



Alacrity Projects 2020

ASH Wales & BHF Cymru

How to Use this Document

Each of the projects contain a series of headings allow for a quick evaluation of the project idea. With each heading are some quick notes to act as a starting point for research.

Challenge

Gives a short overview of the challenge.

Project

Accurately describe how this challenge could become a project, with some details on a concept.

Project scope statement

Summarises the project or product objectives.

Business case

Explain why the project is being undertaken and the business benefits that will be gained.

Deliverables

'Deliverables' refers to the outcome or parts of the outcome that lead to the project's successful completion.

Constraints

Constraints refers to any limits, deadlines, delivery dates, etc that will govern the approach necessary to complete the project.

End users

List the people who will actually use the product.

Tasks

What exactly is it that the end users do that will significantly affect or allow them to do that they could not do before?

Benefit

What is the benefit that the end users will get?

Urgency of need

What is the level of urgency to solve the challenge?

Competition/alternatives

From the end users perspective what will be the competition, including 'do nothing' and also who else would be a competitor if the end user looked at current providers.

Other components needed for a full solution

Are there factors, skills or knowledge that would be required to provide the end users with a full solution.

Important partners

Who else might you have to work with / form partnerships with to make the project a success.

Name your customers

Identify potential customers.

Partner information (ASH Wales)

Client Name: ASH Wales

Location: City Rd, Cardiff CF24 3DL

Organisation and Market – An Overview

Mission Statement

- To achieve a smoke-free Wales (reducing smokers to <5%).

Partners

- • Wales Tobacco or Health Network
- • Cancer Research UK (Funding)
- • BHF (Funding)
- • Wales Tobacco Control Alliance
 - (ASH Wales lobby's for policy changes)

ASH.org

- Policies follow a dual approach of information and networking, coupled with advocacy and campaigning.
- Started by the Royal College of Physicians, they avoid tactics that attack or condemn smokers.

Funding

- Partly between Cancer Research UK and BHF, grants are also provided by the Ministry of Health.
- Total income in 2016 of £917,294, where they stop publishing figures (assuming they split into separate entities after 2016? Worth asking as this could source pain points.)

Areas for concern

- Difference in socioeconomic classes between those who smoke and don't is widening. 9-year difference in life expectancy.
- Though smoking does continue to decrease, the rate at which people quit has decreased.
- More dangerous illicit tobacco (fake/foreign) is appearing on the market as taxes on legal tobacco increase.
- Tobacco companies' persistent wrongdoing.
- International affairs.

E-Cigarettes

ASH seem to favour the use of e-cigarettes as the research suggests they're much safer compared to cigarettes, provide a means to eventually quit, and do not serve as a 'gateway' for younger children as the media may sometimes suggest.

Potential future challenges

- · Cuts to public health funding
- · Environmental effects of dropping cigarette butts
- · Public perception/ Banning of e-cigarettes
- · Continued prevalence of smoking on TV
- · Continued uptake of smoking amongst the youth

Smoking is the leading cause of preventable death worldwide. The World Health Organisation (WHO) estimates that over 1.1 billion people worldwide aged 15 and over smoked tobacco in 2016. The tobacco epidemic is the biggest global public health threat the world has ever faced, killing more than 7 million people each year, with more than 6 million of these dying as a direct result of tobacco use.

While demand for tobacco has fallen in developed countries over time, tobacco growing, and consumption is becoming increasingly concentrated in the developing world.

Partner information (BHF)

Client Name: **British Heart Foundation**

Location: Greater London House, 5th Floor, 180 Hampstead Road, London, UK, NW1 7AW

Organisation and Market – An Overview

Mission statement:

- “To win the fight against cardiovascular disease – our vision is a world in which people do not die prematurely or suffer from cardiovascular disease”
- (BHF is focused on research and innovation.)

History: Est.1961 – by medical professionals who wish to fund research into the causes, diagnosis, treatment and prevention of heart and circulatory diseases.

‘Break Heartbreak Forever’ Initiative: Began in May 2018, aims to raise awareness about heart disease, strokes and vascular dementia being linked with the circulatory system.

