

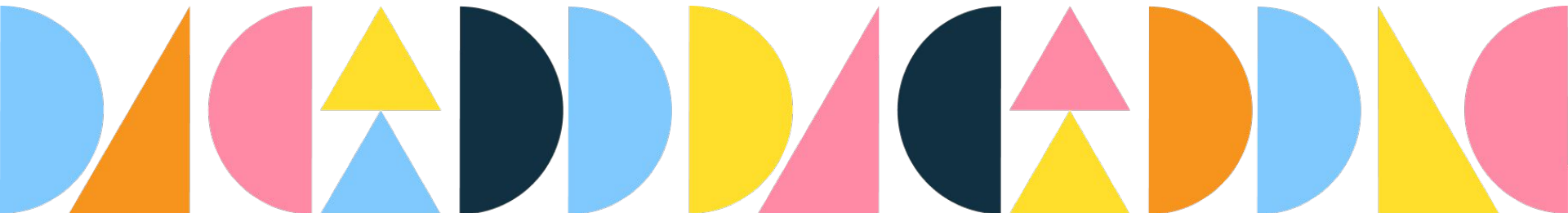
PUBLIC | G-CLOUD 14

GovTech Innovation Programme

PUBLIC



About PUBLIC



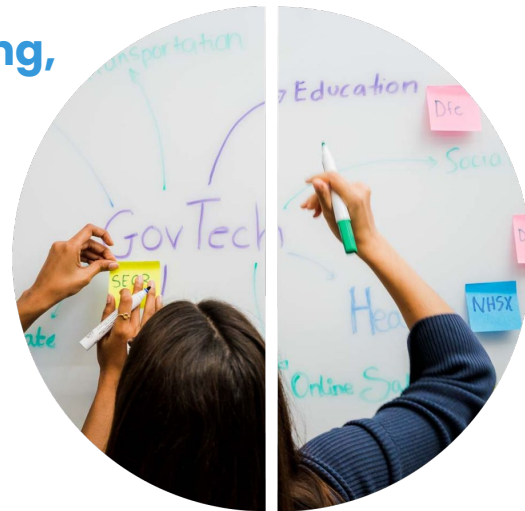
Our Mission | Why do we exist?

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**

We exist to help build a public sector that:

- Leverages **new technology to deliver better societal outcomes**
- Activates an **empowered, digitally-equipped workforce**
- Thrives on its own as an **innovation powerhouse** in its own right

