

## Project details

### Application team

## PRECIOUS MD LTD

Organisation details

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|      |          |
|------|----------|
| Type | Business |
|------|----------|

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### Team members

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|           |              |       |
|-----------|--------------|-------|
| Full name | Phone number | Email |
|-----------|--------------|-------|

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|               |  |  |
|---------------|--|--|
| Fatemeh Ameri |  |  |
|---------------|--|--|

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## Application details

### Competition name

Innovate UK Smart Grants January 2021

### Application name

Decision support system for recommending EGFR-inhibiting drugs

### When do you wish to start your project?

1 November 2021

### Project duration in months

18 months

### Innovation area

## Research category

### Selected research category

Feasibility studies

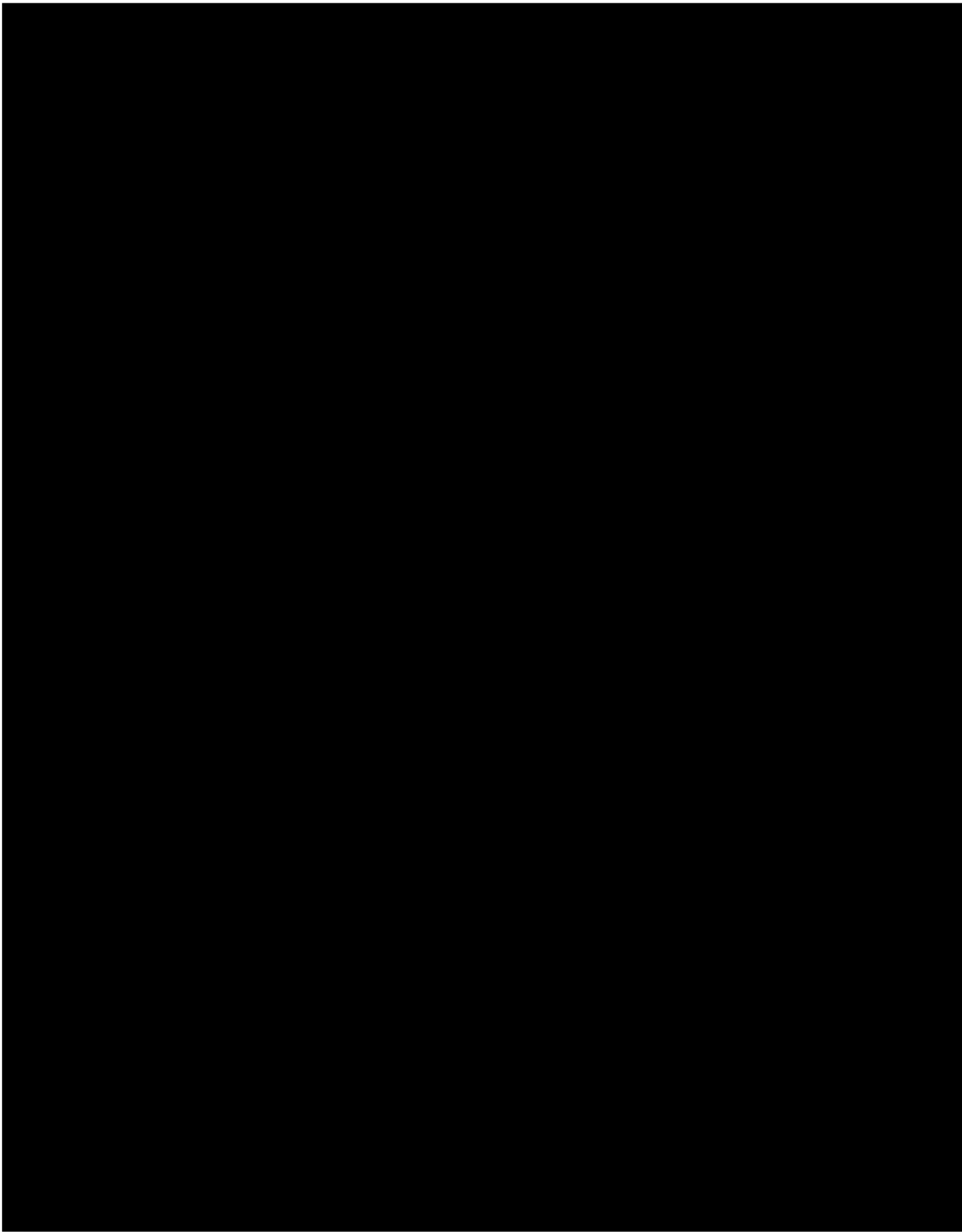
## Equality, diversity and inclusion

### Have you completed the EDI survey?

Yes

# Project summary

## Project summary



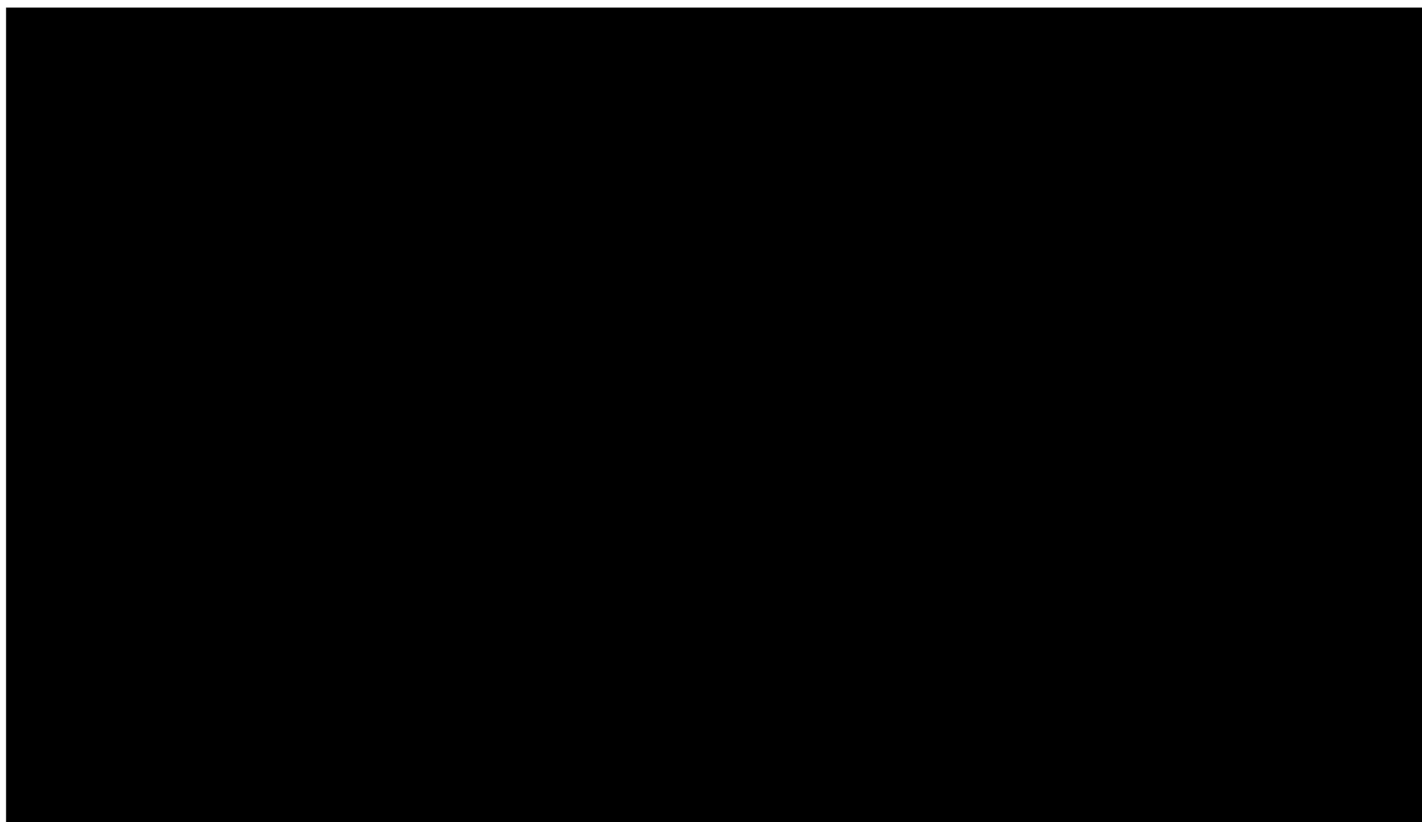
## Public description

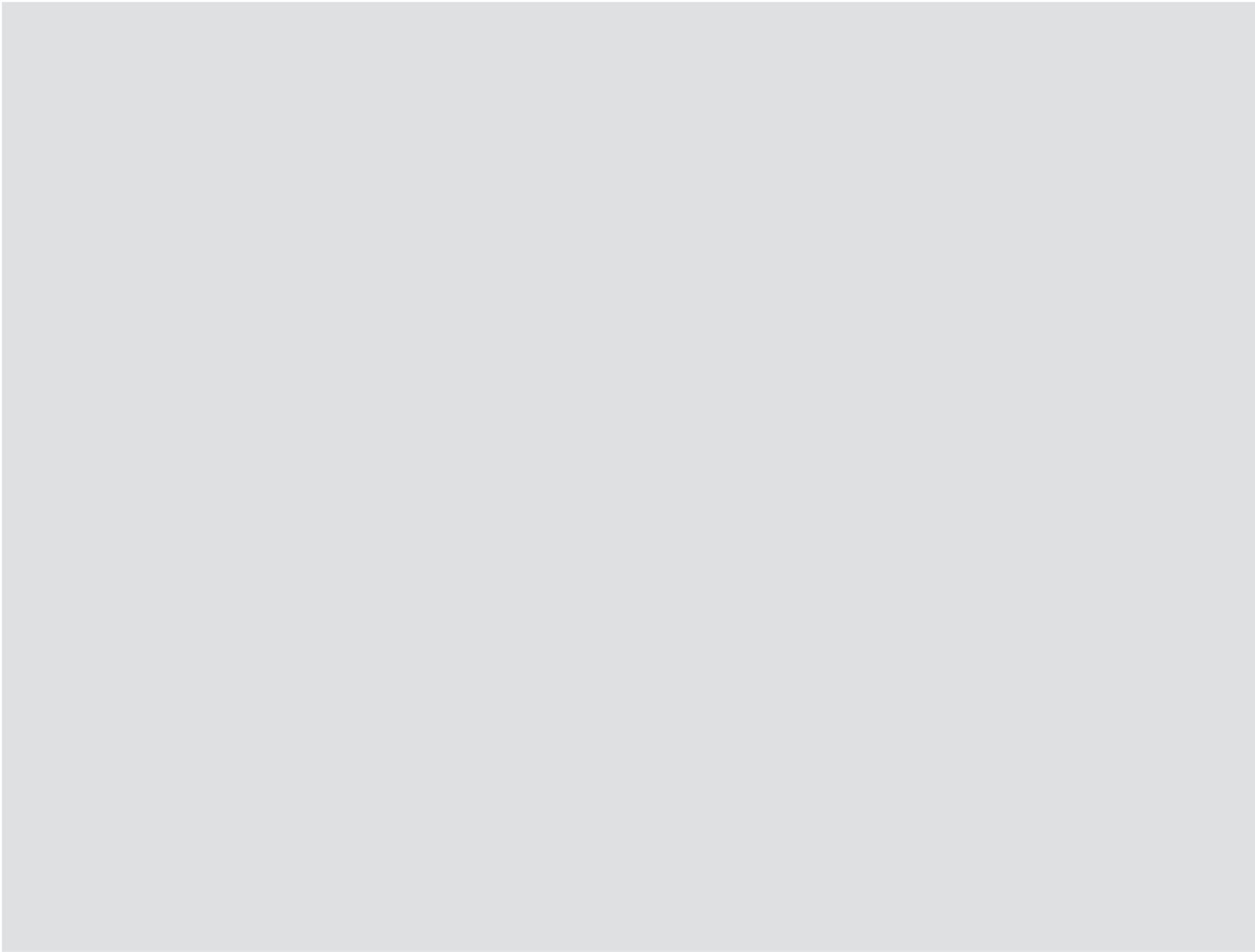
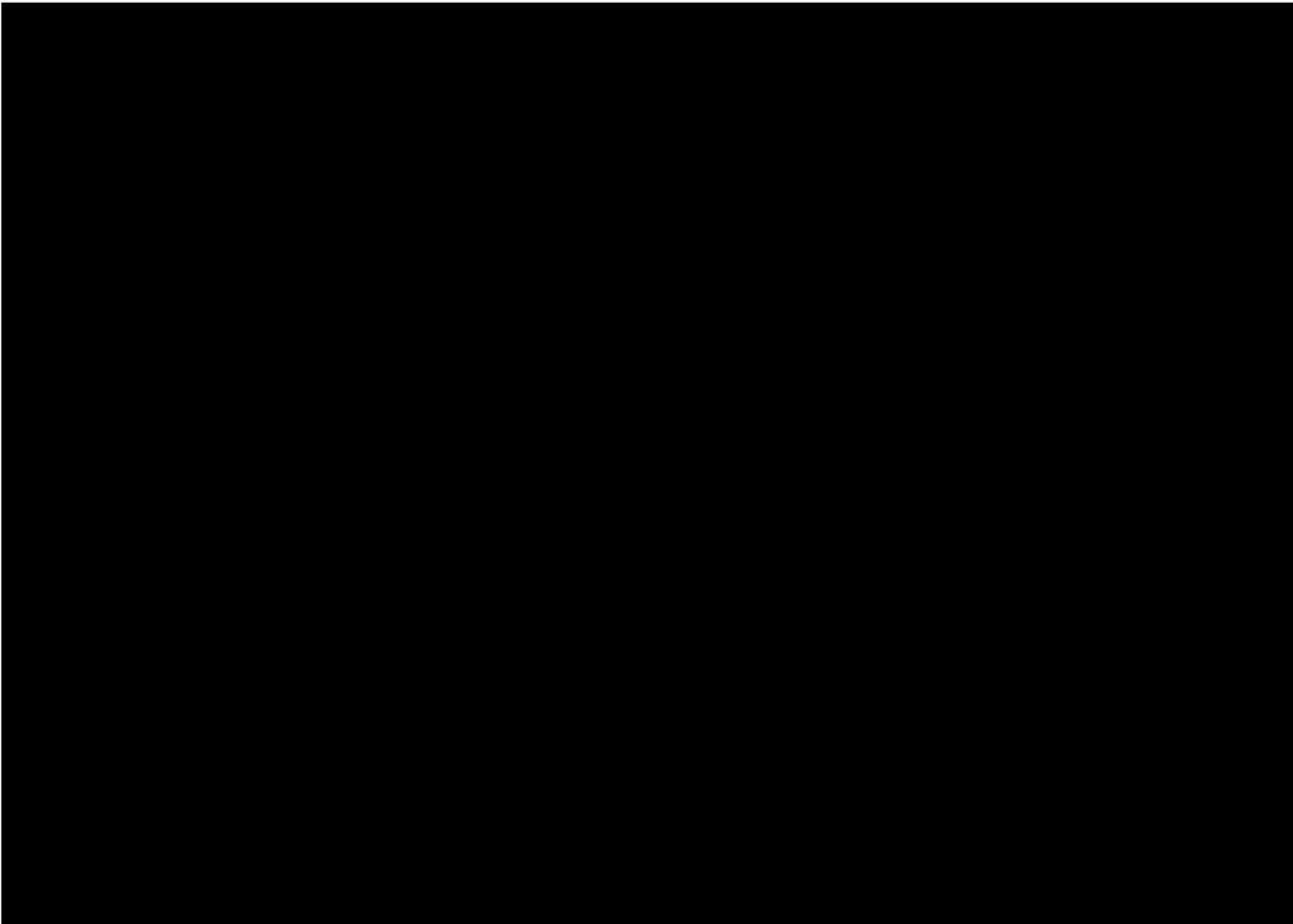
### Public description

