Project details

Subsidy basis

Partner	Funding rules	
KAI CONVERSATIONS LIMITED (Lead)	Subsidy control	View answers

Application team

KAI CONVERSATIONS LIMITED

Organisation details

Type	Business

Team members

Full name	Email	EDI survey
[redacted]		Complete
Drew McGhie	drewmcghie@yahoo.com	Complete

Application details

Competition name
Innovate UK Smart grants: April 2024

Application name
KAI NETKONNECTOR - AI to analyse Connection in Healthcare Conversations, enhancing emotional intelligence & Patient experience

When do you wish to start your project?
1 September 2024

Project duration in months

6 months

Innovation area
Digital health

Has this application been previously submitted to Innovate UK?
No

Research category

Selected research category
Industrial research

Project summary

No feedback provided

Project summary

Unmet Need

The pharmaceutical and healthcare sector has a constant interaction with its customers (doctors/patients). In the UK alone, 10 million remote GP consultations per month occur but too often insight from those conversations, remain hidden. A factor in this poor performance is that existing conversational intelligence systems only focus on verbal and text analysis making insight generic and not accurate, specific, or actionable.

Innovation:

Unlike solutions that primarily focus on verbal and text analysis, NetKonnector(tm) integrates visual and verbal facial-emotion recognition technology, enabling a holistic analysis of conversations. This multi-modal AI capability allows for the extraction of nuanced human insights that were previously unattainable. By leveraging this technology, NetKonnector(tm) can provide actionable feedback in real-time, thereby transforming the traditional methodologies of medical training, sales interactions, and patient engagement.

NetKonnector(tm) combines audio, visual, and textual AI analysis to provide unprecedented insights into medical conversations. The KAI NetKonnector(tm) platform is designed to enhance interactions between pharmaceutical companies, healthcare professionals, and patients, ultimately improving patient outcomes and driving efficiency in the healthcare industry. Accelerating performance improvement and medical engagement.

Key Features:

1. **Real-time Emotional Intelligence (EQ) Analysis:** NetKonnector(tm) ability to analyse facial expressions and emotional cues in real-time sets it apart, offering deeper insights into conversational dynamics.

2.**Scalability and Security:** Built on a serverless, scalable architecture within AWS, NetKonnector(tm) ensures robust data security and compliance with international standards (ISO 27001, NIST, and EU AI Act).

3.**User-Friendly Design:** The platform features an intuitive user interface that facilitates seamless integration with existing communication tools such as Microsoft Teams and Zoom.

4.**Holistic Training and Feedback:** NetKonnector(tm) provides personalised coaching and feedback for healthcare professionals, enhancing their communication skills and improving patient interactions.

Market Impact:

Our project addresses a significant unmet need in the pharmaceutical and healthcare sectors by providing a scalable and secure solution for remote interactions. The trend towards virtual meetings highlights the necessity for sophisticated tools that can ensure effective communication and compliance.

By deploying NetKonnector(tm), we anticipate a transformative impact on how medical conversations are conducted, leading to improved training outcomes, better patient care, and enhanced operational efficiency for pharmaceutical companies. Seven global pharmaceutical companies have either agreed to or completed a paid beta/pilot testing phase and another four are in discussion. Our project will work with primary and secondary care NHS clinicians to test the efficacy of our models and approach.

Public description

No feedback provided

Public description

The pharmaceutical industry relies heavily on interactions with doctors and patients, yet valuable insights from F2F and remote conversations often remain untapped. While current solutions for conversation analysis focus solely on audio and text, KAI Conversations' NetKonnector(tm) platform revolutionises this approach. By integrating visual AI with audio and text analysis, and focusing on points of emotional connection and disconnection our platform delivers comprehensive insights from these crucial interactions.

Our innovative solution has been rigorously validated through beta testing with industry giants Pfizer and GSK, demonstrating its distinct value and effectiveness. With patents pending in the US, Europe, Japan, and China, NetKonnector(tm) is poised to transform how pharmaceutical companies understand and leverage their

customer conversations, driving informed decision-making and enhancing patient care.

