

## Project Specification Template

### Tender details – the opportunity

Company name	Youla Ltd
Company address	Lower Gatley, Steeple Morden, Nr Royston, Herts, SG8 0NR
Description of company activity/SIC code	<ul style="list-style-type: none"> <li>Youla’s purpose is to improve the care of elderly people in their own home</li> <li>SIC Code: 96090</li> </ul>
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)	<ul style="list-style-type: none"> <li>Youla’s objective is to develop the new Youla Observation and Response Service (YORIS).</li> <li>YORIS is an in-home healthcare service that integrates electronic data received from sensors in the home with the provision of live support from carers.</li> <li>YORIS manages patient data using AI alongside clinicians to monitor patient well-being. This includes reactive action from responders for concerns and improved long-term healthcare management.</li> <li>The service has three main outcomes:             <ol style="list-style-type: none"> <li>Alert system for early warning signs of problems</li> <li>Tailored action response by clinical team</li> <li>Improved care management:                 <ul style="list-style-type: none"> <li>Well-being reports reviewed weekly by a clinician sent to GPs and family</li> <li>Realtime, easy to consume, information to visiting healthcare professionals to improve the quality and efficiency of their visits</li> </ul> </li> </ol> </li> <li>YORIS is seeking a 200-patient pilot to prove a combination of patient care improvement and cost saving, to measure:             <ol style="list-style-type: none"> <li>Improvement in quality of life and well-being of elderly patients by maintaining independent living in their own home</li> <li>Improvement in quality of care</li> </ol> </li> </ul>



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	<ol style="list-style-type: none"><li>3. Improvement in care planning and delivery</li><li>4. Reduction in number of days in hospital beds</li><li>5. Overall economic benefits</li></ol>
<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<ul style="list-style-type: none"><li>• The Youla service is operated by an experienced team including healthcare professionals, healthcare management and operations</li><li>• Youla is currently operating a pilot in SW London</li><li>• The current Youla system uses an early prototype that collects data from care workers entered into a dedicated tablet computer in each home. This information is used to update relatives, action requests, monitor care delivery and report on well-being</li><li>• A remote dashboard is used by managers to co-ordinate care and alter care plans accordingly</li><li>• Example data sets can be used to indicate well-being changes</li><li>• The next step in the development is to introduce the environmental and behavioural monitoring that YORIS can deliver</li><li>• A prototype of the sensor system is in place in a test home</li><li>• The requirements for developing the infrastructure to manage the service has been sourced:<ul style="list-style-type: none"><li>○ Technology set up and distribution</li><li>○ Installation team</li><li>○ Database architecture</li><li>○ AI expertise for protocols</li><li>○ Clinical partners</li><li>○ Trained responders</li></ul></li><li>• YORIS is seeking is to design and build this with an NHS department that is experiencing a high level</li></ul>



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	of re-admissions or to assist earlier discharge from hospital
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	<ul style="list-style-type: none"> <li>• YORIS is seeking the support of an academic partner to demonstrate the effectiveness and benefits of the system</li> <li>• Improve Understanding of the key requirements and challenges to improve patient well-being at home</li> <li>• Independent input of best practice to deliver improved community care. This includes how to integrate in current NHS systems and also how to facilitate change management amongst key stakeholders</li> <li>• Further introductions to innovative CCGs to explore pilot launch</li> <li>• Independent research of the pilot to demonstrate:             <ul style="list-style-type: none"> <li>○ Improved well being</li> <li>○ Improvement in the quality of care provision</li> <li>○ Improved care planning and discharge process</li> <li>○ Reduction in costs (bed use) from earlier discharge or preventing readmission</li> </ul> </li> </ul>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	<ul style="list-style-type: none"> <li>• In-home patient welfare, management and safety</li> <li>• AI</li> <li>• ICT</li> <li>• Behaviour &amp; Environment monitoring</li> <li>• NHS Integration</li> </ul>
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	The pilot will run between 6-12 months. Subject to approval from the CCG the target start date would be Quarter 1 2019.
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	£20-30k
Company Contact for further information	Roberto Coladangelo, 07860 761273, roberto@youla.co.uk

Required tender response date (min 20 working days from posting of advert)	29 <sup>th</sup> 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>	
Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> <li>• Expertise fit</li> <li>• Timing fit</li> <li>• Suitability of proposed methodology</li> </ul> <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.

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](http://www.KEEPplus.co.uk) or contact the KEEP+ project team 0845 196 4310 [carole.randall@anglia.ac.uk](mailto:carole.randall@anglia.ac.uk) or 0845 196 4207 [cheryl.cook@anglia.ac.uk](mailto: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.



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- 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)