

Project Specification

Tender details – the opportunity

Company name	Cesari Ltd
Company address	The Gatehouse.North Weald Airport. Merlin Way. Epping CM16 6HR.
Description of company activity/SIC code	90030 – Artistic Creation
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)	“Abracadabra” is a foreign tourist app for use in the UK. It works in real-time by drawing a quarter of a mile circle around the mobile listing restaurants, accommodation, food, drink, car hire, taxis, doctors, dentists, pharmacists. It translates in up to six languages and as the phone moves, it adds new facilities in the area.
Company's current situation – existing project team and innovation project development stage (max 400 words)	The App is already in development and the next stage in the project is to develop this app for the commercial market so other Councils & Tourist Boards are able to use the technology for an inclusion fee. The ultimate aim is to map the whole of the UK for inbound foreign tourists looking for an easy to use multilingual user friendly app.
Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)	The app builder needs to understand the concept of being able to attach both Councils & Tourist Boards on to what will be a national network for inbound foreign tourists to use as a realtime Bible whilst on holiday. The technical expertise need by the app builder and software is to be able to integrate the app for instant translation into foreign languages. Either this can be achieved at source or subscribers' websites should be able to convert into a foreign language similar to Google translator. As the app

	grows it should be able to facilitate things such as PayPal & GooglePay.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Tourists. Footfall. Revenue. Business. Unique. Innovative.
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	180 hours to create. Six weeks to build.
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	
Company Contact for further information	Kevin Dalton tel : +44 7539 992131
Required tender response date (10 working days from posting of advert)	1 August 2022
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.