

Project Specification

Tender details – the opportunity

Company name	Graffica Ltd
Company address	Falstaff House Enigma Commercial Centre Sandy's Road Malvern. Worcs. WR14 1JJ
Description of company activity/SIC code	IT Consultancy / 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)	Conduct market research into the capability, strengths and weaknesses, licencing models and costs of competitor railway simulation applications used to provide detailed analytical models of national railway networks. What are the strengths and weaknesses of these simulation applications? The simulators may range in fidelity from stochastic and macroscopic tools based on historic recorded information and analytics, to high precision microscopic models. Example simulators might include RailSys, Open Track and Trenno Lab.
Company's current situation – existing project team and innovation project development stage (max 400 words)	Graffica has developed a microscopic simulation platform that it wishes to market in UK and in Europe. The simulator provides a comprehensive real time microscopic modelling capability running scheduled services over a railway network using Newtonian kinematics and regulated through an interlocking and includes independent driver behaviour and signaller routing behaviour. It supports UK multiple aspect signalling as well as European ETCS running at Level 2 and Level 3. The simulator has been designed to provide an extensible platform on which new concepts can be explored and developed. Graffica company profile: www.graffica.co.uk
Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)	The expertise required will include a good knowledge of the railway markets in UK, Europe and potentially around the world. The research should identify competitor products and their market positioning in terms of nature of the railway problems they are looking to solve. These might

	include timetable construction, assessment of signalling schemes, ETCS/conventional signals, introduction of new technologies, validation of third-party systems, and training for driver, operator and signaller.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	ICT, Railway Simulator, Modelling, Market Research
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	Start early December.
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	Not known at this time.
Company Contact for further information	Email: mike.vere@graffica.co.uk
Required tender response date (10 working days from posting of advert)	8 December 2021
Criteria for Decision making	Assessment criteria are as follows <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.