More than one in three of us will get cancer in our lifetimes. Lung cancer is one of the most common and serious types of cancer. Around 46,500 people are diagnosed with the condition every year in the UK. Better prevention, earlier diagnosis and innovative new treatments mean we have a realistic opportunity to make major improvements in survival. Precious MD works on game-changing and disruptive technologies for detection of the patients who are eligible for receiving targeted therapy. Current approaches are based on invasive and expensive assays on samples taken from biopsy. This can be significantly improved by advanced computation analysis

PreciousMD technology merge artificial intelligence capabilities with medical imaging to formulate diagnostic approach beyond what human experts can provide. Due to the high mortality rate and massive public cost burden of lung cancer, Precious MD has focused on this type of cancer at the starting point. Precious MD team is consist of a high profile data scientists, image processing specialists, radiologists, clinical trial, artificial intelligence professionals, specialists and commercial/business management experts from University of Manchester, Oxford and Cambridge. We intend for Precious MD technology to become a routine part of clinical practice and drug development and substantially improve the way of addressing cancer.

### Scope

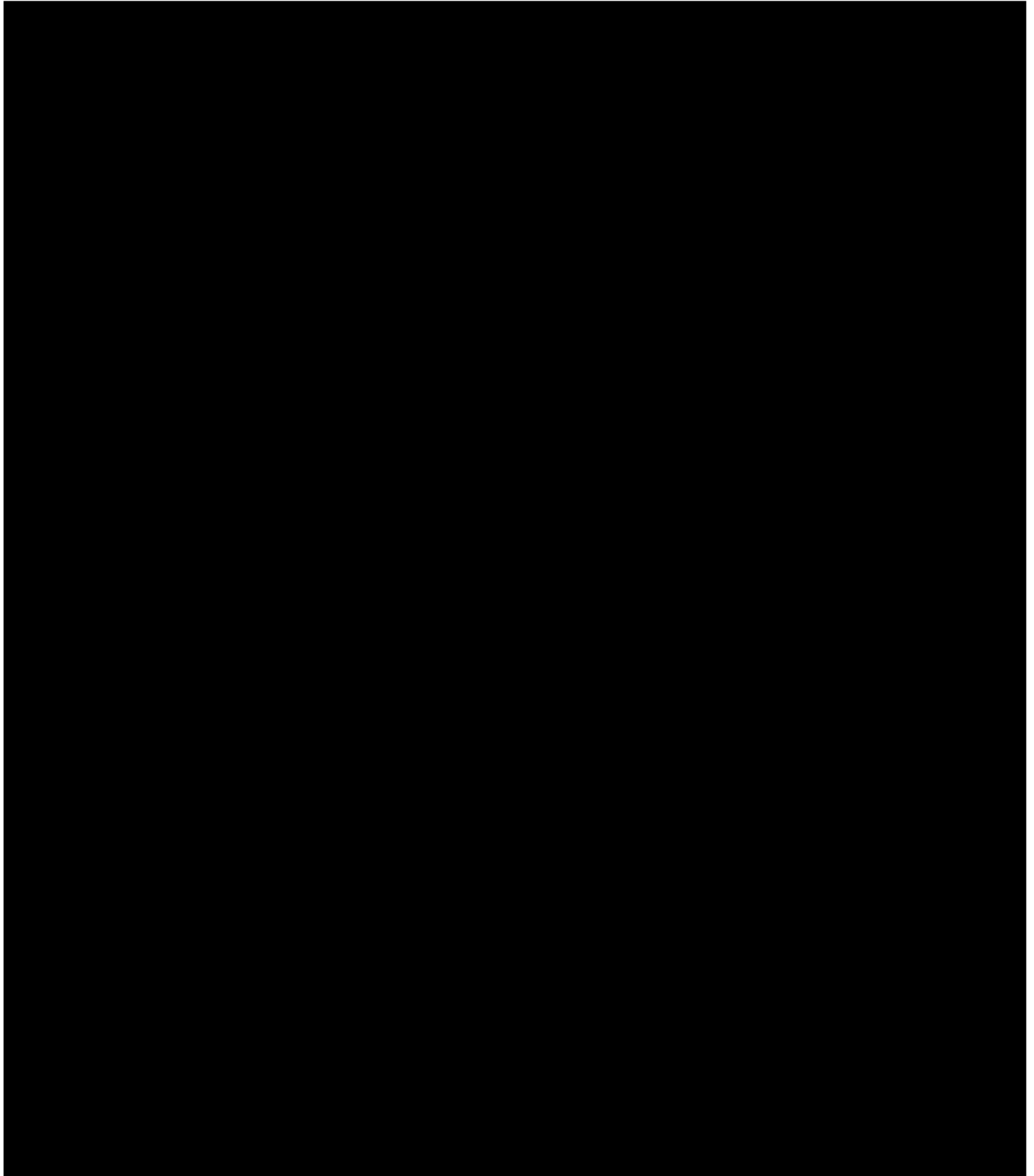


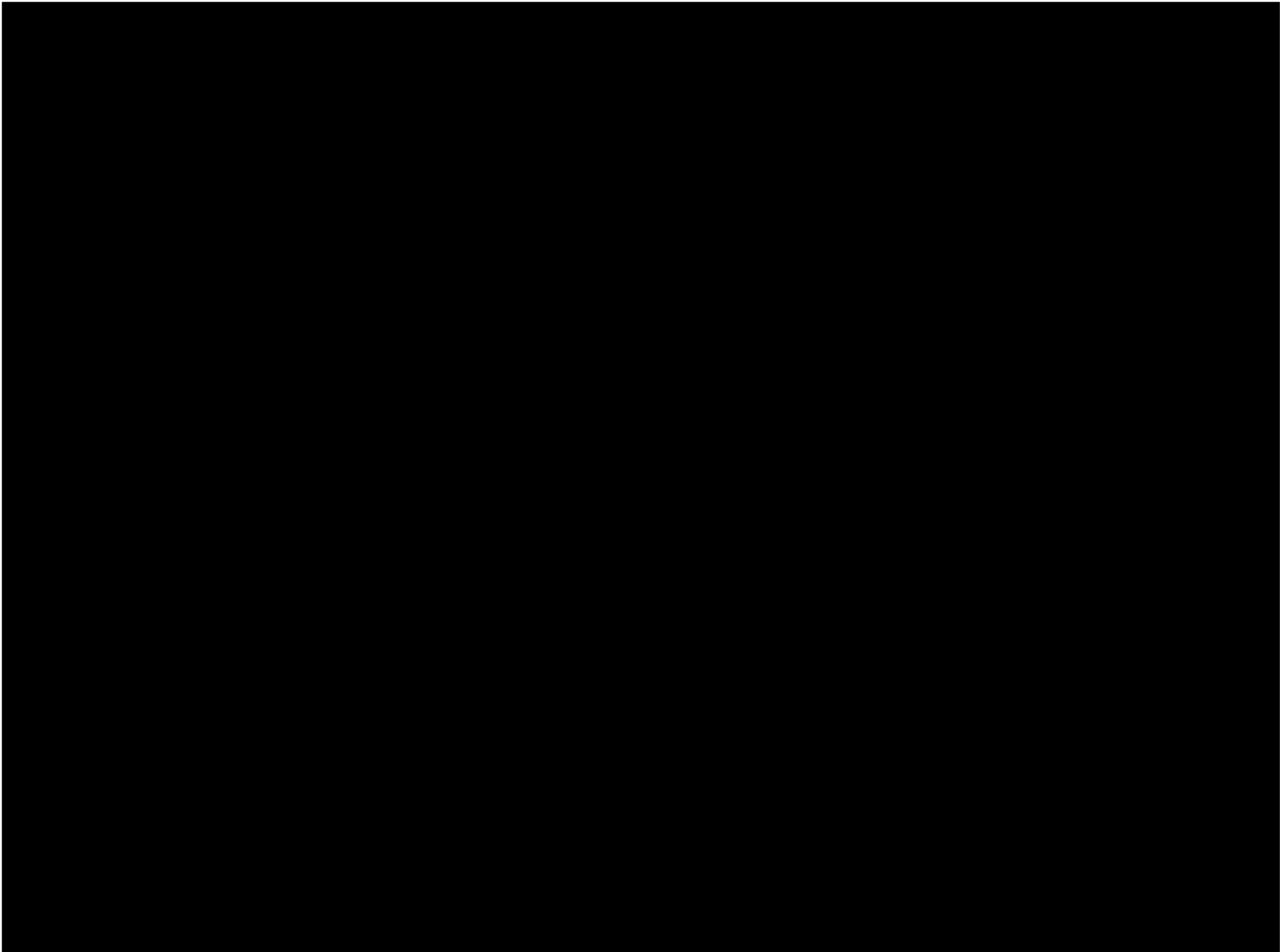


## Application questions

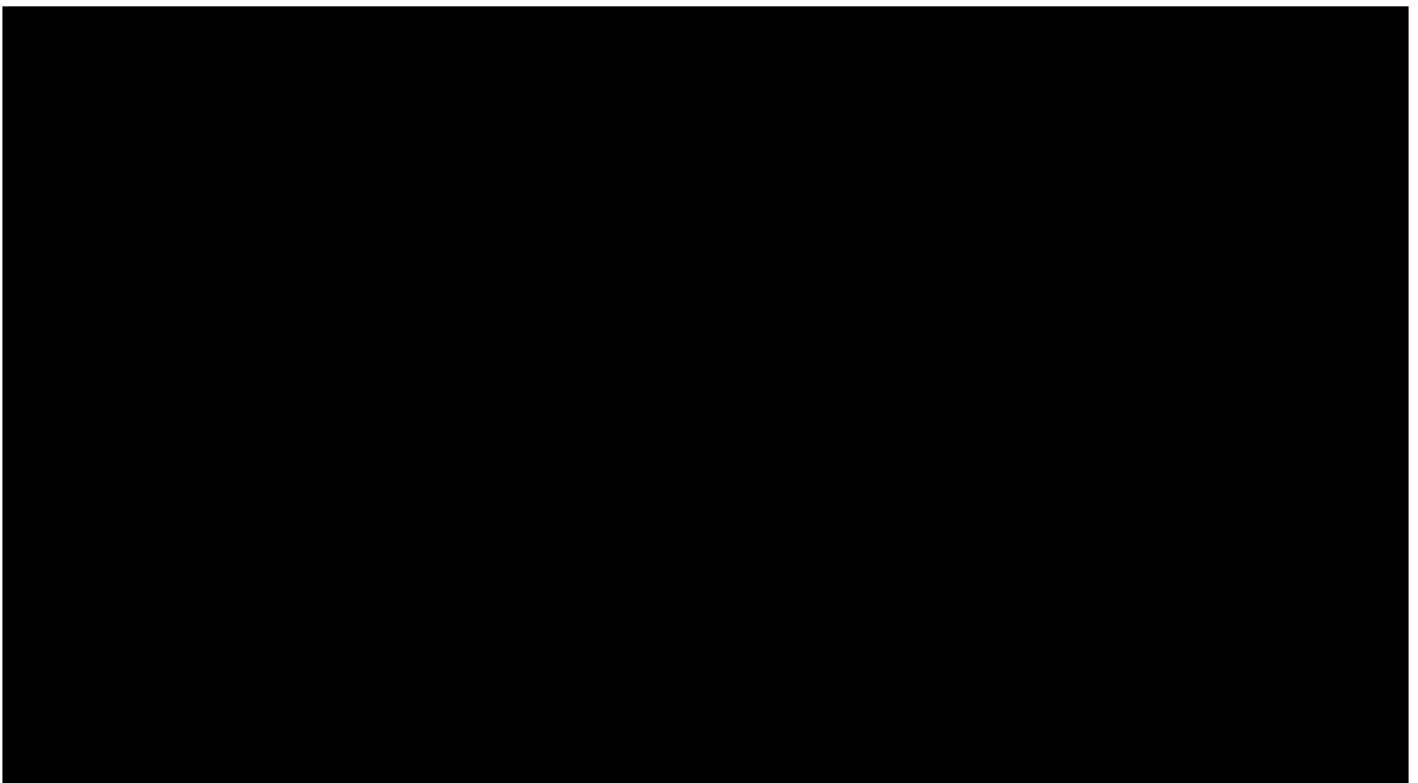
### 1. Need or challenge

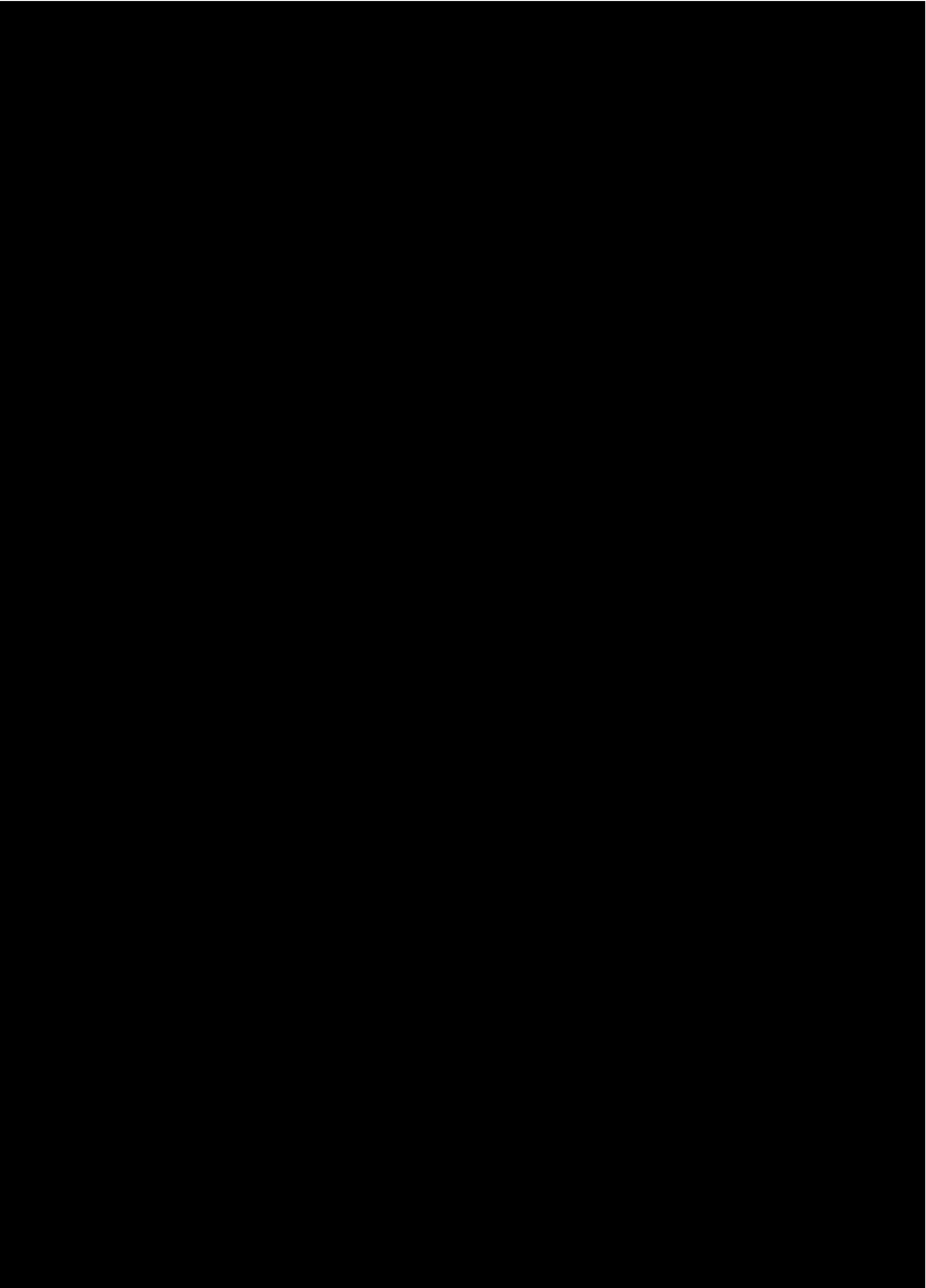
**What is the business need, technological challenge or market opportunity behind your innovation?**

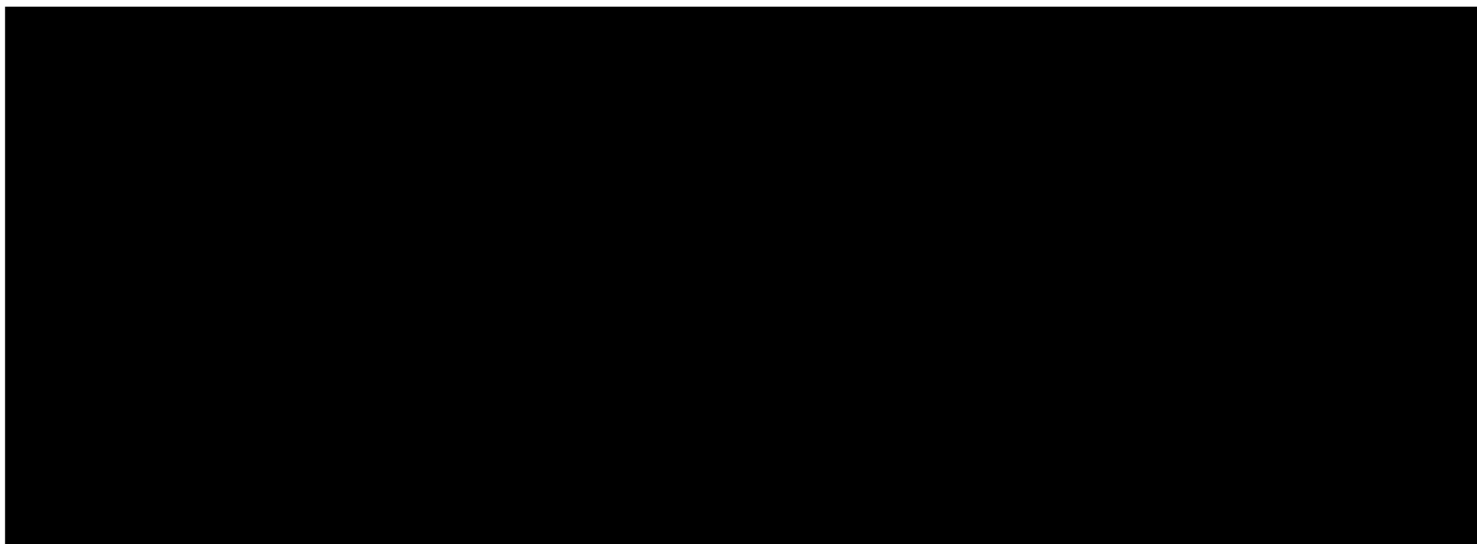




## 2. Approach and innovation







### 3. Team and resources

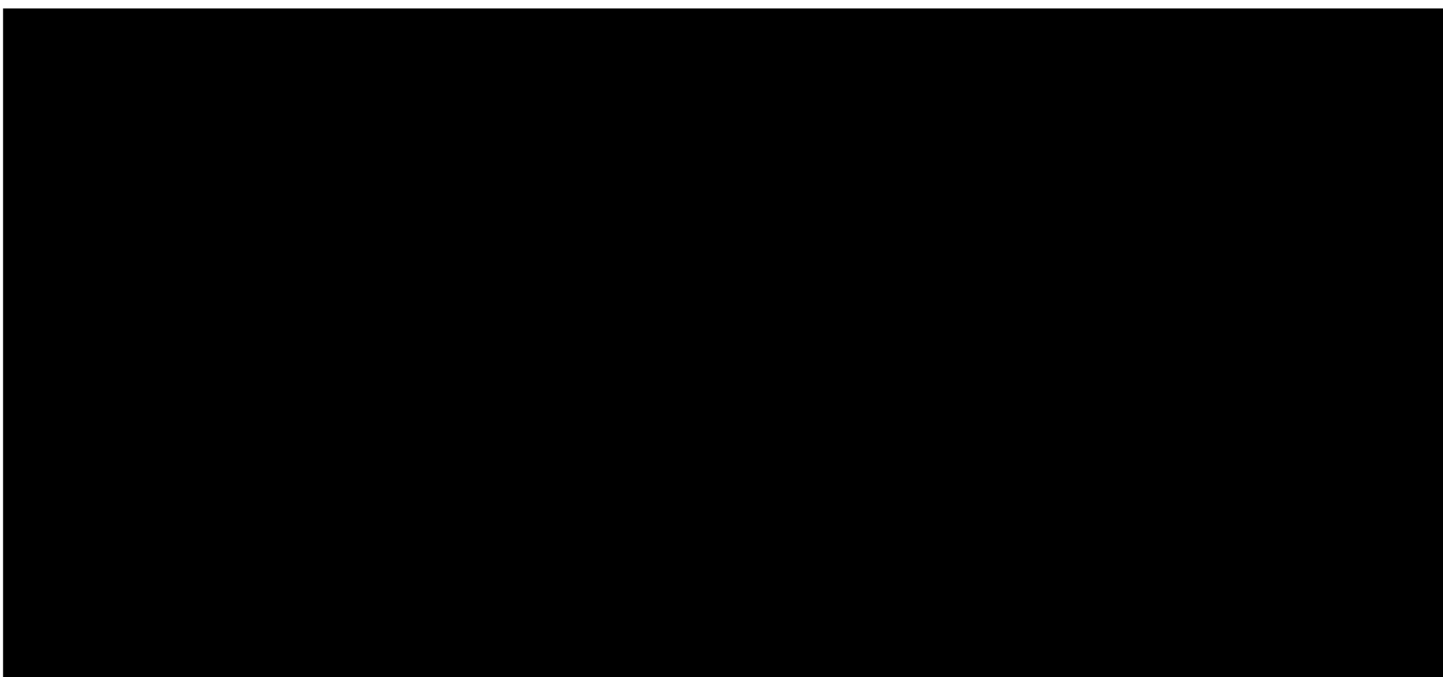
Who is in the project team and what are their roles?



