

Project Specification

Tender details – the opportunity

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| 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> |

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| | Following this we will connect to the health and activity data collected by the device into our digital platform. |
| Business need – what expertise and support is required to reach the objective(s) above? (max 400 words) | <p>A freelance researcher is required to investigate the activity tracker market, reviewing industry trends and growth strategies of key players.</p> <p>In particular, the potential or restrictions for a new player with a 'green' angle and encouraging families and friends to form teams for 'healthy competition'.</p> <p>Review of smart bands vs watch style devices, and alternative manufacturers.</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 | <p>Research workstream: 3 weeks starting Dec 2020</p> <p>Overall project phase: 16 weeks starting Dec 2020</p> <p>Soft Launch date: Easter 2021 (3rd April)</p> |
| Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts | |
| Company Contact for further information | Keith Mortimer – keith@moovtech.co.uk |
| Required tender response date (10 working days from posting of advert) | 3 December 2020 |
| Criteria for Decision making | <p>Assessment criteria are as follows</p> <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. |