

National Innovation  
Centre Ageing

voice

# Ageing Intelligence® Innovation for the second billion.

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Innovation Centre for Ageing

# About Us

## UK National Innovation Centre for Ageing (NICA)

NICA is a global organisation supported by an initial investment from UK Government to help co-innovate - together with citizens and private and public organisations - the products, services and experiences needed for healthy longevity and capitalise on economic growth opportunities.

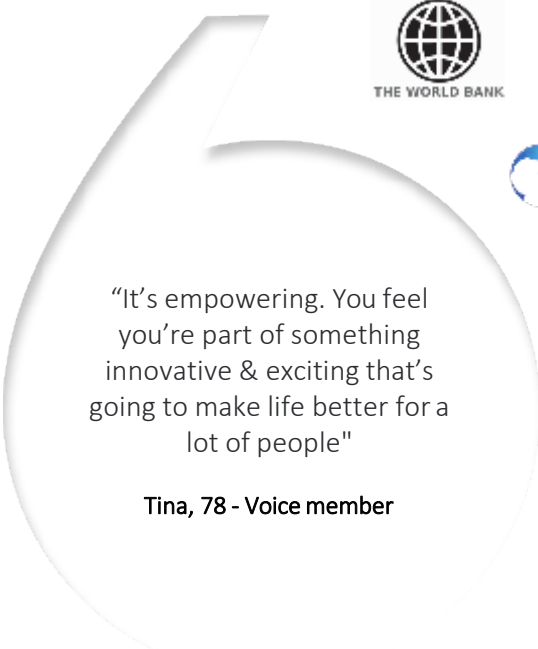
## Valuing our Intellectual Capital & Experience (Voice)

NICA's sister organisation - Voice - is a unique global citizen community and network.

Voice members contribute their immense experience, insights, knowledge, ideas - their individual and collective wisdom effectively harnessed to co-innovate and drive research and innovation for healthy ageing and longevity.

# Impact through *research & innovation*

Work with us to shape the future



"It's empowering. You feel you're part of something innovative & exciting that's going to make life better for a lot of people"

