

Digital Catapult Innovation Services



For more details, contact us at:
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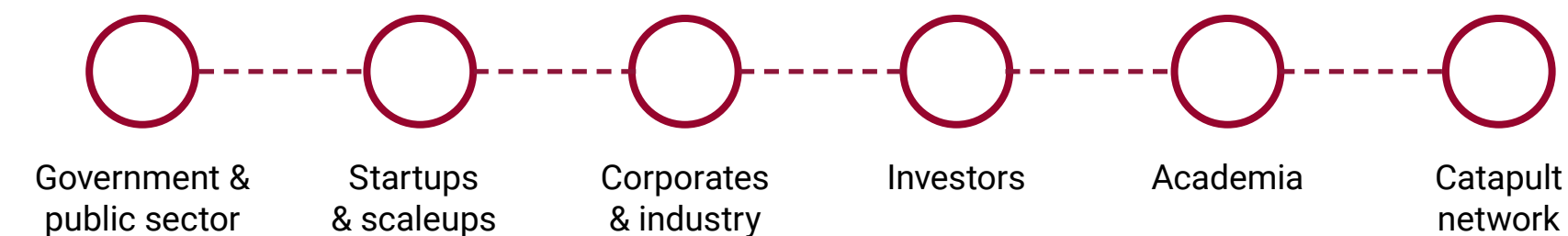
Who are we?

Digital Catapult is a deep tech innovation organisation.

We drive business value by accelerating the practical application of deep tech.

Part of the Catapult Network.

WHO WE WORK WITH:



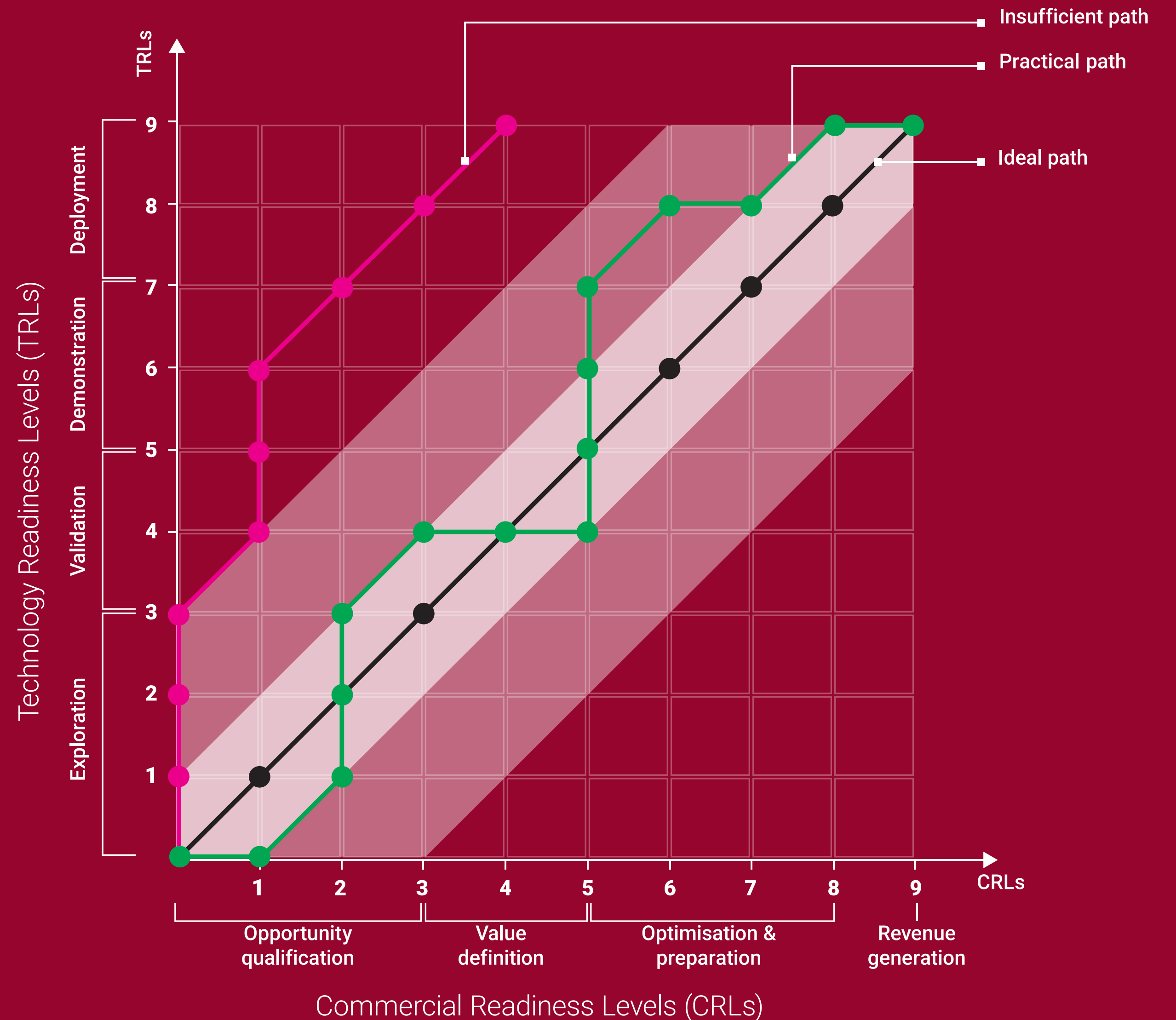
We help businesses to translate tech innovation into products and services that will **transform key industries, increase productivity and secure the UK's future global competitiveness.**

