Success Stories

DEMAND Hub is an ERDF-supported programme, hosted at the University of Birmingham, for the Black Country, Greater Birmingham and Solihull, Coventry and Warwickshire, and Stoke-On-Trent and Staffordshire LEP regions.

The programme has the overarching aim of helping companies in the healthcare sector and wider supply chain to innovate and get to market faster, cheaper and with less risk. To help deliver on that aim, the DEMAND Hub project provides the following support:

1. Strategic planning for healthcare product development
2. Validation and commercialisation
3. Technician and Lab support
4. Clinical Studies and Trials guidance

InnovationFactory
Turn your great ideas into a product

Challenge

Clinical trials: early idea testing to target future development and determine regulatory pathways. As a small and relatively new business, existing expertise was not sufficient to successfully guide the project through these potential pitfalls.

Investment and company growth: finding appropriate test models for investors and understanding the investment field.

Solution

Innovation Factory Limited including University Hospitals of North Midlands NHS Trust (UHNM) are collaborating to test and validate first of a kind solution called the SnoRelief algorithm in order to map patient care pathways: the support allows the team to refine the offering, its value and intended purpose. Medical device regulation: providing expert knowledge on regulatory frameworks and mapping out the pathway to successful approval.

Introductions and investment support: brokering discussions with valuable links outside the university to build initial prototypes and receiving guidance on preparing for, and raising, future investment.

Innovation Factory Ltd have developed an application called 'SnoRelief'. Snorelief can be downloaded on the patient's Smartphone and can be used in the patient's own home without needing to wear sensors or attend hospital. This has the potential to give a more accurate reflection of the patient's sleep whilst being in their home environment.

"Working with the University has provided us a great level of knowledge about the health and safety requirements and how to attract the NHS and investors"

Anwar Almojarkesh
CEO & Founder, Innovation Factory Ltd

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