Invitation to Tender: non-financial support for the Longitude Prize on Dementia

Challenge Works, delivery partner for the Longitude Prize on Dementia

Deadline for submissions: Friday 7 June 2024 at 11:59pm BST (London, UK)

1. What are we commissioning?

We are commissioning organisations or a consortium of individual contractors to deliver non-financial support (NFS) services for the Longitude Prize on Dementia Finalist Award teams.

The successful bidder(s) should demonstrate passion for innovation, experience in accelerator/incubator activities and offer a creative approach to deliver social impact through harnessing the power of entrepreneurship. They will be able to conduct needs assessment of innovator teams, provide bespoke support and have access to a broad range of experts. Experience with an international cohort is also important.

This invitation to tender (ITT) is for work over a 15-month period from September 2024 to November 2025.

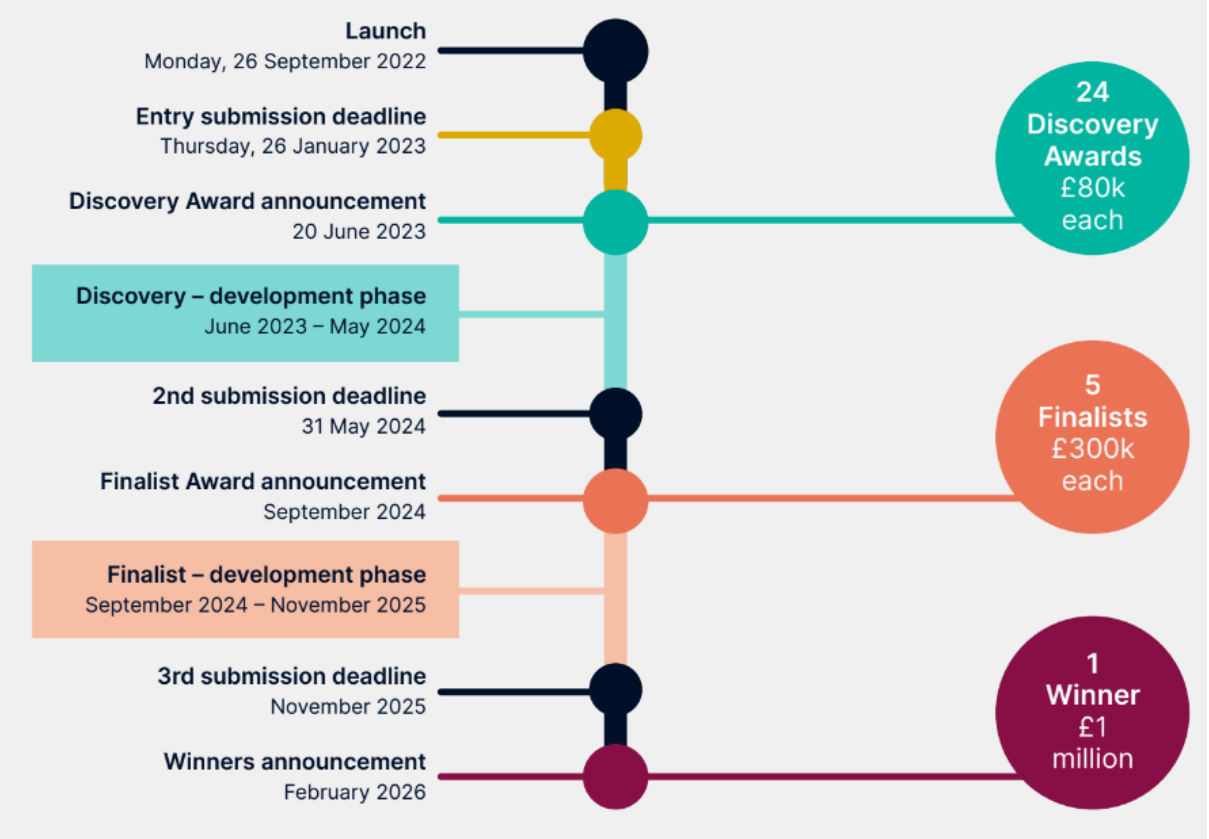
2. Background to the Longitude Prize on Dementia

The Longitude Prize on Dementia is a £4.42 million challenge prize to drive the creation of personalised, technology-based tools that are co-created with people living with early stages of dementia, helping them live independent and more fulfilled lives for longer. £3.42 million will be awarded to the most promising solutions:

- 24 Discovery Award teams (£80,000 each).
- **5 finalists (£300,000 each) – focus of this tender.**
- and £1 million awarded to the overall winning solution in February 2026.

