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Be part of the future of CAM

START-UPS/SMES

funded by


Centre for Connected
& Autonomous Vehicles

ZENZIC

Zenzic CAM Scale-
Up programme:
2023/2024



Fast-track future success with Zenzic and CAM Testbed UK

Unique facilities within a
3 hour
drive

Zenzic was created by the UK government and industry to champion the connected and self-driving ecosystem and accelerate the self-driving revolution in the UK.

Zenzic drives collaboration with partners across industry, government and academia to shape and promote the world-class CAM Testbed UK. Comprising five core facilities, CAM Testbed UK is the only place worldwide with the capability to take ideas from concept to development both virtually and physically within a three hour drive.

Zenzic is committed to ensuring a safer, more inclusive and productive mobile future. As part of this mission the Zenzic CAM Scale-Up programme was born. Access for start-ups and SMEs to CAM Testbed UK is at the heart of the initiative.

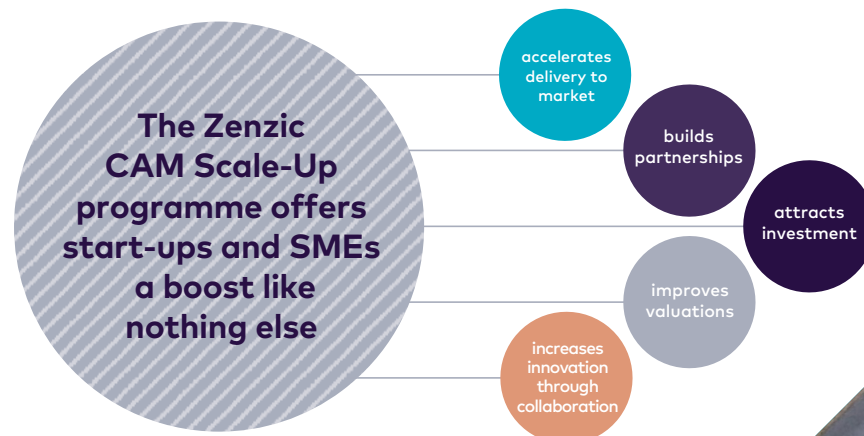
Introducing the Zenzic CAM Scale-Up programme

The Zenzic CAM Scale-Up programme offers selected start-up and SME participants an opportunity to develop innovative CAM solutions at pace.

Government grant funding is awarded to UK-based organisations within the CAM sector, and those from adjacent sectors who aim to pivot solutions into the market.

The intention is that, by testing with the world-leading CAM Testbed UK, the successful innovators will have demonstrated that their products are ready to operate in real-world environments. The aim is to accelerate delivery to market, build partnerships, attract investments, and deliver products to the market better, and faster.

The programme is fully funded by the UK government's Centre for Connected and Automated Vehicles, is co-ordinated by Zenzic, and delivered in partnership with Plug and Play.



A long-exposure photograph of a highway at night, showing vibrant red and white light trails from cars moving along the road. The road curves to the right, and the background is dark. A diagonal white line separates this image from the white background of the rest of the page.

Who can take part?

The programme is aimed at UK based* start-ups, micro, small and medium (SMEs) companies that have a technology prototype ready for testing in a physical environment at CAM Testbed UK and can benefit from grant funding and engagement with the CAM stakeholder ecosystem.

This year's programme will take a particular interest in organisations that have a technology focus in **connectivity, safety and security**, as well as **data and analytics** to further advance CAM in the UK.

It will also facilitate start-ups and SMEs in adjacent sectors to pivot solutions into this market.

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

The selection criteria:

The selection process will be led by Zencic in consultation with CAM Testbed UK. The applicants will be reduced at each review stage, with the final selection of applicants announced at the Innovation Day.

The selection criteria will consider whether the applicant:

1. Is seeking to deliver a new product or service into the CAM market
2. Has a demonstrable CAM product or service that needs validating, developing or demonstrating in simulated, controlled or real-world environments
3. Is ready to validate in a relevant environment and progress rapidly to a system prototype demonstration in operational environment, working towards TRL 7 and beyond
4. Has a need to develop, test or validate a new product or service related to the CAM market
5. Will have a meaningful go-to-market plan with a clear value proposition
6. Is a registered company in the UK or be looking to establish a base in the UK

Successful participants will need to meet additional qualification grant criteria which demonstrates ability to commit to product and business development and company security such as Undertakings in Distress (UiD) requirements.





CAM Testbed UK

The UK is a global centre for the innovation and development of connected and autonomous technologies.