TRL-CRL Framework

Integrating Technology Readiness Levels (TRLs) with Commercial Readiness Levels (CRLs) provides a framework for advancing both the technical development and market readiness of a technology.

The maturity paths depicted in the image provide a visual framework that integrates TRLs with CRLs, highlighting the importance of balancing technical development with market readiness. The paths are colour-coded to represent various scenarios that a technology might follow as it progresses from concept to market deployment.

- **The ideal path (grey)** represents a balanced progression where technology readiness (TRL) and commercial readiness (CRL) evolve in parallel. This ensures both technical development and commercial viability are achieved simultaneously.
- **The practical paths (green)** reflects a more realistic progression, where companies adjust strategies to manage competing demands between technological innovation and market readiness. Here, there is a conscious effort to maintain a balance between TRL and CRL.
- **The insufficient paths (red)** illustrates a significant misalignment between technological and commercial readiness. In this scenario, development is unbalanced, focusing too heavily on either technology or commercialisation at different stages. This misalignment leads to technologies that are either underdeveloped or commercially non-viable, resulting in increased risks, stalled progress, and potential failure unless strategic adjustments are made.



Commercialisation support



Digital Catapult supports SMEs throughout the entire innovation journey from early market exploration to achieving sustained market leadership.

We begin by helping companies identify opportunities and understand their competitive landscape through detailed ecosystem and market intelligence (C01).

Next, we validate value propositions (C02) to ensure products and services align precisely with customer needs and market demand.

As innovations progress, we work collaboratively to develop robust commercialisation strategies and market entry plans (C03), setting the foundation for long-term growth.

Finally, through strategic foresight (C05), we support pricing and financial modelling, helping businesses ensure their pricing strategies are both profitable and competitive.