The Prize is funded by Innovate UK (IUK) and the Alzheimer's Society (AS), and delivered by Challenge Works. The Prize launched on 26 September 2022. It is governed by a Programme Board (including IUK and AS Directors), an international expert judging panel (10 members) and the Lived Experience Advisory Panel (LEAP).

Figure 1. Key dates for the Longitude Prize on Dementia



The cohort

What has already happened:

In June 2023, Challenge Works announced 24 teams to progress to the Discovery Awards — receiving £80,000 each and entering a 12-month development support stage. You can view the Discovery Award teams on our website and in Appendix 2. Appendix 3 details the NFS programme delivered during the Discovery Phase between June 2023 and May 2024.

The international discovery award cohort are from the following countries: UK and Isle of Man (15), USA (3), Canada (2), Australia (1), Colombia (1), Portugal (1) and UAE (1).

At the end of the Discovery Phase, the 24 Discovery Award teams are invited to submit to become one of the five finalists. Teams will be expected to have developed their solution to a prototype level, with a technology whose core features are usable independently by the target population. Solutions will need to have been tested with a spectrum of real users at different stages of progression (at early-mid stages of dementia), to demonstrate initial evidence of adaptability.

What will happen next – focus of this tender:

In August 2024, following the judging process, five finalists will be selected to enter the next stage of the prize programme. The five finalist teams will be announced in September 2024.

Challenge Works is currently developing the NFS that will be provided in the Finalist Phase, running from September 2024 to November 2025.

In November 2025, the five finalists will be invited to submit a final application to be selected to be the overall winner and be awarded £1 million. The prize judging criteria can be found in Figure 2.

Figure 2. Longitude Prize on Dementia judging criteria. Table published in the Innovator Handbook (page 10) in September 2022.

C1. Breakthrough innovation that helps people live independently for longer	C3. High standards of technical excellence
Innovation: Demonstrates significant advances in technology or the use of technology, and design for people living with dementia. **Insight**: Demonstrates, through meaningful engagement and co-design, that the application objectives show insight into the needs and desires of people with dementia. **Impact**: Demonstrates potential to deliver transformative impact in one or more of the issues that compromise the continued independence for people living with dementia.	**Technological feasibility**: There is a strong evidence base demonstrating the suitability and reliability of the technologies underlying the solution. **Interoperability**: Where appropriate, the solution provides open data, interoperability and/or application programming interfaces (APIs), as well as compatibility with different hardware, to help integrate it with other tools and services that users and their carers may use and mitigate against obsolescence.
C2. Adapting to user needs to deliver tailored support, contributing to wellbeing and quality of life	**C4. Credible path to sustainability and scale**
Adaptability: Learns from and adapts to the individual and changing needs of a person with dementia, compensating for their condition as it progresses. **Safety, security and data ethics**: Goes beyond basic data security standards to reassure users and communicate transparently about how data is used and stored, and minimises bias in the data and models used and produced. **Usability and user experience**: Solution is easy and enjoyable to use and effective for a broad user-base of people with dementia, having been tested with different demographics and backgrounds to reduce bias, as well as people at different stages of the disease. It should interact with them in a way that is ethical and takes into consideration users' vulnerability.	**Market potential and affordability**: There is a clearly demonstrated route to market (in their chosen market), with consideration given to how their entry will be scaled and made financially accessible to a broad cross-section of people living with dementia, whatever their circumstances. **Team capabilities**: The team has the capabilities, skills and experience required to deliver the proposed technology, service and business model.

3. Scope of work

We are commissioning a supplier (either an organisation or a consortium) to deliver NFS services to five finalist innovator teams between September 2024 and November 2025.