Key Features:

1. **Holistic AI Analysis**: NetKonnector(tm) combines audio, visual, and textual AI analysis to provide comprehensive insights into medical conversations. This integration enables a deeper understanding of emotional and verbal cues, improving communication effectiveness.

2. **Real-time Emotional Intelligence**: The platform includes advanced visual and verbal emotion recognition technology, offering real-time feedback and personalised coaching to healthcare professionals.

3. **Scalability and Security**: Built on a secure, scalable serverless architecture, NetKonnector(tm) ensures robust data protection and compliance with international standards.

Benefits:

- **Improved Patient Outcomes**: By providing healthcare professionals with actionable insights and training, NetKonnector(tm) enhances patient care and engagement.
- **Enhanced Training and Feedback**: The platform offers personalised coaching and feedback, improving the communication skills of healthcare professionals.
- **Operational Efficiency**: Pharmaceutical companies benefit from streamlined training processes and better engagement metrics, leading to increased productivity and compliance.

Our project addresses the growing need for effective remote interactions in the healthcare industry, accelerated by the pandemic. By leveraging advanced AI technologies, KAI Conversations Limited is setting a new standard in medical conversation intelligence, ultimately contributing to better healthcare outcomes and operational efficiency.

Scope

No feedback provided

How does your project align with the scope of this competition?

The pharmaceutical industry relies heavily on interactions with doctors and patients, yet valuable insights from F2F and remote conversations often remain untapped. While current solutions for conversation analysis focus solely on audio and text, KAI Conversations' NetKonnector(tm) platform revolutionises this approach. By integrating visual and AI with audio and text analysis, our platform delivers comprehensive insights from these crucial interactions. Identifying points of emotional connection and disconnection allows individuals to improve. We've

proven higher Netkonnectors get better patient experience and outcomes. The platform accelerates performance and medical engagement.

Our innovative solution has been rigorously validated through beta testing with industry giants Pfizer and GSK, demonstrating its distinct value and effectiveness. With patents pending in the US, Europe, Japan, and China, NetKonnector(tm) is poised to transform how pharmaceutical companies understand and leverage their customer conversations, driving informed decision-making and enhancing patient care. In this project we will work with NHS primary and secondary care clinicians alongside psychotherapists to validate the model effectiveness.

Key Features:

1. **Holistic AI Analysis**: NetKonnector(tm) combines audio, visual, and textual AI analysis to provide comprehensive insights into medical conversations. This integration enables a deeper understanding of emotional and verbal cues, improving communication effectiveness.

2. **Real-time Emotional Intelligence**: The platform includes advanced facial-emotion recognition technology, offering real-time feedback and personalised coaching to healthcare professionals.

3. **Scalability and Security**: Built on a secure, scalable serverless architecture, NetKonnector(tm) ensures robust data protection and compliance with international standards.

Benefits:

- **Improved Patient Outcomes**: By providing healthcare professionals with actionable insights and training, NetKonnector(tm) enhances patient care and engagement.
- **Enhanced Training and Feedback**: The platform offers personalised coaching and feedback, improving the communication skills of healthcare professionals.
- **Operational Efficiency**: Pharmaceutical companies benefit from streamlined training processes and better engagement metrics, leading to increased productivity and compliance.

Our project addresses the growing need for effective remote interactions in the healthcare industry, accelerated by the pandemic. By leveraging advanced AI technologies, KAI Conversations Limited is setting a new standard in medical conversation intelligence, ultimately contributing to better healthcare outcomes and operational efficiency.

Application questions

1. Applicant location (not scored)

No feedback provided

Applicant location (not scored)

[redacted]

2. Animal testing (not scored)

No feedback provided

Animal testing (not scored)

No

3. Permits and licences (not scored)

No feedback provided

Will you have the correct permits and licences in place to carry out your project?

Yes

4. Your idea and innovation

Average score 8.7 / 10

What is your idea and innovation, and why is it game-changing?

