

Project details

Subsidy basis

Will the project, including any related activities you want Innovate UK to fund, affect trade between Northern Ireland and the EU?

Partner	Answer
UNICARD LIMITED (Lead)	No

Application team

UNICARD LIMITED

Organisation details

Type	Business
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Team members

Full name	Phone number	Email
Alex Sbardella	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Application details

Competition name

Innovate UK Smart Grants: January 2022

Application name

Unicard Multi-Operator Ticketing Broker

When do you wish to start your project?

29 August 2022

Project duration in months

18 months

Innovation area

Connected transport

Has this application been previously submitted to Innovate UK?

[REDACTED]

Research category**Selected research category**

Experimental development

Equality, diversity and inclusion**Have you completed the EDI survey?**

Yes

Project summary**Project summary**

We intend to build a UK-first smart ticketing broker for public transport that can enable seamless travel and payments, at the best price, for 1.5 million UK bus passengers daily. Currently they put up with disjointed, inefficient and needlessly expensive bus journeys due to a lack of integration between bus companies. The Government has requested our local authority customers solve this problem through technology.

Our system will [REDACTED] link up [REDACTED] [REDACTED] systems run by competing bus operators and enable local authorities/regional transport authorities (LARTAs) to manage their travel schemes in a way that also ensures passenger privacy is protected and convenience is increased. Our disruptive innovation is the ability to link [REDACTED] [REDACTED] customer records, journey histories without the need to centralise the data [REDACTED]; enable competing operators to securely process payments for each other; and aggregate existing multi-operator fare caps into a single ticket. It will also enable the creation of new, cheaper multi-operator ticketing products and travel schemes and allow passengers flexibility to use different forms of ticketing

including concessionary travel against a single account for the first time outside the unique regulatory position of Transport for London

We are the ideal team to conduct this project because we have many of the foundational technologies already built, are well regarded in the ticketing industry, and have strong working relationships with 60% of UK LARTAs, plus transport operators, and ticketing solution providers. 1 in 4 passengers in the UK use a Unicard system and we already have three LARTAs (Transport Scotland, Transport for West Midlands, Milton Keynes) and two operators on board

[REDACTED] Our product shows extremely strong alignment with the DfT's National Bus Strategy, Clean Growth Plan, and Net Zero priorities. It will provide an easier, cheaper, and more consistent travel experience for millions of UK taxpayers who take the bus in regions outside of London plus generate significant second-order benefits to society, estimated by the DfT at £4.20 for every £1 spent.

[REDACTED]

Public description

Public description

We intend to build a UK first smart ticketing broker for public transport that can enable seamless travel and payments, at the best price, for 1.5 million UK bus passengers daily. Currently they put up with disjointed, inefficient and needlessly expensive bus journeys due to a lack of integration between bus companies. The Government has requested our local authority customers solve this problem through technology.

Our system will link up systems run by competing bus operators and enable local authorities/regional transport authorities (LARTAs) to manage their travel schemes in a way that also ensures passenger privacy is protected and convenience is increased.

Our disruptive innovation is the ability to link customer records and journey histories without the need to centralise the data; enable competing operators to securely process payments for each other; and aggregate existing multi-operator fare caps into a single "post pay" ticket (i.e. being billed on a weekly basis with no need to pre-purchase a ticket before boarding).

It will also enable the creation of new, cheaper multi-operator ticketing products and travel schemes and allow passengers flexibility to use different forms of

ticketing ("tapping on" to buses with bank cards, smartcards, and barcodes) including concessionary travel against a single account for the first time outside the unique conditions of Transport for London that don't exist anywhere else in the UK.

We are the ideal team to conduct this project because we have many of the foundational technologies already built, are well regarded in the ticketing industry, and have strong working relationships with 60% of UK LARTAs, plus transport operators, and ticketing solution providers 1 in 4 passengers in the UK use a Unicard system and we already have three LARTAs (Transport Scotland, Transport for West Midlands, Milton Keynes) and two operators on board.

Our product shows extremely strong alignment with the DfT's National Bus Strategy, Clean Growth Plan, and Net Zero priorities. It will provide an easier, cheaper, and more consistent travel experience for millions of UK taxpayers who take the bus in regions outside of London plus generate significant second-order benefits to society, estimated by the DfT at £4.20 for every £1 spent.

Scope

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

Our product will be a disruptive innovation with clear commercial potential, an established route to market with customers lined up. It will generate significant value for UK taxpayers in all regions outside London and positively impact the lives of up to 1.5m bus passengers every day. It is aligned to national policies and imperatives regarding Net Zero and improved public transport services;

Unicard is a "Small" organisation registered in the UK. We are an experienced team and well-regarded in the transport industry. The project starts before October 1st 2022; it has a duration of 18 months and has total costs less than £500,000.

The project is experimental development and we are claiming for 45% of eligible costs. Risks have been assessed and mitigated.

Application questions

1. Applicant location

Applicant location (not scored)

Unicard Limited. Peartree Business Centre, Cobham Road, Wimborne, Dorset, BH21 7PT

2. Need or challenge

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

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

passengers UK-wide

use Unicard software.

1 in 4

[Redacted]

3. Approach and innovation

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

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

4. Team and resources

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

We are the ideal team to conduct this project because we have many foundational technologies already built, are well regarded in the ticketing industry, and have strong working relationships with LARTAs, transport operators, and ticketing solution providers.

[Redacted]

[Redacted]

Alex Sbardella, [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] we will work with multiple local authorities including Milton Keynes, TfWM, [REDACTED] and Transport Scotland, plus bus operators, [REDACTED] in order to successfully complete the project.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

5. Market awareness

What does the market you are targeting look like?