Donations:

- Approximately half of funding from legacy giving
- 2018-2019: £84.9m from legacies, £53.2m from fundraising and £22.9m from retail
- BHF aims to allocate 70p from every £1 donated to ‘beating heart and circulatory diseases’
 - £114.9m on research and £34.4m on ‘Healthcare Innovation’
- Previously criticised for the ‘wealth screening’ of wealthier donors

Research

- AI analysis of CT scans to predict heart attack risk (Oxford Uni)
- Alan Turing institute partnership – predicting heart attack and circulatory diseases
- Reading DNA to predict the future
- Using data from hospitals to predict potential future issues:
- Air pollution – changes the structure of the heart
- ‘The Big Beat Challenge’ - £30 million research grant

Geo Nudging

Project

A need for suggesting event, clubs and social activities based off locations. Specifically, tourism in Monmouthshire, social events in Newport for vulnerable people and charity event for BHF.

Project scope statement

- Build a database of local events
- Suggest events to users based on share locations
- Give opportunity for an organiser to engage with event attendance

Business case

- Collect data on people's movements
- Sell data to commercial entities to provide these services for people
- Collect data on people attending events

Deliverables

- App to track the location
- Means to store events
- Means to suggest events
- Onboarding for event providers
- Push notifications

Constraints

- Privacy
- Onboarding event providers

End users

- Local citizens
- Promoters
- Councils
- Charity
- Sporting events

Tasks

- Hard to find local events
- Hard to find who is going
- Hard for organisers to promote events

Benefit

- Some people considered at risk benefit from finding social events
- Promoting small events
- Promoting small business

Urgency of need

- serves socially isolated people
- Stimulates local communities

Competition/alternatives

- Wriggle in Cardiff
- Data Duopoly

Other components needed for a full solution

- Vouchers offering system to drive people's movements
- AR experiences

Important partners

- Newport council
- Monmouthshire council
- BHF
- Dwis - a website with current social event details maintained by the welsh government

Name your next customers

- B2C
- Councils
- Restaurants

Charity Stock Portfolio

Project

Empowering the donor in making better direct dept charity decisions.

Project scope statement

Bring a sock portfolio style experience to investing in charities.

Business case

- Macro Data on spending trends
- Reporting on spending habits

Deliverables

- Ability to change donation month to month
- Take donations from users
- Pay donations to charities
- Stats and visualisations

Constraints

- Finance data
- Privacy
- Getting other charities on board
- Charity regulators
- Taking profits from charities

End users

- Donators
 - Individuals
 - Organisations
- Charities

Tasks

- Signing up multiple direct debits
- Maintaining contact with donors to eventually become larger donors
- Long term donors eventually leave large donations in wills

Benefit

- Easier to collect money from donors
- Easier to donors track and change direct debit payments
- Shows your money in values

Urgency of need

- Currently hard to maintain connect with donors so more and more donors are leaving
- Modern trends show people want the opportunity to give to different depending on current affairs

Competition/alternatives

- Just Giving
- Facebook
- Note these are one-off giving solutions not on going
- These solutions do not give the charity a direct connection with the customer

Other components needed for a full solution

- Handling large investments from philanthropic individuals and organisations
- Blockchain tracking of donation

Important partners

- ASH Wales
- BHF

Name your next customers

- Macmillan Cancer
- St John Ambulance
- Cancer Research UK
- Oxfam
- Viva
- Alzheimer's Research UK
- Great Ormond Street Hospital
- Marie Curie
- Keep Britain Tidy

Monitoring Blood Pressure

Project

- Solving the UK's blood pressure awareness issue

Project scope statement

- Building a better system for people to detect, monitor and act on their blood pressure problems.

Business case

- Collecting data on people's blood pressure
- Tracking people's health habits
- Removing strain on the NHS

Deliverables

- Easier tracking of blood pressure
- Nudge tech for helping people lower their blood pressure

Constraints

- Linking to a smart blood pressure monitor
- People's personal data
- Being medically correct when giving advice

End users

- People with high blood pressure
- Nurses & GPs (remotely)
- Volunteers providing free check-ups

Tasks

- People are unaware of their blood pressure
- They are not regularly checking their blood pressure
- Using a bulky blood pressure

Benefit

- Saving lives
- Easier monitoring
- Catching more cases of high blood pressure
- Improved life insurance

Urgency of need

- 50% of Heart attack are related to High Blood pressure
- 1 in 4 adults have high blood pressure

Competition/alternatives

- 1 Philips Upper Arm Blood Pressure Monitor.
- 2 Braun ActiveScan 9.
- 3 iHealth Sense.
- 4 Withings.
- 5 Koogeek.
- 6 Qardio.
- 7 Omron Evolv.

