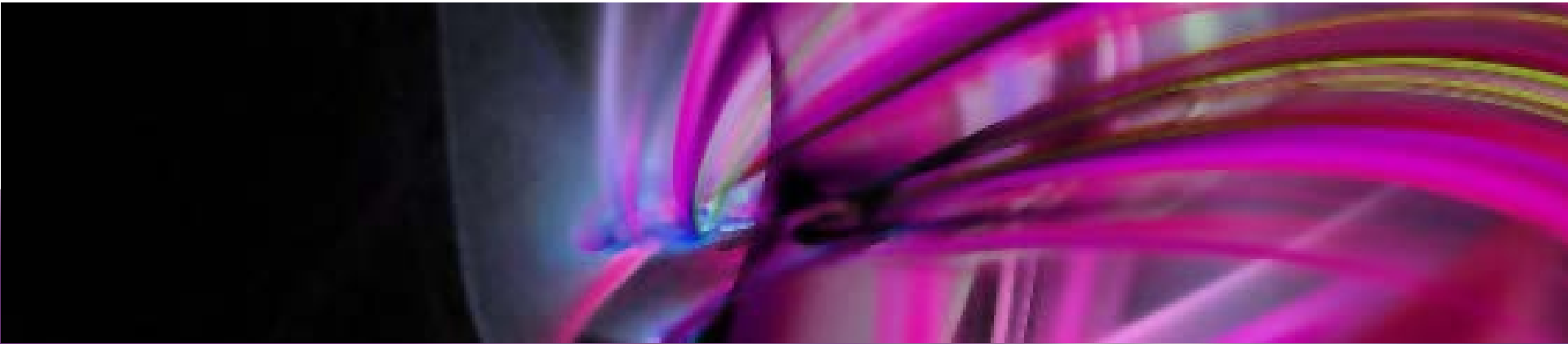
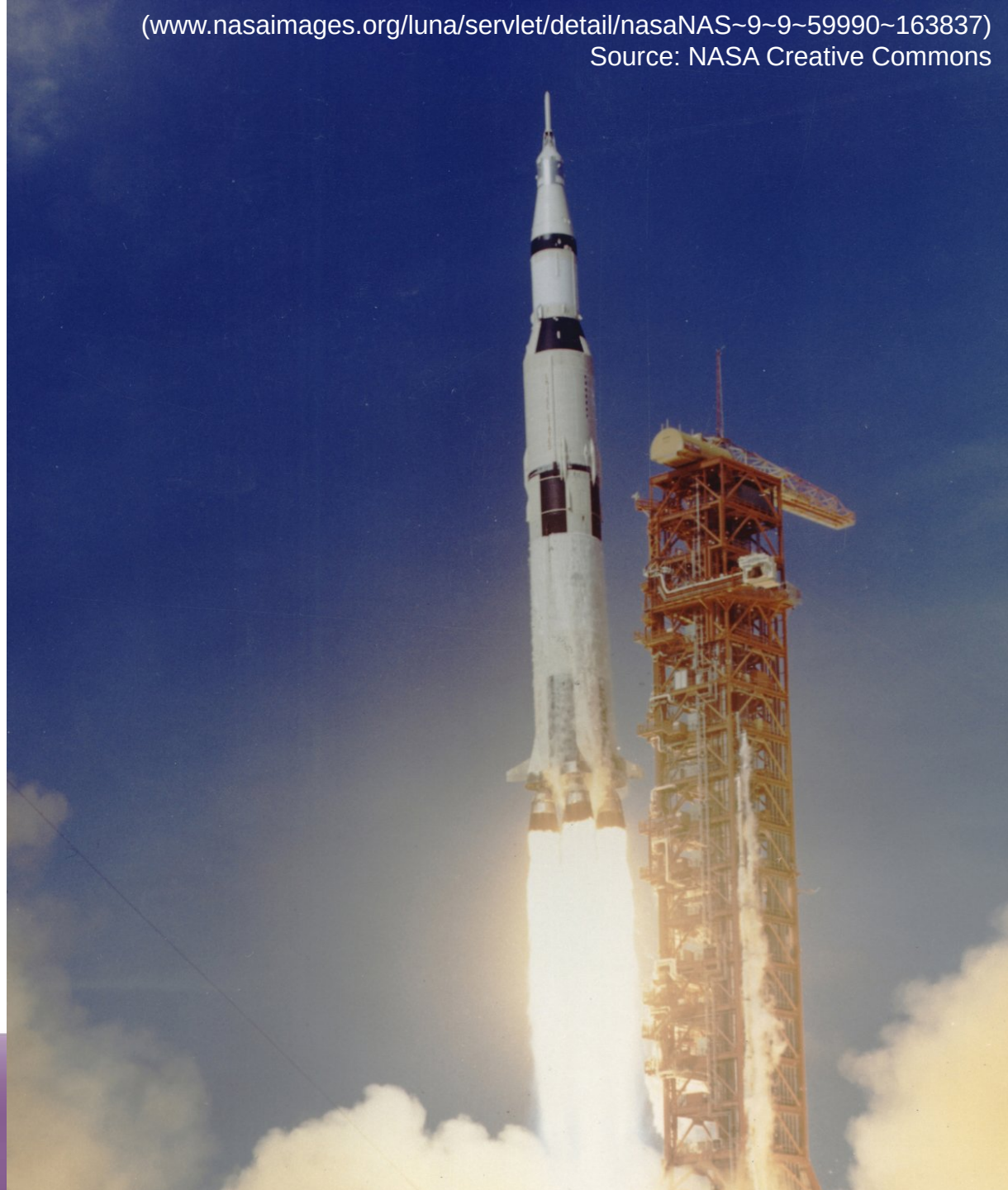
Market failure or opportunity? How to deliver at scale?

Mike Biddle
Assisted Living Innovation Platform Leader
17th September 2012



Houston, we have...

... an opportunity!