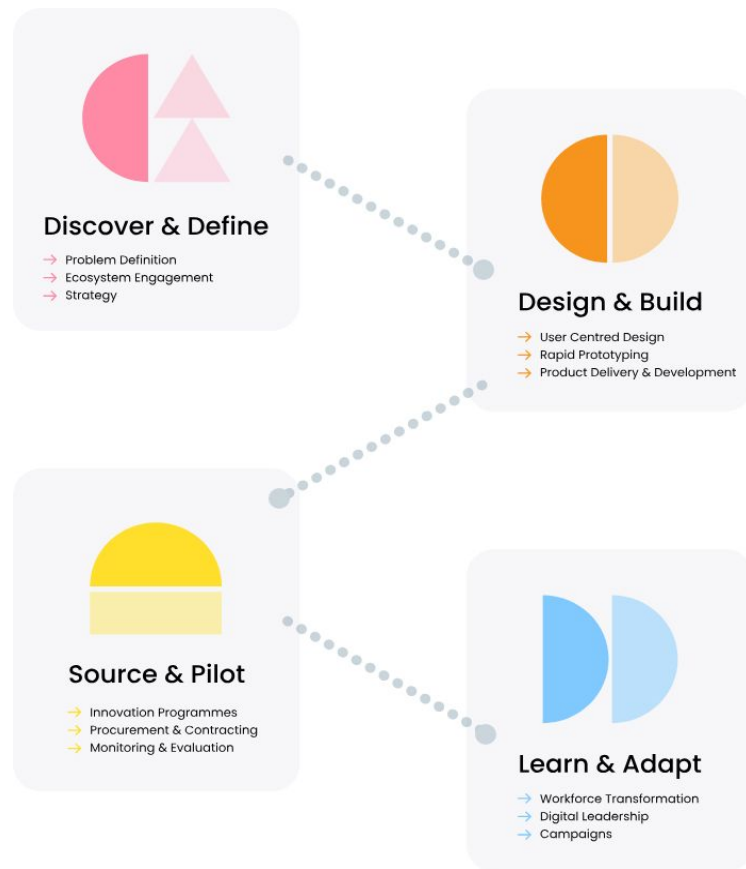


Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'** ...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'.**



Our Expertise | Where do we focus our work?

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success



Local Government

- Digital & Data Strategies
- Training for Officers & Members
- Leadership & Technical Advisory
- Spend Analysis & Benchmarking



Security & Online Safety

- Digital Policy Advisory
- Regulatory Design & Implementation
- Digital Product Design
- National Security Solutions



Digital, Data & Technology

- DDaT Strategy & Transformation
- Application & Platform Development
- Data Science & Engineering
- Responsible AI Advisory



Commercial, Spend & Impact

- Procurement & Commercial
- Finance & FinTech
- Monitoring & Evaluation
- Sustainability & Social Value



Open Innovation Programmes

- Challenge Programmes
- Startup Accelerators & Boot Camps
- Innovation Grant Management
- Startup Events & Engagement



Learning & Workforce Transformation

- Learning-Oriented Discovery
- Transformation Learning Programmes
- Targeted Digital Upskilling
- Executive Coaching & Placements

Our Team | Leadership

A team with unrivalled experience & expertise



Alexander de Carvalho

CEO & Co-Founder

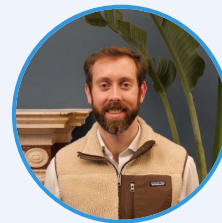
- Venture investor & entrepreneur
- 10+ years in private equity, investment banking & Family Office
- Non-executive director of Heineken NV



Rona Harvey

COO

- Ex-Google; 16+ years working in tech
- Experience in global sales, strategy & operations, business development and sales consulting



Ryan Shea

Managing Director

- 10+ years of technology, strategy, and public sector expertise across both US and UK
- Ex- Monitor Deloitte, London Business School MBA.

Our Clients & Partners | Who do we work with?

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Central Government



Ministry of Defence



Ministry of Justice



Crown Commercial Service



Department for Energy Security & Net Zero



Department for Business & Trade



Cabinet Office



NHS England



Department for Science, Innovation, & Technology



Department for Levelling Up, Housing & Communities

Local Authorities



GREATER MANCHESTER COMBINED AUTHORITY



Llywodraeth Cymru
Welsh Government



Public Agencies



Office for Product Safety & Standards



Geospatial Commission



Health Innovation Manchester



The Health Foundation



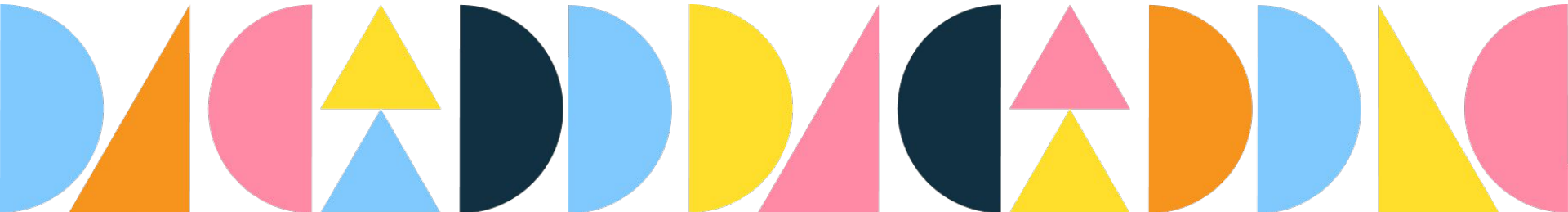
Equality and Human Rights Commission

Private Sector



Service Offering

GovTech Innovation Programme



Our experience

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Bespoke accelerators

Intensive, technical and business support programmes to accelerate the rapid growth and commercialisation of startups.



