

# **My World Challenge Call**

Webinar Briefing Event - January 2023

**Catalysts & Connectors: Tools for the Creative Industries**  
Awarding £50K to up to 9 projects



# Welcome

Sarah Addezio

**Innovation Partner**

Digital Catapult

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# Agenda

## **13:00 – Welcome and Introduction**

*Sarah Addezio, Innovation Partner, Digital Catapult*

## **13:10 – MyWorld Programme**

*Sarah Addezio, Innovation Partner, Digital Catapult*

## **13:15 – Challenge Call: Catalysts and Connectors: Tools for the Creative Industries**

*Jenn Blackwood, Innovation Delivery Manager, Digital Catapult*

## **13:25 – Definition of Tools, NVIDIA Challenge and Open Challenges**

*David Johnston, Lead Technologist, Digital Catapult*

## **13:35 – What does a good application look like?**

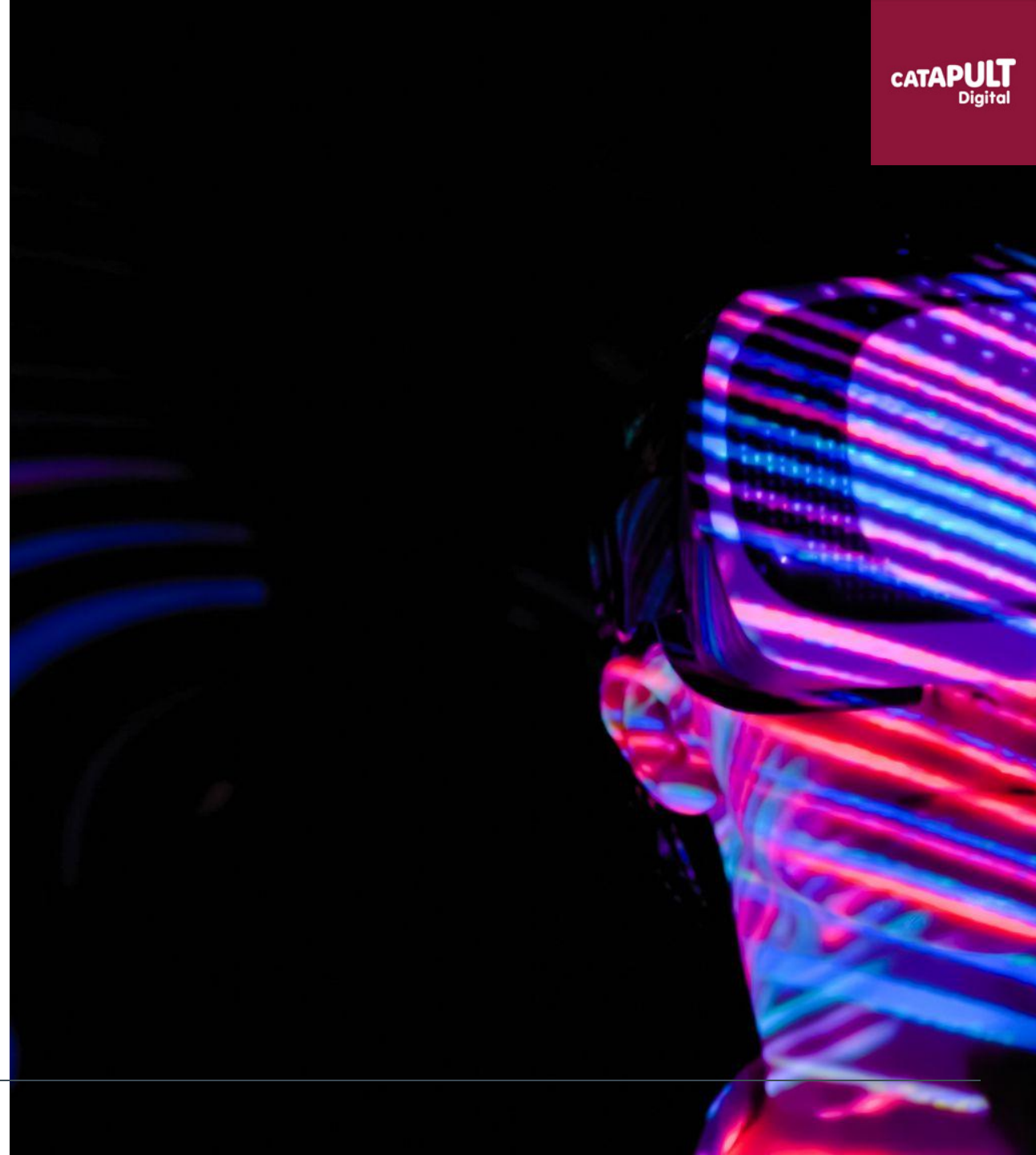
*Nicola Price, Strategic Partnerships and Industry Engagement Manager, Digital Catapult*