Tina, 78 - Voice member

Imperial College London

PIAGGIO FAST FORWARD™

P&G

Department for Business & Trade

THE WORLD BANK

Pfizer

THE UNIVERSITY of EDINBURGH

SymPhysis

DANONE ONE FLAVOUR. ONE HEALTH

UNIVERSITY OF LEEDS

PIAGGIO GROUP

UKRI UK Research and Innovation

JAGUAR LAND-ROVER

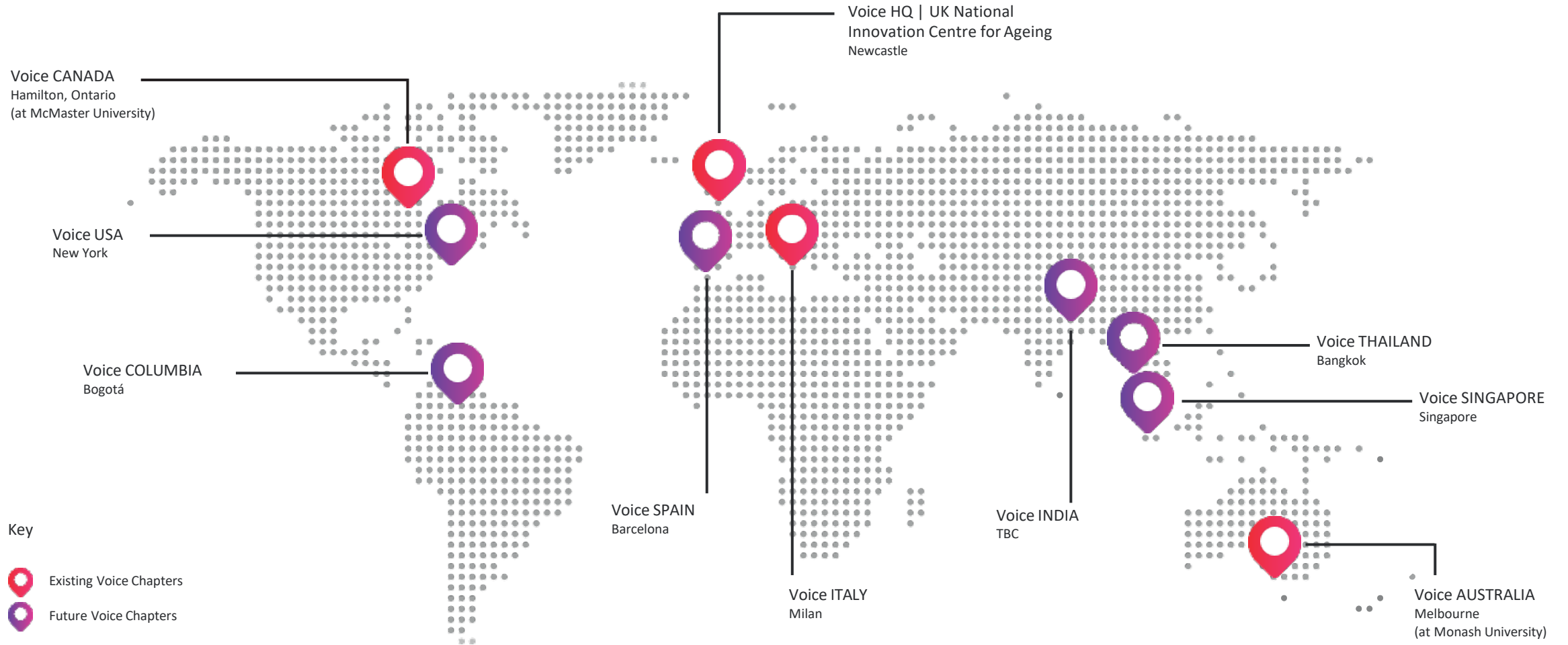
onHand

Chiesi

Newcastle City Council

amplifon

# Building a Global *Collaboration*





## Our *Mission*

### Adding intelligence to ageing and longevity

If there's one thing the world needs today, it's intelligence. However, whilst intelligence is necessary, it's not sufficient to solve the many complex issues affecting humanity.

At NICA, we combine valuable assets and knowledge across communities, cultures and circumstances, leveraging artificial intelligence and big data, with deliberation, ethics and technical ingenuity.

**We call this Ageing Intelligence®**

## Case Study

NICA + Voice are working with SymPhysis Medical to improve the treatment experience for people with late-stage cancers.

“As a result of working with Voice, the feedback we got both validated our design direction in terms of was it going to be as user friendly for our end patient population as we needed it to be? But also, feedback we got has resulted in us improving on the design as well”

**Tim Jones | Co-Founder & CEO**



## Case Study

NICA + Voice worked with OnHand to grow their corporate volunteering platform

*"Without NICA we simply would not be where we are today. From customer connections to investor introductions to in-depth impact studies, NICA have played a vital role in the critical moments of our business growth."*

**Sanjay Lobo, | Founder & CEO**

onHand














# Internet of Caring Things: *the missing cluster*

Internet of Caring Things overall potential industries

Automotive	Beauty and Personal Care	Built Environment	Consumer Electronics	Education
Gov. and Public Sector	Fashion and accessories	Financial Services	Food and Drinks	Pets
Media and Entertainment	Health and Well-being	Home and Garden	Household Care	Fitness
Retail	Mobile and Telecoms	Mobility	Non-profit and Social Cause	Platform and Systems
Leisure	Transport	Travel	Medical	Energy

Current internet of Caring Things industries

 <p><b>Mobility</b></p> <ul style="list-style-type: none"> <li>Nxsteps</li> </ul>	 <p><b>Financial Services</b></p> <ul style="list-style-type: none"> <li>Morrow Choice</li> </ul>	 <p><b>Transport</b></p> <ul style="list-style-type: none"> <li>Grid Smarter Cities</li> </ul>	 <p><b>Fitness</b></p> <ul style="list-style-type: none"> <li>Wobblefit Ltd.</li> </ul>	 <p><b>Pets/Animals</b></p> <ul style="list-style-type: none"> <li>Kinetexx</li> </ul>
 <p><b>Health &amp; Well-being</b></p> <ul style="list-style-type: none"> <li>Peggi</li> <li>Sensmart</li> <li>Protein Pod</li> <li>Viveca Biomed</li> <li>Txtrax</li> <li>Karantis360</li> <li>The Art of Winning</li> <li>Psych-Logical Ltd</li> </ul>	 <p><b>Home &amp; Garden</b></p> <ul style="list-style-type: none"> <li>Fyto</li> <li>Circadacare</li> <li>Robotic Ltd</li> <li>Idratek Ltd</li> <li>Crable Ltd</li> </ul>	 <p><b>Medical</b></p> <ul style="list-style-type: none"> <li>Rarecan</li> <li>Therapy Audit (Beetroot)</li> <li>Affotek</li> <li>Pulmiobiomed</li> </ul>	 <p><b>Platforms and Systems</b></p> <ul style="list-style-type: none"> <li>Seriös Group</li> <li>Box Model</li> </ul>	 <p><b>Consumer Electronics</b></p> <ul style="list-style-type: none"> <li>Cleva Europe Ltd</li> </ul>
				 <p><b>Energy</b></p> <ul style="list-style-type: none"> <li>Informatis</li> <li>SPG Ltd</li> </ul>

# UK- China Accelerator: *Supporting UK business*

Supporting 40 businesses through four cohorts – two with products for improved mobility and gait, two in adaptations to the urban environment

**9-week programme** delivered together with Oxford Innovation Advice and expert partners, delivering business support, mentoring, co-location and information on market entry to China

Each accelerator business can develop an opportunity for the citizen community to understand their potential consumers' attitudes and behaviours







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Thank you.