GovStart

PUBLIC's flagship accelerator programme to provide startups with the skills, knowledge, tools and networks to scale in the public sector market.

GovStart

Challenge programmes & Showcases

Open innovation competitions to stimulate and demonstrate the new solutions to tackle key public challenges.



Cabinet Office



GovTech-program
DENMARK



West Midlands
Combined Authority

Grant management

Dynamic programmes to fund and support the growth of small, innovative players in emerging markets.



Ministry of
JUSTICE



Department for
Digital, Culture
Media & Sport

NHS^x

GovTech Innovation Programme

PUBLIC's GovTech innovation programme offering:



What: PUBLIC's Innovation Programme team helps to establish **mechanisms to connect Government and the public sector with cloud-based innovators and SMEs** to solve their challenges and provide a **framework for solutions to be utilised and scaled**, owing to the benefits of cloud-based innovations.



How: We leverage **different programme types that can demonstrate, develop or deploy cutting edge ideas** – ranging from grant management to showcase events – which could solve public sector challenges. Depending on the needs of the public sector organisations we work with and the scope available for different projects, we **tailor our programmes to optimise outcomes**. Underpinning our programmes is a **focus on thorough discovery** to define user needs, **engagement with our wide cloud-based GovTech ecosystem** and an **emphasis on ensuring public sector clients are set up to effectively capture the outcomes** of innovation programmes.



Why: To access the solutions and ideas that can achieve outcomes that Government and public sector organisations either recognise are best met by stimulating innovations or are otherwise struggling to capture through their established approaches, they require **tried-and-tested approaches to enabling innovation**. Our programmes also present cloud-based innovators and SMEs opportunities to work with the public sector that may not have been possible through other means.



Potential Customers: All departments and **organisations who need new cloud solutions to existing or emerging problems** can leverage innovation programmes.

GovTech Innovation Programme

Features:

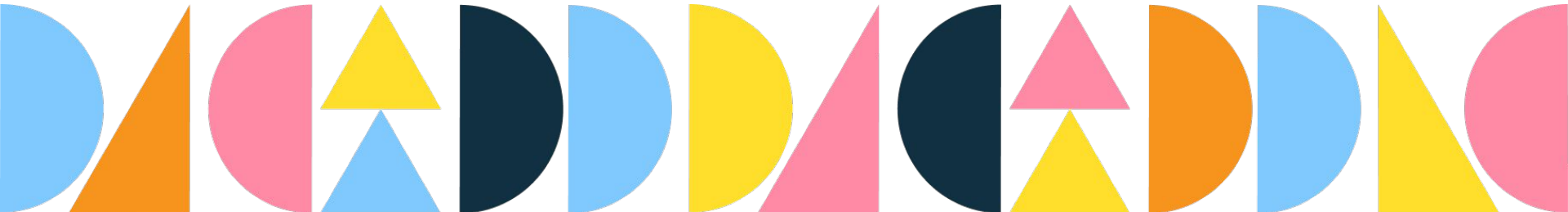
- Programme and funds **designed to optimally fit in with operating models and governance structure**
- **Advanced discovery** to identify market-ready challenges, matching departments' needs that can be met by cloud-based technology solutions
- **Multi-channel campaign** to generate unmatched interest in the innovator community
- Programme designed to **enable best-in-class based solutions** to succeed in the public sector market
- Identify or build the **best routes for wide adoption** of successful solutions

Benefits:

- **Finding fit-for-purpose emerging technologies:** Challenge programmes are the best vehicle to engage with a wide pool of innovators to find the companies that can address key challenges with new technology.
- **Piloting and scaling the best solutions:** To approach procuring new technology in the safest and most effective way, the most applicable solutions get tested on a small scale through a pilot programme, before moving to full deployment.
- **Enabling and upskilling staff:** PUBLIC shares proprietary resources and runs knowledge sharing sessions to help public sector staff understand how innovative tech vendors work and how to best integrate innovative solutions into service delivery.
- **Driving product-to-policy loops:** By bringing together multiple actors from the public and private sector, a challenge programme can help you achieve a system approach, driving policy to product feedback loops.