[Redacted text block]

6. Outcomes and route to market

[Redacted text line]

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

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

7. Wider impacts

What impact might this project have outside the project team?

Our project shows extremely strong alignment with the National Bus Strategy, Clean Growth Plan, and Net Zero priorities [REDACTED]

[REDACTED] It will provide an easier, cheaper, and more consistent bus travel experience for millions of UK taxpayers in regions outside of London

Beyond direct value for users, increasing the efficiency of public transport ticketing generates significant second-order benefits to society, estimated by the DfT at £4.20 for every £1 spent [REDACTED]

- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

8. Project management

How will you manage the project effectively?

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

- [Redacted list item]
- [Redacted list item]
- [Redacted list item]
- [Redacted list item]

[Redacted text block]

[Redacted]

[Redacted]

[Redacted]

9. Risks

What are the main risks for this project?

[Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

[Redacted]

[Redacted]

10. Added value

How will this public funding help you to accelerate or enhance your approach to developing your project towards commercialisation? What impact would this award have on the organisations involved?

[Redacted]

[Redacted]

[Redacted]

[Redacted]

11. 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?

[Redacted]

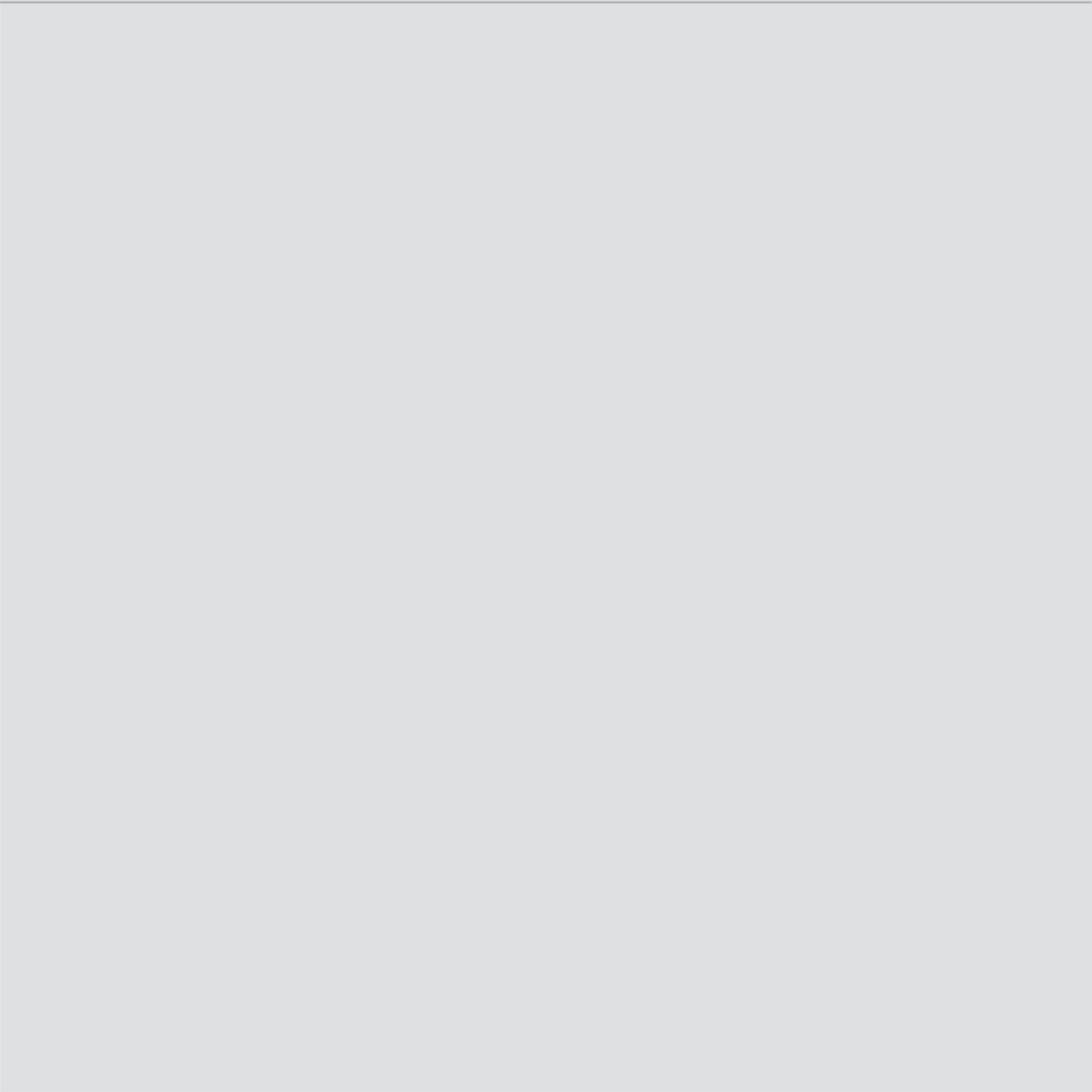
[Redacted]

[Redacted]



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

	Total costs (£)	Funding level (%)	Funding ought (£)	Contribution to project (£)	Other public	ector funding (£)
UNICARD LIMITED Organisation	498,290	45.00	224,230	274,060		0



Funding breakdown

	Total	Labour (£)	Overheads (£)	Materials (£)	Capital usage (£)	Subcontracting (£)	Travel and subsistence (£)	Other costs (£)
UNICARD LIMITED Organisation	£498,290							

Terms and conditions

Award terms and conditions

Partner	Funding rules	Terms and conditions
UNICARD LIMITED (Lead)	Subsidy control	

