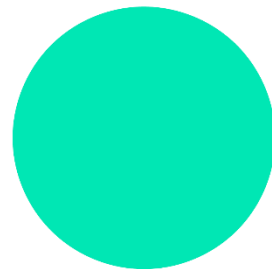


# Milton Keynes Accelerator

Application Support Webinar



# Speakers:



Andrea Perez Cipollitti  
Programme Manager



Ellie Gyaurova  
Programme Lead



Arnold Du Toit  
Founder and CEO



Brian Matthews  
Head of Transport Innovation



True Altitude



# Connected Places Catapult (CPC)

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.

The Connected Places Catapult is one of the nine centres, leading in fields such as Mobility, Built Environment, Critical Infrastructure, Health & Wellbeing, Public Places and Decision Making.



# Our Accelerator Programmes

To date, we will have delivered 13 cohorts across 7 programmes.

## SIMULATE Programme

Amey, Staffordshire Council and Keele University

1 x Cohort, 10 SMEs, TRL 6+  
Innovative testbed for live trials

## Advanced Construction Programme

1 x Cohort, 10 SMEs, TRL 6+  
Due to launch in Q3 2021

## High Speed 2 Programme

HS2, Bruntwood SciTech  
3 x Cohorts, 5 SMEs each, TRL6+

## Future of Air Mobility Programme

UKRI, CAA, Hyundai UAM, Heathrow Airport, AGS Airports, GKN, Cranfield University, Coventry University, Deloitte  
1 x Cohort, 11 SMEs, TRL 6+

## Smart Cities Demonstrator

Up Ventures, Media City (Peel Group) Salford Council and CBRE  
1 x Cohort, 6 SMEs

## MK:5G Programme

BT, Tech Mahindra, MK Council, City Fibre, Satellite Applications Catapult  
1 x Cohort, 10 SMEs, TRL 6+

## Intelligent Mobility Programme

Wayra, Hyundai, Amey and Telefonica  
5 x Cohorts, up to 10 SMEs each  
First intelligent Mobility Accelerator Programme in the UK

4  
Years

100+  
SMEs

950+  
Applications

# Milton Keynes Accelerator



The Milton Keynes (MK) Accelerator is a brand-new programme sponsored by Milton Keynes Council and powered by Connected Places Catapult, designed to support SMEs with innovative solutions which can improve connectivity and boost urban sustainability in the city.

CPC will be delivering the programme in partnership with True Altitude.

The Accelerator will be selecting 10 SMEs at TRL 6+ to join a 6-month programme.

Supported by:



True Altitude



# What's on the offering?



Trial opportunities in testbed facilities owned by the council and strategic partners