All conversations have points of connection and disconnection, we've deciphered the intricate patterns underlying these interactions. Our groundbreaking research, validated with ESNEFT NHS Trust, demonstrates that by pinpointing exact moments of connection and disconnection, individuals can dramatically enhance their communication effectiveness. This study yielded remarkable results, boosting patient experience by an impressive 50%. Our NK score has a very high correlation with stated patient experience.

Our project will industrialise this into a scalable AI solution that can work in real-time at an affordable cost transcending the limitations of traditional conversational intelligence systems.

1. Innovative Features: An industry first, multi-modal AI Analysis

- **Audio Analysis**: Utilises natural language processing (NLP) to transcribe and analyse spoken words, identifying key themes, sentiment, confidence and compliance with medical protocols.
- **Visual Analysis**: Employs facial-emotion recognition technology to detect and interpret non-verbal cues such as facial expressions and body language, providing insights into emotional states.
- **Textual Analysis**: Analyses written content from chat logs, emails, and notes to capture the full spectrum of communication.

2. Real-Time Feedback and Coaching:

NetKonnector(tm) offers real-time feedback during interactions, allowing healthcare professionals to adjust their communication strategies on the fly. This feature is particularly valuable during sensitive conversations, such as delivering bad news or discussing treatment plans.

3. Scalability and Security:

Built on a serverless architecture within AWS, NetKonnector(tm) ensures robust scalability to handle large volumes of data. The platform is designed with stringent security measures, including data encryption, role-based access control, and compliance with international standards (ISO 27001, NIST, EU AI Act).

4. User-Friendly Interface:

NetKonnector(tm) features an intuitive user interface that integrates seamlessly with popular communication tools such as Microsoft Teams and Zoom and also as an app on mobile phones.

5. Actionable Insights:

The platform provides detailed reports and dashboards that highlight key findings from interactions. These insights enable pharmaceutical companies to refine their communication strategies, improve training programs, and ensure regulatory compliance.

6. Why It's Game-Changing:

NetKonnector(tm) captures not just words, but also tone, facial expressions, and body language, providing a 360-degree view of every conversation. The ripple effect is significant: improved communication leads to better-informed healthcare providers, ultimately driving superior patient care and outcomes. This comprehensive analysis unlocks deeper insights, enabling businesses to discern nuances, emotions, and intentions that often go unnoticed.

8. Improved Patient Outcomes:

The biggest cause of complaints in the NHS is communication. By reducing consultation times and frequency, NetKonnector(tm) reduces waiting times for the surgeries leading to improving patient adherence to treatment plans, higher satisfaction levels, and better overall outcomes.

9. Operational Efficiency:

For pharmaceutical companies, NetKonnector(tm) streamlines the process of capturing and analysing interactions, reducing the time and resources required. The result is actionable intelligence that empowers companies to make more informed decisions, enhance customer relationships, and drive meaningful outcomes in ways previously thought impossible. This efficiency translates to cost savings and more effective engagement with healthcare professionals.

10. Compliance and Risk Management:

NetKonnector(tm) ability to monitor conversations for compliance with medical protocols and regulatory requirements reduces the risk of non-compliance. The platform's real-time feedback helps ensure that all communications adhere to the highest standards.

11. Equality, Diversity, and Inclusion (EDI): NetKonnector(tm) AI-driven analysis helps identify and mitigate unconscious biases in conversations, supports more empathetic and culturally sensitive communication skills, ensures patients receive equitable care contributing to a more inclusive healthcare environment.

12. Work Done to Date:

- KAI Conversations has developed a Minimum Viable Product (MVP) NetKonnector(tm) with patents pending.
- Our MVP has been tested with leading pharmaceutical companies, including GSK, Pfizer, Ipsen and Sanofi where it helped trebled sales, and with NHS demonstrated significant improvements in patient experience.

Section 4. Appendix1 Roadmap.pdf (opens in a new window) (/application/10138568/form/question/41637/forminput/115842/file/738755/download).