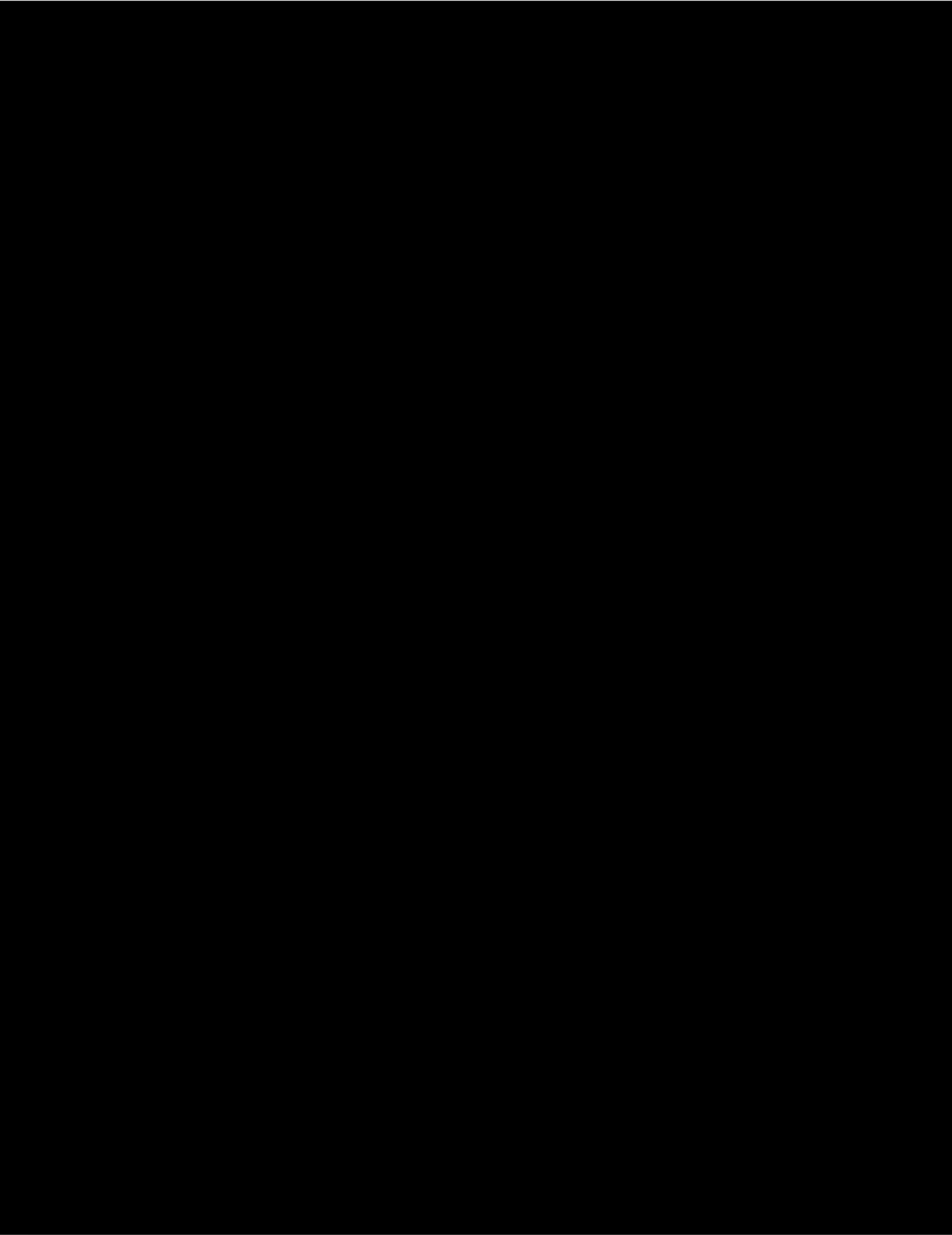
1. Project Team

#### Main team members

\*CEO and commercial Manager: Dr. Fatemeh Ameri (PhD in Business and Management)