Artificial intelligence support



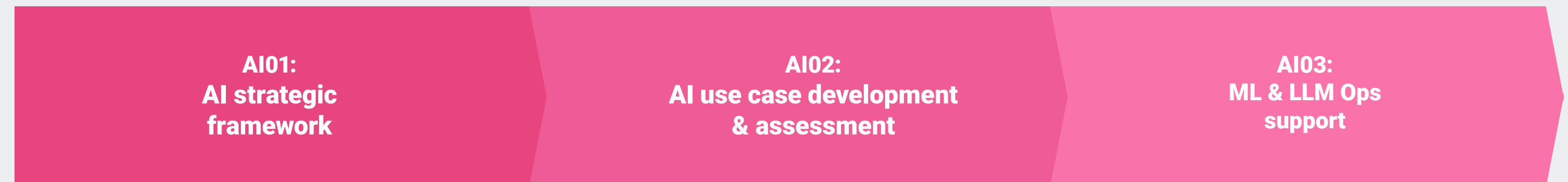
Digital Catapult helps SMEs adopt AI with clarity and confidence. Our structured journey ensures every step is strategic, practical, and responsible.

We begin with the AI strategic framework (AI01) – aligning business goals, assessing data readiness, and pinpointing high-impact opportunities.

Next, through AI use case development and assessment (AI02), we test both technical feasibility and commercial value to focus on what really delivers results.

As solutions mature, ML and LLM ops support (AI03) enables organisations to operationalise and manage AI models effectively.

Together, these stages create a clear, end-to-end pathway to successful, sustainable AI adoption.



CRL 1-2 | TRL 2-4

CRL 2-4 | TRL 4-6

CRL 5-7 | TRL 6-8

Is your organisation strategically ready for adopting AI?

Have you defined and validated your AI use case?

Are your AI models efficient, reliable, secure, and scalable?

Purpose: Establish strategic objectives, assess data readiness, and identify high-impact AI opportunities aligned to your business goals.

Deliverables: Defined AI strategy, data readiness report, prioritised AI use cases.

Dependencies: Clear business objectives and available data.

Purpose: Define, develop, and rigorously assess AI use cases to confirm their feasibility and business value before significant investment.

Deliverables: AI use case documentation, feasibility assessment report.

Dependencies: Clearly defined business problem and stakeholder engagement.

Purpose: Optimise operational processes and effectively manage the lifecycle of machine learning (ML) and large language models (LLMs), enabling rapid deployment, continuous improvement, and scalability.

Deliverables: Operational MLOps/LLM Ops framework, monitoring strategy, performance optimisation guidelines.

Dependencies: Operational AI models and dedicated technical resources.

Design support



Digital Catapult's Visual Design services support SMEs in creating presentable and accessible solutions that are intuitive, and market-ready.

We help businesses with the storytelling and user experience design of their products. We rapidly iterate, refine and design the visual language and interfaces (DS04) so they are ready for a confident market launch.

This stage ensures that every product or service is ready for real-world success.

DS04: Solution design & visualisation

CRL 6-8 | TRL 7-9

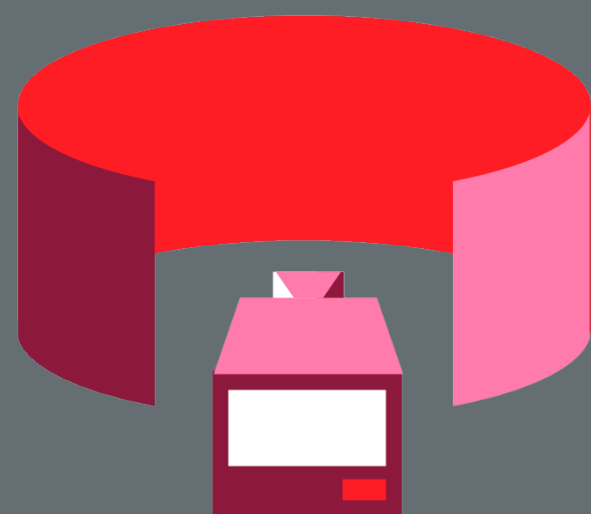
Is your solution presentable
usable and accessible?

Purpose: Improve the visual representation or interface design of the solution for development or presentation.

Deliverables: Interface and Visual Designs, Design Guidelines.

Dependencies: Existing information architecture and defined user stories or requirements.