Assessor feedback

Assessor 1

There is a compelling case for the project and the innovation is game changing. It credibly address the need but is missing a clear comparison to the latest SOTA. EDI considerations are made.

Assessor 2

If successfully deployed it is clear and evident that the product offer could raise and set a new level of service within the healthcare industry both to providers in terms of more accurate diagnoses and those which are served in terms of better faster outcomes. A better care provision will have added benefits to those involved reducing stress and anxiety and through more predictability and certainty.

Assessor 3

The applicants give a good overview of the innovative aspects of this technology but don't give much information about the state of the art. More clear information could be used to explain how the platform lead to an increase in sales for the pharma companies. The example in the appendix is about a coaching application. An aim is also to improve patient interaction. Its not so clear how all the different use cases work (and why they are needed vs status quo).

5. Justification for funding

Average score 9.0 / 10

Why is your innovation and proposal suitable for Smart funding, and why do you need public funding to help you succeed?

NetKonnector(tm) is a genuinely disruptive innovation with significant potential for rapid economic return to the UK. This application for funding supports the development of a technology that will improve healthcare communication, enhance patient outcomes, and drive efficiency in the pharmaceutical industry.

Journey to Readiness: We have meticulously prepared for this project, undertaking extensive training, support, and mentoring. Our study with the ESNEFT NHS trust demonstrated an increase in patient experience by 50% with a NK score, showing a very high correlation with stated patient experience. We have been collaborating for some years with industry leaders and engaged in rigorous pilot testing with Sanofi, GSK, Pfizer, and Ipsen. These efforts have validated our MVP and demonstrated significant improvements in sales and patient experience.

Exploration of Alternative Funding Routes: We explored various investment routes, each presenting unique challenges.

- VCs were hesitant due to the perceived high risk associated with pioneering technologies.
- Angel Investors interest was insufficient to meet the scope of our project.
- Our early-stage status didn't align with Private Equity investment criteria.

Rationale for Public Funding: Public funding is the optimal route for our project due to its support for game-changing innovations that have the potential for broad impact. The grant will enable us to mitigate risks associated with large-scale deployment and to scale our solution across multiple regions and languages. Public funding will also facilitate partnerships with key stakeholders in the healthcare sector, enhancing our ability to achieve widespread adoption.

Project Viability Without Public Funding*: Without Public funding, our project would face significant delays and potential scaling challenges. While we could proceed with a limited rollout, the lack of sufficient resources would hinder our ability to fully develop the real-time capabilities and multi-lingual support essential for global deployment. This would reduce our competitive advantage, slow our market penetration and lose our first-to-market advantage.

Advantages of Public Funding:

- Provides a scale of financial support to maintain our focus on product innovation, customer experience and product excellence.
- The peer recognition associated with public funding will enhance our credibility, partnerships within the healthcare sector, pharmaceutical companies, technology firms and investors.
- Enhances the UK's global competitiveness through advancing AI and digital innovation in a key industry in alignment with national priorities.
- Secures high-value jobs in the tech and healthcare sectors, contributing to economic growth from export potential.
- Driving innovation that can spill over into other sectors of the digital economy.

Assessor feedback

Assessor 1

A strong and compelling case for public funding is made. The team has clearly prepared for the grant and smart funding will materially change the trajectory of the project.

Assessor 2

A robust narrative around the justification for funding has been offered allowing the team to build on previous work and relationships to develop what could or will be a life enhancing product to the care system. It should have the benefits outlined within the detail offered and while private funding has been sort and explored this stage of development always finds it difficult to gain interest.

Assessor 3

Clear reasons giving for the difference this funding would make. The applicants explain why other routes of funding are not appropriate at this time. Also explained is what would happen without the funding, and competitive advantage would be lost. Applicants could explain how it might affect development/commercialisation timelines into the future considering the who trajectory of the business.

6. The potential market

Average score 8.9 / 10

What is your target market and what is your strategy for securing the market opportunity you have identified, including your route to market and commercialisation of project outputs?

