Project details

Application team

ALGOMO LIMITED (Lead)

Organisation details

Type	Business

Team members

Full name	Phone number	Email
Charalampos Sfyrakis	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

Brunel University London

Organisation details

Type	Research

Team members

Full name	Phone number	Email
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

Application details

Competition name
Innovate UK Smart Grants: November 2020

Application name
Tagomo: an AI-assisted text exploration and labelling platform

When do you wish to start your project?

[redacted]

Project duration in months
12 months

Innovation area
[redacted]

Has this application been previously submitted to Innovate UK?
[redacted]

Previous application number
[redacted]

Previous application title
[redacted]

Research category

Selected research category
[redacted]

Equality, diversity and inclusion

Have you completed the EDI survey?

[redacted]

Project summary

Project summary

Companies have huge amounts of **raw text data** coming from customer interactions (e.g., chat transcripts, online reviews, support tickets, etc). [redacted]

[redacted]

Public description

Public description

Companies own large amounts of raw customer interaction data (e.g., customer service chat transcripts, customer support tickets, surveys, online reviews, etc). However, they rarely have the resources to explore, organise and label this data and, as such, convert it to usable data for any type of analysis that can lead to business intelligence and growth and, indeed, better customer service.

The aim of the project is to create a software tool that will enable companies of all sizes to **quickly identify the 'topics' discussed (or labels) in their text data as well as annotate and organise it**.

Tagomo will be able to **provide intelligent recommendations to a human annotator** and streamline, speed up, or fully automate, parts of the data exploration and labelling process.

Tagomo will be employing recent advancements in Machine Learning (weak supervision, confident learning, and active learning) combined with innovative Interaction Design research that will deliver a usable and transparent system for non-technical users.

Our vision is to make the resource-expensive data exploration and labelling tasks cheaper, faster, and accessible to companies of all sizes. This way, a company's data becomes an asset, usable for any type of business intelligence task and customer service automation, bringing value to the company, and enabling them to better understand and serve their customers.

Scope

How does your project align with the scope of this competition?

Application questions

1. Need or challenge

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

90% of the world's data was created in the last two years, yet most companies only analyse 12% of their data. This costs US$3.1Trillion annually in the US alone [1][2].

Customer interaction data (call centre logs, chat transcripts, feedback forms, etc) is extremely valuable, and companies seek to analyse it to obtain business intelligence and optimise their services.

[redacted]

[redacted]

[redacted]

[redacted]

[1]http://bigdata-madesimple.com/exciting-facts-and-findings-about-big-data/ (http://bigdata-madesimple.com/exciting-facts-and-findings-about-big-data/)

[2]https://hbr.org/2016/09/bad-data-costs-the-u-s-3-trillion-per-year (https://hbr.org/2016/09/bad-data-costs-the-u-s-3-trillion-per-year)

[redacted]

2. Approach and innovation

What approach will you take and where will the focus of the innovation be?

FIT WITH ALGOMO

[redacted]

[redacted]

[redacted]

OUTPUT

[redacted]

ADDRESSING THE NEED

[redacted]

INNOVATION-DIFFERENTIATION(SEE APPENDIX)

[redacted]

More specifically:

[redacted]

This **addresses the limitations of the state-of-the-art** including:

[redacted]

FTO

[redacted]

[redacted]

COMPETITIVENESS

[redacted]

[redacted]

3. Team and resources

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

This project is a collaboration between **Algomo (lead)** and **Brunel University (partner)**. [redacted]

[redacted]

[redacted]

The project **team** consists of:

[redacted]

[redacted]

[redacted]

[redacted]

Necessary **resources:**

[redacted]

4. Market awareness

What does the market you are targeting look like?