Note: all are hardware focused.

Other components needed for a full solution

- Hardware for checking blood pressure
- Connections with medical professionals/academics

Important partners

- BFH
- ASH
- Finding a medical partner

Name your next customers

- B2C
- NHS
- BUPA
- Health insurance companies for data
- Life insurance companies for data

Legacy Integration

Legacy data integration is a vital component for any organization that wants to incorporate past data onto their new (cloud-based) integrative systems. This is not only prevalent in larger organizations with masses of stakeholders such as city councils. SME that have less time, resources and knowledge of how to procure this type of system would benefit from legacy integration. Due to the multitude of variables that need to be digitally recorded and prepared for utilization across departments in many organizations for maximum efficiency,

Full solutions to this challenge such as iPaaS (integration platform as a service) are being developed and delivered by a number of industry leaders and visionaries, as shown below.



Project

With cloud infrastructure ranking in the top 3 priorities for businesses in 2018/2019 (Zdnet), choosing which of those providers to trust with the continuity of your business during the transition to the cloud can cause businesses to be reluctant. Compare the market for legacy data and cloud integration?

Project scope statement

To provide support to organisations when researching and exploring which iPaaS solution is best for them.

The product should

- use simple English, without unnecessary jargon or abbreviations.
- be organised with a filtration system that serves all types of organisations without displaying irrelevant information
- advice and recommendations should be based on client need only

Business case

Legacy integration is a complex challenge in an industry that is forever evolving. Offering support to organisations purchasing this service could save time for both the organisation selling and buying their integration service.

Providing a semi-consultation service to organisations needing this type of integration on a commission basis could generate a high revenue model, particularly if these customers are retained for future comparisons.

Deliverables

- Comprehensive list of current integrative software providers.
- Key knowledge of these systems to provide suitable recommendations
- A platform that supports advanced filtered searches of software providers
- Chat bot functions for ease of use?

Constraints

- Access to data
- Privacy
- GDPR

End users

- IT procurement managers
- CTOs

- Decision makers within organisations
- Software providers

Tasks

Allow end-users to have a dynamic and efficient browsing experience when exploring the market for software solutions for legacy data integration.

Benefit

End-users (organisations using consultations service) would receive a genuine recommendation for best possible Software based on their needs.

Software providers would receive filtered customers who best suit their customer profile and have the needs that they are prepared to solution.

Urgency of need

This is a recurring issue. Likely to be a growing trend that could result in a rising urgency.

Competition/alternatives

- Software resellers.
- Capterra: offers a comprehensive review system for software comparison (no chatbot or customer service element offered through the browser and limited filter functions)

This challenge is heavily reviewed. However, using these sights is extremely laborious and time consuming.

Other components needed for a full solution

- Up to date knowledge of key features from each of the software providers
- Thorough comprehension of typical business needs for advanced search function

Important partners

- Newport City Council
- Providers of this type of software

Name your next customers

- Blaenau Gwent County Borough Council, Ebbw Vale
- Bridgend County Borough Council, Bridgend
- Caerphilly County Borough Council, Hengoed
- Cardiff City and Council, Cardiff
- Merthyr Tydfil County Borough Council, Merthyr Tydfil
- Monmouthshire County Council, Cwmbran
- Neath Port Talbot County Borough Council, Port Talbot
- Rhondda Cynon Taff County Borough Council, Tonypandy
- Swansea City and County of Swansea
- The Dylan Thomas Theatre Academy, Swansea
- Torfaen County Borough Council, Pontypool
- Vale of Glamorgan County Borough Council,

Auto-psychometric

As identified with Newport City Council, the process of selecting employees that hit with the organisational culture and have the necessary associated behaviours to perform within a certain role can be extremely expensive and time consuming.