Bespoke business support



Investment readiness



Access to technical experts



Introductions to potential customers



Demo Day

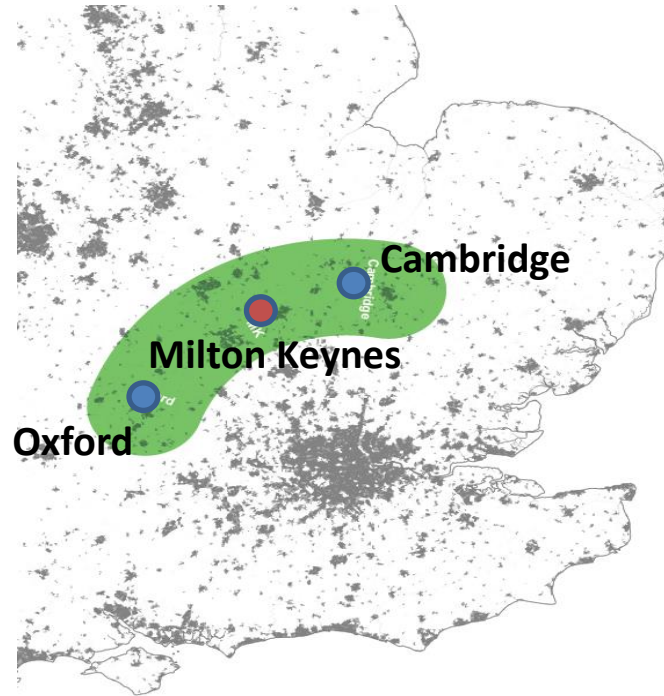
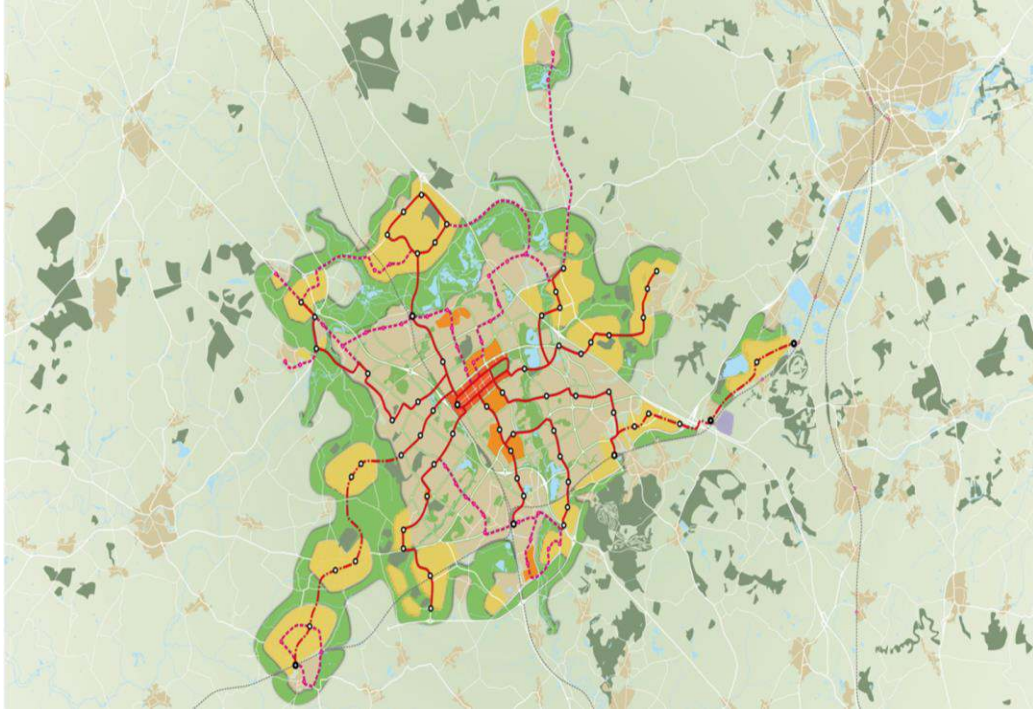
**Brian Matthews**

Head of Transport innovation  
Milton Keynes Council

# **Milton Keynes Accelerator**

## **MKC Introduction**

# Milton Keynes – Strategic Location



**Cambridge - Milton Keynes -  
Oxford Innovation Arc**  
*“UK’s Silicon Valley”*





# Urban laboratory and business collaboration



**Drones**



**City Standalone 5G**



**Driverless Shuttle**



**Driverless pods**



**Wireless Charging**



**Logistics - robot delivery service**



**Connected autonomous services**

# MK Council Ambitions and Support

## Recovery Plan

- Giving small businesses access to immediate subsidised support
- Funding a 'Wonder Lab' hub for tech entrepreneurs, and the MK Artificial Intelligence community
- Support new start-ups by running virtual events with the Pop-up Business School,
- Increasing the council's resources (team) supporting Economic Development

## Case Study

- **Delivery of a Standalone 5G network as testbed and developed a support package for developing business opportunities.**

# Project Background



True Altitude

Foundry  
europe



- Projects will deliver high-value employment/business growth opportunities and further strengthen our area's business strengths, creativity and skills capabilities to compete on a world stage.
- Focus on sustainable recovery for post covid and
- We are particularly looking for projects that will support a set of challenges

# Project Challenges

## **Challenge 1. Connecting Milton Keynes**

- Connected Mobility
- Infrastructure Resilience
- Interconnectivity

## **Challenge 2. Decarbonising Milton Keynes**

- Sustainable Mobility
- Decarbonising the Environment
- Green Data Economy

## **Challenge 3. Connected Community**

- Community Insights and Engagement
- Attracting Talent and Skillset Development
- Encouraging Green Employment