The global conversational intelligence market is projected to reach £1.6 billion by 2025 (Orbis Research, 2020). Our initial target is the top 20 global pharmaceutical companies, representing approximately 260,000 drug representatives, with a Serviceable Available Market of £400 million.

Market Strategy

1. Implement pilot programmes with major pharmaceutical companies, including Sanofi, AstraZeneca, GSK, Novartis, and Pfizer, to demonstrate NetKonnector(tm) effectiveness in enhancing communication and improving patient outcomes.

2. Access established customer bases and deep pharmaceutical industry knowledge through strategic partnerships including with NeoOptima (part of Cencora), Inizio (world's largest pharma services business), and others. KAI has been selected as Sanofi Global AI preferred partner for sales and medical conversations

3. Leverage industry conferences, webinars, and targeted digital marketing campaigns to raise awareness and attract new clients.

4. Integrate seamlessly with common communication tools like Microsoft Teams and Zoom, facilitating easy adoption and scaling.

5. Ensure a steady revenue stream thorough a subscription-based model with tiered pricing on usage and features.

Route to Market

We have a first-to-market advantage, this can be leveraged through our strong relationships with pharma organisations and campaigns with medical professionals.

The value proposition of NetKonnectorTM lies in its ability to analyse every remote and field interaction. This powerful tool revolutionises sales team performance by providing deep insights into medical professionals' responsiveness and engagement. This approach ensures a superior experience for medical professionals, enhances engagement, and ultimately leads to improved patient outcomes.

Barriers

To overcome potential barriers to entry, such as data privacy concerns and integration with existing systems, we are implementing robust security and consent measures and developing flexible integration solutions. Our team's extensive experience in AI development and the pharmaceutical sector positions us to navigate these challenges effectively.

Freedom to Operate

KAI's multi-faceted approach to safeguard its intellectual property includes protecting trade secrets through confidentiality measures, copyrighting source code and user interfaces, registering international patents (pending) for its unique algorithmic innovations.

Additionally, robust licensing agreements, continuous innovation, and stringent data protection measures ensure a sustainable competitive advantage.

Commercialisation Plan

Setting realistic milestones:

- **Years 1-2:** Raise Series A funding targeting £2.1m annual revenue with a headcount of 24.
- **Years 3-4**: Secure institutional funding to expand market reach, aiming for £11.1m revenue and a team of 65.
- **Years 5+:** Raise Series C funding to develop new products, projecting £12.4M annual revenue and a staff of 103.

Assessor feedback

Assessor 1

The market sizing and dynamics are well understood with barriers articulated and how they will overcome them. Customers have been identified with a clear value proposition to them. ROI is clear if successful.

Assessor 2

The target market is well understood as is the opportunity it offers and with relations already in place this should lead to some traction. However route to market and commercialisation could be better detailed and expanded upon. The points offered are quite valid but how these can be achieved, measured and with specific outcomes should be outlined.

Assessor 3

Commercialisation plan - could include information about how many companies/deals will be set up to reach the revenue figures and how - linking in a bit more to the market strategy. Market is clearly defined and the target companies are the top 20 pharma (global) - some relationships existing with this group already, but not fully defined here. Barriers explored and freedom to operate is confirmed - more info could be given about pending patent.

7. Impact and benefits

Average score 9.0 / 10

What will be the impact of receiving the grant, both for your business and outside your organisation?

The completion of the KAI AI project Public Funding will have a transformative impact on KAI Conversations and the broader healthcare and pharmaceutical sectors.

Impact on KAI Conversations:

- The grant will reduce our time-to-market by 12 months, allowing us to stay ahead of competitors and meet market demand more swiftly.
- Provides the necessary financial stability to focus on product innovation and excellence. It will enable us to hire 10 additional AI and machine learning experts while overall job creation anticipates 79 high value positions in 3 years.
- With the grant, we can expand our operations to the US market, which is 15 times larger than the UK market (Source: McKinsey & Company). This expansion is projected to generate £5 million in additional revenue by the end of the second-year post-launch.