(www.nasaimages.org/luna/servlet/detail/nasaNAS~9~9~59990~163837)
Source: NASA Creative Commons

Turn the challenge into an opportunity

- Changing demographics = more human capital!
- increase in:
  - labour resource
  - knowledge resource
  - social resource
- That turns the challenge into how we keep older adults healthy and engaged in society
- The answer is to re-design services around people so they can live how and where they want to

Contents

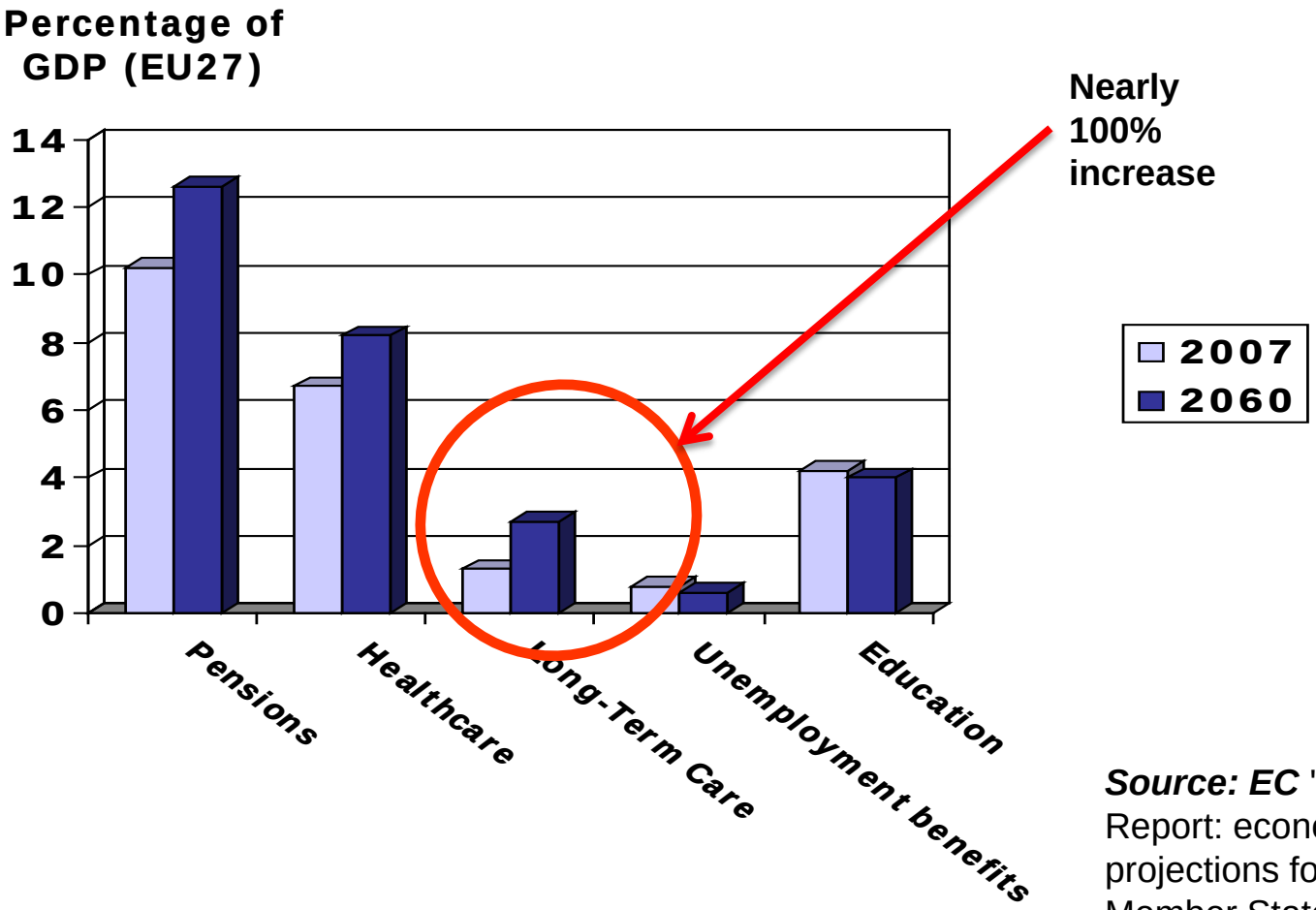
- Who we are
- Our opportunity
- Innovation in action
- Looking to the future

The Technology Strategy Board...
... what we do:

- promote innovation and support innovative businesses
- provide grants and contracts to business across the UK
- support all types of business – pre-starts, start-ups, small and medium enterprises, major corporations
- support the businesses that can succeed in the growth sectors of tomorrow

- a funding body, but much, much more….

Projection of Economic Impact from Ageing



Source: EC '2009 Ageing Report: economic and budgetary projections for the EU-27 Member States (2008-2060)'

People aged 50+ spent £276bn in 2008...

... about 44% of total UK family spending

Photograph by Giulio Mazzarini for the Design Council
Source: Age Concern 2008 (now Age UK)