Wave testing is the NCC's preferred method of psychometric testing. However, due to the expense it is only used for senior positions. Labour turnover is reportedly quite high with operational staff and this has speculatively been attributed to recruitment and selection process not identifying a good 'fit'.

Project

To provide an efficient and cost-effective method of psychometrically testing operational staff with the aim to achieve a better fit with the organisation.

Project scope statement

The product should be accessible and easy to use. To be commercially viable, the product should allow for organisations to adjust the cultural measures with relative ease and based on academic theory.

Business case

- The importance of culture and fit within an organisation is gaining more and more attention. As businesses grow, managing company culture and the acculturation of new staff becomes more difficult.
- This widely recognised issue needs an efficient solution that is attainable for all businesses to be able to retain their staff and lower HR costs.
- Providing this service on a SaaS basis would help companies keep track of their organisational culture and of their employees throughout their employee journey.

Deliverables

- A psychometric testing system
- A portal for an organisation to track the results of their potential and current employees tests
- Profile functions for the employees
- Integration with HR systems?

Constraints

- GDPR
- Access to data

End users

- Job applicants
- Organisation employees
- Organisation HR department

Tasks

- HR department will be able to psychometrically test applicants and employees
- Organisations would pay for SaaS instead of one-off larger payments
- Organisations could use psychometric testing during times more frequently without additional costs

Benefit

- Better employee and organisational fit
- Opportunity to ensure alignment of behaviours and culture during times of change
- Opportunity to review data and recognise trends/review workforce

Urgency of need

- More desirable than urgent

Competition/alternatives

Other psychometric tests, such as: <https://www.savilleassessment.com/personality-questionnaires/>
<https://sacsconsult.com.au/psychometric-testing-2/>

Other components needed for a full solution

- Knowledge of psychometric testing

Important partners

- Newport City Council
- Academics in psychology

Name your next customers

- Blaenau Gwent County Borough Council, Ebbw Vale
- Bridgend County Borough Council, Bridgend
- Caerphilly County Borough Council, Hengoed
- Cardiff City and Council, Cardiff
- Merthyr Tydfil County Borough Council, Merthyr Tydfil
- Monmouthshire County Council, Cwmbran
- Neath Port Talbot County Borough Council, Port Talbot
- Rhondda Cynon Taff County Borough Council, Tonypandy
- Swansea City and County of, Swansea
- The Dylan Thomas Theatre Academy, Swansea
- Torfaen County Borough Council, Pontypool
- Vale of Glamorgan County Borough Council,

Challenge: Retention and engagement in BHF/Charities

British Heart Foundation raised the issue of retention and engagement of their volunteers and donors. The main constraints to their functionality are due to GDPR regulations and their current systems not utilizing the data held for each of their past/current participation stakeholders.

Ideally, BHF need to keep in touch with active participants in a way that continues engagement, encourages future participation and predicts future trends within the giving sector.

BHF identified commonalities between those who choose to support BHF. The most common similarity characteristic of a BHF donor is experience with heart conditions (whether it be personal, a relative or acquaintance).

BHF also identified that heart conditions are often considered more 'self-inflicted' than other charities such as McMillan Cancer research, for example.

Compared to charities that trend such as environmental charities, BHF is 'not sexy', and therefore how do BHF engage and retain potential participants in order to complete for charitable donations and sponsorship contracts?

Project

To design a system that stored all GDPR compliant participant information. To incorporate a method of identifying attendees and volunteers at events, acquiring information from those who donate as well as volunteers across the retail sector.

Project scope statement

The system should allow for categorisation, filtration and utilisation of this information for the benefit of both the organisation and the participants.

Business case

Through the commercial arms of BHF, resources are used to engage the public and gather support to fund research, development and implementation of projects that aim to reduce risks to the heart. BHF is just one of many large charitable organisations that would benefit from maintaining a long-term relationship with those that they engage.

Offering a system that focuses on reliably collating GDPR compliant information for organisations that rely on the continued support of the general public would reduce costs of the organisation whilst also providing a stable ecosystem for the participant-organisation relationship to grow.