At the end of the Finalist Phase, the five finalists will be expected to have a working model whose full features can be intuitively activated and used by the target population. The technology should have been tested on a wide population sample, including stress testing with extreme user behaviour, and should have a demonstrated ability to adapt to a change in circumstances. They will also be expected to have a business plan with a clearly demonstrated route to market.

With this in mind, the NFS services should provide capacity building support to help consolidate plans for developing technical solutions (further details in the Core NFS and solution development section).

This ITT covers work running from September 2024 to November 2025.

Objectives:

- To provide a bespoke/tailored/personalised/1-on-1 support package to five international innovator teams to progress in the Finalist Phase of the prize programme.
- To deliver support in a manner that is equitable to all five finalist innovator teams.
- To support the development and refinement of solutions in line with the challenge statement and judging criteria (but the supplier should not be developing the technology themselves).
- To leverage your existing expert networks in order to support the development of solutions.
- To support high-quality final submissions meeting the judging criteria at the last judging stage of the prize in November 2025 to decide on the overall winner.
- To work in collaboration with existing partners and stakeholders, including Challenge Works, Alzheimer's Society and the London School of Economics , to deliver the support programme.

NFS detailed scope:

Below is an indicative plan for the NFS. Please note that this outline is subject to change and adaptation. Based on your own experience and expertise, please adapt the plan accordingly in your written pitch. Further adjustments may also be made to tailor the support offered once the five finalists have been selected in August 2024 and their specific needs are understood.

For example, some innovator teams may be more problem-led in their focus and will have experience in the field of dementia but may lack technical expertise, while other teams may be technology-driven and will require support with dementia-related expertise. The support package should provide tailored support according to innovators' needs.

Core NFS and solution development

The supplier's key role is to deliver the core NFS and solution development during the Finalist Phase of the Longitude Prize on Dementia.

Outputs may include:

- **Access to end-users.** This is a key, and common, barrier the finalists will continue to face when co-creating and developing their solutions with people living with dementia. Innovators are to be connected with specified end users (people living with dementia and carers) to further test and iterate their prototype.

- **Providing access to mentors and experts for technical and design support**. Expertise should be available across all areas relevant to the Challenge, including dementia care, co-creation, healthcare and assistive technology. Support may be provided in a variety of formats, both one-to-one and one-to-many.

- **Business development and commercialisation support.** Innovators should be supported to understand both the dementia care sector and viable routes to market by specialists in business modelling and commercialisation. The commercialisation support should help innovators to build a compelling business case. Support may be provided in a variety of formats.

- **Investment readiness support and engagement for long-term sustainability.** Finalists to work with impact investment specialists to analyse investment plans and feedback on pitches. Support opportunities for networking with potential investors through dedicated activities e.g. round table events.
  To ensure the long-term financial feasibility of the solutions, Challenge Works will recruit investors to an Investor Advisory Panel and create contact opportunities for the finalists so that they can build direct relationships with investors to better understand what Investors are looking for and what to consider when developing their business model.

- **Regulatory and procurement support.** The regulatory and public sector procurement space is particularly complex in this field, especially considering solutions may operate outside the UK. Supplier to ensure finalists can access experts to cover regulation and procurement support in order for them to develop viable sustainable business models and ensure the innovators are taking the correct regulation and procurement route.

- **Technology and data support.** Specialist and personalised technical support to finalists to further develop their technology. Please see in Appendix 3 the support provided and themes covered in the Discovery Phase.

To note:

- The London School of Economics , supported by Challenge Works and Alzheimer's Society will conduct an independent academic study to examine the effects of the finalist technologies on the lives of people living with dementia from September 2024 in the Finalist Phase. This study will also provide our five finalists with feedback to modify and improve their designs. The data will feed into the winner submission in November 2025.
- Challenge Works has partnered with Amazon Web Services to provide 1:1 Amazon Web Service (AWS) consultant support and cloud credits for the finalists developing their solutions with AWS cloud.
- Challenge Works has contracted with Seven Communications to provide communications and marketing support for the finalists to build a brand and communications strategy to raise the profile of finalists and give them the best chance of scale and sustainability.
- There may be other partners supporting teams.
- During the Finalist Phase, the innovator teams will also receive financial support (£300,000 each), administered by Challenge Works.