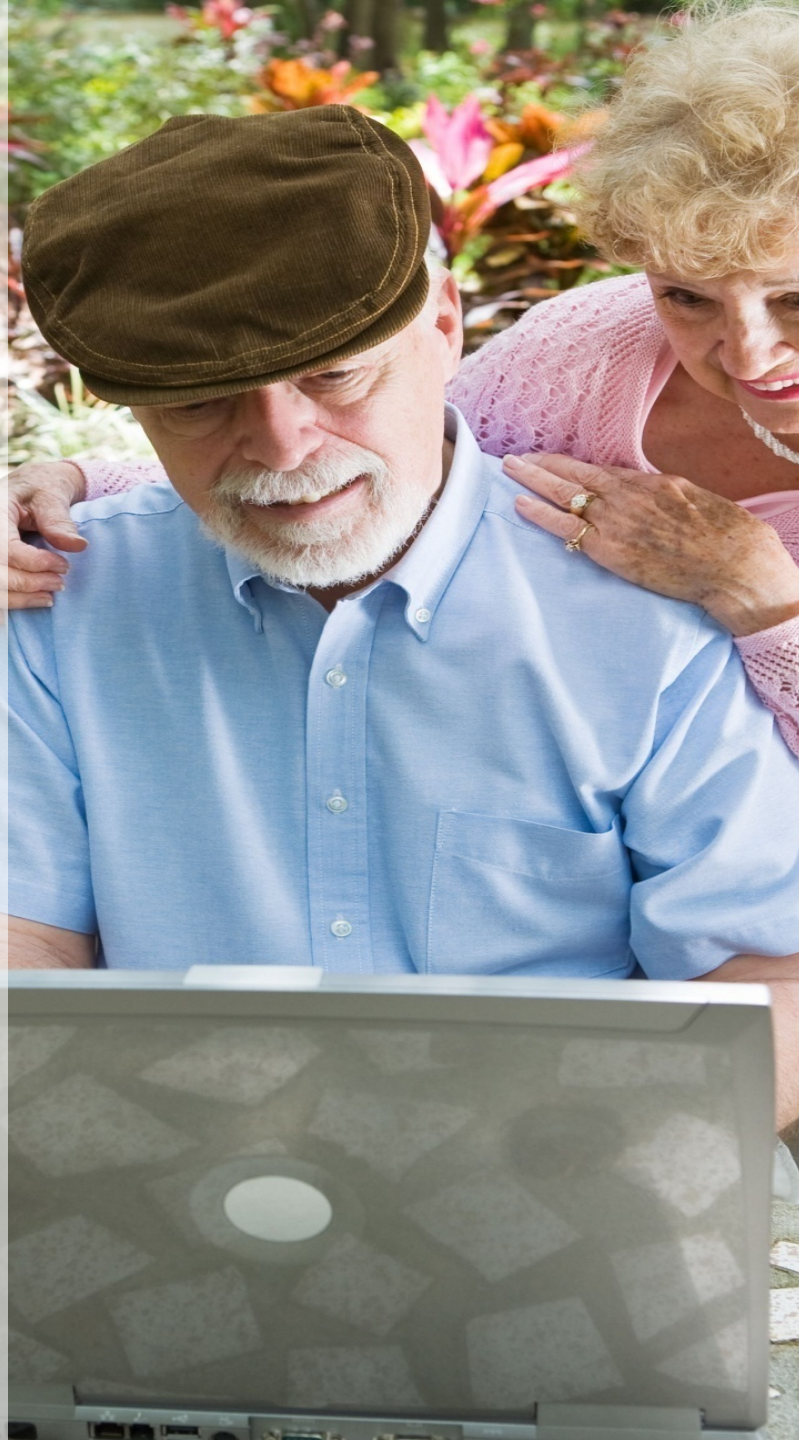
Assisted Living Innovation Platform

(1) Meet demand for independent living

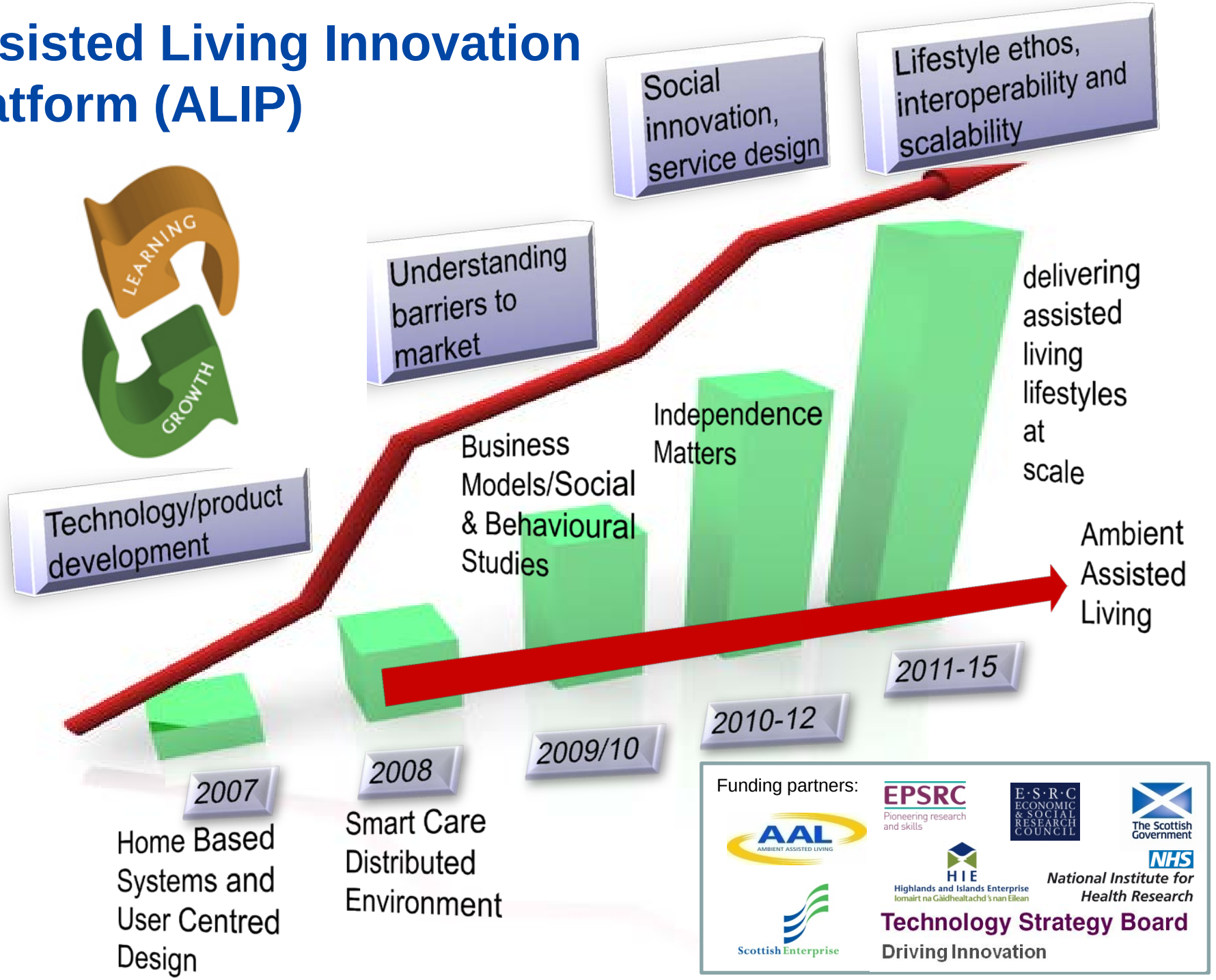
(2) Improve quality of life

(3) Innovation and application of technology

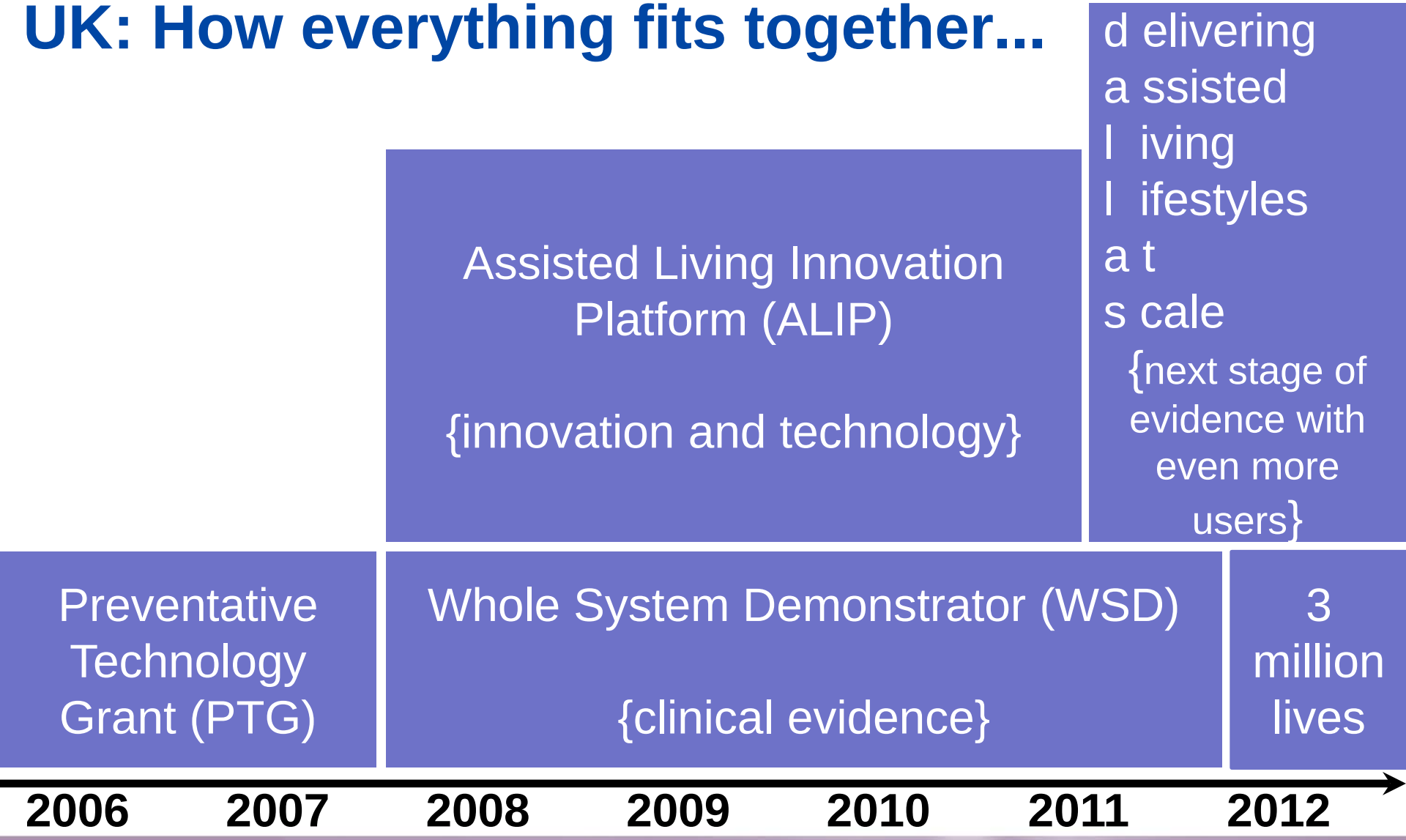
(4) Opening new markets and opportunities



Assisted Living Innovation Platform (ALIP)



