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Contract

## **(NU/1433-44) Senseful AI: The Provision of Business Consultancy to Assist Commercialisation of University Research**

Newcastle University  
Durham University  
Northumbria University Newcastle Newcastle  
University of Sunderland  
Teesside University  
University of Bath on behalf of the SETsquared  
University of York

F03: Contract award notice

Notice identifier: 2022/S 000-033466

Procurement identifier (OCID): ocds-h6vhtk-038853

Published 25 November 2022, 11:00am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[natalie.morton@ncl.ac.uk](mailto:natalie.morton@ncl.ac.uk)

**Telephone**

+44 1912086396

**Country**

United Kingdom

**Region code**

UKC - North East (England)

**Internet address(es)**

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.uk>

**I.1) Name and addresses**

Durham University

The Palatine Centre, Stockton Road

**Email**

[Edwin.e.milligan@durham.ac.uk](mailto:Edwin.e.milligan@durham.ac.uk)

**Country**

United Kingdom

**Region code**

UKC - North East (England)

**Internet address(es)**

Main address

<https://www.durham.ac.uk>

### **I.1) Name and addresses**

Northumbria University Newcastle Newcastle

Newcastle upon Tyne

#### **Email**

[Hugh.Rhodes@northumbria.ac.uk](mailto:Hugh.Rhodes@northumbria.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC - North East (England)

#### **Internet address(es)**

Main address

<https://northumbria.ac.uk>

### **I.1) Name and addresses**

University of Sunderland

Sunderland

#### **Email**

[Cheryl.Holmstrom@sunderland.ac.uk](mailto:Cheryl.Holmstrom@sunderland.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://Sunderland.ac.uk>

**I.1) Name and addresses**

Teesside University

Middlesbrough, Tees Valley

**Email**

[David.Pratt@tees.ac.uk](mailto:David.Pratt@tees.ac.uk)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.tees.ac.uk/>

**I.1) Name and addresses**

University of Bath on behalf of the SETsquared

Claverton Down, Bath

**Email**

[pb487@bath.ac.uk](mailto:pb487@bath.ac.uk)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.bath.ac.uk/>

**I.1) Name and addresses**

University of York

Heslington, York

**Email**

[james.kitson@york.ac.uk](mailto:james.kitson@york.ac.uk)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.york.ac.uk/>

**I.2) Information about joint procurement**

The contract involves joint procurement

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

(NU/1433-44) Senseful AI: The Provision of Business Consultancy to Assist Commercialisation of University Research

Reference number

DN637976

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

As a professional philologist whose research rests at the intersection of linguistics, anthropology, and the cognitive sciences, Dr William Short (PhD, University of California, Berkeley) has pioneered the development of an approach to the description of the conceptual systems of historical societies through the close analysis of language and text. As part of this research, Dr Short developed an innovative search engine technology that enables the identification of relations between concepts within large text corpora, independent of how those concepts happen to be expressed lexically. Seeing this tool's potential to make searching textual data of all kinds more efficient, more productive, and more rewarding, Dr Short has launched Senseful AI to commercialise the technology for data providers hoping to offer advanced, sophisticated search functionalities to their users.

We are looking for an Executive with the initial brief of the executive will be to:

Phase 1 Opportunity validation and business plan creation

Review existing business ambitions and options for optimal route to market and generate a viable business plan with realistic funding requirements built on sound market research

## Phase 2 Spinout approval

Work with University of Exeter's technology transfer office and founder academics to develop business case to obtain approval and sign-off for the spin-out company creation

## Phase 3 Complete necessary stages for being "ready to spin"

including company formation relevant legal agreements.

## Phase 4 Securing seed investment into the company

Achieve investor engagement, commitment and completing a Term Sheet and investment completion, to cover funding required by the business to deliver against the business plan.

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £30,000

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)

### **II.2.4) Description of the procurement**

This is a Further competition from DPS framework NU1433 - The Provision of Business Consultancy to Assist Commercialisation of University Research.

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#### **II.2.5) Award criteria**

Quality criterion - Name: Ability to meet the required programme / Weighting: (Pass/Fail)

Quality criterion - Name: Ability to meet the Job Description / Weighting: Pass / Fail and Weighted 70%)

Quality criterion - Name: Appointment as COO / Weighting: (Pass/Fail)

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project



Northern Accelerator programme involving funding from both the European Regional Development Funding (ERDF) and Research England

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of a dynamic purchasing system

#### **IV.1.6) Information about electronic auction**

An electronic auction will be used

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 186-528050](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 November 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Adelphi Digital Consulting Group Ltd

69 Berwick Street, London Greater London

W1F 8SZ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £30,000

Total value of the contract/lot: £30,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the

contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who

have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.

**VI.4.4) Service from which information about the review procedure may be obtained**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom