

# ZENZIC<sup>4</sup>

## CAM Scale-Up UK

SMLL innovation community webinar 2024

Funded by



Delivered in partnership with

**PLUGANDPLAY UK**

Delivered in collaboration with



**ACCELERATING  
THE SELF-DRIVING  
REVOLUTION**



**zenzic.io**





Championing the UK's  
Connected and Automated  
Mobility ecosystem to ensure a  
safer, more secure, sustainable,  
and inclusive transport future



## What's the ambition for CAM?

*"By 2030, the UK is benefiting from proven connected and automated mobility, with an increasingly safe and secure road network, improved productivity and greater access to transport for all. Next-generation services and technology and designed and developed in the UK, powered by high-value skills and a strong supply-chain, driven by public demand.*

*We are a world leader"*

**UK CAM Roadmap to 2030 – Vision Statement**

## Our Vision

Enable the UK to be a world leader in the development and deployment of CAM by 2030.

## Our Mission

Bring together industry, government, and academia across all relevant sectors to develop and deploy CAM in the UK.

### Insights

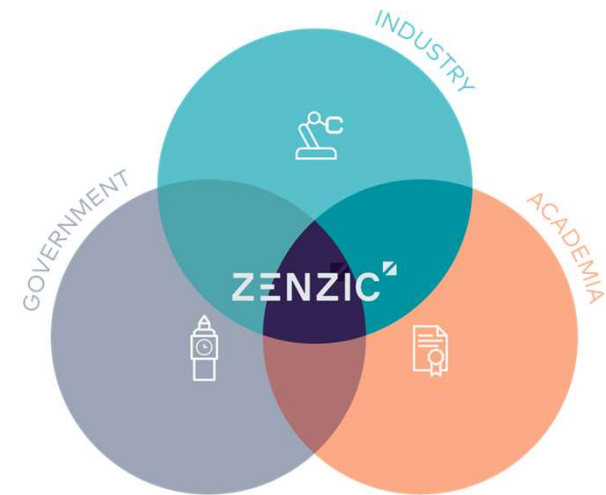
Hold the strategic vision and roadmap for the UK CAM ecosystem, providing informed guidance to government, industry and academia.

### Innovation

Channel investment into targeted CR&D into late-stage tech and CAM Scale-Up UK programmes accelerating new technology for the CAM market opportunity.

### Collaboration

Provide the trusted brand and front door to a collaborative UK CAM supply chain, promoting and driving inwards investment.



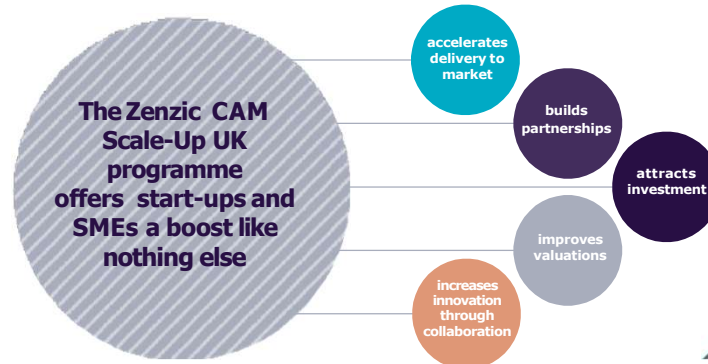
***Innovation enabled by Insights, delivered through Collaboration.***



## What is CAM Scale Up UK?

**CAM Scale-Up UK offers selected start-up and SME participants an opportunity to develop innovative CAM solutions at pace**

- Participants enter the programme with ready-for-market products and services with the potential to meet required safety standards and operate in real-world environments
- Upon exiting the programme, participants will have demonstrated their products operate in real-world environments. The aim is to accelerate delivery to market, build partnerships, attract investment and improve valuations
- CAM Scale-Up UK is fully funded by the **Centre for Connected and Autonomous Vehicles**. It is run by **Zenzic** in partnership with **Plug and Play**. A global innovation platform, Plug and Play has created the ultimate start-up ecosystem in many industries, and is instrument in securing private investment



# Zenzic CAM Scale-Up UK

Funded by



Centre for Connected  
& Autonomous Vehicles

Delivered in collaboration with



CAM Scale-Up UK Alumni



Corporate partners



**Physical and virtual testing facilities for the innovation and development of connected and self-driving vehicle technologies in the UK**



## Five core testing facilities:

- A** **HORIBA MIRA-Coventry University CAV Testbed**
  - Urban parking
  - Limit of controllability
  - Connected and configurable
- B** **Midlands Future Mobility**
  - Highly connected real-world and digital environments
- C** **Convex**
  - Data
  - Virtual
- D** **Millbrook-Culham Urban Testbed**
  - Secure site
  - Controlled and semi-controlled
- E** **Smart Mobility Living Lab**
  - Digital and real-world testing
  - Public and private
  - London roads

# CAM Scale-Up UK – More than the funding



## Access to world class facilities

The funded programme grants access to world class facilities of CAM Testbed UK. The SME journey benefits from the deep technical knowledge that testbeds can offer

## A stage for investment

Delivery partner PnP provide the stage for SMEs to address a global, tech savvy investor community. Candidates are coached and mentored to pitch to win

## A helping hand

Zenzic is fully invested in accelerating CAM technology to market. A delivery lead is dedicated to make sure SMEs maximise the value of the programme

## Successful launch

The corporate partner program provides a critical friend to SME. CAM roadmap instruction hones understanding of the opportunity and 'fresh eyes' offers independent critique of the business plans

## Access to an elite eco system

The enduring relationship with Zenzic give signposting and access to follow on opportunities, either with corporate partners, accessing future funding, or amplifying a key message. Zenzic provides the catalyst for a CAM network



# Who can take part?

Zenzic CAM Scale Up is aimed at UK based\* companies meeting the following criteria:

- Must be start-ups, micro, small and medium (SMEs).
- Have a technology prototype ready for testing using the facilities of CAM Testbed UK.
- Can benefit from grant funding and engagement with the CAM stakeholder ecosystem.

The programme welcomes applications from start-ups and SMEs in adjacent sectors interested in pivoting existing solutions.

\* Is a registered company in the UK or be looking to establish a base in the UK before the programme start date.





## CAM Scale-Up UK Cohort Five - Announcement Soon

We will soon be welcoming expressions of interest for the fifth cohort of CAM Scale-Up UK.

Please stay tuned for more information.

## For more information

[zenzic.io/cam-scale-up/](https://zenzic.io/cam-scale-up/)

email [camscaleup@zenzic.io](mailto:camscaleup@zenzic.io)

[zenzic.io](https://zenzic.io)



An exemplar of creativity and collaboration, the CAM Scale-Up UK programme combines innovation from the start-up community with CAM Testbed facilities and industrial expertise to accelerate development of new CAM products and technologies.

An exciting and effective way to grow the emerging UK CAM sector by starting small, thinking big and moving fast.

David Skipp, Chair of CAM Working Group, UK Automotive Council

## Words from our latest cohort

**“It gives you that opportunity to really get deep into what the state of the art of is in testing and how that can apply to you.”**

**Samuel Swift-Glasman - CEO,  
Megaset**

**“Having access to world leading experts from CAM Testbed UK goes way beyond the grant value that you get.**

**The experience and the advice that you get is very, very valuable.”**

**Paolo Paoletti - CTO, Robotiz3d Ltd**



# Three year plan 2022 to 2025