Deliverables

- Scalable cloud database that would support this data
- Filtration and categorisation interface – accessible from multiple departments
- Potential future data analytics of participant market segmentation and trends
- Algorithm that could predict future trends in event attendance and donation targets
- System that searches social media for users 'actively references BHF'
 - o Potential automatic engagement with these users

Constraints

- Access to database
- GDPR regulations (difficulty filtering which past participants have consented etc)

End users

- Marketing department
- Sales department
- Events teams
- Human resources
- (internal use only)

Tasks

- Actively search for potential participants to engage with on social media
- Ability to deploy targeted messages to demographic of participants based on values
- Heightened retention of participants through softer more personal approaches
- Ability to access and view all who participate
- Data analytics of trends and participant characteristics
- Method of reaching participant to encourage regular health checks (blood pressure etc)

Benefit

- More engagement from the BHF following donations (satisfaction and personal regard)
- Sense of community and support
- Invitations to attend relevant events etc
- Reminders of the importance of health checks etc

Urgency of need

- Current BHF system is not fully utilising or engaging those who share BHF values. However, not so urgent.

Competition/alternatives

- To continue using current systems
- Microsoft https://www.microsoft.com/en-us/nonprofits/engage-donors-volunteers?ocid=FY20TFSI_M365_Q2_bing

Other components needed for a full solution

- Access to the data-base
- Thorough research of GDPR regulations
- Innovative solution

Important partners

- British Heart Foundation

Name your next customers

- Macmillan Cancer
- St John Ambulance
- Cancer Research UK

Oxfam

.

Viva

.

Alzheimer's Research UK

.

Great Ormond Street Hospital

.

Marie Curie

.

Keep Britain Tidy

Well-being and productivity

The effect of employee well-being on productivity has been highlighted by MCC as an addressable concern.

- Mental health frequency noted as reason for absentees
- Difficulty engaging employees in mental health awareness and support processes
- Interested in a more proactive and personal approach towards employee support

WWU addresses well-being and productivity as two unrelated topics.

- Difficulty with the divide in culture/workforce.
- Mixed attitudes towards the adoption of new work processes, innovation and change.
- Interested in exploring ways to engage the 'no men' and convert the 'middle-men' to 'yes men'.

Side note – as flexible working trend grows – similar system could be created to help track and motivate off site employees

Project

- Potential to improve productivity KPI's through a soft HR approach that subtly focuses on wellbeing.
- Potential to improve employee well-being through offering tangible support processes that focus on productivity.

Organisations needs to meet company KPI's in a cost-effective way that engages staff and provides wellbeing support to those employees.

The concept of this project would be to offer a solution that offers well-being support to employees whilst also focusing on productivity to benefit all stakeholders.

Project scope statement

Build a system that enables employees to track their personal goals/tasks.

Enable the system to intelligently offer guidance or support.

- Feedback and support areas could include topics such as with time management, work overload, SMART goals, rest and recuperation etc.
- Feedback and support could react to employee input for optimum relevance and optimisation.

Project demo and MVP should be built within the Alacrity timeframe and to include only the most relevant features necessary to demonstrate its value.

Need to identify demand for this project outside of this beachhead.

Business case

Due to reasons such as the stigma surrounding mental health and well-being support, engagement with services can be difficult to instigate. (FACT?)

Well-being and mental health issues can negatively effect the output of an employee and the profitability of an organisation. (FACT?)

Well-being support for employees have ethical, moral and social benefits. (FACT?)

Employee satisfaction leads to higher retention rates and absenteeism, saving organisations HR expenses. (FACT?)

Focus on productivity rather than 'mental health/well-being' designed to engage a wider audience/employee demographic.

Deliverables

- Employee tracking and awareness of own workload
- Offering wellbeing support to employees
- Chatbot for anonymous discussions
- Progress/risk visualisation
- Ability to record and reuse information
- Employee status/usage dashboard on HR interface
- Academic backing
- Wales and UK wide well-being stat to support business case
- Organisational data on absenteeism

- Proof of concept
- Clock-in for recorded usage

Constraints

- How to enforce the use of the app? / uptake issues if not mandatory
- GDPR
- Psychology academia

End users

- Employees
- Anyone
- Organisation*

Tasks

- Absenteeism
- Overworking
- Unrealistic expectations
- Time Management
- Personal development