Specific NFS activities for supplier to consider

- Needs analysis:
    - Review innovator documentation and conduct a need analysis interview with the five finalists to understand their needs in the next development phase and build on the Challenge Works' analysis of teams.
    - Design package of support with Challenge Works based on these insights.

- Attendance and delivery of sessions at in-person events with finalists e.g. finalist welcome workshop.

- Format of support and resources:
    - Mentoring - innovators should be provided with a dedicated mentor who is a main point of contact that they can discuss questions with.
    - Tailored 1:1 sessions - to provide access to an expert network and leverage network and associates to create responsive sessions that meet the needs of the innovator.
    - Group masterclasses and workshops - masterclasses and workshops with experts.

- Creating and facilitating networking and collaboration opportunities for innovators, for example through direct introductions or facilitated networking events with potential partners, industry experts, and mentors.
- Use of physical space and venue for events.
- The specific resources offered will be based on the needs assessment of the finalists.

4. Working with Challenge Works

The successful provider(s) will:

- lead the development of the NFS strategy and delivery, with oversight from Challenge Works
- deliver support/resources using a variety of different formats, including but not limited to: virtual workshops, 1:1 sessions and expert webinars
- leverage their existing networks
- allow for a degree of flexibility to provide responsive support to potential needs identified as the supplier engages further with the finalists. Further needs might arise as the teams progress with user testing and through the support
- adhere to all of Challenge Works' reporting requirements
- attend regular meetings with the Challenge Works team to ensure they have necessary visibility over NFS activities.

To support the chosen supplier, Challenge Works will:

- work closely with the supplier to review and sign-off on the NFS work package, ensuring this meets the needs of our client and innovators
- ensure relevant on-boarding of the successful supplier will take place as soon as possible post-contracting in order to facilitate efficient commencement of work
- have regular meetings to monitor the progress of the NFS
- sign-off all NFS deliverables
- provide a dedicated 'information hub' webpage for the innovators including document sharing and access to experts.

5. Required expertise

The successful provider should have:

- relevant domain expertise
    - A track record of delivering packages of support to early stage tech ventures.
- communication and management skills
    - Experience managing international programmes with multiple work streams.
- desirable knowledge and experience, which includes:
    - a demonstrable grasp of what is happening around technological innovation in assistive tech and dementia
    - associated societal and market opportunities and challenges.

6. Indicative budget

- The budget for the engagement is up to **£336,000 GBP (inc. VAT)**. Please note, this is this total budget for the entire NFS package in the Finalist Phase for 15 months and could be allocated across the selected organisation/s. Partnerships are welcome.
- The proposed budget should be itemised and detail the costs for design, development and implementation of the services and should demonstrate value for money.
- Payments will be released in stages alongside agreed milestones, providing these have been met.
- The final milestones shall be clearly documented in any contract entered into as a result of this scope, and in accordance with its terms and conditions.

7. Indicative procurement timetable

DATE	ACTIVITY
Monday 13 May 2024	Tender issued on Nesta website
Wednesday 29 May 2024	Bidders confirm via email they plan to respond to the tender and submit any additional questions to clarify the brief.
Friday 7 June 2024	Bidders to submit written responses to the tender
Wednesday 26 June 2024	Shortlisted bidders invited to interview on the basis of their written responses

8-10 July 2024	Interviews conducted, which will be reviewed and evaluated against the selection criteria (Section 10)
18 July 2024	Programme board approval
19 July 2024	Inform successful bidder
22 July-2 August 2024	Contracting period with successful bidder
w/c 12 August 20234	Initial planning with Challenge Works team and needs analysis with innovator teams commences

8. How to respond

The ITT is in three phases:

1. Organisations or individuals heading up a consortium are requested to confirm that they will respond to the call for proposal by emailing Longitude Prize on Dementia (longitudeprize.dementia@challengeworks.org) in accordance with all the instructions and terms and conditions set out within the enclosed documentation by **Wednesday 29 May 2024 at 11:59pm BST (London, UK).**

2. Written responses, outlining your approach should be sent to the above contact by **Friday 7 June 2024 at 11:59pm BST (London, UK).** Please keep proposals under eight A4 pages. Budget, biographies of team members and links to other information will not be counted within the six page maximum.