[redacted]

Total-Addressable-Market (TAM)

[redacted]

Serviceable-Available-Market (SAM)

[redacted]

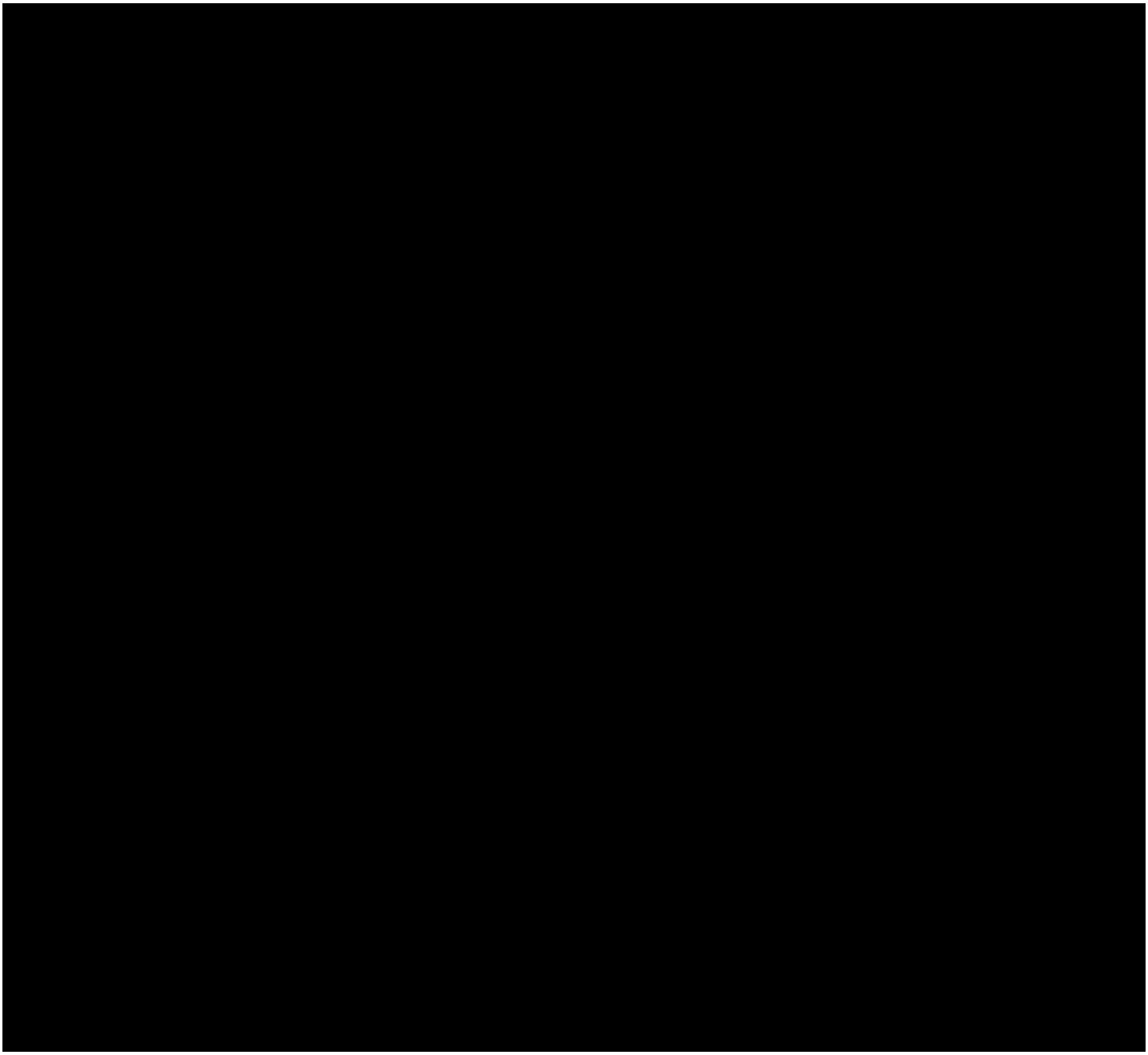
Serviceable-Obtainable-Market (SOM)

[redacted]

[redacted]

- **Operating from the UK** is beneficial as:

[redacted]



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?