- *Initiatives which will deliver high-value employment/business growth opportunities and further strengthen our area's business strengths, creativity and skills capabilities to compete on a world stage.*
- *Focus on sustainable recovery and growth post covid*

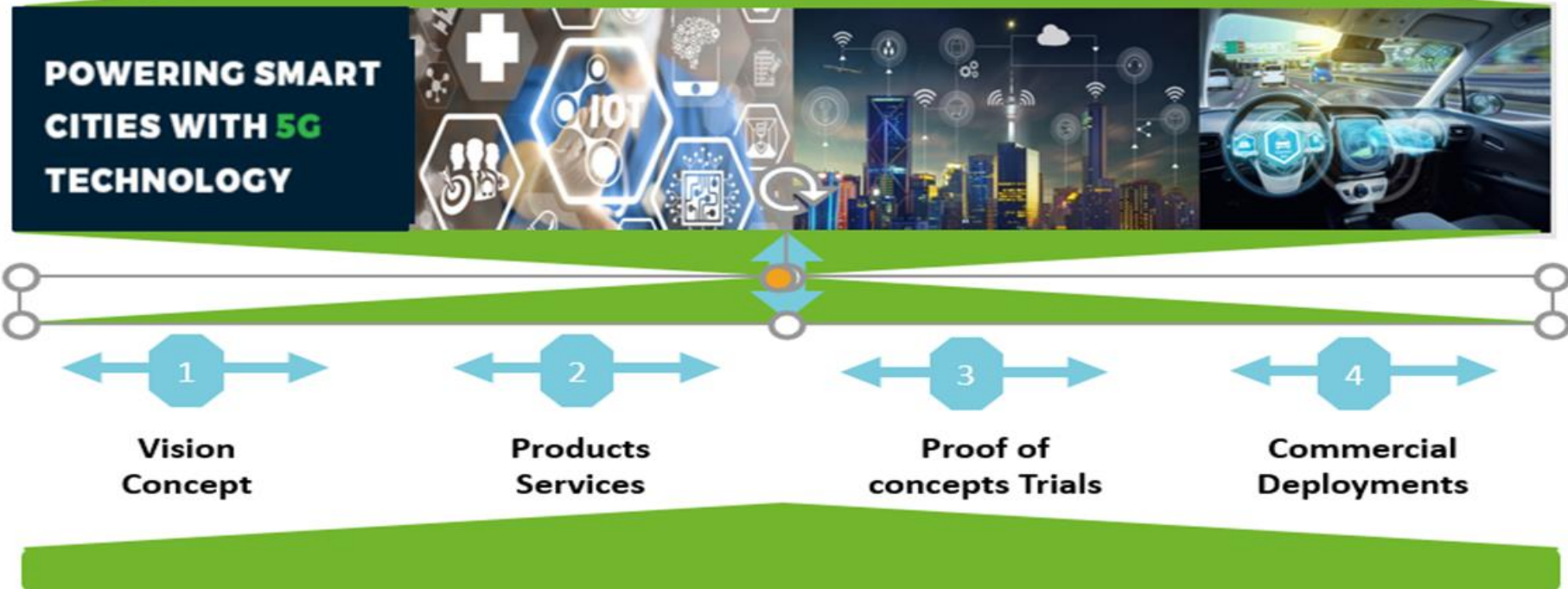
# Urban laboratory and business collaboration

**SEMLEP**  
South East Midlands  
Local Enterprise Partnership

**MK:5G**



Department for  
Digital, Culture  
Media & Sport



# Urban laboratory and business collaboration



# Project 'support'



Funded by the SEMLEP and the Local Growth Fund



# Introduction to True Altitude

True Altitude's mission is to provide fast-growing companies with versatile capital, to maximise shareholder value and minimise dilution

In a combination of individual investment, sourcing third party investment or broader asset management, True Altitude has raised debt and equity capital for many clients

To date, True Altitude has supported over **130** high growth entrepreneur-led companies to raise **\$625 million** in capital, and has invested directly into **41** portfolio companies at seed stage or above

The team are seasoned entrepreneurs and investors, from a diverse range of backgrounds with a long standing history of working with high growth companies in the tech space



# Details on our Offering

## Initial One-on-One Sessions & Mentor Assignment

One hour introductory sessions with all core members of the True Altitude advisory team.