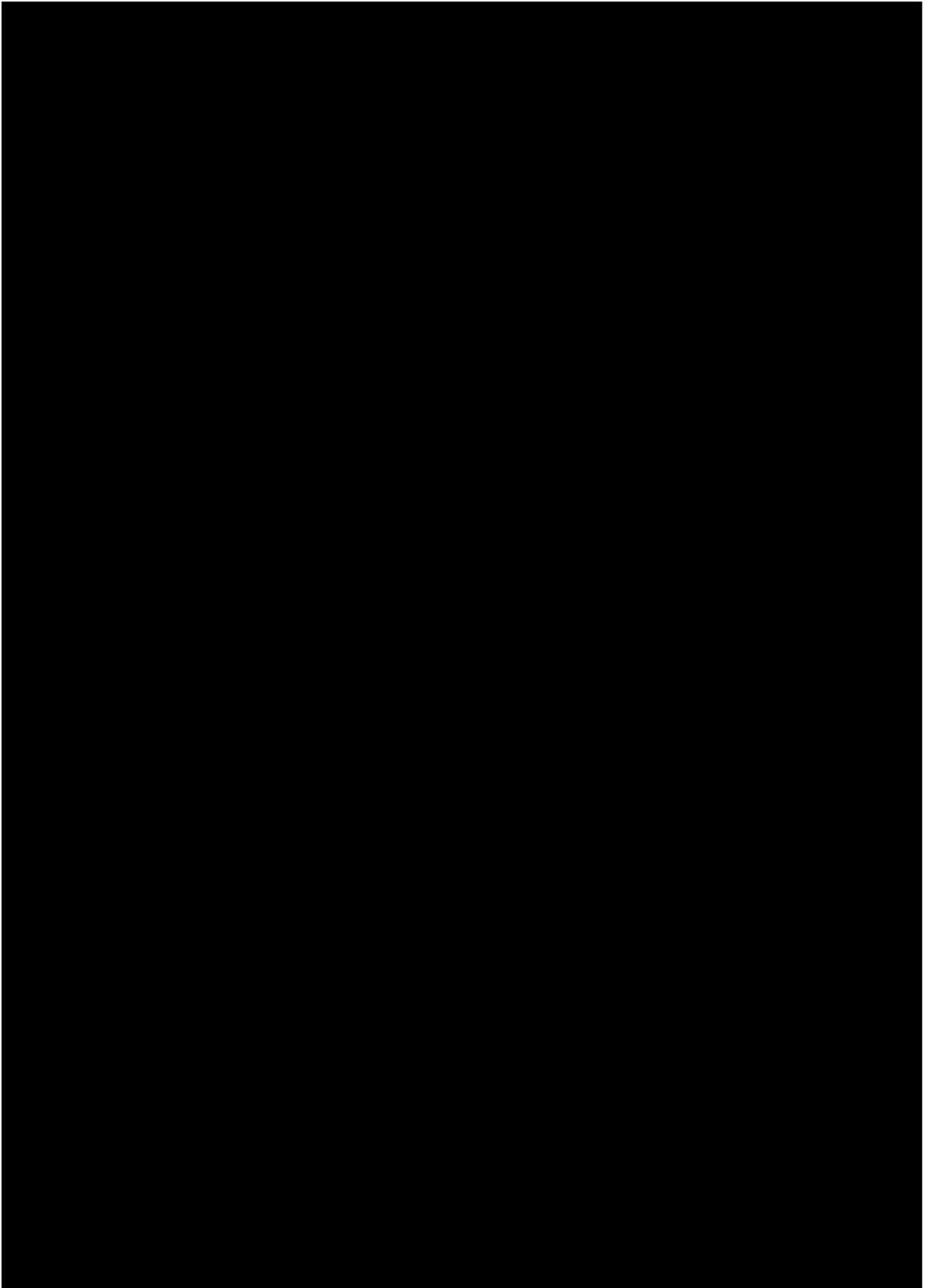


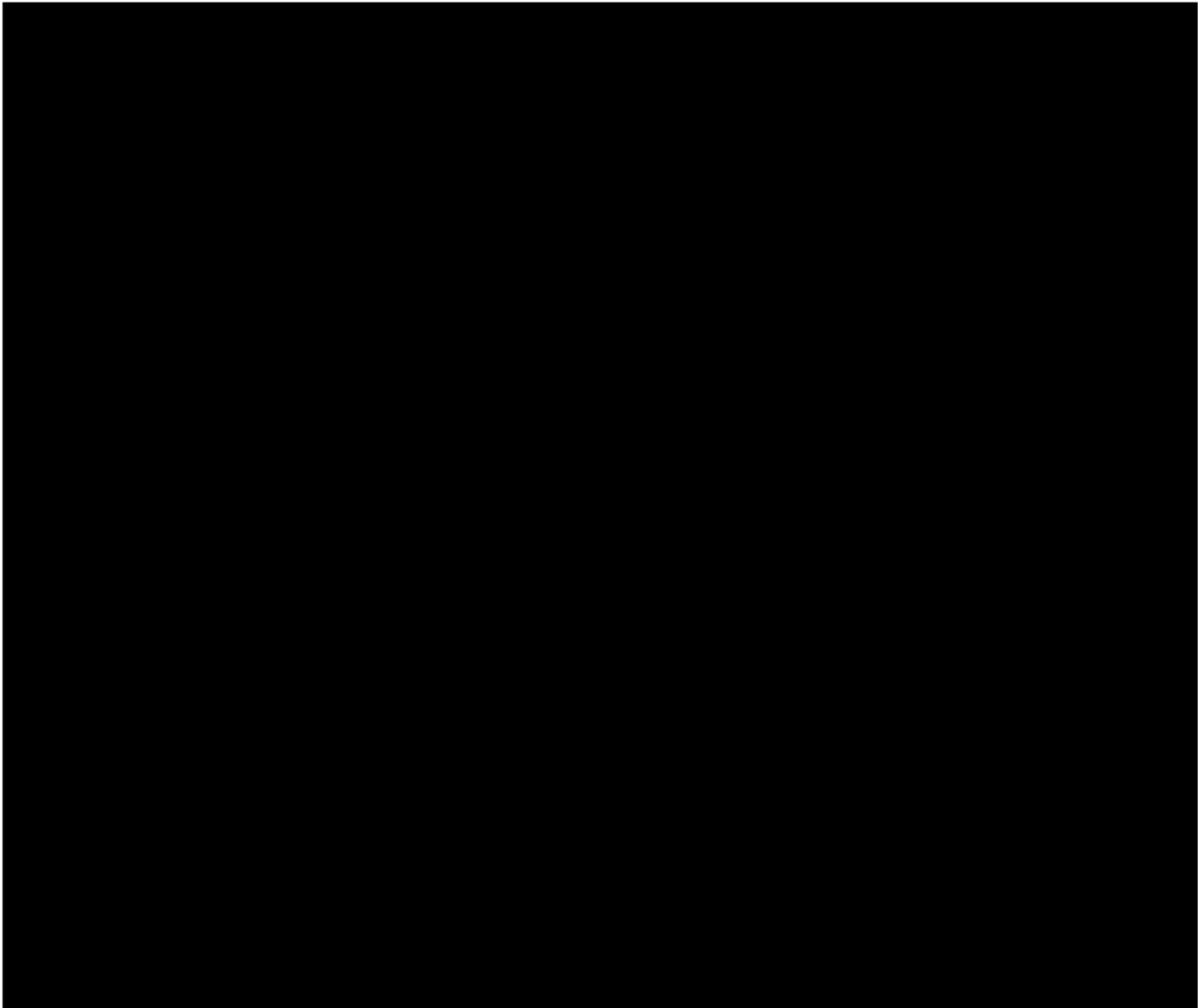


**4. Market awareness**



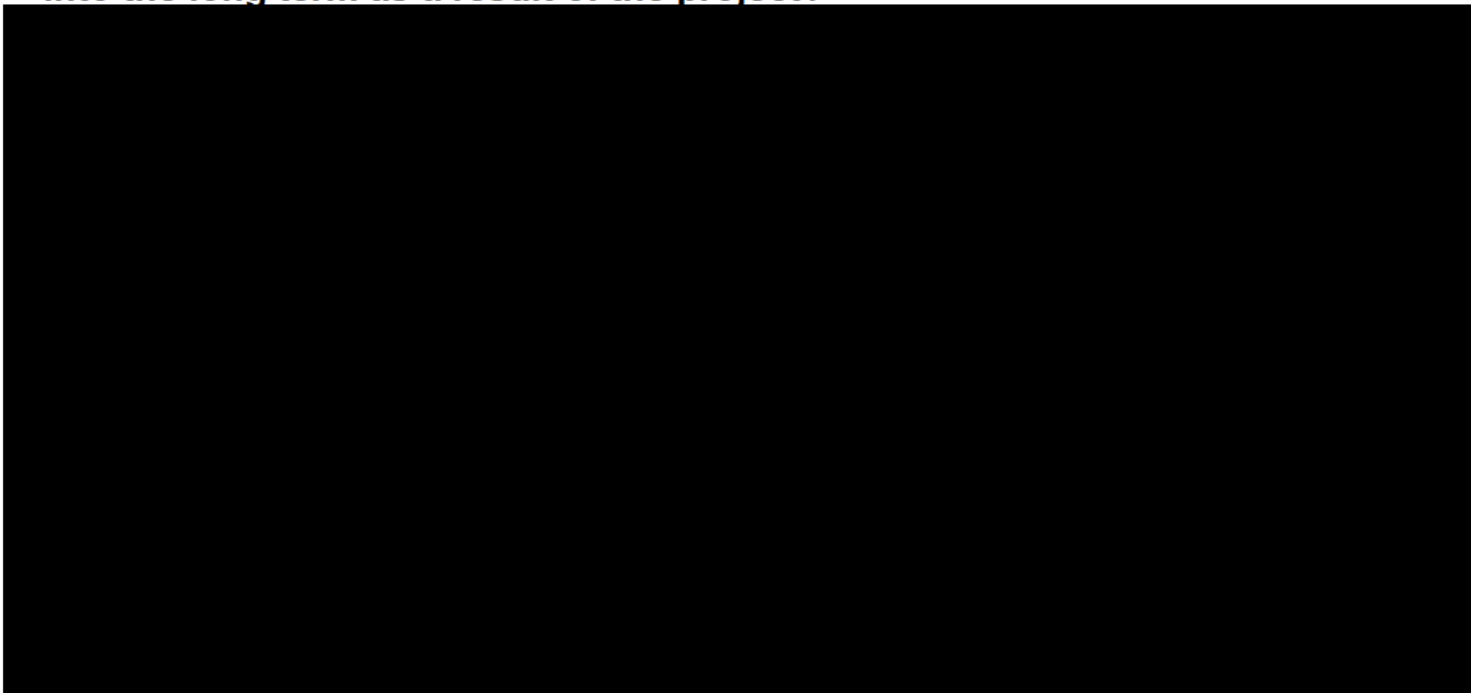
## What does the market you are targeting look like?

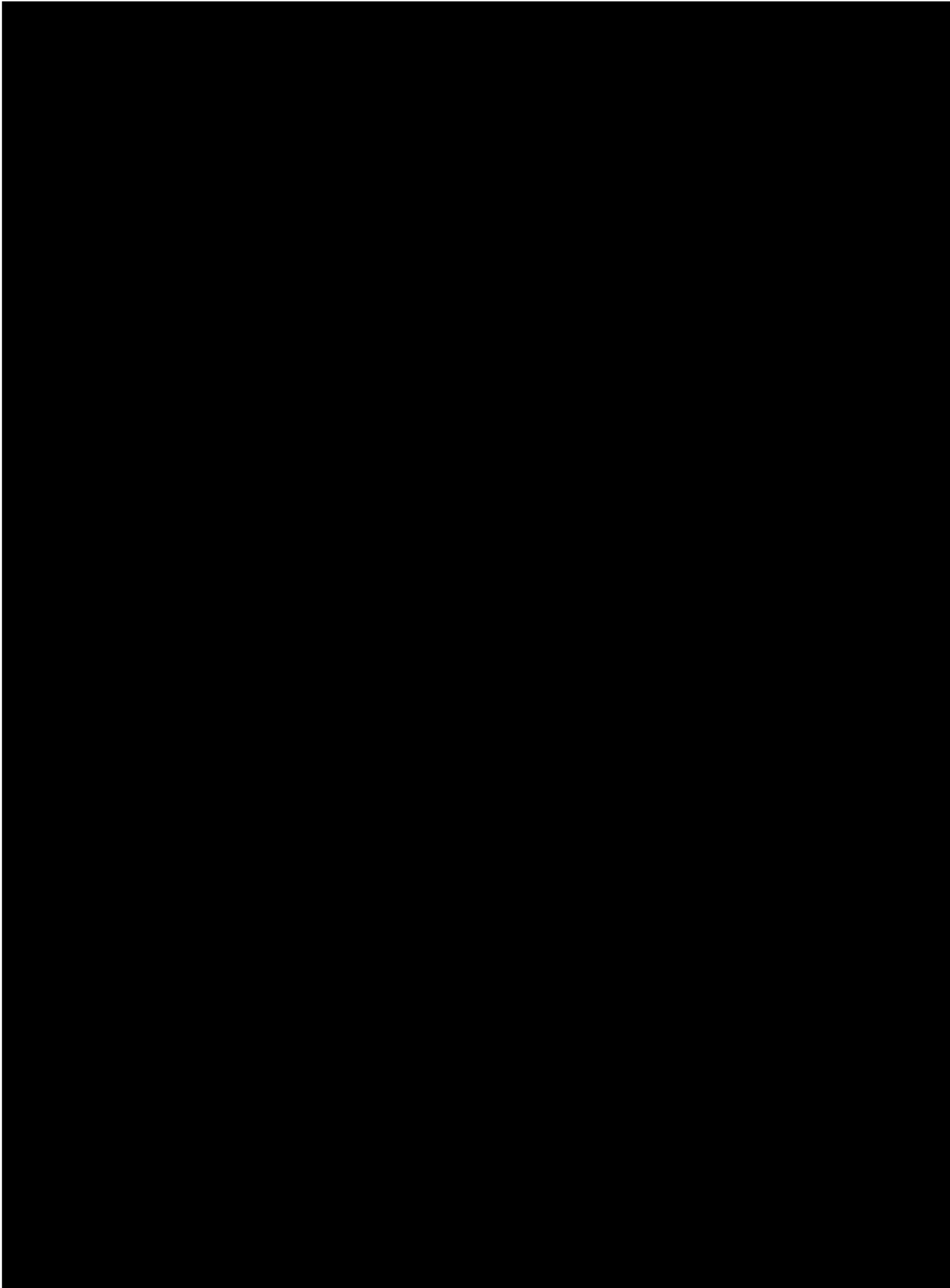




## 5. Outcomes and route to market

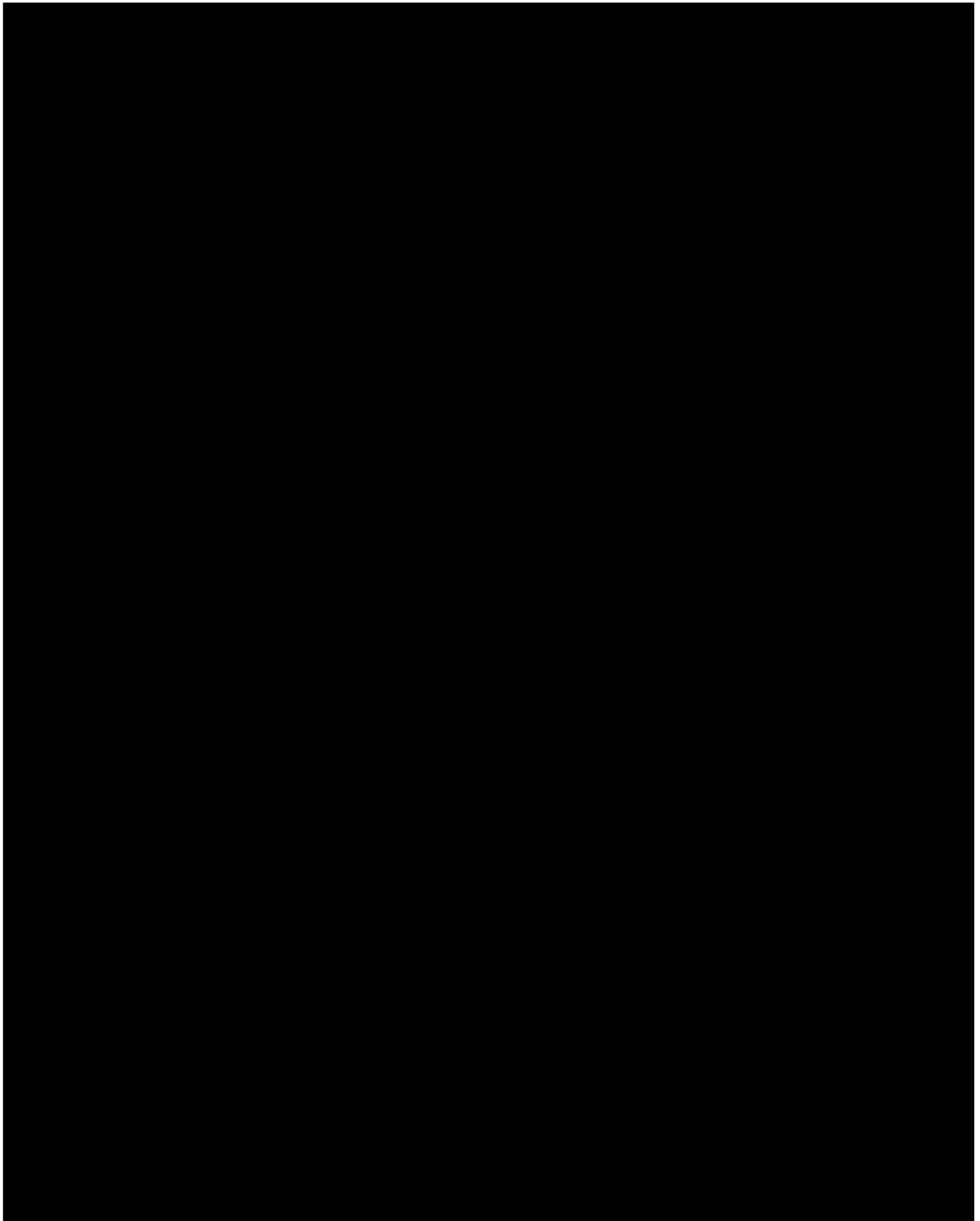
How are you going to grow your business and increase your productivity into the long term as a result of the project?