UK: How everything fits together...



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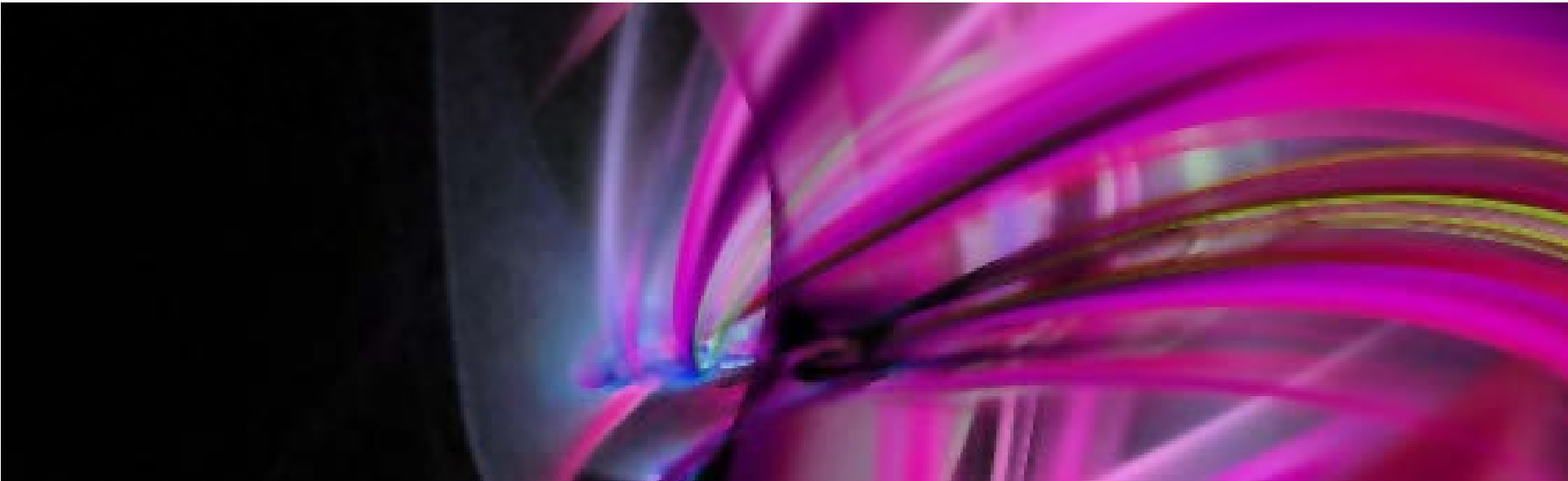
Driving Innovation

Innovation in action



ALIP1 ADI100 TVPHONE PROJECT

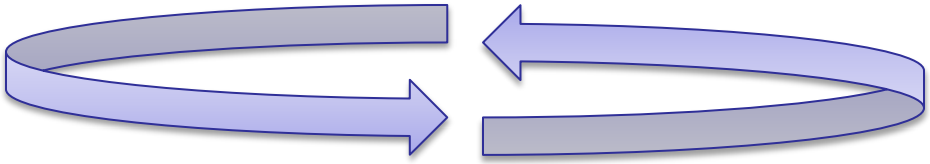
Project was designed around remote consultation for Type 2 diabetes, but could improve clinical support for residential care.

