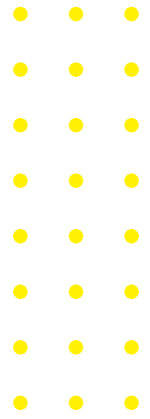


Category One – Greentech



Product, solutions
and tech that enable
a sustainable future.

- Green tech is a term that describes the use of technology and science to create products that are more environmentally friendly.
- Technology to help grow the green economy, help reduce carbon emissions and mitigate climate change.
- Green tech concentrates on sustainable innovation which factors in short-term and long-term environmental effects.

Examples of green tech include the technology infrastructure used in waste management, to purify water, to create clean energy and conserve natural resources.

Example of past Invent applicants:

- **Concrete Jungle** – bioreceptive façade panels for outside buildings
- **Senenergy** – worlds 1st Nanocomposite solar panel to deliver affordable solar heating
- **Quell by Ajeas** – a totally new concept in flood protection
- **Zero Waste Bio Tech** – converting food waste to fuel

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Category Two – Health and Wellbeing

(Including Health Tech and Life Sciences)

Improving the quality of life through pushing the boundaries in **life sciences**, **med tech** and **health promotion**.

- This includes precision medicine, diagnostics, e-health and data analytics.
- Health technology is the application of organised knowledge and skills in the form of devices, medicines, vaccines, procedures, and systems developed to solve a health problem and improve quality of lives.
- There is a growing market for new products and technology in health promotion, disease prevention, mental wellbeing and health based food and nutrition.

Example of past Invent applicants:

- **Klas PDT Technology** – a peptide-based non-invasive therapy for metastatic melanoma, a type of skin cancer
- **Axial 3D** – make 3D printing accessible to the entire healthcare sector
- **Movetru** – a software application to help with physical rehabilitation
- **Take Ten** – a stress control training app

Category Three – Product

A **physical product** designed and fabricated to offer the consumer or business **a novel innovative solution**.

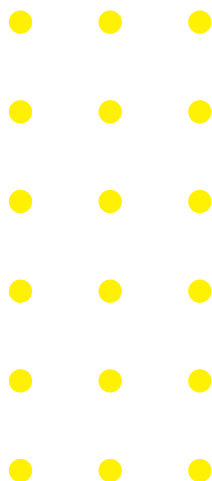
Any physical product that does not fall into the first two categories.

Physical products are merchandise, apparel, and other physical goods you can sell and ship to customers. Example areas of innovation (but not limited to):

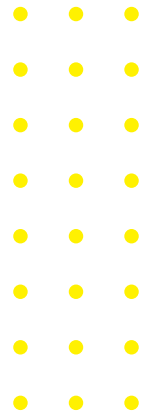
- Engineering products
- Agricultural products
- Electronic hardware
- Consumer products

Example of past Invent applicants:

- **Gray's Clip** – insulated cable clips for electrical wires
- **Hug** – a wraparound wearable heatpack
- **Edde by Iris** – an inflatable life saving device
- **Skunkworks** – innovative surf boards
- **Trussbuddy** – a tool to ensure a safer way to lay roof trusses
- **Signal Optimiser** – an electronic signal device that sits between an instrument and an amplifier, allowing 100% of the sound quality to be transferred
- **Blinky** – the all-weather buggy blanket



Category Four – Business Software



Computer software products or solutions used to satisfy the **needs of an organisation** rather than individual users.

- Software that helps a business to accomplish specific goals through the applied principles that the software supports.
- Software that is used for business purposes. This can be in the form of an application or platform.
- The customer could be businesses, schools, charities, governments etc.

Example areas of innovation (but not limited to)

- Fin tech
- Insuretech
- Analytics
- Big data
- Cyber security
- Education
- Ecommerce

Examples of past participants:

- **Obbi Solutions** – cloud-based software that automates key business functions
- **Importwise** – making importing goods easier
- **Workplus** – the easier way to find your perfect apprenticeship
- **Makematic** – bitesize professional learning for Schools
- **Uleska** - a product that automatically secures software as it is developed
- **Plotbox** – innovative cemetery and crematory software
- **Right Revenue** – forecasting and administering business analytics software for the hotel industry

Category Five – Consumer Software

Consumer software is a class of commercial software that is sold directly to end-users as opposed to businesses.

An innovative app or creative digital solution where the end user is an individual.

For example (but not limited to)

- Mobile apps
- Web apps / platforms
- Gaming software

Example of past Invent applicants:

- **Arcadia Report** – VR gaming experience
- **Farm TV** – Netflix for farmers
- **Scattr** – gamifies mobile marketing with a game of virtual pass the parcel
- **Keep in touch anytime** – an app that enables relatives to send voice messages, photos and videos to their elderly loved ones
- **Gofyt** – go find your personal trainer