## 6. Wider impacts

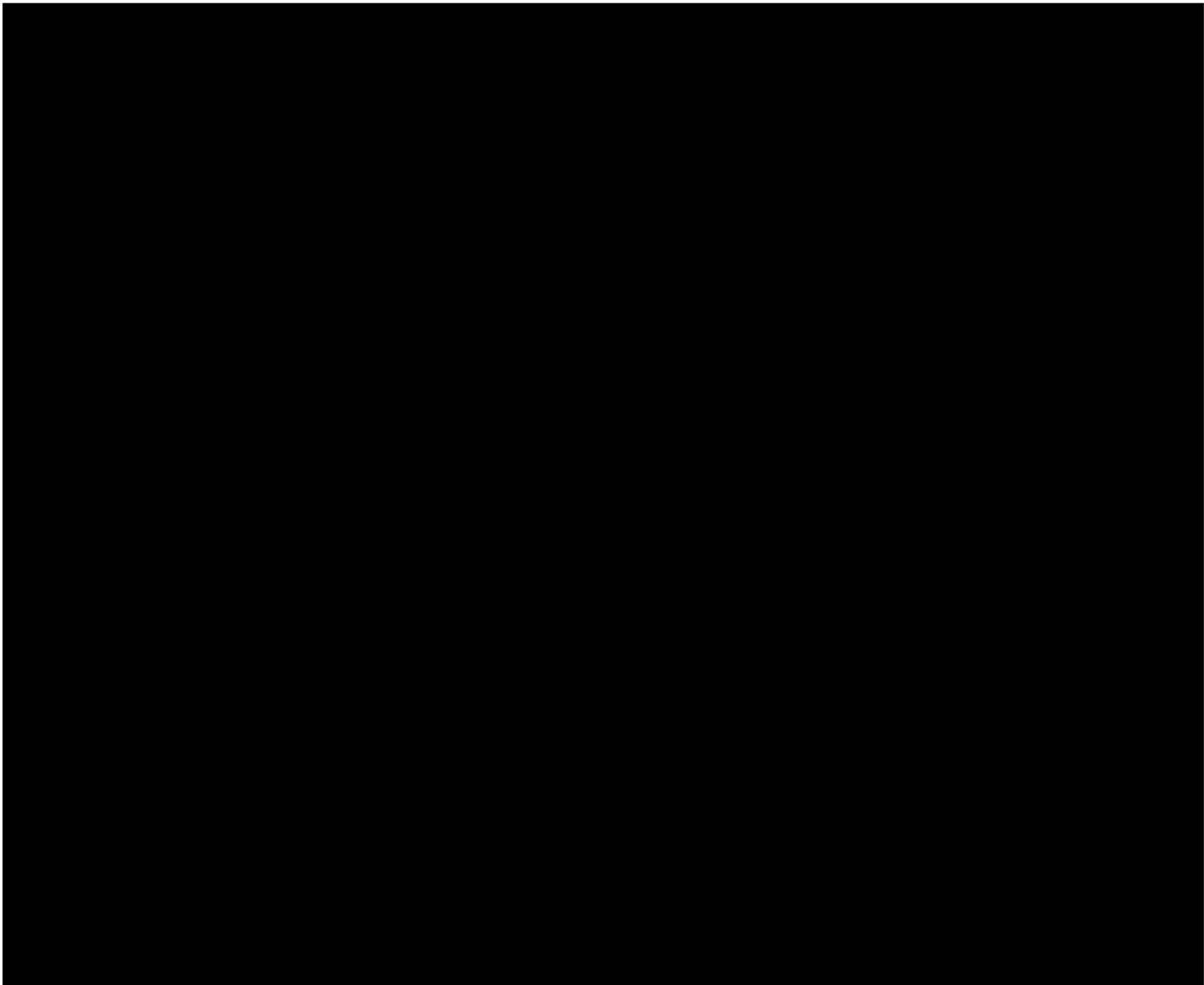
What impact might this project have outside the project team?