We request applications to be in English.

a. Credentials and case studies (relevant experience of providing similar services and targeting similar audiences, providing up to three specific examples.)
b. Initial response to the brief, outlining your creative approach to delivery.
c. Costing breakdown as outlined in the budget section.

3. Based on written submissions, a selection of bidders will be invited to interview.

10. Selection criteria

Proposals will be evaluated against the selection criteria listed below.

Selection and Award criteria	Weighting
1. Capability of organisation and qualifications of proposed individuals (staff and subcontract personnel)	**30%**
Please explain whether all the resources are in-house or outsourced. If outsourced, please outline how you propose to deliver the services and who will be leading this. Please provide the names and contact information for three of your clients who could be contacted for references of your organisation's/group's capabilities, process and relationship.	
2. Credibility, creativity and proposal approach	**40%**
Plan of proposed activities. Please describe how you would approach this project and how you would work with Challenge Works to ensure success in delivering non-financial support for technology and data. Creative examples of the tactics you would propose to ensure that success is achieved. What do you see as the possible challenges to delivering the work and how can you mitigate them? How do you propose to measure and evaluate meaningful reach and the success of the activities?	
3. Value for money	**20%**
Please provide an itemised breakdown of your proposed fees and pricing structure, including a breakdown of how the budget would be split across fees and implementation. Where do you expect to see resources aligned with activity? Please also indicate which team member will lead on specific aspects of the work and breakdown the rate per individual/level.	
4. Contract management arrangements (process for ensuring on-time delivery with exceptional high quality, while demonstrating cost efficiencies and flexibility of proposals to adapt to changing needs):	**10%**
Please outline your approach to project management, planning and execution of this role and your reporting plans/arrangements describing how you will work with Nesta as a contractor.	

Appendix 1: Terms and Conditions

This appendix provides the terms and conditions which will govern your submission of a proposal to Nesta. You are required to read this appendix carefully together with the ITT brief (including all its annexes) before submitting a proposal. By submitting a proposal, you accept these terms and conditions and you agree to abide by them. If you do not agree to these terms and conditions please do not submit a proposal.

1. **Submitting a proposal**

1.1 By submitting a proposal you confirm that:

1.1.1 You have no actual or potential conflict of interest with Nesta (including Nesta's Trustees, officers or employees). If at any time during the ITT process you discover an actual or potential conflict of interest, please inform Nesta promptly;

1.1.2 You have legal capacity to submit a proposal in response to this ITT and are acting lawfully, ethically and in good faith in your dealings with Nesta;

1.1.3 You have sufficient time, skill, experience and resources to carry out the services to the highest professional standards expected of a competent supplier of services identical or similar and are able to obtain all necessary rights, licences, consents, waivers, approvals, permissions, permits, certificates and insurances necessary to provide the services to Nesta;

1.1.4 Your tender will remain open for acceptance for a period of 90 days. A tender valid for a shorter period may be rejected;

1.1.5 All information contained in your proposal is true, accurate and not misleading; and

1.1.6 Nesta may share your proposal with any third party as Nesta in its absolute discretion deems necessary for the purpose of evaluation.

2. Compliance

2.1 Nesta reserves the right to reject or disqualify your tender where:

2.1.1 You fail to comply with the requirements of this ITT (including but not limited to these terms and conditions), your tender is incomplete, or you are guilty of a serious misrepresentation in supplying information in response to this ITT;

2.1.2 Your tender is received after the deadline set out in this ITT. Nesta will not consider any requests for an extension of the time or date fixed for the submission of responses;

2.1.3 There is a change in your identity, control, financial standing or any other factor impacting on the selection and/or evaluation of your tender;

2.1.4 You are or become insolvent or have a petition issued against you;

2.1.5 You do not have the economic and financial standing and/or the technical and professional ability to carry out the services;

2.1.6 You are suspected either directly or indirectly of behaving in a collusive, canvassing, or anti-competitive manner or you offer or accept an inducement or reward in order to gain a commercial, contractual, regulatory or personal advantage; and/or

2.1.7 You (or if you are a commercial entity, a director or person who has the power of control or power to make representations or decisions on your behalf) have committed any offence relating to conspiracy, corruption, bribery, fraud, money laundering or any other criminal offence related to your course of business or profession.

