

Project Specification Template

Tender details – the opportunity

Company name	iPrescribe Exercise LLP
Company address	111 Beaconfield Road, Epping, Essex, CM16 5AT
Description of company activity/SIC code	Digital Health product - 86900
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>We would like to improve the current iPrescribe Exercise App to allow a much more powerful product with a better user experience and make it simpler for health professionals to prescribe exercise for their patients. Specifically, we would like to develop the product in the following ways;</p> <ul style="list-style-type: none"> • Develop an Android version • Develop server-based data storage (this will have multiple benefits). Including integration with the NHS cloud (NHS cloud agreement secured) • Include bespoke gym and home exercise sessions • Improve App feedback with a graphs function • Develop a clinician portal so they can monitor their patients • Add the ability to post straight social media • Integrate with wearable technology
Company’s current situation – existing project team and innovation project development stage (max 400 words)	<p>Iprescribe Exercise is run by 2 physiotherapists based in the UK.</p> <p>Lack of physical activity is contributing to an epidemic of chronic diseases such as diabetes, heart disease and cancer. In the UK alone, 16.7% of premature deaths can be attributed to lack of physical activity and this is estimated to cost the health service £1.7 billion per year (Lancet 2016) and the wider economy £20 billion per year. At least 40% of adults in the UK do not meet their recommended activity guidelines and this is largely replicated worldwide. Currently, these chronic conditions are primarily being managed with medical interventions such as drugs. However, there is a huge amount of medical evidence which supports the prescription of exercise for the prevention and management of a number of chronic diseases, sometimes with greater effect than medication.</p>



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	<p>The challenge is making sure that people who may be more sedentary or at risk from chronic disease can safely and gradually exercise at a pace that they can maintain, at an intensity level that we know will benefit their health and is tailored to their individual circumstances. We then need to find an inexpensive and effective way of scaling this worldwide.</p> <p>After a year of consultation, research and development, the free iPrescribe Exercise App was released for the iPhone in October 2016. The app is unique, in that it uses an algorithm to provide the user with an automated, yet individualised activity programme that will gradually build them up to their optimal but safe level of activity. The user puts in some simple health and fitness information and the app does the rest. The app can selectively target over 20 different chronic non-communicable diseases (the user can also select multiple co-morbidities): We believe we are the world's first technology which has developed automated personalised physical activity programmes for the specific management of chronic disease in this way. The app can also help those who are sedentary or at risk from developing long term health conditions to become more active, and reduce their disease risk: iPrescribe Exercise will tell you what your current risk is based on the user's health profile.</p>
<p>Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)</p>	<p>Based on the plans described to develop the iPrescribe Exercise App, we are looking to work with an appropriate IT team with the skills to develop the product. We would be looking for a skillset that included;</p> <ul style="list-style-type: none">• Android and iOS programming• Back end development. Ability to integrate with NHS G cloud• Ability to develop a clinician portal which links the iPrescribe Exercise users to the appropriate health care clinician.• Have the ability to capture data from wearable technology and use it in the app
<p>Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.</p>	<p>Automated digital health, physical activity, chronic disease</p>
<p>Required timescales (if any) for Project Start and duration, and if</p>	<p>As soon as possible. Launch initial product within 6-8 months</p>

applicable anticipated product launch date	
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	
Company Contact for further information	info@iprescribex.com
Required tender response date (min 20 working days from posting of advert)	22 nd November, 2018
<p>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.</p> <p>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 three types of intervention described below. Please also see KEEP+ website – link.</p> <p>The Company would like to work with a Knowledge Base partner under a two stage contract.</p> <p>In Stage 1 they need the expertise of a Knowledge Base partner to develop and design the project which will deliver the solution for their business need and support their grant application to KEEP+. The Company have already secured a Grant from KEEP+ of up to £1k to fund 50% of the cost of this activity, subject to them procuring a suitable KB partner.</p> <p>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.</p>	
Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> • Expertise fit • Timing fit • Suitability of proposed methodology <p>Weighting is determined by the SME partner</p>
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.



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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.uk or contact the KEEP+ project team 0845 196 4310 carole.randall@anglia.ac.uk or 0845 196 4207 cheryl.cook@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- Innovation Internship (max 12 week duration) – this intervention involves a graduate intern working on a relatively short term activity, they are based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £2,828.00 (please note, NO stage 1 grant).
- KEEP Knowledge Exchange Embed Partnership (12 month 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 to a maximum of £30,275.00 revenue (including maximum Stage 1 grant) and £6,000 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 – these grants have an average cost of £19,250.00 revenue (but may range from £5,000-40,000, including maximum Stage 1 grant) plus a strict maximum of £6,000 capital.
- Capital grants are only available for the KEEP or Research and Innovation Collaboration projects, not Innovation Internships and any capital items must be procured separately.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- Innovation Internship (max 12 week duration) – intern wage, administrative support
- KEEP Knowledge Exchange Embed Partnership (12 month 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)



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