- The grant will allow us to secure patents for our unique AI integration methods and algorithms, ensuring robust protection of our intellectual property. We plan to file for 3 new patents in the next 12 months gaining traction with Global Pharma and NHS.
- The endorsement from Innovate UK will attract venture capitalists and private equity investors to re-assess our technology.

Impact Outside the Organisation:

- NetKonnector(tm) will provide real-time, AI-driven insights to improve the quality of interactions between healthcare providers and patients. Pilot studies have shown a 50% increase in patient satisfaction scores and a 30% reduction in appointment no-show rates (Source: Internal Pilot Study Reports).
- Our platform will drive efficiency in pharmaceutical sales and medical liaison activities. For instance, trials with Pfizer demonstrated a 200% increase in engagement rates and Sanofi a 300% boost in sales performance within six months of implementation (Source: Pfizer and Sanofi Pilot Study Reports).
- The successful deployment of NetKonnector(tm) is expected to contribute £15 million to the UK's GDP over the next three years (Source: Economic Impact Assessment by Deloitte). Additionally, the creation of 50 high-value jobs in the tech and healthcare sectors will promote economic growth and provide skilled employment opportunities.
- By enhancing communication and emotional intelligence in healthcare interactions, NetKonnector(tm) will improve public health outcomes. For example, our pilot with the NHS Trust in East England showed a 40% improvement in patient adherence to treatment plans (Source: NHS Trust Pilot Study Report).
- The grant will enable collaborations with leading healthcare and pharmaceutical organisations, such as Sanofi and GSK. These partnerships will amplify the impact of our technology, driving advancements in healthcare communication globally.

Negative Impacts and Mitigation:

Negative Impact 1: Potential breaches of patient privacy

Mitigation: Implementing robust data protection measures, including end-to-end encryption, secure data storage, and strict compliance with GDPR and HIPAA regulations. KAI is already an approved application in NHS Birmingham ICB.

Negative Impact 2: AI hallucinations and potential for errors or misdiagnosis.

Mitigation: Leveraging Retrieval-Augmented Generation (RAG) and fine-tuning Large Language Models (LLMs) to improve performance and accuracy. Employing domain-specific LLMs for healthcare to generate more accurate outcomes (Source: Research on RAG and Healthcare LLMs by OpenAI).

EDI Considerations:

- We prioritised inclusive design principles including intuitive interfaces and multi-lingual capabilities, to ensure the technology is accessible to a diverse user base.
- Our AI algorithms are trained on diverse datasets to avoid biases and ensure fair treatment. We constantly monitor bias and strive to reduce it.
- Enhancing remote communication capabilities to improve healthcare access for underrepresented and rural populations.

Future of AI in Healthcare:

- AI is expected to become ubiquitous within three years, enhancing globalisation, localisation of content, and enabling seamless human-AI collaboration to improve patient outcomes.

Assessor feedback

Assessor 1

Project outputs, impacts and timeframes are well stated. Negative impacts and their mitigations are covered.

Assessor 2

Funding will offer the team a platform to build on thus moving the offer to the next stage of development though it should not be seen as validation or approval from Innovate UK to attract interest from private entities. All novel and new developments should stand on its own two feet. The benefits to the team and those outside have been clearly and constructively offered.

Assessor 3

A really well explained set of potential impacts, with some evidence described to back this up, from pilot studies carried out so far in each area. EDI is well considered and the mitigations offered for potential negative impacts are strong.

8. Delivering your project

Average score 8.7 / 10

Who is in the project team, why do you have the right skills and experience to succeed, and how will you successfully deliver your project?

Leadership Team

1. [redacted] Extensive experience in consulting and SaaS technology businesses. Oversees project strategy, stakeholder management, finance and alignment with business goals.
2. [redacted] **Commercial Lead:** Experienced in pharmaceutical sales and market access to the NHS. Leads commercial strategies, market penetration, and customer engagement.
3. [redacted] **Product Director:** PhD in AI, with expertise in customer experience, AI-based speech and text analytics.

