

## Playphysio CIC - Development Phase Summary - Stephen Lloyd Awards 2017

21 June 2017

The last few weeks at Playphysio have been packed with good progress on several key areas:

IP protection was the first support item on my wish list. I'm delighted to have met Mat Healy from BWP to discuss and define our trademarking strategy. Playphysio plans to license and mark mobile games as approved for use (with our hardware) with a registered trademark. This should allow us to build a trusted brand and a group of loyal users. Part of the initial funding from the Stephen Lloyd Awards awards will cover the cost of the trademark registration and search processes for UK.

Our hardware development has taken a significant step forward this month with the commissioning of our bespoke electronic circuit board. We may not have the actual board assembled with components and ready to 'show off' at Tuesdays event, but I'll certainly have photos!

The production phase of software development can continue, with funding from the awards. Our 'physiotherapy recognition algorithm' is the 'brain' of the electronic product. This electronic brain can sense and tell when the child is using their therapy device correctly - think of it as a 'fitbit' for a therapy device. This is a critical core component of our product. It is being designed to 'recognise' and work with a range of different therapy devices. If that doesn't make sense all will become clear at my presentation next week!

The team at Big Venture Challenge and Unltd have put me in contact with an ex exec from Johnson and Johnson, David Atkins. David has been advising and connecting me with a raft of experts in medical device regulation. I now have access and offer of pro bono support from global device regulation people in US, Canada and Cambridge. Although we're unlikely to get the entire approval process at no charge we should get best value for money when we need to engage paid consultant MHRA applications / services.

(MHRA - Medicine Healthcare Regulation Authority)

Also as a result of the Big Venture Challenge, we have also secured pro bono support from the comms team at Hogan Lovells to assist us in brand building and

*Playphysio C.I.C. Future Business Centre, Kings Hedges Road, Cambridge. CB4 2HY.*

*Reg.No.10593738*

*[info@playphysio](mailto:info@playphysio) 0797 247 9150 [www.playphysio](http://www.playphysio)*

communication. This workshop will be held in a couple of weeks time, and covers the third support request.

This month I completed a stage two (of four) strategy workshops with Bain and Company as part of their Social Venture Mentorship program. I'm being supported by a team of four 'Bainies' (great fun), thoroughly useful to be regularly challenged to view things from the strategic perspective, especially when distracted by so many day to day activities.

This week has been focussed upon getting our presentation materials ready for the final . I have several demo games under development this week and will be demonstrating them on tuesday.

After the finale, we are meeting the clinical team at Addenbrookes for more detailed planning around the clinical trial. I'm also engaging with a second mobile development company in order to get quotations for building our mobile software. This development work will be funded by the grant secured from unLtd which is due on 1<sup>st</sup> July.

If we are successful next week, grant money will be used to secure medical device regulation and certification of the product as CE marked, class 1 medical device. Successful medical device certification means that doctors and physiotherapists can prescribe or recommend and supply Playphysio to patients. Without this approval, it cannot be recommended and families would have to purchase the device.

I'm really looking forward to presenting at the final  event and hearing everyones feedback!

Kind Regards,

Will Jackson