For info on more of our projects: http://bit.ly/Kkgb1t [caution – large file]

UK dallas programme (£37.3m)

four communities
(169,000 people by summer 2015)

- Feel Good Factory (Liverpool)
- i-Focus (Warm Neighbour-hoods)
- Living It Up (Scotland)
- Year Zero (Liverpool, Moray, Rotherham & Rugby)



networking and improvement

evaluation

benefit for:
(1) Individual
(2) System
(3) Economy

interoperability

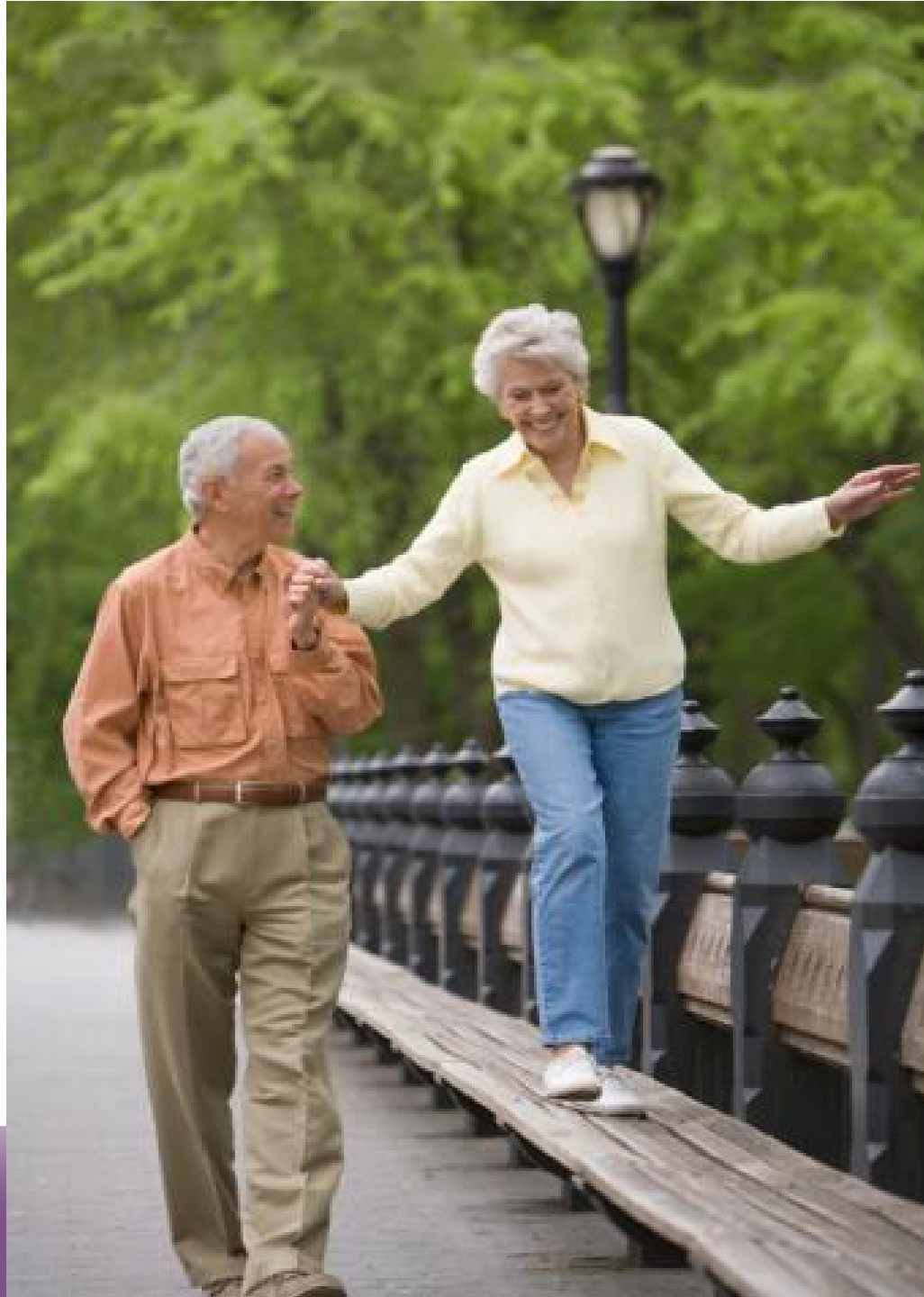
lifestyles

For the latest info join the _connect group (for free):
https://connect.innovateuk.org/web/dallas/overview