## **13:45 – Q&A**

## **13:55 – Final thoughts and next steps**

*Sarah Addezio, Innovation Partner, Digital Catapult*

## **14:00 – End**





2 CR&D and 2 Open Calls over 5 years

Awarding £2.9m of UK Strength in Places  
funding to over 30 projects

A key focus on production and enabling  
tools and services for the Creative  
Industries





# Catalysts and Connectors: Tools for the Creative Industries

Jenn Blackwood

**Innovation Delivery Manager**

Digital Catapult

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## Catalysts & Connectors: Tools for the Creative Industries

“The evolution of this new generation of machines follows a pattern we’ve seen before: **rapid growth drives demand for new tools which then transform industries by solving their fundamental problems.**”

*Technology Vision 2022, “Meet Me in the Metaverse”, accenture (2022)*

# Accelerator Experience

## JUNE

### Ideate

**Validate proposed idea with industry partner and Digital Catapult.**

Masterclasses

Value Proposition Workshop

Scope of Work & Tech Roadmap

Demo Reviews

## JULY & AUGUST

### Prototype

**Define core functions and other product development.**

Demo Reviews

Business Support

Mentorship

Peer to peer support

## SEPTEMBER

### Test

**Test with industry partner and DC.**

Demo Reviews

Pitching Training

Validate PoC Session

Pitch Event

**Showcase in Spring 2024**



# Tools and Challenges

David Johnston

**Lead Technologist**

Digital Catapult



# Catalysts & Connectors: Tools for the Creative Industries

Create new prototypes



Accelerate development of  
products and services



Explore viability and  
commercialisation of tools

## What we're looking for 😊

Projects that :

- Turn early stage ideas into an MVP
- Accelerate development of a product or service
- Add new functionality to an existing tool or ecosystem
- Join disparate workflows or tools together
- Develop a bespoke workflow or creative approach into a service or tool

## What we're NOT looking for 😞

Projects that:

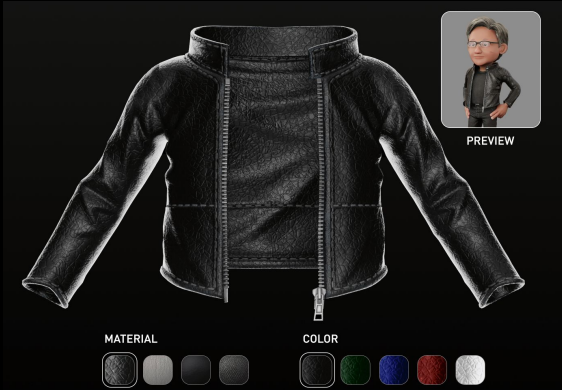
- Are purely content driven - the outcome or output must be the creation, acceleration or delivery of a tool applicable to the sector
- Have creative content as part of the discovery, application or validation of the tools
- Are just about the application of a tool rather than the development of a tool



**MY WORLD CHALLENGE CALL**  
NVIDIA



# METaverse APPLICATIONS ARE ALREADY HERE TODAY



We believe that interconnected virtual worlds and operational digital twins will revolutionise many industries.

In order to achieve the ambitious goals and visions set out for how we'll experience and interact with these virtual worlds we need new approaches to creation, collaboration and delivery of content.

New technologies will be required to underpin these platforms, many of which are being developed by NVIDIA today within our Omniverse platform and our research teams.