Innovation Programme

How does it work?



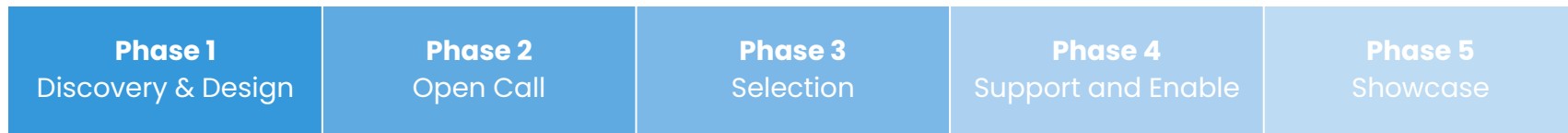
How does it work

PUBLIC

Collaborate with public sector departments and other stakeholders to **identify key challenges** and **define challenge statements**

The PUBLIC team, collaborating with the public sector client, **assess applications** against the challenge, **selecting the best-in-class cloud solutions.**

A showcase event provides an opportunity for **selected startups to demonstrate** the value of their cloud solution to the public sector client and other stakeholders.



PUBLIC can issue a call to **over 4,500 GovTech companies in our network** and the wider, relevant sector of innovators to **respond to the challenge.**

PUBLIC **upskill innovators** through accelerator programmes focused on how to effectively work with government, **support public sector partners** to leverage solutions, and **facilitates testing.**

Innovation Programme Case Study | Safety Tech Challenge Fund

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SAFETY TECH CHALLENGE FUND

The Safety Tech Challenge Fund (STCF) is a Government funded grant programme that awarded funding up to £85,000 to 12 organisations across five project groups to develop proof-of-concepts with aim to **keep children safe in end-to-end encrypted environments** whilst upholding user privacy.



Testing a new model for **rapid, bespoke and multi-stakeholder** approach to fund management



Stimulating innovative approaches to **online safety, whilst upholding user privacy**



Encouraging **cross-sectoral collaboration** among the online safety community, utilising an ecosystem approach



Driving **product to policy feedback loops** ahead of incoming regulation

24

Safety Tech actors
interviewed during
discovery

5

Prototypes built
in just 3 months

7

Media pieces
on programme
launch

2

Partnerships
between safety
tech and industry

76

Attendees at showcase events, from
big tech, privacy groups and academia

Innovation Programme Case Study | The Tech For Our Planet Challenge

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The Tech For Our Planet challenge programme was an opportunity for startups, industry and government stakeholders to pilot technology to tackle key climate challenges in five areas, and to showcase their results at COP26.



Cabinet Office

In our homes

On our plate

Energy and
data

Engaging
communities

Green
finance

OLIO
SHARE MORE • WASTE LESS



SWEEP

measurable•energy



BRAINBOX AI



Pilot highlights

Brainbox AI, employing artificial intelligence to autonomously monitor the energy efficiency of buildings, have been generating up to 25% energy reduction and a **40% improvement in individual building carbon footprints**. Olío, a community food-sharing app aiming to eliminate food waste, successfully collected **23 tonnes of food** in an 8-week pilot program across 23 Tesco stores.

20

Government
scientific advisors
convened during
discovery

178

Applications from
innovative
companies across
six continents

10

Innovative
solutions piloted
across five
challenge themes

17th

Most watched
COP26 event on
YouTube

4500

Attendees
at TFOP showcase
and fringe events