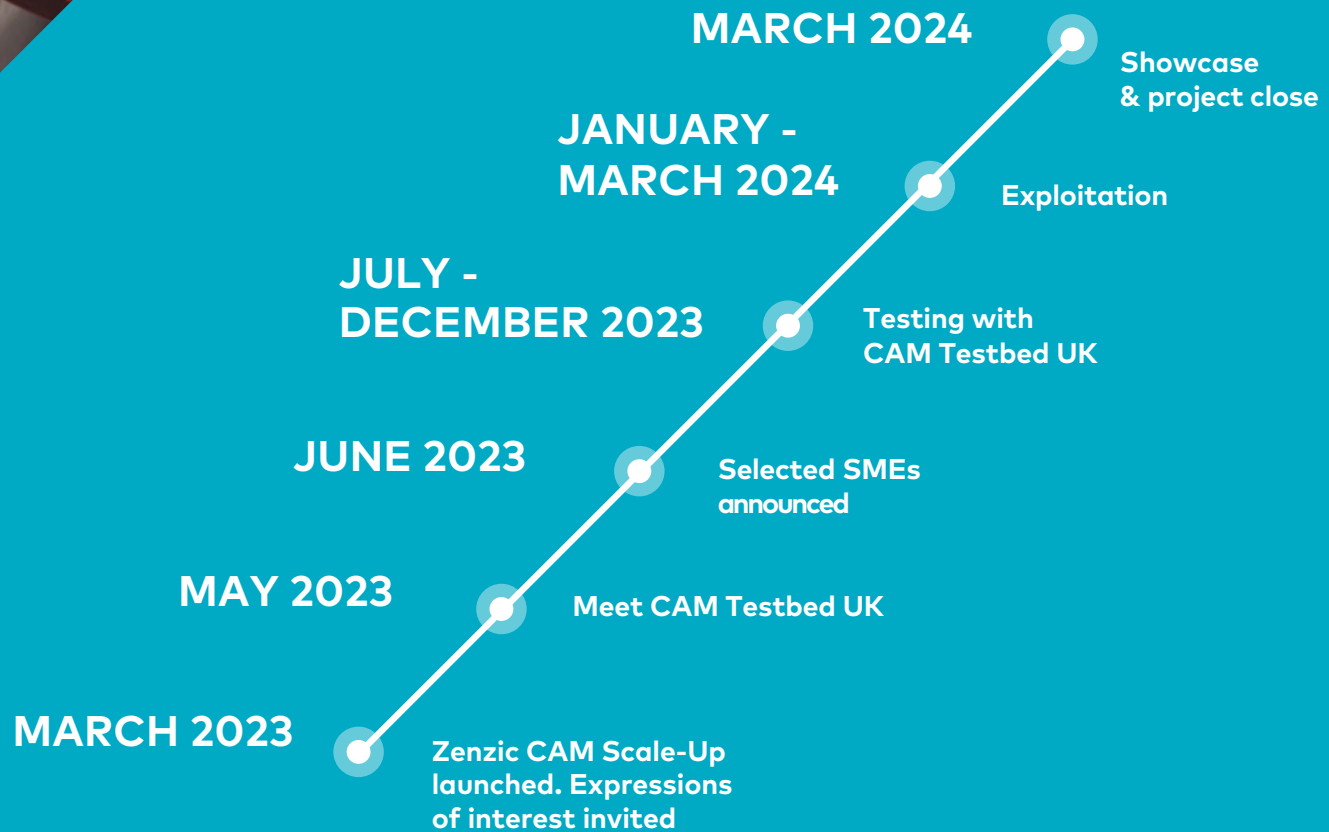
CAM Testbed UK's is the only place worldwide with the capability to take ideas from concept to development both virtually and physically, all within a 3-hour drive. The comprehensive and integrated facilities are world-leading, with a unique ability to cross-share data and a collaborative way of working.

Through the CAM Scale-Up programme, the successful applicants will have access to these facilities, which include:

- **Controlled Environment – urban, inter-urban, high speed/limit handling**
- **Public Environment – urban, inter-urban**
- **Simulation**
- **Data Exchange**