Advanced Media Production (AMP) Studios Packages (1/2)



Advanced media production studios

Studio access, future-ready skills, and creative co-production

The AMP Network Studios are the UK's first 5G-connected, virtual production-ready studio network, designed to help creators, educators, and institutions work faster, smarter, and more boldly with the tools of tomorrow. At AMP, professional-grade studios meet cutting-edge technologies, from 5G and virtual production to XR, AI, and motion capture. Our facilities enable commercial projects to gain a competitive edge, researchers to turn ideas into real-world applications, and the next generation of talent to learn by doing.

AMP isn't just a studio, it's a launchpad for innovation, future-proofing technology, bridging commercial and academic expertise, and equipping creators to tell stories, build skills, and push the boundaries of media.



CRL 4-6 | TRL 6-9

CRL 4-6 | TRL 6-9

CRL 4-6 | TRL 6-9

Are your creative assets and workflows production ready?

Purpose: Support media and immersive technology testing – such as motion capture and virtual production – to generate assets and validate production pipelines

Deliverables: Digital Assets, validated creative workflows, studio test outcomes

Dependencies: Concept of storyboard basic media assets or prototypes, and production goals

Are your avatars application ready?

Purpose: Support in creating photorealistic, motion driven avatars using motion capture or photogrammetry, delivering digital humans optimised for specific platforms

Deliverables: Photogrammetry scanned customer avatars, motion capture data, post produced avatars, workflow validation

Dependencies: Clear platform specifications, defined use cases, real human subjects for scanning or motion capture, technical integration requirements

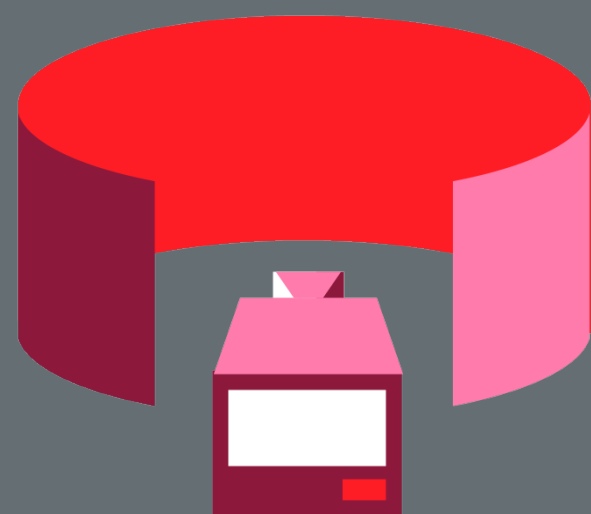
Exploring creative assets using converging immersive technologies?

Purpose: Explore emerging technologies such as motion capture and AI to evolve your creative workflows – precision tracking and real time feedback capabilities.

Deliverables: Motion capture data, validate precision tracking work flows, production assets

Dependencies: Defined use cases for converging technologies, e.g. motion tracking and AI, production goals and technical requirements

Advanced Media Production (AMP) Studios Packages (2/2)



Advanced media production studios

Studio access, future-ready skills, and creative co-production

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CRL 4-6 | TRL 6-9

CRL 4-6 | TRL 6-9

Can advanced media production transform your live performance?

Test new creative workflows using virtual production

Purpose: Explore integrated digital technologies such as LED volumetric scenes and real-time visualisation systems into productions creating unique audience experiences through technical experimentation

Deliverables: Testing and integration of 3D backgrounds, validated mixed reality workflows, production ready assets

Dependencies: Creative vision or concept, storyboards, basic technical requirements

Purpose: Dedicated studio access to test, validate and execute virtual production workflows using professional grade equipment and environments with technical support to de risk projects

Deliverables: Pre validated technical set up, completed shoot days with full studio access and equipment, production ready assets

Dependencies: Defined project aims and outcomes, client provided content eg virtual environments and creative assets, realistic scope.

Get in touch with us

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