2.2 Nesta reserves the right in its absolute discretion to:

2.2.1 Refuse any tender submitted;

2.2.2 Disqualify any potential tenderer who has been convicted of any of the offences listed at Regulation 23(1) of the Public Contracts Regulations 2006;

2.2.3 Extend the time or date for fixed submission. In such circumstances Nesta will endeavour to notify all tenderers of any change;

2.2.4 Amend any aspect of this ITT (including but not limited to the evaluation criteria and the timeline) or cease the process at any time;

2.2.5 Negotiate the award of additional services which are a repetition of the services advertised in this Invitation to Tender to the successful bidder;

2.2.6 Limit the number of proposals invited to participate in any follow-up activity (for example, interviews) or to dispense with any follow-up altogether. Meetings will take place virtually or in London at our offices (subject to Covid restrictions and HM Government guidance); and/or

2.2.7 Require that you clarify your tender in writing and/or provide additional information and/or adequate references to Nesta's satisfaction. A failure to respond adequately may result in you not being selected.

3. Tenderer Responsibilities

3.1 You shall be responsible for all of your own costs, expenses and losses which may be incurred in relation to the preparation of your tender, attendance at interviews, site visits or similar.

3.2 You shall at all times treat the contents of Nesta documentation as confidential, as well as any information regarding Nesta (or any third party) imparted to you by any other means, and only disclose such information as may be necessary for the preparation of a compliant response. At Nesta's request you shall return or destroy all documents, other materials, working papers relating to this ITT and all copies thereof including all electronic copies. When completed you shall confirm such to Nesta in writing.

3.3 You shall not before the date and time specified within the ITT documentation disclose to any person the amount of your proposal except where the disclosure in confidence is necessary to obtain insurance premiums or guarantees required as part of any proposal to Nesta.

3.4 Any contract entered into as a result of this ITT will be on Nesta's standard terms and conditions (copy available on request).

4. Intellectual Property

4.1 All intellectual property rights in this ITT and all materials provided by Nesta or any third party acting on its behalf shall remain the property of Nesta.

4.2 Any intellectual property arising out of the provision of the services shall belong absolutely and exclusively to Nesta.

5. Warnings/disclaimers

5.1 Nothing contained in this ITT or any other communication made in respect of it between Nesta or its representatives and any party will constitute an agreement, contract or representation between Nesta and any other party. For the avoidance of doubt, receipt by you of this ITT

does not imply the existence of a contract or commitment by or with Nesta (or any third party) for any purpose.

5.2 The information contained in this ITT does not purport to contain all the information which you may require. While Nesta has taken all reasonable steps to ensure, as at the date of this ITT that the facts contained in it are true and accurate in all material respects, Nesta does not make any representation or warranty as to the accuracy or completeness or otherwise of this ITT.

5.3 Nesta accepts no liability to you whatsoever and however arising and whether resulting from the use of this ITT, or any omissions from or deficiencies in it.

6. Waiver

Failure or neglect by Nesta to enforce at any time any of the provisions of these terms and conditions shall not be construed nor shall it be deemed to be, a waiver of our respective rights hereunder, nor in any way affect the validity of the whole or any part of this agreement, nor prejudice our respective rights to take subsequent action.

7. Jurisdiction

This ITT shall be governed by and interpreted in accordance with the laws of England and Wales and subject to the exclusive jurisdiction of the English courts.