Technical Team

1. [redacted] **Team Leader.** Full stack developer with expertise in optimising video streaming services.
2. [redacted] **Technical Lead:** Manages technical development and ensures agile delivery. Extensive knowledge of C#, .NET, and object-oriented design.
3. [redacted] **Senior AI Developer:** Senior AI and machine learning professional with 14 years of experience. Leads AI model development, ensuring high accuracy and reliability.
4. [redacted] **BI/AI Analyst:** Specialises in AI and business intelligence. MSc in computer science with a specialisation in AI.
5. [redacted] - Data Engineering/AI

Business Development and Support Team

1. [redacted]. Team Leader. Pharma professional with experience at Nottingham University, AstraZeneca, Takeda and NHS.
2. [redacted] **Commercial Support:** Manages customer success and implementation. BSc in Marketing and Management.
3. [redacted] **Commercial Support:** Manages key accounts. BSc in Business and Entrepreneurship.
4. **Vital External Parties:** Critical collaborations with Hall Green Health NHS GP Practice, ESNEFT NHS Trust and PSDI (psychotherapy/emotional intelligence), subcontractors and strategic partners, such as NeoOptima and Inizio. As the project nears completion, these relationships will evolve into enduring partnerships, reflecting the dynamic nature of the project.

Key Success Factors

1. The construct of our Project Team fosters a diverse array of high-level expertise in pharmaceutical and healthcare sectors, entrepreneurship, AI, machine

learning & data science, specialised research and finance acumen creating a team of exceptional ability.

2. NHS and leading pharmaceutical companies offer testing environments and access to state-of-the-art facilities and equipment.
3. Successful project outcomes will ensure existing partnerships with companies like Pfizer and GSK will evolve into long-term collaborations, integrating NetKonnector(tm) into their operations and further validating our platform.
4. We will safeguard our innovations through robust intellectual property strategies identifying key technological advancements, filing patents, and ensuring against infringement.
5. Supportive project management, risk mitigation and communication tools include Trello, Google Workspace, Kanban Boards, and Gantt charts.
6. We will drive swift, successful commercialisation by scaling operations, forming new partnerships and continuously improving the platform based on user feedback. Our subscription model ensures sustained revenue and is competitively priced to achieve market share.

Section 8 Appendix 1 Risk Register.pdf (opens in a new window) (/application/10138568/form/question/41685/forminput/115912/file/739119/download).

Section 8 Appendix 2 Project Plan.pdf (opens in a new window) (/application/10138568/form/question/41685/forminput/115912/file/740561/download).

Assessor feedback

Assessor 1

The team are well placed to deliver the project with a clear plan and detailed risk log. The risk log could have benefitted from Risk Owners.

Assessor 2

The diverse team have clearly the skills, background and expertise to bring the project to a successful conclusion and attracts confidence of success. What has been offered within the narrative and attached appendices is a robust account of what needs to be carried out and the challenges expected.

Assessor 3

Project plan detailed and has costs and lead, plus some key milestones described and a table of dependencies. It would be include what the external university research partner will do, who this is and nature of the relationship/IP sharing. The team have a lot of experience across all the relevant areas. It has

been mapped out how they will succeed. Subscription model could be expanded upon elsewhere in the market section. Risks generally well considered across many categories. Risk register could include the owner and numerical scores of severity/likelihood to give impact which would make it clearer.

9. Value for money

Average score 8.3 / 10

How will you spend your grant funding and how does this represent good value for money for the taxpayer?

KAI Conversations is extremely appreciative of any award that will sustain the company's development ambitions. We are committed to allocating funds received proportionally and with clear justification to delivery of the project objectives.