Benefit

- Healthier
- Work-life balance
- Productivity
- Self confidence
- Motivation

- Organisation – less absenteeism, happier workers, higher productivity etc

Urgency of need

Well-being is a matter of social, moral and ethical urgency as well-being issues are becoming more prevalent

Competition/alternatives

- Current processes
- Wellbeing apps etc
- Other regulated organisations that work with the council

Other components needed for a full solution

- Academia
- Professional endorsement

Important partners

- Newport County Council
- ASH Wales

Name your next customers

- Monmouthshire County Council
- Wales and West Utilities
- British Gas
- Blaenau Gwent County Borough Council, Ebbw Vale
- Bridgend County Borough Council, Bridgend
- Caerphilly County Borough Council, Hengoed
- Cardiff City and Council, Cardiff
- Merthyr Tydfil County Borough Council, Merthyr Tydfil

- Neath Port Talbot County Borough Council, Port Talbot

Culture Divide

Cultural divides exist within companies, in particular, between different departments within organisations.

Innovation uptake is much slower than is often expected within organisations.

Likewise, much activity which may appear to be productive, isn't actually creating value. Instead just keeping people busy.

Clearer communication and collaboration between departments would lead to greater productivity in the workplace, increase innovation uptake and prioritise value gaining activity.

Project Statement

- Build a system which keeps different departments in communication with one another
- Demonstrate to different departments the work being carried out and their impact on the firms overarching goals
- Project progress per department
- Encourage collaboration between departments
- Share problems, advice, or proposals
- Track value that each person's activity is bringing the company

Business Case

- Increasing transparency will lead to productivity improvements and increased problem-solving ability
- Innovation uptake will also lead to productivity increases
- Reducing conflict will reduce HR conflict settlement costs

Deliverables

- Data input system specialised for each department
- Forum for cross departmental discussion
- Dashboard for demonstrating progress
- Proof of concept results showing value added

Constraints

- Competitive market
- Difficult to quantify
- HR intensive

End Users

- Various departments throughout organisations

Tasks

- Measuring project using inefficient measures progress
- Long and tedious meetings
- Progress update meetings
- Encouraging use of modern tools (innovation)

Benefits

- Automate project progress
- Minimise meetings through online communication
- Track uptake and usage of tools

Urgency

- Urgent as innovation is outstripping uptake of innovation
- Divide in company culture a recurring theme, leads to loss of productivity

Competition

- Potentially Cultivate
- Project management software such as asana
- Communication software such as slack

Other Components Needed

- More specific niche
- Greater understanding of the trading landscape
- A 'test subject' to provide a use case to present to other businesses

Important Partners

- Wales and West utilities

Next 3 customers

- TATA Steel
- Aberthawe Power Station
- Harris Pye Engineering

Onboarding culture and tracking

Project

Hiring is done so mostly on experience. Inherent difficulty in measuring new hires potential for growth and their individual values, where these factors will play an important role in their future performance.

What's more, continued evaluation on employee's isn't effective feedback to HR, meaning ineffective hiring practices are likely to persist.

As a result, work-force is skewed towards older individuals and isn't representative of the population, with ineffective hiring practices lingering until manual intervention is made.

Project Scope Statement

Build a system that influences hiring decisions based on values that best represent an organisational culture, then fully tracks the hire through various tests to constantly re-evaluate whether they have been a successful hire, and moreover, whether the hiring system which was used to hire them is functioning effectively.

Business Case

- Low employee retention rate in the council (and other businesses) implies that the wrong person is often hired for the job.
- Cost of new hire's is often expensive, with recruitment companies often charging in excess of £5,000 per new hire.

Deliverables

- HR side dashboard, with a company culture mapping function, which allows the company to essentially input their culture
- Algorithm that converts culture into appropriate testing mechanism (questions, exercises, thought experiments)
- Onboarding interface which effectively measures the results of said tests through testing mechanisms, before feeding back to HR dashboard
- Continued testing that subtly tests for cultural fit from employees perspective at set intervals in time after hire, comparing this to company core KPI's.