TARGET CUSTOMERS & VALUE

Road-To-Market

REVENUE MODEL

Return-on-Investment

[redacted]

EXPLOITATION/IMPACT

[redacted]

IP

[redacted]

DISSEMINATION ACTIVITIES

[redacted]

[redacted]

[redacted]

6. Wider impacts

What impact might this project have outside the project team?

[redacted]

Clients:

[redacted]

Consumers:

[redacted]

Broader Industry:

[redacted]

UK Economy:

[redacted]

Societal:

[redacted]

[redacted]

Government Priorities:

[redacted]

Regulatory:

[redacted]

Quality of Life:

[redacted]

7. Project management

How will you manage the project effectively?

APPROACH

[redacted]

WORK PACKAGES

[redacted]

[redacted]

MILESTONES

[redacted]

TOOLS

[redacted]

[redacted]

APPENDIX

[redacted]

8. Risks

What are the main risks for this project?

[redacted]

Resourcing

[redacted]

Technical

[redacted]

[redacted]

Commercial

[redacted]

Project Management

[redacted]

Market/Competition

[redacted]

[redacted]

Route-to-market

[redacted]

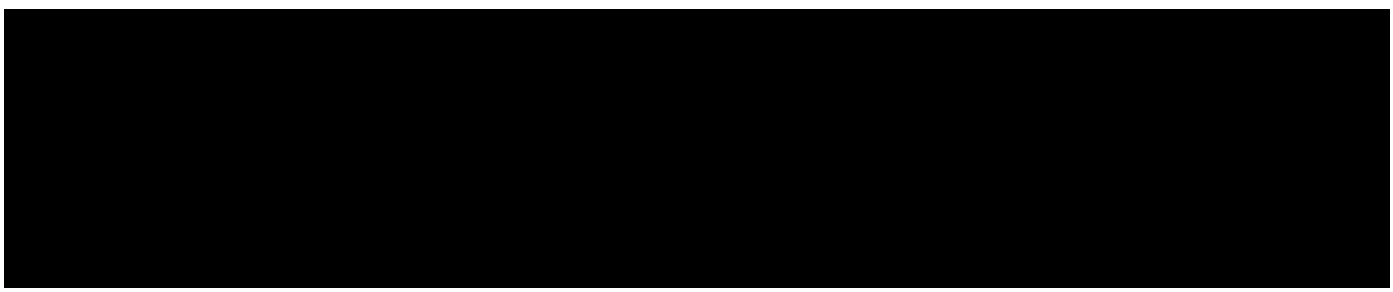
[redacted]

Data Security

[redacted]

9. Added value

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



[redacted]

[redacted]

[redacted]

[redacted]

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?

Tagomo is a complex technical project that will cost **£257,082 taking 12 months**.

It will be split between the project partners as follows:

Algomo

£227,789 of the costs are associated with Algomo, out of which **£68,337(30%)** will be financed from the company [redacted]

[redacted]

[redacted]

[redacted]

[redacted]

Brunel University

£29,293 of the costs are associated with Brunel. Through this partnership, Algomo will be able to access vital knowledge and resources.

---------Breakdown ---------

[redacted]

Other costs:

[redacted]

Materials:

[redacted]

---------Value for Money---------

Algomo

[redacted]

Brunel

[redacted]

Taxpayer

[redacted]

[redacted]

11. Project partners location (not scored)

Where are the organisations within your project team registered?

Algomo Limited

[redacted]

Brunel University London

[redacted]

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

	Total costs (£)	Funding level (%)	Funding sought (£)	Other public sector funding (£)	Contribution to project (£)
ALGOMO LIMITED Lead organisation	**227,789**	70.00%	159,452	0	68,337
Brunel University London Partner	**29,293**	100.00%	29,293	0	0
Total	**£257,082**		188,745	0	68,337

Funding breakdown

Terms and conditions

Award terms and conditions

Partner	Terms and conditions
ALGOMO LIMITED (Lead)	[redacted]
Brunel University London	[redacted]