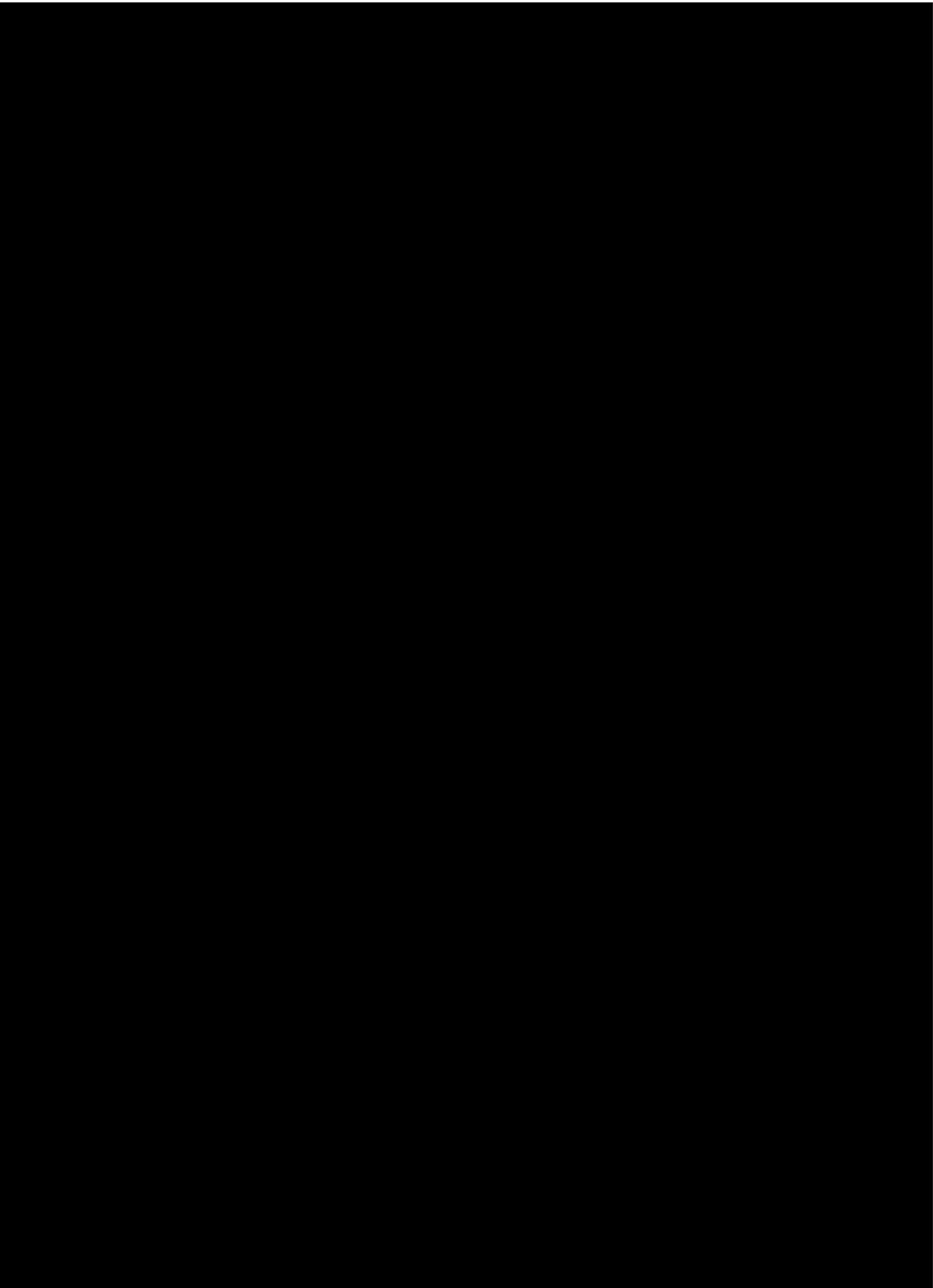


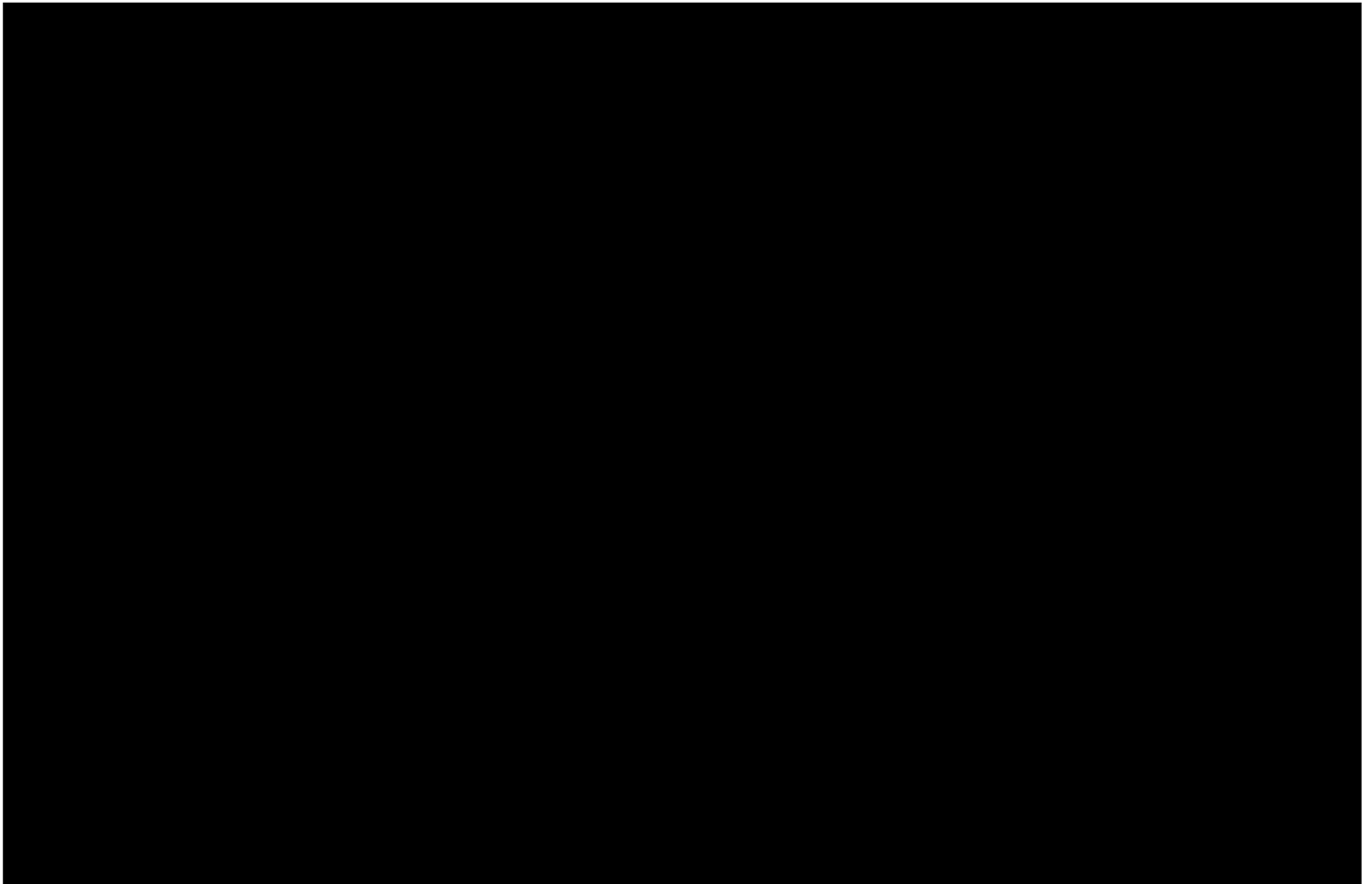


## **7. Project management**

**How will you manage the project effectively?**

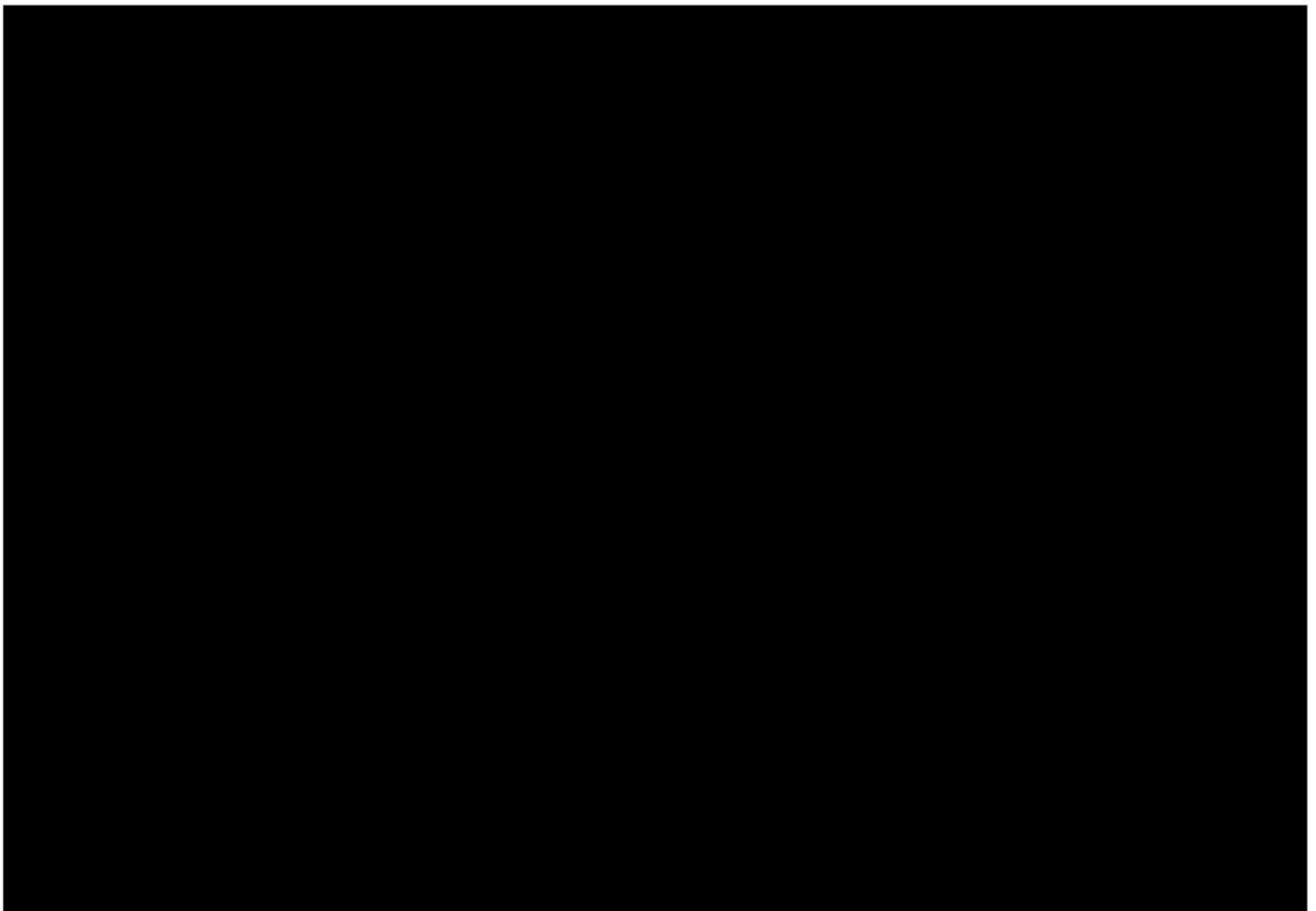




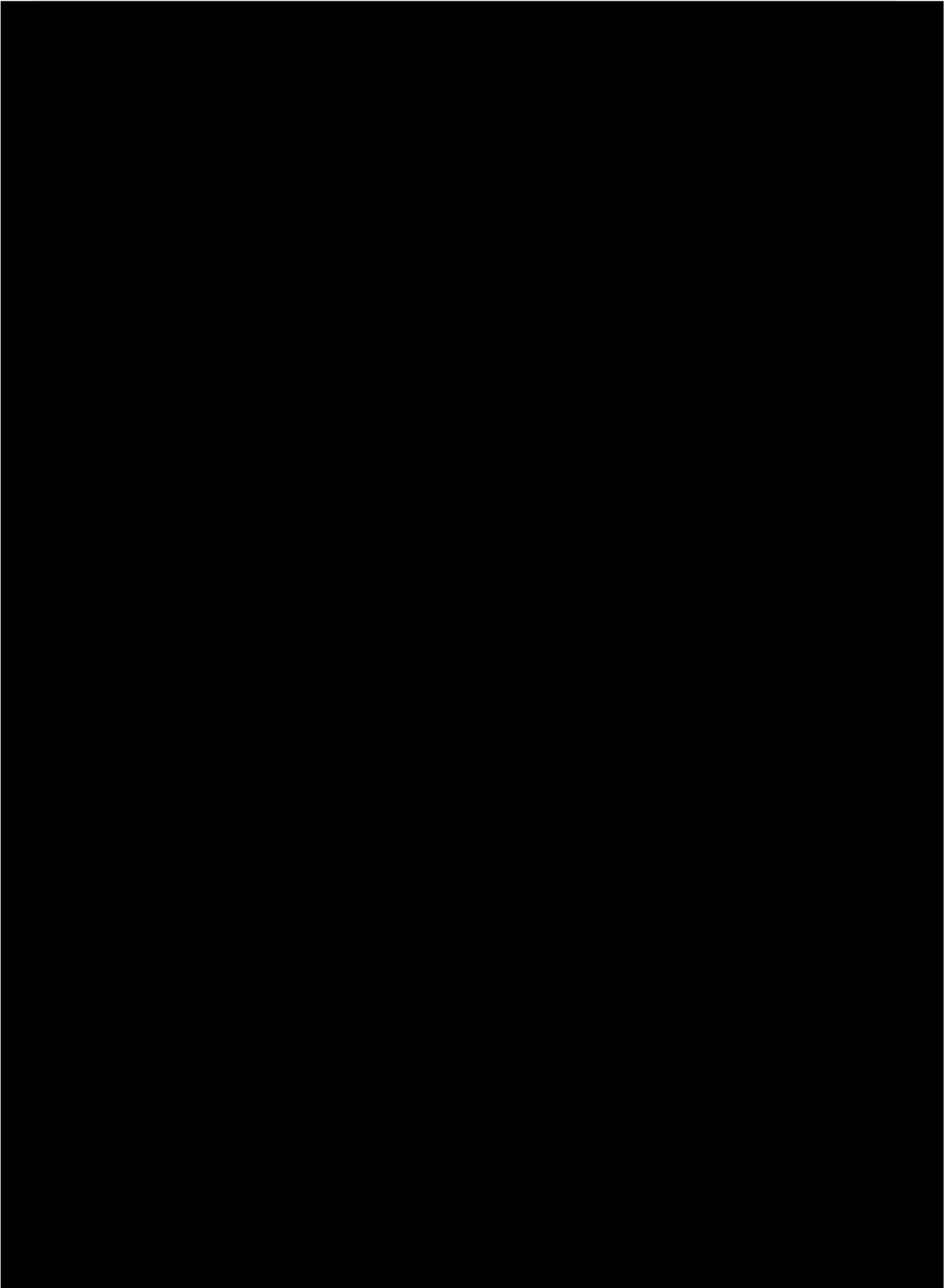


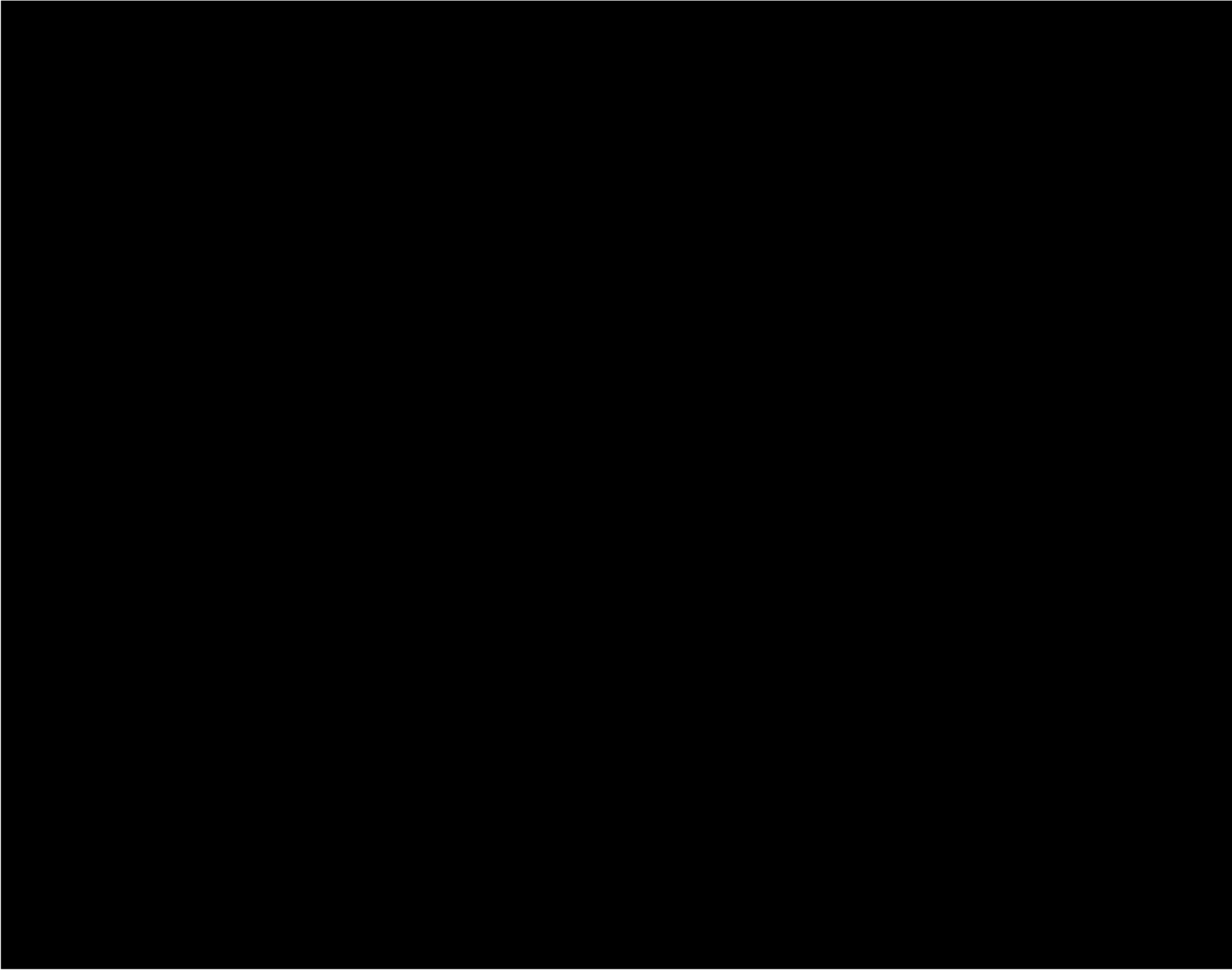
## 8. Risks

What are the main risks for this project?



