

Project Specification

Tender details – the opportunity

Company name	MAKEUP TECHNOLOGY LTD
Company address	101a Crow Green Road Pilgrims Hatch, Brentwood, Essex, United Kingdom, CM15 9RP
Description of company activity/SIC code	Manufacture of Consumer Electronics / 26400
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>GLITZ Makeup Technology specialises in electronic beauty devices and gadgets, using smart tech to produce innovative electrical tools designed for all beauty enthusiasts. Our aim is to bridge the gap between Beauty and technology.</p> <p>With this particular project, we are looking to develop and create a new “Beauty Device “which will require a brand new innovative technology and way of packaging.</p> <p>There is no other product like it on the market now. Our game-changing idea will revolutionise the industry and change the way we produce and consume beauty products.</p> <p>One of the main challenges that our innovation is looking to tackle is the detrimental environmental problem created by the Beauty industry - which is amongst the top offenders for creating waste - with the three steps below:</p> <ul style="list-style-type: none"> - It's sustainable: you simply buy the item once and keep it for reuse. Rendering single-use cosmetics a thing of the past. - It's refillable: we are cutting down on both product and packaging wastage, by creating tools which can be topped up with refill cartridges. <p>Customers are also looking for personalizable and customizable products that are unique to them. No more “one fits all” mentality, the future is diverse and inclusive. They want products that will adapt to their personal style, and all from the comfort of their home.</p> <p>Developing the technology will allow us to revolutionise the beauty market and make way to a more sustainable consumerism.</p>

<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p>GLITZ Makeup Technology was founded by Velia Longo in February 2020, after she identified a significant gap in the beauty market, specifically in the Beauty industry and the marriage between technology and innovation. Her proven skills in creative thinking and strategy along with her strong knowledge of marketing and business development have helped her pioneer the creation of the company's range of tools, from concept all the way through to prototype. Velia has a detailed understanding of the latest beauty and technology trends and continues to have her finger on the pulse of all that is new and unique in the market. Velia is the Founder, Creator and CEO of GLITZ.</p> <p>Velia is helped by Joyce Aboujaoude, Head of internal strategies, an ex-Investment Banker who after a decade working in the stock market has decided to follow her passion of helping startups reach their full potential.</p> <p>GLITZ Makeup Technology is already up and running and trading, with an existing e-commerce website and collaboration with online platforms (the biggest of which being Amazon). We have strong contacts in place with beauty buyers and are currently receiving interest from national and international retailers who are waiting for our new products to come to market.</p> <p>Our current innovative project will focus on a new Beauty device and long-lasting solution that implements important electrical functions, different from anything available on the market at the moment.</p> <p>We are looking for a development company specialised in innovation development and early-stage engineering.</p> <p>Once we are in the development phase of the product, we will patent the innovative technology and work with the manufacturer to make sure we are applying for the necessary regulatory requirements and certifications.</p>
<p>Business need – what expertise and support is required to reach</p>	<p>The creation of our innovative product "Beauty Device" requires extensive R&D research in innovative technology and packaging. We need the expertise, engineering talent, and manufacturing</p>

the objective(s) above? (max 400 words)	<p>knowledge of a sub-contractor who can help bring our vision to life. Their work will cover:</p> <ul style="list-style-type: none"> • The technical concept revision and detailed SOW development • The various documents finalisation. • The development and pilot run. • The prototype development <p>GLITZ is an inclusive company, a firm believer that what makes us different makes us stronger, and that will be reflected in the team we will surround ourselves with.</p>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Beauty-tech, Innovation, Technology, Sustainability, Inclusiveness, Engineering.
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	The project duration is estimated to be 3 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	longo@glitzmakeuptechnology.com
Required tender response date (10 working days from posting of advert)	8 December 2021
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.