

## Project Specification

### Tender details – the opportunity

Company name	UrbanCrazy (Mobile) Ltd
Company address	Crossoaks Farm, Crossoaks Lane, Well End, Herts, WD6 5PH
Description of company activity/SIC code	Supply and install of miniature golf courses and equipment 9272 – Other Recreational Activities
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)	Innovative new automated golf scoring product. This will be the first automated scoring system to track how often a ball is hit.
Company's current situation – existing project team and innovation project development stage (max 400 words)	The new product will forward scores to a manual cloud-based scoring system currently being developed by third-party company Datastore Computing Ltd.
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	We are looking for a knowledge base partner to include a graduate associate with knowledge of:  The use of both passive and active RFI units and sensors to track the events as multiple objects move around a location that may be indoors or outdoors. Tracking and event information to be passed to an API in the system currently under development by another company.  Knowledge of how to recognise proximity of a passive RFI unit while using a large area system to track location of objects to within 5cm. As this will be in enclosed spaces and needs accurate position tracking, experience will be needed in these areas, NOT GPS.  Knowledge of programmable processors and circuit board design ready to take to manufacturer for production.

Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	ICT, electronics, RFID, passive, active, sensor
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	Start 1 <sup>st</sup> September and delivery preferably within 12 months
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>Owner: James Palmer 077489 88444 <a href="mailto:james@urbancrazy.com">james@urbancrazy.com</a></p> <p>Technical contact: Paul Edwards 07768 901944 <a href="mailto:paul.edwards@go-dcl.co.uk">paul.edwards@go-dcl.co.uk</a></p>
Required tender response date (min 20 working days from posting of advert)	28 <sup>th</sup> June 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.
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### 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)