Project Specification Template

Tender details – the opportunity

Company name	BeGenio Ltd
Company address	Royal Arsenal Gatehouse, Beresford Square, London, SE18 6AR
Description of company activity/SIC code	82990
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)	Our proposed innovation project is to create a new Augmented-Reality App to allow for real-time improvement opportunity for children, real-time progress tracking and weaknesses detection that will be based on a game, using Artificial Intelligence. The project will incorporate the notion of play-learning and higher emotional factors. Our innovation supports also on making this augmented reality work well for those with learning disabilities, whose needs are usually not included in existing augmented reality offerings or solutions. The App will include important functionality to include user stories, I.e. short video descriptions of games played and analysis of maths reasoning and problem solving activity that takes part using the mechanics of the game from the child/user's perspective.
Company's current situation – existing project team and innovation project development stage (max 400 words)	**Existing Project Team:** We have a dedicated team of four. All members understand the Gaming and Education Industry and have a keen eye for detail. We already have physical products that make maths fun and help kids learn without them realising, through games. We are now working on the digital side of things to be able to help more children love maths and work to eradicate mathematical anxiety.

Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	The expertise and support we need is to help children learn through play automatically as well as, automatically detect learning gaps and weaknesses in children and track progress digitally, including higher emotional factors, link physical and digital worlds together, include animation and be accessible to people with disabilities, include the replayability and deep play attributes, as a well as a separate reasoning function. We also need support to develop the algorithm to automatically detect maths learning gaps while linking to the aims of the National Curriculum. Support is also required on how to use games engines, how to design the 3D user interface and how to include human factors and include digital games.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Augmented Reality, Artificial Intelligence, Maths, Mathematical Anxiety, 3D User Interface, Times Table Check.
Required timescales(if any) for Project Start and duration, and if applicable anticipated product launch date	1st August – 9-12 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	Grace Olugbodi, grace@easymathskills.com.
Required tender response date (min 20 working days from posting of advert)	30 June 2021

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.

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 – www.keepplus.co.uk

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.

Criteria for Decision making	Assessment criteria are as follows
	• Expertise fit 50%
	• Timing fit 25%
	• Suitability of proposed methodology 25%
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.ukor contact the KEEP+ project team 0845 196 4207julie.benabdeljelil@anglia.ac.uk or 0845 196 4985kayleigh.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)