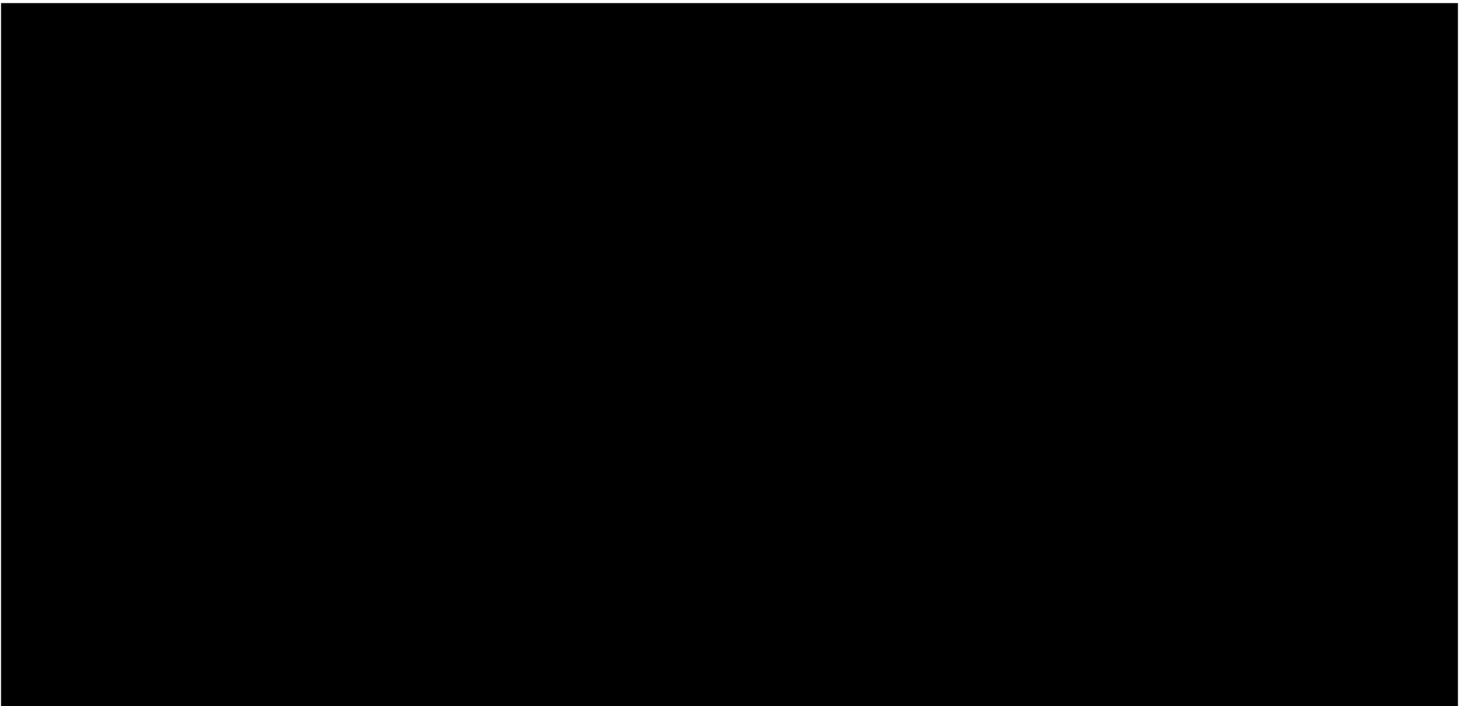


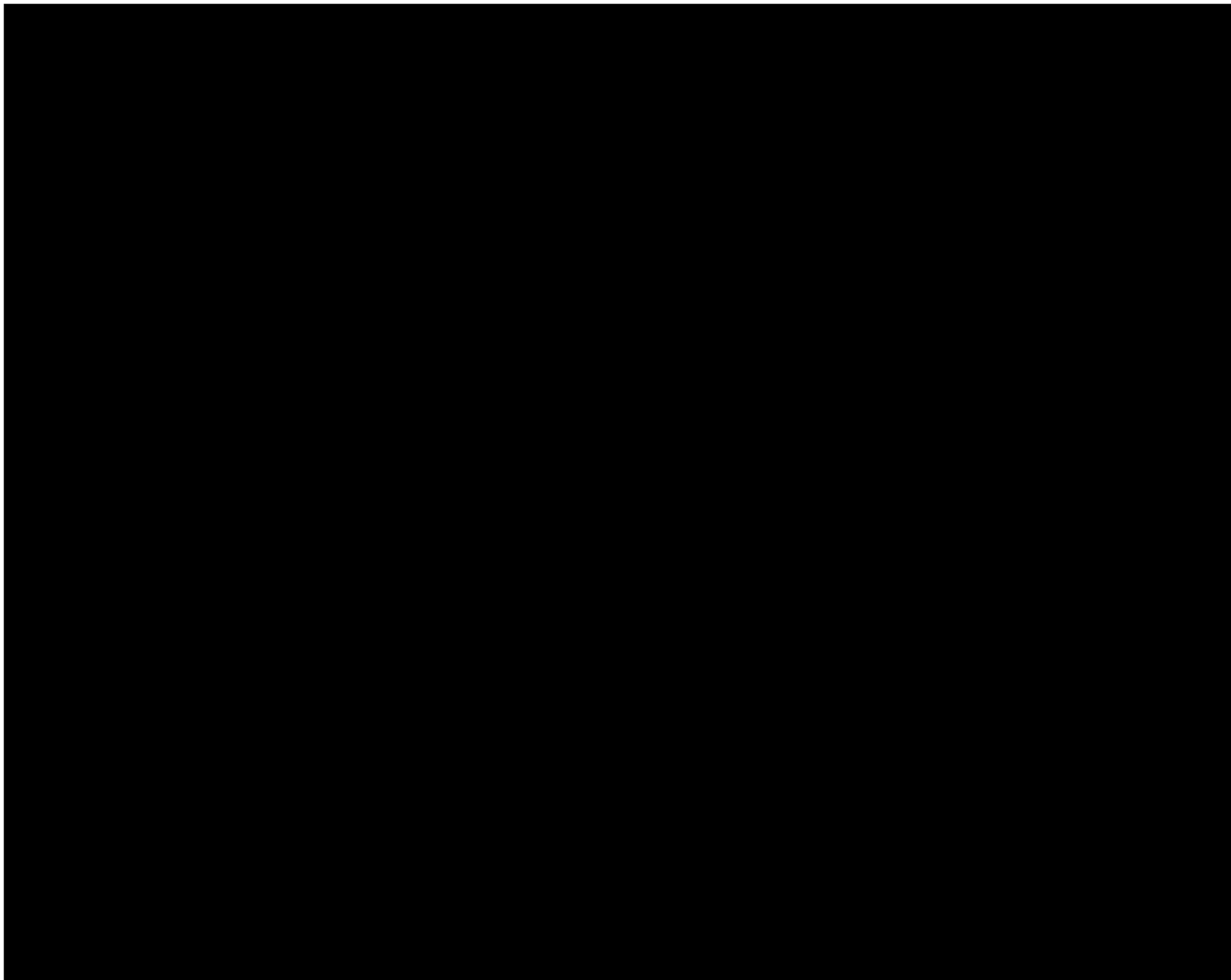




## 9. Added value

What impact would an injection of public funding have on the businesses involved?

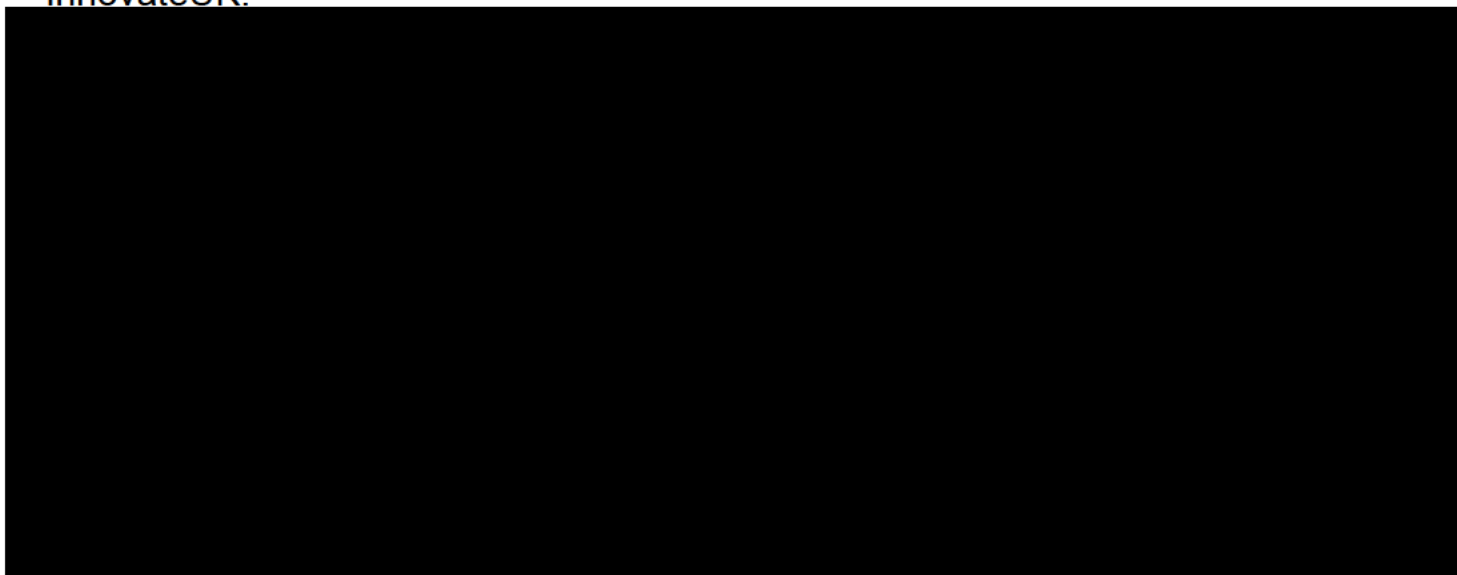


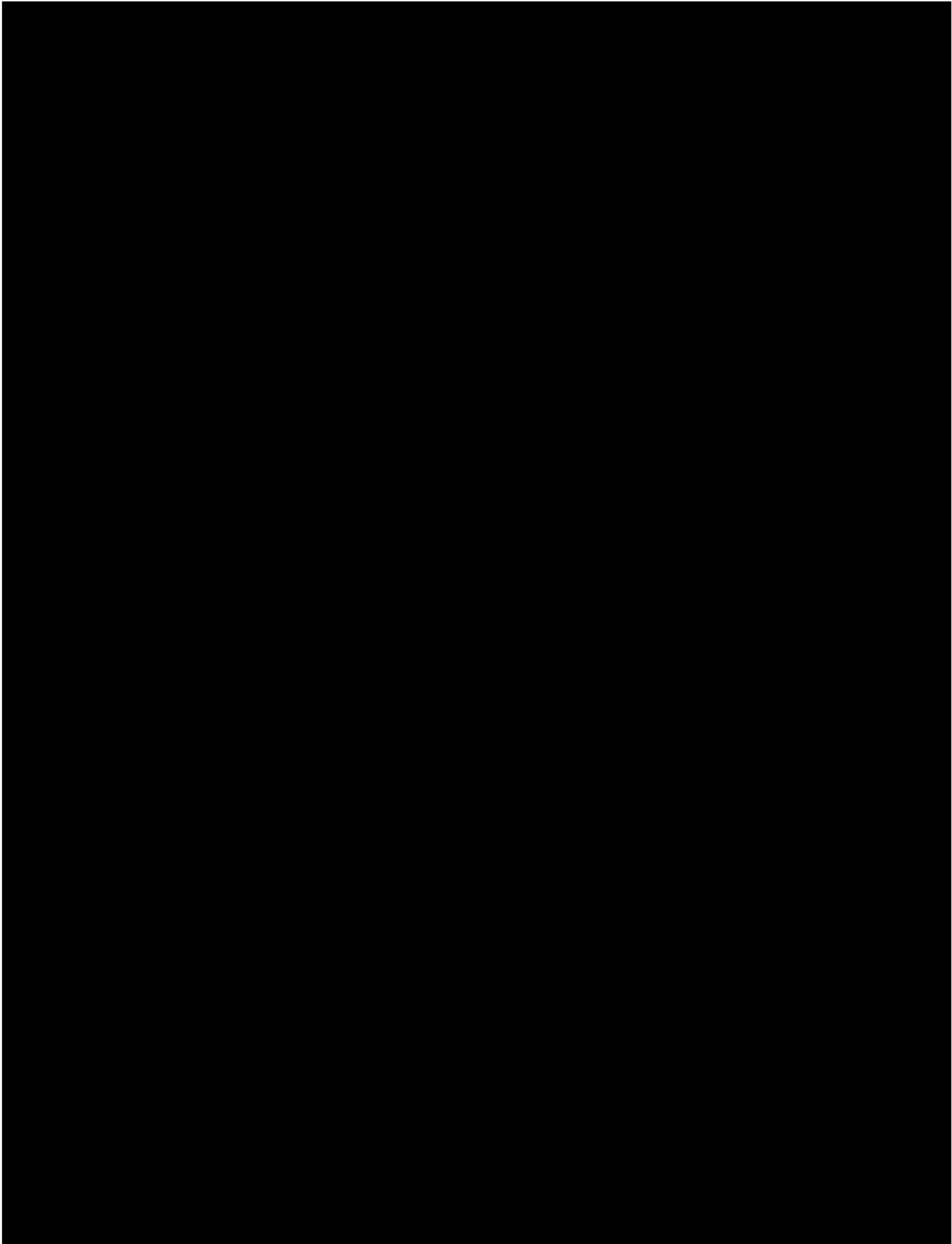


## 10. Costs and value for money

**How much will the project cost and how does it represent value for money for the team and the taxpayer?**

The total program is costed at **£268,260**, of which **£187,782** is requested from InnovateUK.





**11. Project partners location ( not scored )**



Where are the organisations within your project team registered?

PreciousMD ltd

The finances of all project partners are included in this summary.

|                              | Total costs (£) | Funding level (%) | Funding sought (£) | Contribution to project (£) | Other public sector funding (£) |
|------------------------------|-----------------|-------------------|--------------------|-----------------------------|---------------------------------|
| PRECIOUS MD LTD Organisation | 268,260         | 70.00             | 187,782            | 80,478                      | 0                               |

Funding breakdown

|                              | Total    | Labour (£) | Overheads (£) | Materials (£) | Capital usage (£) | Subcontracting (£) | Travel and subsistence (£) | Other costs (£) |
|------------------------------|----------|------------|---------------|---------------|-------------------|--------------------|----------------------------|-----------------|
| PRECIOUS MD LTD Organisation | £268,260 |            |               |               |                   |                    |                            |                 |
|                              |          |            |               |               |                   |                    |                            |                 |
|                              |          |            |               |               |                   |                    |                            |                 |

Terms and conditions

Award terms and conditions

| Partner                | Terms and conditions |
|------------------------|----------------------|
| PRECIOUS MD LTD (Lead) |                      |