Appendix 2: Discovery Award cohort (June 2023-May 2024)

- **A.D.A,** Sheffield Hallam University (UK). A.D.A. is a wearable personalised aid that tracks daily movements, providing digital feedback to help prevent falls.
- **AI Interaction Advisor,** Amicus Brain Innovations (USA). An interactive voice and text-assistive device that can help with 'broken speech' and online communication, promoting digital inclusion for people living with dementia.
- **AI-based digital health system**, KITE - Toronto Rehabilitation Institute (Canada). A preventative AI-based digital health system that can detect and respond to risky behaviour, limiting the chance of injuries for those living with dementia.
- **AIDE (AI for Dementia Empowerment and Engagement)**, MiiCare (UK). This virtual voice companion offers digital interventions such as a medicine sensor (confirming when and which medicine has been taken) to support general health.
- **AI-enabled personalised digital reminiscence platform**, Memory Lane Games (Isle of Man). This AI game-like software promotes positive social experiences that can help delay decline in brain function.
- **AUTONOMOUS**, Associação Fraunhofer Portugal Research (Portugal). An AI-system that can be integrated into existing technologies such as smart watches to offer communication assistance for people living with dementia and prolong independent living at home.
- **Biodynamic lighting/sensing**, Skyjoy Ltd. (UK). Biodynamic lighting simulates the sun's daily cycle, easing sundowning symptoms (restlessness, agitation, irritability or confusion that can worsen as daylight fades) and improving general wellbeing.
- **CLEAR AI**, Ulster University (UK). A digital platform that monitors daily routines, collecting data to identify triggers of agitation and then respond with interventions to mitigate these.
- **CrossSense**, Animorph Co-operative (UK). A wearable augmented reality cognitive aid that combines sensory inputs (such as sound and sight) to help slow memory decline and improve recall.
- **CUE-D**, Northumbria University (UK) with University of Toronto (Canada). A machine learning and artificial intelligence device that flags when someone has lost track of a task through behavioural and physiological indicators, then provides the relevant cues to get them back on track.
- **DAWN**, Circadian Lighting Ltd, (UK). A replacement lightbulb that uses AI learning patterns to detect deteriorations in behaviour. The bulb also provides optional reminders to help with daily activities, lessening caregivers' workload and helping people living with dementia maintain independence.
- **DementiaConnect**, Cardiff Metropolitan University (UK). A mobile app-based solution that creates personalised digital interventions to help alleviate

sundowning symptoms (restlessness, agitation, irritability or confusion that can worsen as daylight fades).

- **eargym**, eargym (UK). A hearing monitor for people living with dementia to help them retain their physical health and independence for longer.
- **Early detection changes in the symptoms of dementia for effective interventions for sundowning,** Social Care Institute for Excellence (UK). Home based technology that monitors a person's daily routine, to spot early signs of sundowning and provide insights to support interventions.
- **Gerty**, Supersense Technologies Ltd (UK). A 4G-enabled digital hub placed in the home of a person living with dementia, enabling them to connect with caregivers and family, and maintain their independence for longer.
- **iMAGIC**, Khalifa University (United Arab Emirates). iMAGIC smart glasses offer various assistive features that include facial recognition, reminders and alerts, zooming in and out to facilitate navigation, phone calls to loved ones and vital sign monitoring to assist people living with dementia in their everyday life.
- **LiveFree**, University of Edinburgh (UK). A sensor system that monitors everyday routines, providing interventions and suggestions to help guide people living with dementia in their daily activity.
- **LUC101**, LUCID Inc (Canada). LUC101 is a system that offers personalised music sessions designed to ease anxiety and agitation for people living with dementia.
- **MarrAssist**, Olive AI Limited (UK). A personalised AI-powered avatar (icon representing a particular person, based on a loved one) that provides reminders and prompts to help promote independence.
- **MemoryAId**, The MARCS Institute, Western Sydney University (Australia). A tailored, multi-component home assistant that helps with daily activities through reminders and prompts for people living with dementia.
- **PORTA D**, La Guapa Media (Colombia). An immersive, virtual-reality experience that simulates therapeutic and familiar environments with breathing techniques, easing anxiety and agitation experienced by people living with dementia.
- **Simon Care Management**, Simon Care Management Corporation (USA). A personal, AI-based mobile app that uses geo-tracking to learn the specific needs of a person living with dementia and offer relevant 'nudges' to support daily activities, including reminding individuals of a PIN when the app detects they are at the bank.
- **The Dorothy Community**, Care City CIC, (UK). A digital "yellow brick road" app that offers directions via colourful arrows and pathways on the screen, helping people living with dementia navigate their area independently.
- **Theora 360**, Clairvoyant Networks, Inc (USA). Theora 360 is a remote monitoring system that uses sensors to provide insight into behaviour around falls to help when caregivers are not present, ensuring safety and independence.

