



**COG, Conceptual Oversight Group - seeking good practice in LDA Proof of Concept funds**

## COG Event University of Westminster

COG held its first event on 10<sup>th</sup> July at Westminster. The event, which was held in conjunction with KnowledgeLondon, provided a good opportunity for the knowledge-based community to share good practice. The objective was to use case studies to illustrate how each of the LDA-backed Proof of Concept funds operated.

TTOs of the funds congregated in the New Cavendish Street building at the University of Westminster to participate in a discussion of Proof of Concept (POC). Cases spanned through film, virtual displays, IT, engineering and medical sciences.

COG is optimistic by the outcome of the event. The event was well attended and feedback received was positive. It clearly showed that there is a high level of interest in Proof of Concept.

Feedback from the event was complimentary and showed a thirst for knowledge of available pre-commercial funds and good practice in sharing ideas on the route to market.

### Key Developments July 2007

#### Web Portal Launch:

The COG web portal has been commissioned from Ariadne Designs. A public homepage ([www.londonproofofconcept.net](http://www.londonproofofconcept.net)) will allow COG members to log on and view restricted information and participate in discussion forums.

### Upcoming Events September 2007

COG is scheduling its second event to be held in October. Details to be announced on the COG website [www.londonproofofconcept.net](http://www.londonproofofconcept.net).

KnowledgeLondon's Pick 'n' Mix will be happening on 27<sup>th</sup> September from 14.00 until 17.30 at Imperial College London.

Details of all KnowledgeLondon events can be found on [www.knowledgelondon.net](http://www.knowledgelondon.net)

## Case Studies Presentations

The COG Event speakers presented case studies to illustrate how their funds operated. On the following pages are synopses of their case studies.

### PARK *Reelives*

"Reelives" offers a user generated service to convert 'pre-digital age' archive domestic film and video footage into digital format, allowing for the enrichment of family and social interactions through memories captured over generations. Reelives enables users to tag and catalogue content through a unique, patent protected multidimensional graphics interface that integrates time, location and theme.

Martin Kelly, Commercialisation Manager at Royal Holloway, described the progress of Reelives through the PARK funding system. Starting as an 'opportunity' in November 2005, Reelives, was awarded an initial grant of £19,600 in December 2005, progressing to a second grant of £33,000 in November 2006. Reelives now has a strong management team, robust business plan and business processes in place, a fully costed product design with functional and technical specifications, identified market and protected technology and has thus moved from an idea to an investment ready and attractive company.

### DASH Imperial College: *EVO Electric*

EVO Electric is set to harness a market supplying components for low energy use hybrid vehicles. Speed is the essence in this rapidly expanding field and DASH funding initiated a 6 month project development from idea to the start of commercial manufacture. Using innovative rotor design, winding, and cooling of axial flux permanent magnets, EVO Electric has designed high power density electrical generators and traction motors for the gensets and powertrains used in hybrid-electric vehicles. EVO Electric's unique and patented design offers significant weight reduction (up to one tonne for a bus) and high system efficiency resulting in a possible 50% efficiency improvement.

Peter Beynon described Imperial's use of the DASH fund in November 2006 to develop and design the prototypes from initial ideas emerging from research projects. Proof of Concept funding reduced the risk

## Case Studies continued

such that Imperial Innovations provided resources to develop a business case and pitch that has resulted in outside investment of £1.5million and the start of operations.

### University of the Arts London:

#### *VEMDis - Virtually Enhanced Museum Display*

VEMDis is a technology that allows for the recreation and exploration of the association between real and virtual worlds. Artefacts can be virtually restored, exhibits can be enhanced, and virtual drawing becomes possible with VEMDis.

Jeremy Davenport and Frederique Peroy described how aside from direct relevance in a conservation and cultural environment, where there is great potential for VEMDis to generate revenue through service leasing and ticketing, VEMDis could also be used for numerous applications, from cosmetic surgery to construction.

POC funds will be used to finance the next step towards production and service. The fund aims to support early stage development of creative projects.

### **Emerald**

#### *Where Artists and Widgets Collide: Mutators Ltd.*

Mutators has developed a genetics-based technological program around generation of computer content that offers huge cost savings and time for manufacturers of computer games and film. Mutators' software marries genetic algorithm selection with computational geometry to generate new 3D content. The software is ideal for computer drawings and computer games applications. Initial focus will be on computer games in which there is an immediate commercial opportunity, although other markets will be explored.

Michael Metelits described how, starting in April 2006, an Emerald mini grant of £10K helped explore the market, followed by an Emerald standard grant of £30K to develop the business plan and generate investment. E-Synergy, Emerald's outside fund coordinator, was very helpful in securing the grant and assisting in

commercialization of the software. The grants have enabled Professors Federic Fol Leymarie and William Latham at Goldsmiths to reach commercial investors.

### **Heptagon**

#### *Novel Marker Vaccine Delivery System*

Two of the challenges with vaccination against infectious organisms are how to get the vaccine to the immune system cells for most impact and how to differentiate whether antibodies detected in blood are due to vaccination or infection. Professor Dirk Werling at Royal Veterinary College has developed a 'Marker Vaccine Delivery System' that resolves both of these questions. Initial approaches to major animal health companies were rejected due to the early stage of commercialisation. Access to Heptagon funding has resulted in the construction of a vaccine and demonstration of targeted delivery and marker effectiveness. The backing of Heptagon and commitment shown to commercialisation has ignited commercial company interest resulting in investment for further research and an outline licence agreement.

### **NHS Innovations London**

#### *Migrating NHS products towards the market*

NHS Innovations London supports commercialisation of ideas and products for over 170,000 NHS staff in London. Receiving Proof of Concept funding from the LDA and DTI (Public Sector Research Exploitation Fund), NHSIL had £1.2million for POC and awards up to £50K per project. With so many participating Trusts, the range and number of projects is huge, and it was important to install an efficient process for assessment and project management. The Xpedite™ Process takes initial expressions of interest through a series of reviews and applications to a final assessment in 8 weeks. Successful projects range across therapeutics, diagnostics, equipment and IT Software and are taken towards clinical trials, licensing deals and start up companies. David Chilvers, NHSIL Chief Executive, described several interesting projects including a device for hole in the heart closure and a remote video-EEG for diagnosis and monitoring of childhood epilepsy.

COG is managed by London South Bank University

COG is composed of 5 LDA funded London pre-commercial funds:

**emerald  
fund**

**WestFocus**  
Knowledge Exchange

**Heptagon**  
Proof of Concept Fund

**DASH**

**NHS**

NHS Innovations London

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