Lifestyles ethos

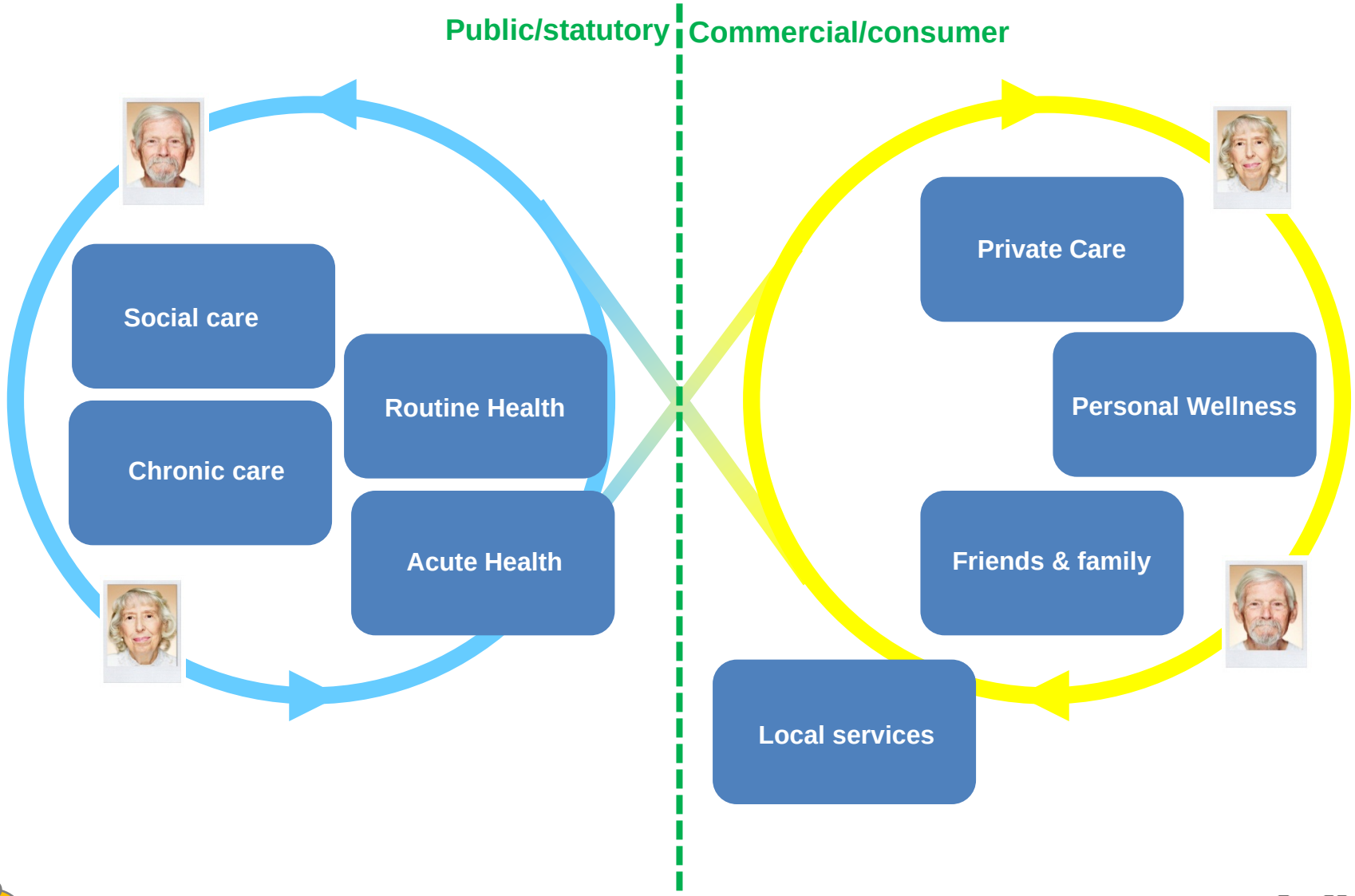
- 6 Cs

- Choice
- Control
- Collaboration
- Contribution
- Connectedness
- Community



What success looks like for the i-Focus dallas Community

Connected statutory and consumer journeys



Commercial in confidence – copyright i-focus 2012

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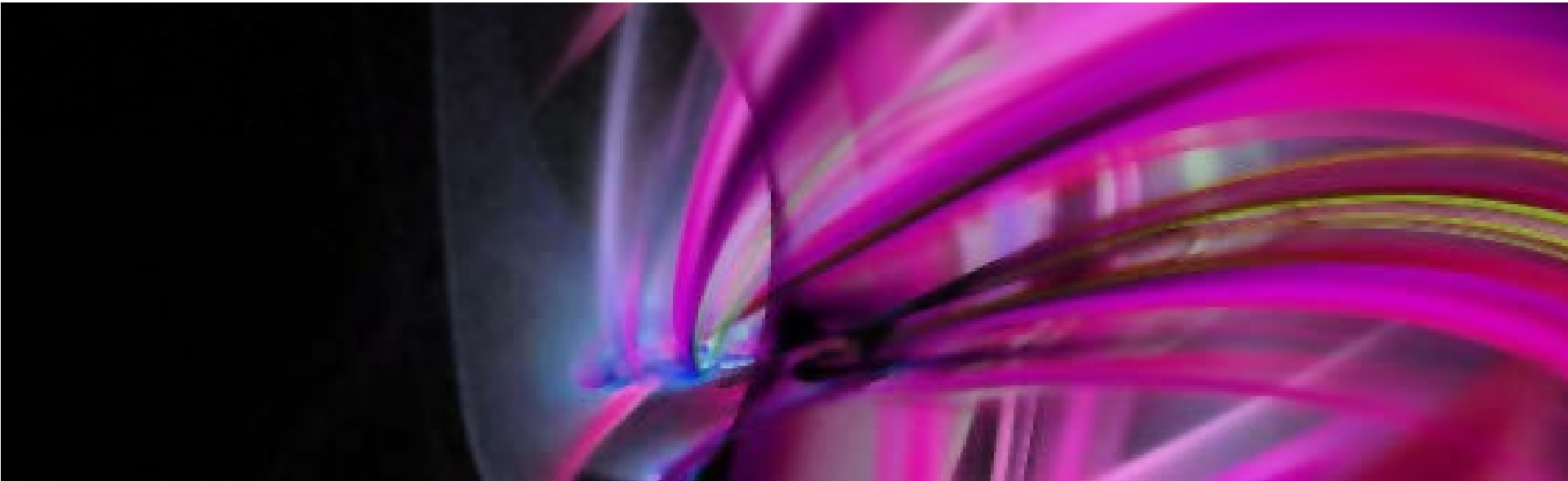
Driving Innovation

Europe



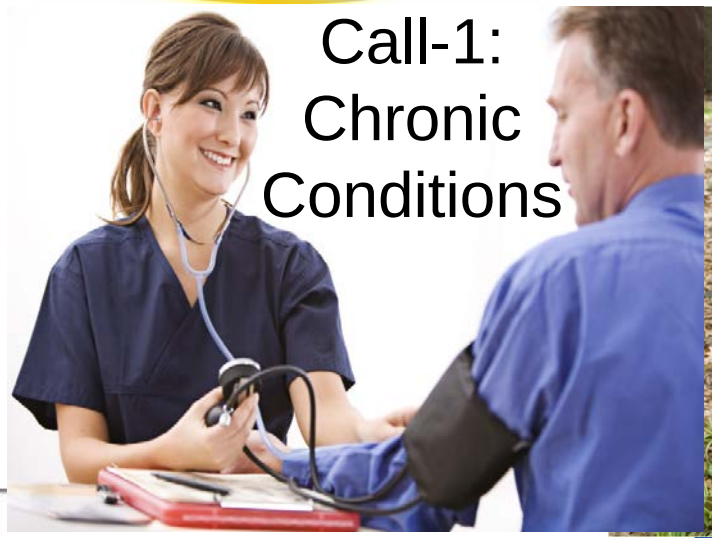
€600m+ Joint Programme (23 Partner States)

- 20 Member States
  - Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Sweden and UK
- 3 Associated States
  - Israel, Norway and Switzerland

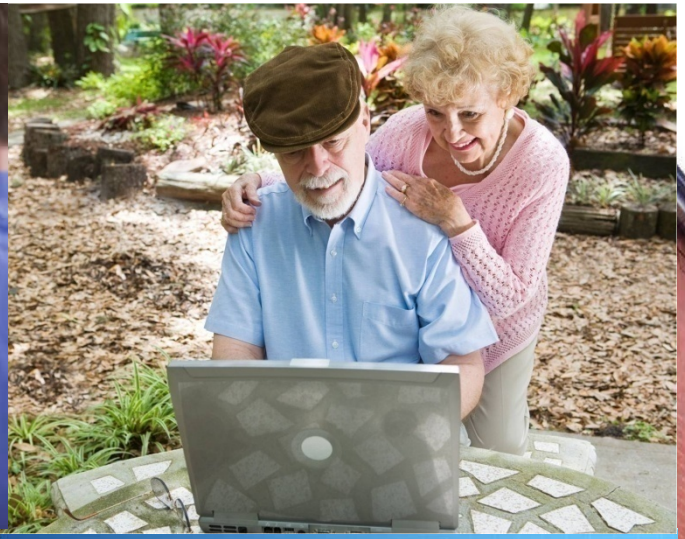
Innovation for our future

AAL
AMBIENT ASSISTED LIVING

Call-1: Chronic Conditions



Call-2: Social Interaction



Call-5: "Home Care"