Appendix 3: Non-financial support delivered in the Discovery Phase

Below summarises the NFS programme that has been delivered between June 2023 and May 2024 for the Discovery Phase. The majority of activities were conducted virtually to ensure the international cohort (24 teams) could access the information and support equally.

Access to users
During the discovery phase innovators were connected with an international cohort of dementia organisations (Alzheimer's Society, Centre for Aging and Brain Health Innovation (CABHI, and Dementia Australia), to receive direct access to people living with Dementia and their carers. Online focus groups were run in-person and virtually.

Discovery events	
Onboarding & Communications Workshop	This workshop consisted of an overview of who we are and the timeline of the prize, as well as an in-depth guide into how to create messaging, branding and social media campaigns for your work.
Co-creation Workshop	This workshop, run alongside the Royal College of Art, provided an introduction to co-design and a discussion about how co-design could be applied within the dementia setting.
Social connectedness and technology features	Centre for Aging + Brain Health Innovation (CABHI)'s Senior Advisory Panel hosted a webinar for the Longitude Prize on Dementia cohort to find out more about social connectedness and how to consider functions/features in their solutions that directly or indirectly reduce isolation/increase connection. The webinar included a discussion on the importance of social connection, the impact of social isolation, and an introduction to the social connectedness checklist as a tool to inform innovators.
Events continued below:	

Innovate with data responsibly	Data and AI is driving the next wave of digital transformation helping organisations reimagine their customer experiences and driving operational efficiencies. Data privacy and security is becoming a tough challenge for data-driven organisations today. In this session, AWS covered how data is helping organisations innovate and reimagine their business. The session explored the key data security and governance related challenges large organisations face as they undergo data-driven transformation journeys. They also shared best practice, guidance to get people, process and technology right to combat these threats and adopt more responsible practices.
GenAI in Health and Social Care, hosted by Microsoft	Microsoft showcased their various programs designed to support and empower tech start-ups. They discussed how they can help partners build solutions, go-to-market and co-sell with Microsoft, plus consider how organisations are using GenAI in health and social care.
Go-to market strategies panel event	Different perspectives on go-to-market strategies in the health-tech industry.
Panel discussion on product development and co-design in health-tech	Key learnings from health tech entrepreneurs on product development and co-design.
Masterclass: Go-to market strategies	• Master go-to-market essentials for health tech success. • Learn how to navigate regulations for seamless market integration. • Find out how to leverage tech and analytics for effective market penetration. • Start measuring success, and iterating strategies based on feedback for accelerated growth.
Workshop: How To Get Free Scale-Up Support from SAP and EY, via the TRANSFORM Support Hub	Live demo and Q&A with partners at the TRANSFORM Support Hub — an online portal where Discovery Teams can connect (for free) with skills-based volunteers from major corporations like SAP and EY, new corporate sales opportunities, and even courses and templates related to internal operations.

Data and technology support
Social Tech Trust worked with Challenge Works to support all teams with their unique data and tech challenges. Through a combination of 1:1 mentoring, expert masterclasses and workshops, Social Tech Trust worked to understand innovator tech and data needs and assisted them in refining your solutions to help you maximise being part of the Longitude Prize on Dementia cohort in the Discovery Phase. Four tech specialist associates were available for each team to book 1:1 specialist support (focused on each team's particular data and tech needs). This support was provided in addition to general tech and data support from other experts.

Dementia expert pool
Teams could select and book 1-to-1 sessions with external experts on a range of topics relevant to their development. Expertise included frontline dementia care, co-design, healthcare design, business development and commercialisation, AI specialists, entrepreneurs in assistive technology, data science and marketing.

External events (in-person and online)
● Healthy Ageing Conference, Innovate UK, London, UK ● Longitude Prize on Dementia showcase, Alzheimer's Society Fundraising event, London, UK ● Alzheimer's Disease International (ADI) 36th Global Conference, Krakow, Poland