

NATIONAL HIGHWAYS: NEW WAYS TO MANAGE ROAD HAZARDS

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CONNECTED PLACES CATAPULT

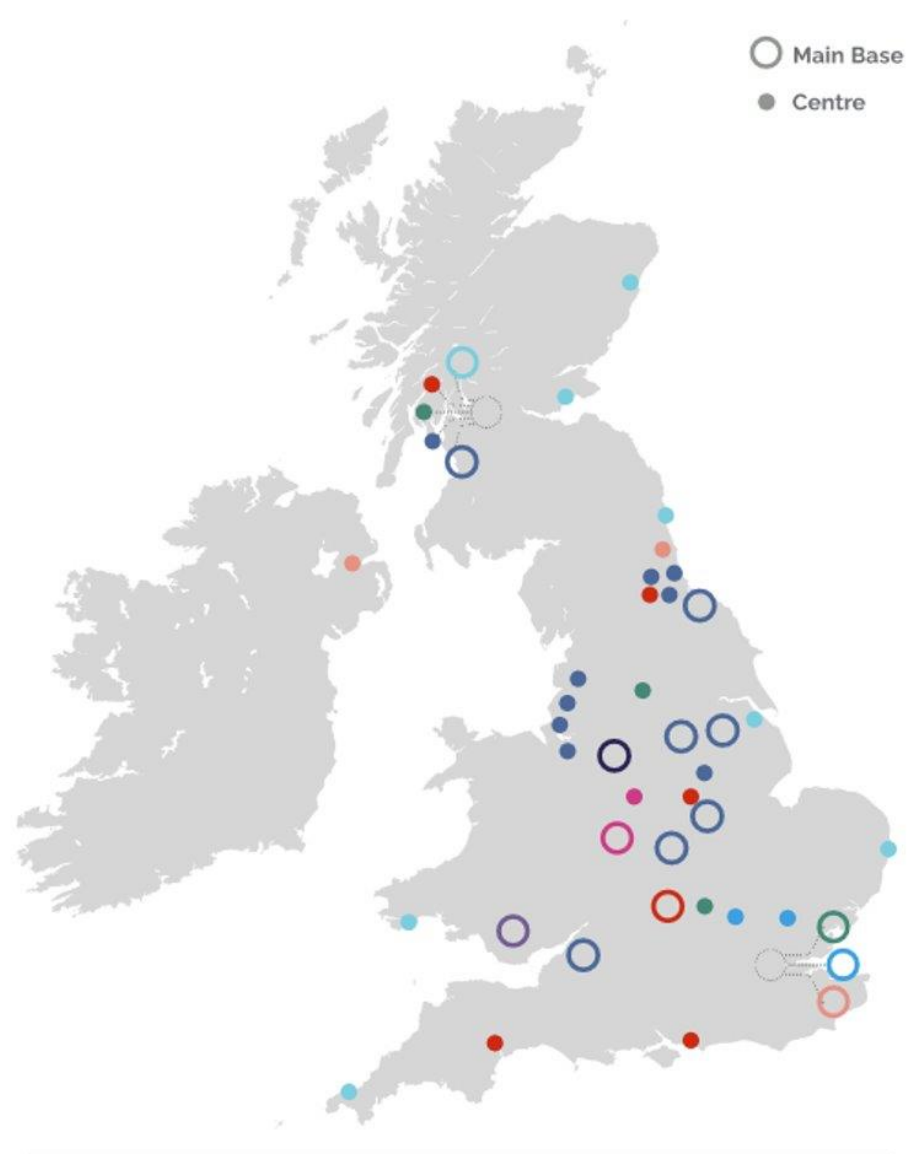


CONNECTED PLACES CATAPULT

The Catapult Network brings together nine leading technology and innovation centres spanning over 40 locations across the UK.

We are independent not-for-profit private organisations transforming the UK's capability for innovation in sectors of strength.

At Connected Places Catapult we bridge the gap between discovery and the market, so that innovation can be adopted and scaled in communities, towns, and cities across the country.



Cell and Gene Therapy
Connected Places
Compound Semiconductor Applications

Digital
Energy Systems
High Value Manufacturing

Medicines Discovery
Satellite Applications
Offshore Renewable Energy



**WE ARE THE UK'S INNOVATION
ACCELERATOR FOR TRANSPORT, THE
BUILT ENVIRONMENT AND LOCAL
GROWTH.**





HOW CONNECTED PLACES CATAPULT ADDS VALUE TO INNOVATION PROGRAMMES

Technical and Market Expertise

- Challenge discovery and mining
- Technology and market due diligence
- Technical support

4,500+ SME Network and Experience

- Scouting, scoping, recruiting
- Events
- Impact tracking

Neutral Convening Power

- Access to market actors
- Access to commercial partners
- Access to policy makers
- Access to funding opportunities