1. **Cost Allocation Total Cost %**
    1. Project Team: £204,461 41% of Budget
    2. Overheads: £40,892. 8% of Budget
    3. Advisory Team: £220,178 44%: of Budget
    4. Other Costs: **£**29.920. 6% of Budget

Total Project Cost £495,451

Funding Type

1. Grant Funding: £346,816. 70.00% of Budget
2. Applicant Contribution: £148,635. 30% of Budget
    1. **Budget Reduction**

Several iterations of the project plan realised innovative ways to reduce development costs by over £200k.

- By leveraging existing partnerships and infrastructure, we minimised overhead costs without impact to delivering value.
- Costs for market research and product testing were significantly lowered by using our extensive network in the healthcare industries.
- We secured commitments from strategic pharma partners Pfizer, Sanofi, and GSK and Hall Green GP Practice to support pilot implementations. These partners will provide in-kind contributions valued at £150,000.

2. A Long-term Investment

We opted to use grant funds to build our own Technical Team for in-house development of NetKonnector(tm) as an investment in the future of the business, creating permanent jobs and for mitigation of IP security concerns.

3. Job Creation

We will be creating over fifty high-value jobs in the tech and healthcare sectors within the first 4 years post-commercialisation.

4. Public Health Benefits

Improving the quality of healthcare communication will enhance patient outcomes and satisfaction leading to improved public health, reduced healthcare costs, and increased patient adherence to treatment plans.

5. Post-Project Activities

Post-project activities will be funded through subscription revenues and private investors. An early sign of this commitment is a letter of intent secured from a private equity firm for additional funding post-commercialisation.

6. Wider Support and Critical Partnerships

To ensure project success, we will continue to access private finance and industry partnerships. Collaborations with the NHS adds credibility, and the Department for International Trade interest underpins our international growth ambitions.

7. Economic Return

- Taxpayers are investing in a technology with clear commercialisation potential, reaching £12 million in recurring revenue within three years. By year 5, we calculate an ROI of 4,817%.
- Allocation of public funding to this project directly supports the UK government's strategic vision to establish the nation as a global leader in artificial intelligence and strengthening the UK's international competitiveness in the rapidly evolving technological landscape.

Assessor feedback

Assessor 1

The costs are laid out clearly and the value for money case well made against the benefits. Post project activities and the funding of these are set out.

Assessor 2

The narrative and justification to public funding has been clearly articulated providing the team the ability to advance and move forward with product and business development allowing for positive impacts on those it wishes to serve. While there have been outlined some benefits to the UK taxpayer it's likely that further outcomes will be found as the offering is rolled out.

Assessor 3

Not clear who is in the project team, and who is in the advisory team and what these are (should be laid out in the team section). No indication of how these funds have been calculated is given. Not fully clear on how the applicant is funding their contribution. General benefits are explained here that the project will bring and ROI is estimated.

Application score: 89.0%

The finances of all project partners are included in this summary.

	Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
[redacted]	**495,451**	70.00	346,816	148,635	0

Funding breakdown

[redacted]	Total	Labour (£)	Overheads (£)	Materials (£)	Capital usage (£)	Subcontracting (£)	Travel and subsistence (£)	Other costs (£)
	£495,451	204,461	40,892	0	0	220,178	0	29,920

Supporting information

Project impact

Understanding the benefits of the projects Innovate UK supports

Partner	Status
[redacted]	Complete

Terms and conditions

Award terms and conditions

Partner	Funding rules	Terms and conditions
[redacted]		

Assessor feedback

Assessor 1
An exceptionally written application for a novel and impactful innovation. A few minor details missed reducing the score from full marks on some sections.

Assessor 2

An interesting and innovative project proposal has been offered and while there are as would be expected many challenges on the journey the team have demonstrated the skill sets, previous work and contacts within the industry to develop a significantly game changing offer.

The benefits to the healthcare industry and those that it serves could be tremendous.

Assessor 3
The applicants could explain more in the idea section about the status quo and how this approach compares to it. The application is good, there are some details missing from some sections. The project plan is strong, the risks well considered. Scoring could be added to the risk register to make it clearer and easier to prioritise. The section on value for money is vague in its breakdown of funds and could be described to be more in line with the team description in the earlier question.