Companies are paired with the best suited mentor based upon their criteria and preference.

Once paired, this mentor will be the company's confidant, and their point of reference for the duration of the programme.

## Bespoke Venture Builder

True Altitude will build out bespoke programmes for each SME, based upon their initial meetings using the appropriate work packages.

Work packages will only be deployed if they directly contribute to data, talent or revenue generation.

## One-on-One Sessions & Targeted Workshops

Building tailored programmes allows us to identify gaps and opportunities for impact.

Our internal resources are allocated into specialised workshops to achieve the desired programme outcome, tailored to the requirements of the programme partners and SMEs.

Each SME is set objectives and defined deliverables at each stage, and measurable outcomes are captured in our portal platform.

## Opportunity to Pitch to Industry Experts

Trial demo day is the first pitch with a warm panel of potential mentors and industry peers. This helps us to put together initial feedback.

Midway demo day allows companies to complete a practice pitch. This lets us assess progress and determine which areas to support.

Final demo day will allow companies to showcase their progress over the programme in front of potential investors.

# Programme Framework

Focus on three key areas to deliver measurable results for our clients:

## Data Capturing

Gathering of critical data up front to measure both hard commercial outcomes, as well as softer factors such as introductions made, programme attendance, and revenue growth pre/during/post programme

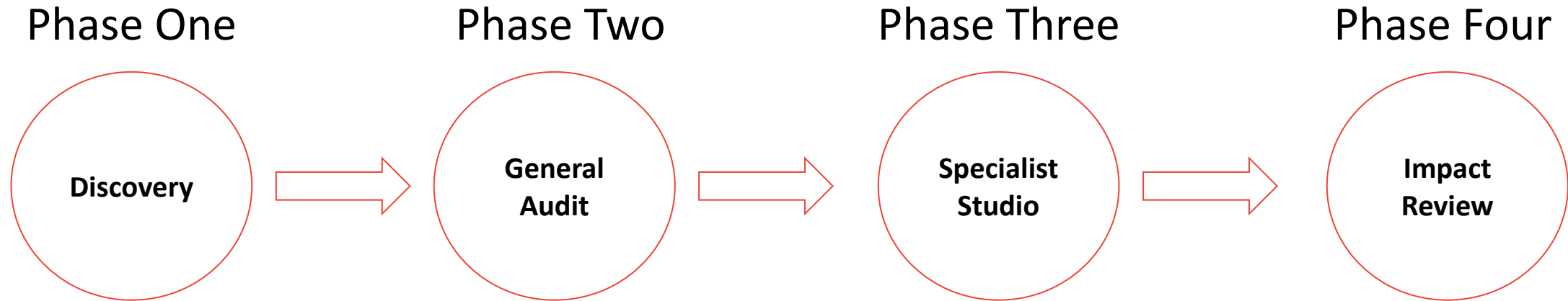
## Talent Structure

The right mentorship and training to enable your business to grow, both from internal and external talent perspectives, through a balanced mix of bespoke training, support, and relevant introductions