Constraints

- Heavily reliant on companies having an understanding of their own culture
- May require bespoke treatment for each client, limiting scalability
- GDPR and privacy concerns, right of withdrawal (human rights) concerns
- Notoriously competitive market

End users

- Hiring managers
- HR managers

Tasks

- Assessing potential candidates values and potential
- Assessing fit with company culture
- Assessing new hires values and potential
- Critically assessing existing practices and frameworks

Benefits

- Provides quantifiable measures for value and potential
- Provides measurable fit with company culture
- Continually reassesses existing practices to best optimise

Urgency of need

- Increased pressure to reduce costs on all sectors
- Cost of training putting more pressure to retain employees
- Increased awareness of company culture as a deciding factor in career choice

Competitors/Alternatives

- Recruitment firms
- 2-bit company culture consultants
- Organisational 'psychologists'

Other components

- Working proof of concept (improve retention rates)
- Market data

Important Partners

- Newport city council (beach head)

- Cultivate for advice

Next 3 customers

- Graduate employer tech companies HR departments i.e Softcat
- Fast moving financial companies i.e Monzo
- Call centres i.e Admiral

Project: 'Care Couriers'

Challenge:

Trying to balance the desire of the elderly to continue to live independently, with access to direct care/assistance/companionship.

Taking strain off the NHS/Social Services provision.

Targeting loneliness.

Project/Project Scope Statement:

Pairing those offering care services, with those in need of assistance on a real-time, on-demand platform mainly for small jobs e.g., shopping, activities, events, house chores.

Freelance social services essentially.

Similar to Fiverr.

Business Case:

- Elderly will not have to move into a residential care home:

State will therefore not have to fork out the cost of the care home (e.g., when an individual's assets, including their home, are valued at less than £23,250).

- Cost of care in a home in Britain's costliest areas can be as much as around £90,000 for the year. Other areas are around £50,000.
- The elderly, or their families, will save a huge amount of money as a result of the platform.
- Allowing those working in social care more flexible & well-paid work.

Deliverables:

- GPS location data/system.
- Relevant checking system (CRB, DBS).
- Data on loneliness e.g., "Well-Being Network" (Newport).
- Data gathering on demand for services.
- Hardware e.g., smartwatch?

Constraints:

- Legalities
- Insurance
- Tech-competency (no prejudice)
- Recruitment into care sector is low

End Users:

- Elderly
- Families of those in need of care/assistance
- Social care workers

Tasks/Benefits:

- Currently spend a fortune on residential care homes due to an inability to live independently without care.
- Platform will allow them to continue to live independently, but with instant access to a network of people who can support their needs.
- Suppress the feeling of loneliness – particularly in rural areas e.g., Monmouthshire.

Urgency of Need:

- High.
- Strain on NHS.
- Aging population.
- Rising residential care home costs.

Competition/Alternatives:

- Residential care homes.
- Direct Carer service (interval)

Other components:

- Hardware e.g., smart watches.
- GPS location data
- API
- Assistive Tech

Important Partners:

- NHS Wales
- Social Care Wales
- Age Cymru

Next Customers:

- Care Credentials Wales
- SocialCare.Wales
- SCIE Wales
- Connective Care Education
- Progression-Training
- Age UK
- 'Campaign to End Loneliness'
- Mind
- British Red Cross

Habit Support

ASH Wales works to combat the number of smokers in Wales, their project 'smoke-free Wales' aims for under 5% of the population to be smokers

Project

Habit Support

Project scope statement

Habit Support – An app designed to make healthier choices in life the easier ones to make – monitoring diet, exercise, routine and helping to combat certain negative habits (i.e. Smoking, Gambling, Drinking) – perhaps a flip side of replacing current bad habits with other ones (discounts for gyms/activities in local area)

- Chat bot
- Social Network

Machinery and tools

Business case

Helping at-risk/at-need addicts or simply people who would like to improve their wellbeing and lifestyle – the project would aim to reduce the number of people using the physical companies of ASH Wales etc.

- Wellbeing/productivity

Saving money for employers from insurers

Deliverables

'Deliverables' refers to the outcome or parts of the outcome that lead to the project's successful completion.

- An app/computer with easy to use UI relating to updating routines and breaking habits
- A system linked to physiological/psychological best practices for certain conditions
- A social network platform to stay connected to other users in similar scenarios
 - o Top 10 of the month get to do something – gamification/competition
- Some form of data coming from the app relating to the progress made from breaking habits
 - o Data visualisation

-

Constraints

Constraints refers to any limits, deadlines, delivery dates, etc that will govern the approach you're going to take to complete the project.

