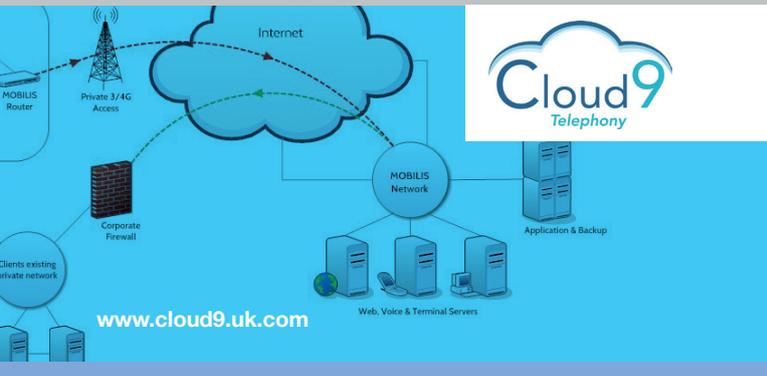


INNOVATION NETWORKS FUNDING HAS BEEN USED TO HELP A NUMBER OF COMPANIES WHO HAVE APPLIED RECENT DEVELOPMENTS IN INFORMATION AND COMMUNICATION TECHNOLOGY TO MAKE THEM USEFUL IN EVERYDAY WAYS

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Many industries throughout the world require short term secure mobile connectivity with both their corporate headquarters and public services. These include civil engineers, event organisers and emergency services. Traditional carrier lines are only installed on long lead times and often entail lengthy contracts which exceed the projects life cycle.

Connectivity options are currently available in the form of 3G dongles; however these are unsecure devices and will not fall in line with company standards for data security. In addition, it is difficult to control the usage of 3G dongles and they are extremely difficult to support due to their autonomous nature.

In order to overcome these issues, Cloud9 developed MOBILIS, a mobile 3G/4G router solution. The device, when installed, establishes a secure private link from the clients' site to Cloud9's data centre for onward routing to the clients' own private network (or direct connection if required).

Intelligent 'back-end' software routes traffic according to the client's wishes and constantly monitors the flow of traffic, aiding capacity planning and providing useful diagnostic information in the event of a problem occurring.

The device simply requires power, which can be supplied by a low cost UPS battery for a truly mobile solution. The device can be redeployed and hence can service another site following decommission from its previous location.

What Cloud9 lacked was the back office infrastructure to support their product which was where Innovation Networks was able to help. The £10,000 funding was used to equip a professional 'back-end' hardware server solution including a resilient and scalable data storage solution which satisfied the demands of corporate clients.

Cloud9 has secured contracts to support three of the UK's largest construction companies and a large automotive company. They are currently in talks with a major telecoms provider for rapid deployment of the solution for their customers as and when trouble arises.

Whisk was founded in June 2012 by Nick Holzherr and Craig Edmunds. In the final of the BBC Apprentice 2012 Nick pitched the idea to Lord Sugar for his investment. After not winning Lord Sugar's investment, private and institutional investors backed the company and additional funding, such as that provided by Innovation Networks, was sought.

Whisk.com is the only B2C branded tool of its kind. It is an online service that allows people browsing recipes to purchase all the ingredients needed for each dish from their favourite supermarkets. Whisk's technological benefit is that it breaks online unstructured recipe content (the content on most recipe websites) into structured data, allowing intelligent features to be added such as suggesting optimal quantities to be cooked.

Whisk "interprets" recipes, understands what type of ingredients the user would choose for that recipe and connects with online supermarkets to purchase the ingredients automatically. It is free to users and generates revenue by taking a percentage of the online grocery shopping processed.

A particularly innovative and unique feature of the website is that it is capable of suggesting uses for leftover food which has significant environmental benefits. It was the development of this aspect for which the Innovation Networks funding was used. This has given the company a unique selling point to offer it's potential clients.

The company launched it's first public-facing functionality in January 2013 on publisher websites via a java-script plugin. Since then they have continued to bring more partners on board increasing the central Birmingham based team of developers.

Nick Holzherr, CEO said **"the financial support from the Innovation Networks funding enabled us to develop the waste reduction feature which has provided us with some excellent PR opportunities"**.

To find out more about the Innovation Networks project, please visit our website at www.innovation-networks.co.uk or email innovation@cad.coventry.ac.uk



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