Call-3: Self-Serve Socie

Call-4: Mobility

AAL Summit 2012 27th-29th June

AAL Osakidetza kronikoen programa tecnalia EUSKO JAURLARITZA GOBIERNO VASCO

BILBAO

aalsummit 2012.org

AAL FORUM 2012

TOMORROW IN SIGHT:FROM DESIGN TO DELIVERY

24-27TH SEPTEMBER 2012 EINDHOVEN, THE NETHERLANDS

information, inspiration, imagination, interaction and innovation

www.aalforum.eu

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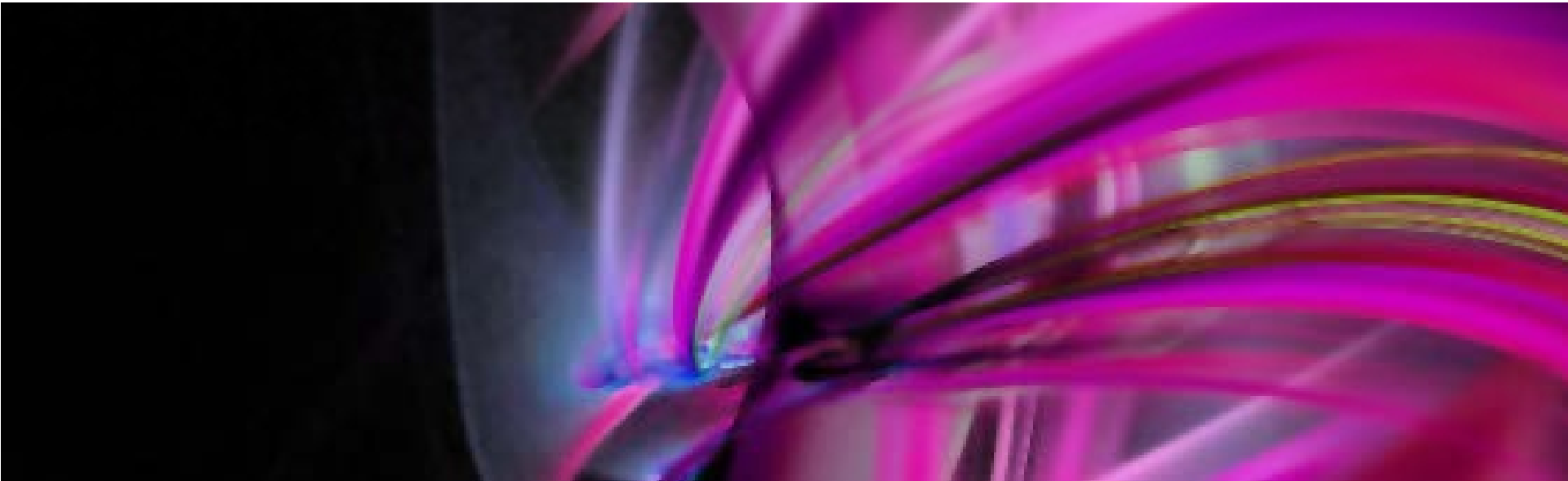
Driving Innovation

Looking to the future



Innovation Vouchers – find out more

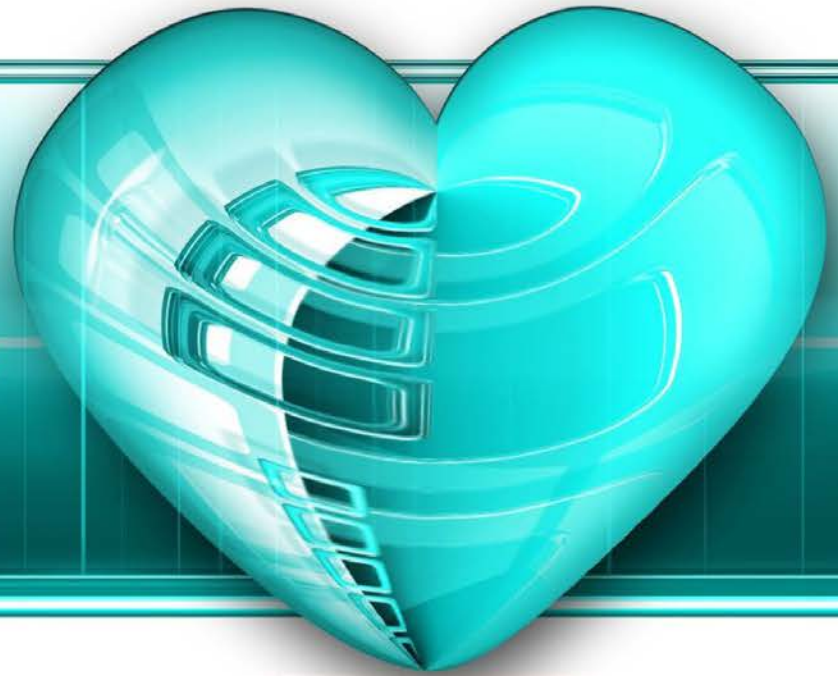
- Join _connect and the Innovation Vouchers Group
- Details of the scheme are at
- http://www.innovateuk.org/content/competition/innovation-vouchers.ashx
- Innovation Vouchers Portal to go live 24th September with guidance on choosing a supplier and other innovation voucher schemes available in the UK
- Opens 24th September
- Closes 24th October