- Collecting data
 - o Privacy
 - o Honesty (validity)
- Tracking data- turning it into advice
-

End users

- **Gamblers (beachhead)**
- Drinkers
- Smokers
 - o **Need smart cost/benefit strategy for end-users as these groups are typically lower income**

Tasks

What exactly is it that the end users do that you will significantly affect or allow them to do that they could not do before?

- Daily 'bad' habits
- Spending money on habits
- Routine
- Work

Benefit

- Improved lifestyle
 - o Volunteering
- Saving money
- More productive at work

Urgency of need

What is the level of urgency to solve the challenge?

- ASH's >5% target
- Helping those facing addiction
- Improving livess

Competition/alternatives

From the end users perspective what will be your competition, including 'do nothing' and also who else would be a competitor if the end user looked at their options.

- Stickk
- Coach.me

Other components needed for a full solution

Are there factors, skills or knowledge outside of your control that would be required to provide the end users with a full solution.

- Academic – Physchological and Psychological research relating to certain addictions
- Willing participants

Important partners

Gambling Commission

ASH Wales

Senet Group

(National Lottery)

National Gambling Helpline

Be Gamble Aware

Name your next customers

(B2C)

Smokers

Gamblers

Drinkers

Insurance

Medical

(B2B)

When the Fun Stops Stop

Entrepreneurial Donators

Struggling for engagement with younger audiences? – Increasing the profile of the charity (entrepreneurs can also become their ambassadors – feeds into Volunteer retention project and Skilled/probono)

Pricey stock going unutilized by charities (like BHF)

- Modernising (beating eBay) - Instagramming

Environmental

- Transport cost
- Upcycling damaged products – repairing

Project

A new app/shopping service which links entrepreneurs to charity-shops, entrepreneurs receive priority of choosing items and in turn give a portion of profits are given to charity

Project scope statement

Incentivising selling clothes/items given to charity for entrepreneurial people

Business case

Streamlining the charity shop process

- Reducing waste
- Maximising profits
- Reducing transport costs and carbon-use

Encouraging local entrepreneurship

- Investment in local communities
- Upskilling community

Deliverables

'Deliverables' refers to the outcome or parts of the outcome that lead to the project's successful completion.

- UI in the form of an app for customers
 - o Entrepreneur's side of the platform – uploading items to sell
 - § Being notified when charity shops have new stock
- Charity shops connected on a network (through app)
- Review

Constraints

Constraints refers to any limits, deadlines, delivery dates, etc that will govern the approach you're going to take to complete the project.

- Profits from sales – how can this be divided between the charity, entrepreneur and business
- Guaranteeing ROI
- Stepping on the toes of BHF existing eBay

End users

- Entrepreneurs
 - o Their customers
- The Charities
 - o Charity shop staff

Tasks x Benefit

What exactly is it that the end users do that you will significantly affect or allow them to do that they could not do before?

Tasks	Benefit
Transporting items to eBay HQ	No need – kept locally
Inefficient item value system	Much more efficient, less time wasting from in-store staff
Cumbersome data input	Quick, automated
Items that have remained unsold	Given another opportunity online
Damaged items thrown away	Items can be given to those willing to repair/upcycle

Urgency of need

Not extreme – BHF has an online eBay shop for higher ticket items, however it is not necessarily reaching the audience it could

- Other charities are not as sophisticated as BHF's network
- **Circular Economy/Environmental** benefits from having a local entrepreneur sell items rather than transporting from one of their retail stores to the HQ for their eBay operation

Competition/alternatives

Depop

eBay

Physical charity shops

Other components needed for a full solution

Are there factors, skills or knowledge outside of your control that would be required to provide the end users with a full solution.

- Willing 'entrepreneurs'
- Charity shop items that are valuable and available
 - o Charity shops happy to 'donate' items

Important partners

British Heart Foundation

Name your next customers

Oxfam

Acorns

Alzheimers Society

Barnardos

British Red

Scope

Mind

RSPCA

Sue Ryder