

## Project Specification

### Tender details – the opportunity

Company name	Coobabyboo Ltd
Company address	84 Beeston Courts Laindon Basildon SS15 5FP
Description of company activity/SIC code	Coobabyboo is a company which creates authentic products that improves the quality of lives of mothers and babies. We are passionate about improving safety for mothers and babies.  SIC codes 22190, 32500, 86900
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 effectiveness of a device that helps midwives to pick up the fetal heart rate (FHR) when there is a problem of Loss of contact (LOC) during Cardiotocography (CTG) monitoring. Fetal monitoring using a CTG monitor is essential for high-risk pregnancies as it helps to assess fetal wellbeing. The problem of LOC is widespread and well known among midwives and obstetricians. Some patients are more prone to Loss of contact problems than others for example, preterm pregnancies, multiple pregnancies and during late stages of labour. Therefore, the device aims to solve the problem of LOC, making the fetal monitoring process easier and quicker, resulting in timely diagnosis and early intervention, reducing mortality and morbidity of newborn babies.</p> <p><b>The research aims are:</b></p> <ul style="list-style-type: none"> <li>- To evaluate the effectiveness of the product and how it improves the CTG monitoring process.</li> <li>- To evaluate how the product reduces the use of Fetal Scalp Electrodes in labour.</li> <li>- To assess the impact of the product on service delivery – How the product improves efficiencies in the NHS and maternal wellbeing.</li> </ul>

<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p>The company is working with a product development company and has developed some prototypes which are ready for trials in hospitals before the product design is finalized. Patenting process is currently in progress. The product will also need to undergo some testing to achieve CE marking and meet the MHRA regulations. The existing project team includes:</p> <p>Ethel Sakutukwa. Founder and Director for Coobabyboo – A midwife and staff nurse who has experience of working in the NHS for 16 years.</p> <p>Role in project: Primary contact person between stake holders. Project management.</p> <p>Pat O'Reilly. Operations lead – A midwife and staff nurse with experience of working in the NHS for 17 years.</p> <p>Role in project: To assist with data collection.</p> <p>Product development company (contracted). Role in project – To make changes on product design if the need arises.</p> <p>Patent Attorney. Role in project – To advise on intellectual property issues as required.</p>
<p>Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)</p>	<p>We need a Knowledge Base partner with experience of carrying out clinical research trials in hospitals to help design a study that will produce results to prove validity and efficacy of the product.</p> <ul style="list-style-type: none"> <li>- We need the Knowledge base partner to assist with accessing NHS hospitals for trials and to collect, analyse and help publish the data.</li> <li>- The company needs support with product testing to meet MHRA regulations. The support could be in form of guidance, funding or introductions to product testing companies.</li> <li>- Following the research, we need help with facilitating the adoption of the product in the NHS.</li> </ul>

Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Med-tech; Evaluation; Maternity; Device; Safety; Efficiency
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	<p>Project start date: As soon as possible</p> <p><b>Months 1-3</b></p> <p>Obtain approval to carry out the research from MHRA and Research Ethics Committee</p> <p><b>Months 4-6</b></p> <p>Data collection</p> <p><b>Months 7-8</b></p> <p>Analysis and publishing the data.</p> <p>Anticipated Launch date – February 2022 (Can be earlier or later depending on how the research goes)</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	<p>Ethel Sakutukwa – Director Coobabyboo Ltd</p> <p>Email: <a href="mailto:hello@coobabyboo.com">hello@coobabyboo.com</a></p> <p>Mobile number: 07760 285119</p>
Required tender response date (min 20 working days from posting of advert)	24/06/2021
<p>Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.</p> <p>The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using one of the two types of intervention described below. Please also see KEEP+ website – <a href="http://www.keepplus.co.uk">www.keepplus.co.uk</a></p> <p>In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.</p>	

Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> <li>• Expertise fit 50%</li> <li>• Timing fit 25%</li> <li>• Suitability of proposed methodology 25%</li> </ul>
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

### Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information [www.keepplus.co.uk](http://www.keepplus.co.uk) or contact the KEEP+ project team 0845 196 4207 [julie.benabdeljelil@anglia.ac.uk](mailto:julie.benabdeljelil@anglia.ac.uk) or 0845 196 4985 [kayleigh.parkes@anglia.ac.uk](mailto:kayleigh.parkes@anglia.ac.uk)

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs and £10,000 capital.
- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs plus a strict maximum of £10,000 capital.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment



- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)