PROGRAMME STAGES



Programme Design



SME Scouting & Selection



Onboarding

Programme Live



Connect with stakeholders & domain experts



Unlock new opportunities & use-cases



'Proof-of-concept' trial projects & demonstrations



Bespoke mentorship & coaching



Funding & investment support



Networking events



Impact & Evaluation

BENEFITS TO TRIAL HOST / PARTNER



Being a trial host offers a range of benefits to the funding organisation



Identify your specific challenges



Select the SMEs that have solutions which address your challenges



De-risk innovating through dedicated trial with the selected SME



Cost effective approach to test technology



Access to Catapult's network of over 4,500 SMEs



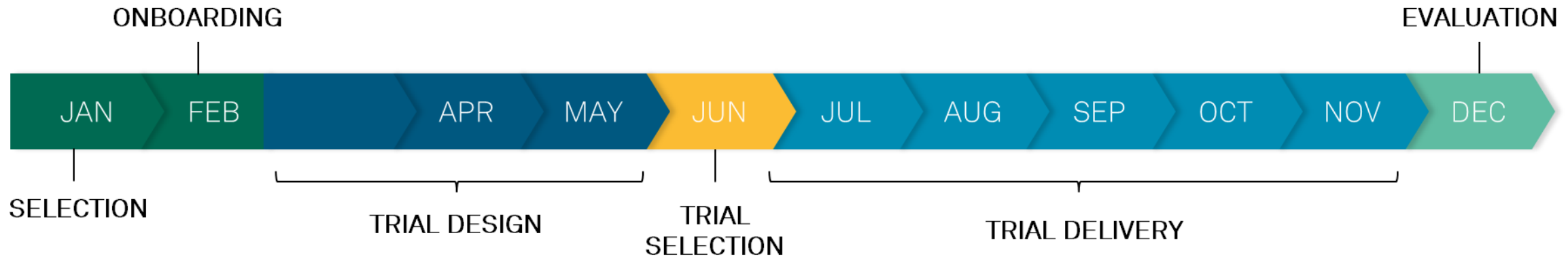
PR, marketing and events opportunities

THE COMPETITION

The programme is split into 2 phases to de-risk the trialling of innovations at National Highways. The SMEs co-designed their trials with National Highways and a Tier 1 organisation. Alongside this they received bespoke business support.



PROGRAMME OVERVIEW



THE CHALLENGES



We worked with Stakeholders and an Independent Consultant, to scope out 5 challenges.

This was achieved through interviews and desk-based research



Gathering data about hazards on roads



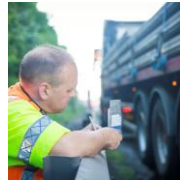
Streamlining hazard responses



Improving driver notification of hazards



Improving testing of hazard detection technology



Influencing drivers to reduce unsafe behaviour

THE COHORT



THE STAKEHOLDERS

We are working with 4 Tier 1 organisations to co-develop the trials



WELCOME DAY EVENT

We kicked-off the programme on March 7 with a Welcome event held at the Birmingham National Highways office



PROJECT TEAMS & ROLES

Each project team contains an SME, NH rep., Catapult technical lead and a Tier 1 organisation

SME

Leading the project team by:

- Designing a high-quality trial proposal.
- Arranging and leading project meetings.

National Highways

Ensuring the trial design has the highest chance of being selected by:

- Keeping it aligned to NH interests
- Bringing the SMEs together with the right stakeholders internally.
- Chasing and keeping momentum internally, championing the SME's interests.

Tier 1

Ensuring the trial design has the highest chance of being selected by:

- Identifying their role in the trial.
- Bringing the SMEs together with the right stakeholders internally.
- Chasing and keeping momentum internally, championing the SME's interests.

Catapult Technical Leads

Ensuring positive outcomes for SMEs, NH and Tier 1s by:

- Providing specific technical support to the SMEs.
- Supporting and building confidence in each stakeholder for designing a robust trial.

COMMERCIAL SUPPORT

We have assessed the commercial needs of each company and designed a tailored programme to support them

- Conducted **individual assessments** of each company's **commercial needs** in the accelerator
- Developed **customized support programs** tailored to **address identified needs**
- Support encompasses **strategy, investment readiness, communication, economic modelling, marketing, IP** and more



TRIAL SELECTION

The SMEs each submitted a trial proposal to be assessed by a panel of National Highways representatives. The programme had space for 5 trials to be delivered, but the quality was so high that a 6th SME was awarded a place in Phase 2.



TRIAL PROPOSAL

The Catapult worked with National Highways to design a proposal template that covered all aspects of trial design

Overview

- Company
- Solution
- Trial
- Success
- Team

Business Case

- Problem definition
- Proposed solution
- Expected impact
- Procurement considerations

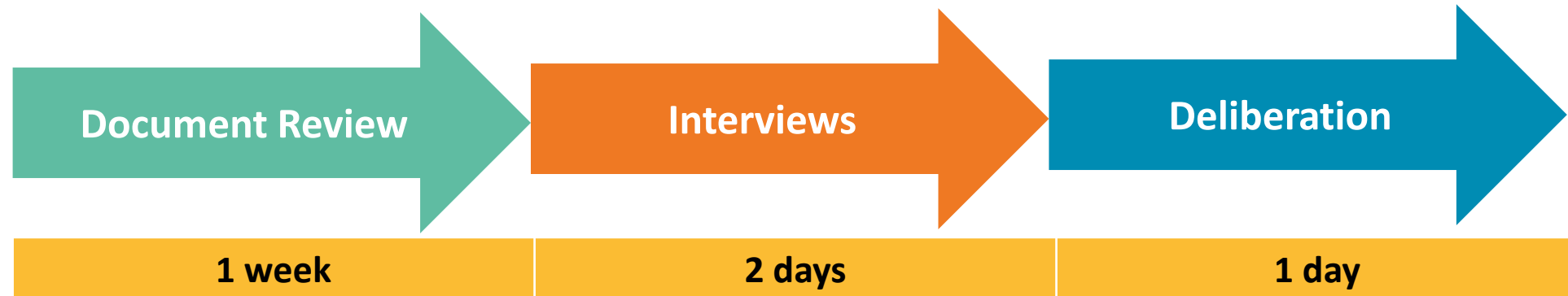
Trial Plan

- Trial summary
- Timeline
- Risk mitigation

Finances

- Project costs (with table)

TRIAL SELECTION



THE TRIAL COHORT



The cohort have completed delivery and the team are now exploring roadmaps to business-as-usual.

THANK YOU

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