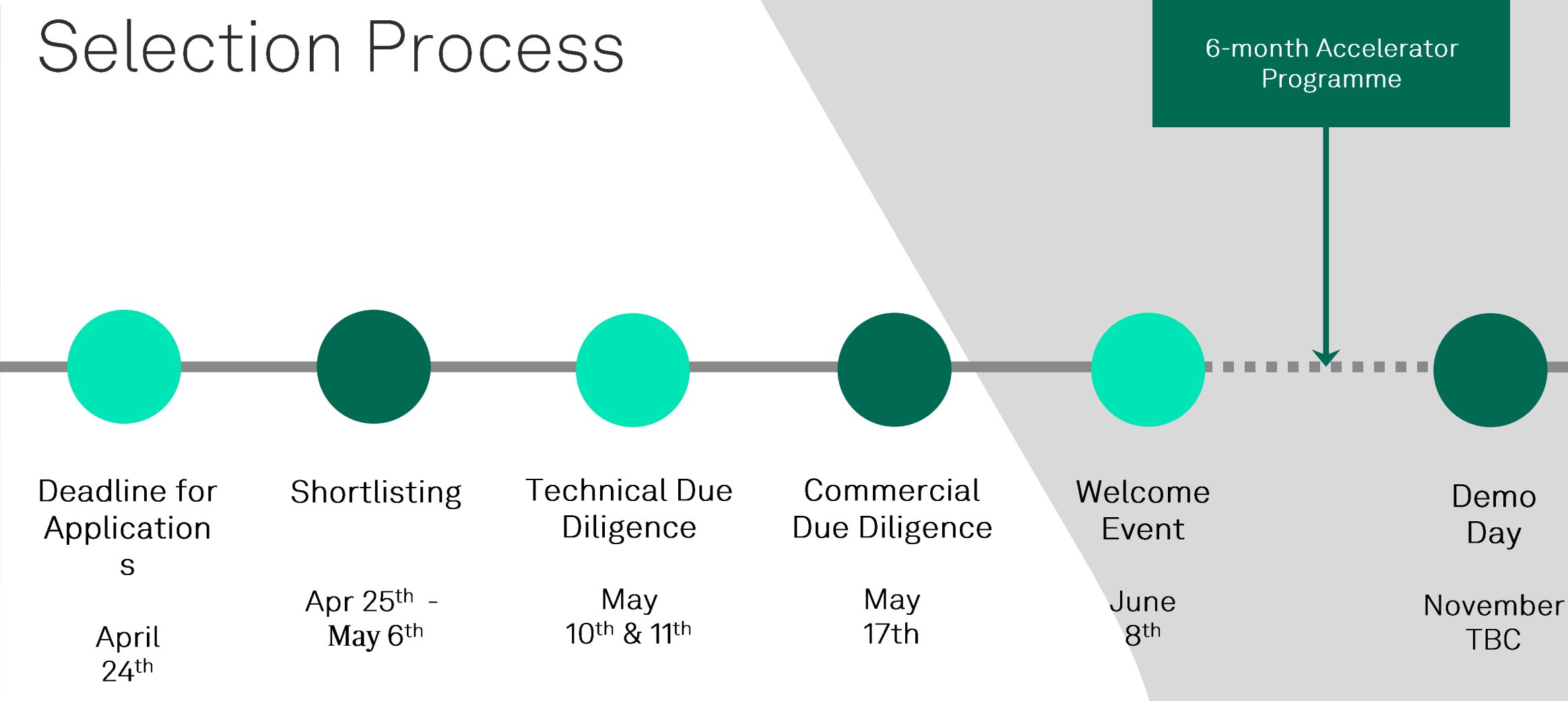
## Revenue Generation

Manage expectations about objectives, exit strategy and planned growth to achieve your bigger business goals

# The Slingshot Process



# Selection Process



# How to apply?

2 Steps: Create a platform profile + Submit the application form.

## Eligibility Criteria:

- Preferably TRL 6+
  - *Validated prototype with market traction.*
- Innovative solution that addresses one or more of the challenges.
- Interest to trial and work in the Milton Keynes Area.
- Commitment and willingness to engage with the programme.



## To Apply

Scan QR Code

Deadline:  
Sunday 24th April

# Scoring Criteria

SOLUTION	<ul style="list-style-type: none"><li>• Is their product innovative with clear USPs</li><li>• Has the SME developed their technology?</li></ul>	25%	
TRACTION	<ul style="list-style-type: none"><li>• Does the SME have market traction demonstrating a product market fit?</li><li>• Is the SME already working with clients?</li></ul>	25%	
TEAM	<ul style="list-style-type: none"><li>• Has the team demonstrated the needed experience and capability?</li></ul>	25%	
PROGRAMME	<ul style="list-style-type: none"><li>• Does the proposal align to the challenges of the programme?<ul style="list-style-type: none"><li>• Would the trial be feasible?</li></ul></li></ul>	25%	

# Q&A

## Key Contacts:

Andrea Perez Cipollitti – CPC Programme Manager  
[Andrea.pcipollitti@cp.catapult.org.uk](mailto:Andrea.pcipollitti@cp.catapult.org.uk)

Ellie Gyaurova – CPC Programme Lead  
[Ellie.Gyaurova@cp.catapult.org.uk](mailto:Ellie.Gyaurova@cp.catapult.org.uk)



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