# THE CHALLENGE

- Leverage state of the art AI approaches to capture objects such as cultural landmarks or interesting environments
- Bring this content into a collaborative 3D content creation platform and enable multi-user real-time collaboration to add enhancements such as animation and physical interactivity
- Build a 3D, AI-driven avatar into this space to describe the content and provide the historical background of the location
- Enable this experience to be delivered via multiple platforms (ie Local workstation, web browser, VR HMD, tablet)





# SUGGESTED TOOLS

How can this be achieved

## NVIDIA INSTANT NERF

AI Driven 3D Capture



## OMNIVERSE NUCLEUS

Multi-user collaboration



## PIXAR USD

Open-source 3D Description



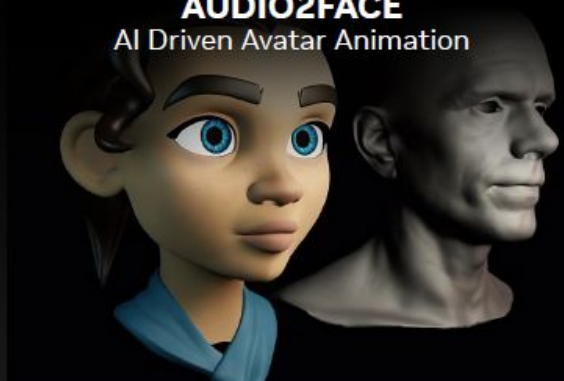
## OMNIVERSE CREATE

Accelerated 3D World Building



## AUDIO2FACE

AI Driven Avatar Animation



## EPIC UNREAL ENGINE

Game Engine for mass delivery



## ICLONE

Avatar Creator







**THANK YOU!**

*For more information on this or other NVIDIA opportunities, please contact:*

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# Open Challenge

Fund projects that:

create new prototypes

accelerate development of  
products and services

explore viability and  
commercialisation of tools

that enable innovation, creation and productivity across the Creative Continuum

## Creator Tooling

- to **assist in capturing** of **volumetric content**
- to **enable scanning** of real world environments
- to **create novel types** of **content**
- to **connect existing platforms and tools together** (workflows)

## Delivery Tooling

- to **facilitate encoding** of new types of content over delivery networks
- to **enable** creators to **provision experiences** for multiple platforms
- to **configure dynamic delivery networks** for e.g. live experiences

## Assessment Tooling

- to **assess quality metrics** of delivering existing and novel experiences using new coding techniques
- to **enable audience assessment** of new types of content experience

