Wearables, Tech for good, Engineering, R&D
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	IP workstream: 2 weeks starting Jan 2021 Overall project phase: 16 weeks starting Dec 2020 Soft Launch date: Easter 2021 (3 rd April)
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	
Company Contact for further information	Jon Bunning – jon@moovtech.co.uk
Required tender response date (10 working days from posting of advert)	3 December 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.