Innovation Vouchers

BiomedicalCatalyst

Supporting innovation in healthcare

MAY 2012



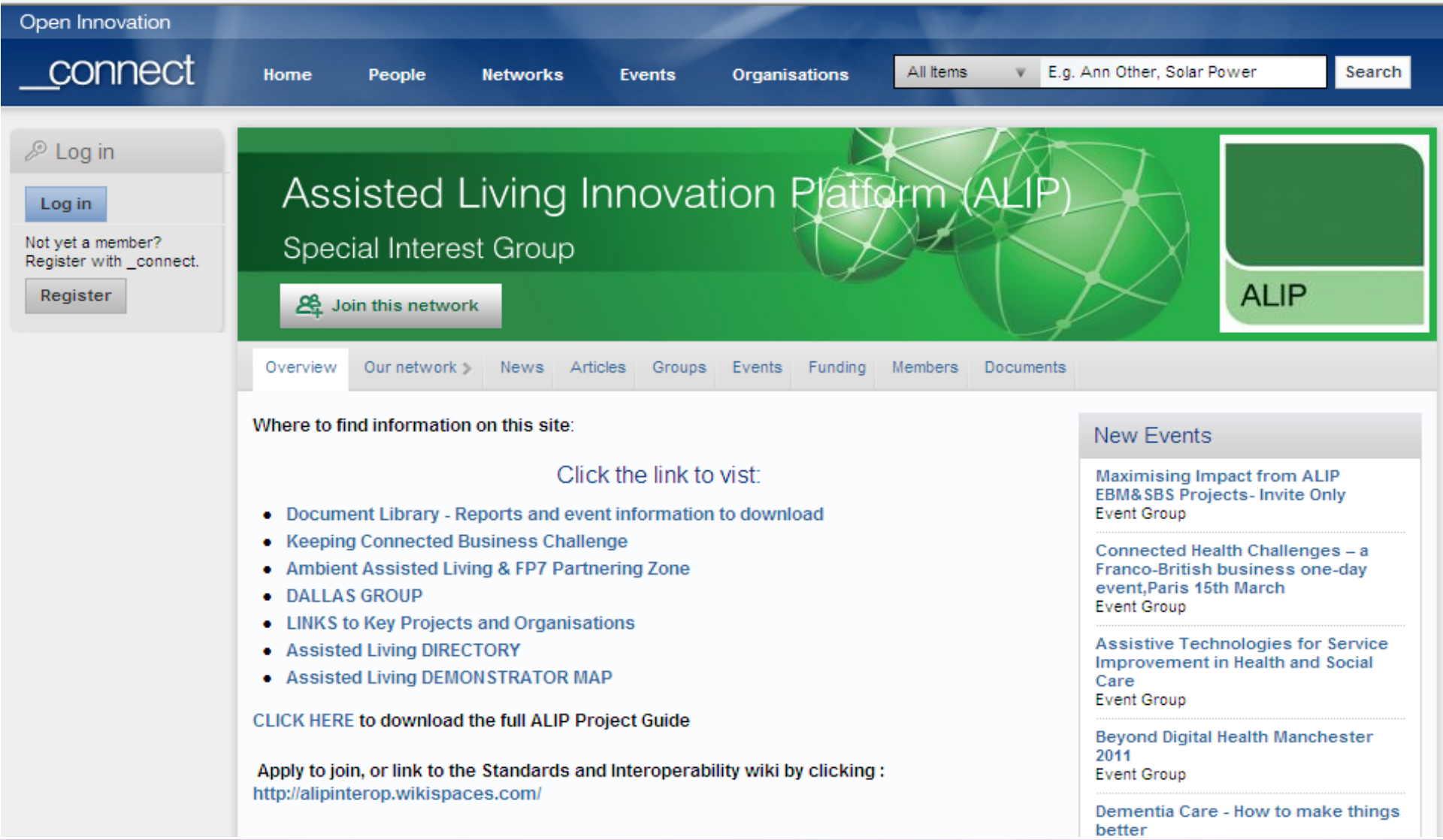
- 3 categories of grant for business-led applications:
  - Feasibility (up to 12mths; up to £150k; up to 75%)
  - Early-stage (up to 36mths; up to £2.4m; up to 75%)
  - Late-stage (up to 36mths; up to £2.4m; up to 50%)
  - www.innovateuk.org/content/competition/biomedical-catalyst.ashx
- 3 chances to apply in FY12/13: 28/06/12, 31/10/12, 28/02/13
  - Deadline for registration is one week before these dates

Smart

- 3 categories of grant for SMEs:

  - Proof of market (up to 9mths; up to £25k; up to 60%)
  - Proof of concept (up to 18mths; up to £100k; up to 60%)
  - Prototype development (up to 24mths; up to £250k; up to 35%/45%)
- www.innovateuk.org/content/competition/smart.ashx
- Always open but assessed in batches:
  - 2012 deadlines are: 31/05/12; 19/07/12; 27/09/12; 29/11/12
  - 2013 deadlines are: 24/01/13; 21/03/13

Stay _connected: http://bit.ly/tYfDmr



www.tomorrowtogether.org.uk

TomorrowTogether

From the Technology Strategy Board

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the Tomorrow Together campaign

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what is happening

Join
the conversation

Welcome to Tomorrow Together

Happy and healthy independent living in later life is a something that many people aspire to. This is your chance to join a national conversation that asks how we can all work together in the UK to imagine and then help create a better future.

Tomorrow Together is a place for you to discover the exciting things that are already happening to improve the lives of older adults and be inspired to share your opinions and expectations. We are encouraging comment from people of all ages, lifestyles and sectors. Add your voice by commenting on the Discover section, by messaging us on @TomorrowTogethr or by using the hashtag **#innovateforage.**

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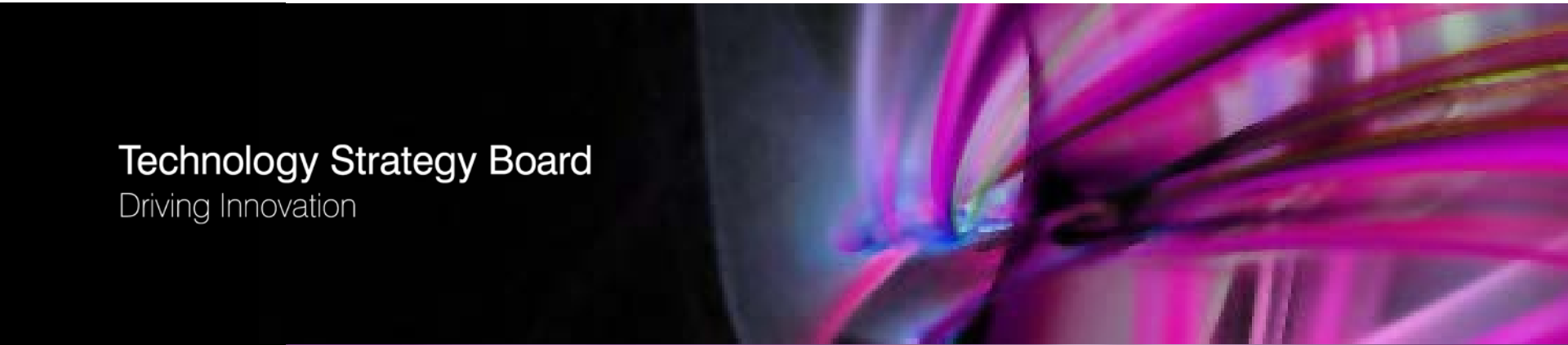
Successful delivery requires new:

- perspectives, skills and talents
- organisations, sectors, networks and wildcards
- creativity and enthusiasm
- excitement, intrigue and risk

dallas communities are:

- advancing towards interoperability
- improving lifestyles to promote health and wellbeing

www.innovateuk.org

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