# Application Process

Nicola Price

**Partnerships Manager**

Digital Catapult



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# Minimum Requirements

**REGION BASED.** Applicants must be a UK based registered company operating in the West of England region.

**UK BANK ACCOUNT.** Applicants must have a UK business bank account.

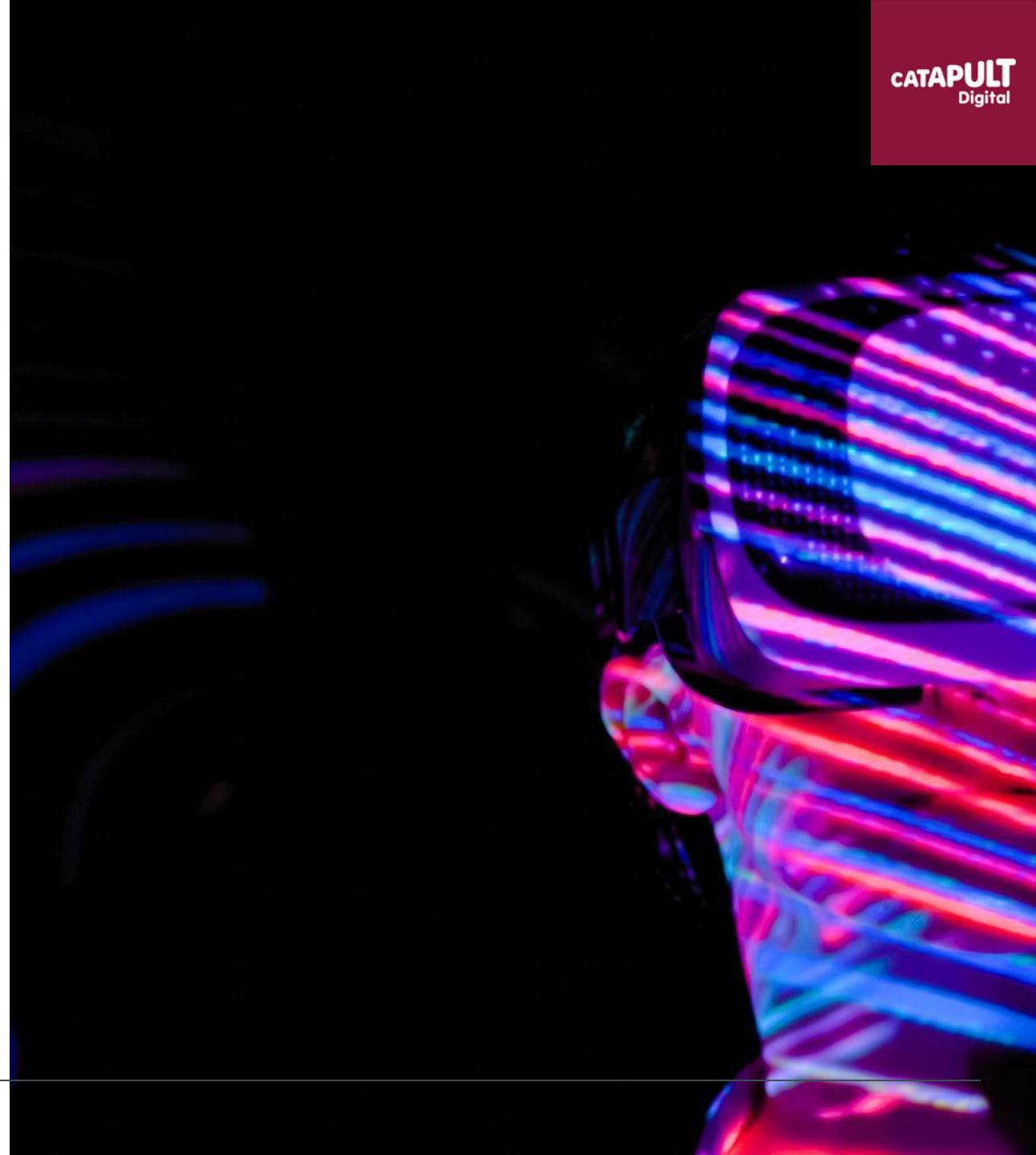
**STATE AID.** Applicants must be eligible to receive £315,000 in State Assistance.

**TEAM EXPERIENCE.** The team has to have one or more team members with expertise in the area they are applying for.

**TEAM MEMBERS.** Applicants must have two or more team members.

**TECHNICAL SOLUTION.** Applicants must develop prototypes, processes or products which deliver technical solutions addressing the theme of the challenge.

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# Selection Criteria

## STRENGTH AND ORIGINALITY

The idea presents an innovative solution to the challenge.

## RELEVANCE AND FEASIBILITY

The idea addresses one of the challenges, is relevant to the programme theme and is feasible within the budget and timescale of the call.

## VALUE FOR MONEY

The idea's combination of cost, quality and sustainability is well balanced. The scale of the solution is reasonable with respect to the effort proposed.

## TEAM EXPERIENCE

The team is equipped with the appropriate technology and business skills, and has a good track record to deliver the proposed solution within 16 weeks.

## IMPACT AND DEVELOPMENT PLAN

The proposal can demonstrate an ambition for positive impact in the West of England region and is likely to be suitable for further development after the programme.



# Application process



# Q&A

Chaired by Nicola Price



# Closing Remarks

Sarah Addezio

**Innovation Partner**

Digital Catapult

## Next steps

- View the Programme:

**Catalyst and Connectors: Tools for the Creative Industries - on the Digital Catapult website under the 'Live Opportunities' section with FAQs and T&Cs.**

- Register interest through completing an initial form at the bottom of the open call page
- **Surgeries: 9 / 10 Feb & 20 / 21 Feb**
- Complete the Submittable application form by **13th March 2023**
- Any questions please email **[myworldinfo@digicatapult.org.uk](mailto:myworldinfo@digicatapult.org.uk)**

## Link to Open Call