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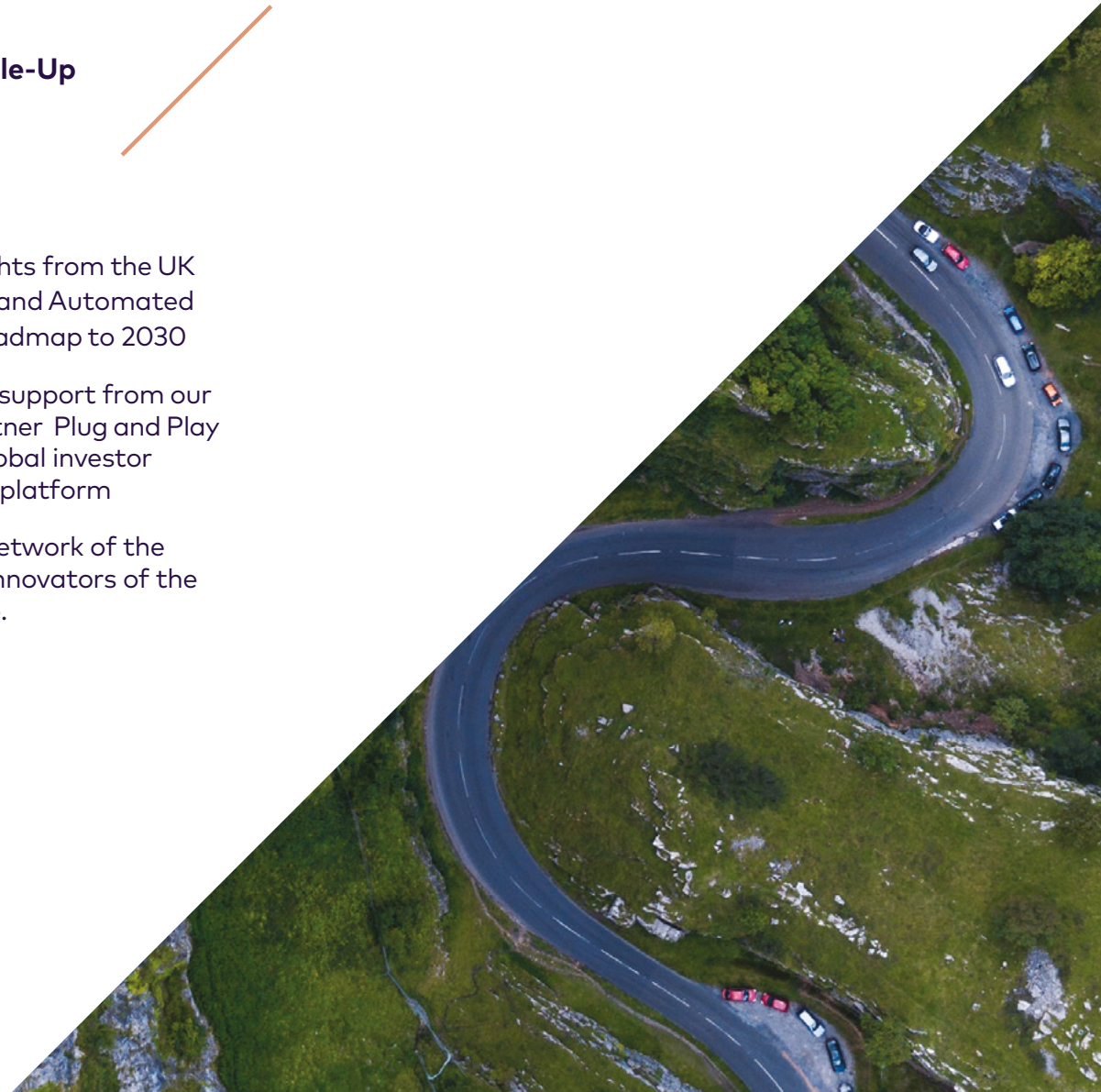
CAM Scale-Up timeline



What will participants gain?

Selected start-ups and SMEs of the CAM Scale-Up Programme will have access to:

- a share of government funding through the Centre for Connected and Autonomous Vehicles
- world class testing facilities in controlled and real-world environments via CAM Testbed UK
- world-class technical and business assistance with access to corporate partners as well as the wider CAM ecosystem
- access insights from the UK Connected and Automated Mobility Roadmap to 2030
- investment support from our delivery partner Plug and Play and their global investor accelerator platform
- an alumni network of the successful innovators of the programme.



Testimonials

“ The Clean & Smart Mobility team at PA Consulting Group have found Zenic’s CAM Scale-up Programme stimulating. We actively look for opportunities to work with ingenious people and companies to deliver fast paced innovation, which we know is critical to accelerating the widespread adoption of clean & smart mobility. We are looking forward to engaging further with the start-ups in the programme to help scale their products, services and businesses as a whole.”

Amy Marshall, Energy & Utilities Partner, PA Consulting.

“ Zenic’s CAM Scale-Up programme helped us immensely in securing ground truth data against which the accuracy of new tech could then be benchmarked and measured. As a result of the Zenic programme, we immediately turned a belief into a working solution that’s now commercialising 1.5 years faster than originally planned. The connections made through this experience were and still remain invaluable. We would recommend this programme to anyone serious in making a difference in the space.”

Jay Biring, CEO, Exeros Technologies

“ UTAC has been delighted to support the winning SME's throughout their testing endeavours. This innovation space is home to a multitude of new entrant - some finding their feet, some more mature, which is what makes the challenge exciting for us. Testing is not easy or straightforward, but giving these SME's access to the facilities and capabilities has hopefully enabled a big step in their development. We are happy to support the programme, and look forward to the next cohort.”

Peter Stoker, Chief Engineer - Connected and Autonomous Vehicles, UTAC.



Marketing and Communications

Programme Highlights

Start-ups and SMEs get the opportunity to share their journey through the programme through film.

SME Case Studies

Start-ups and SMEs will be able to capture the origins of their organisations, their process throughout their programme and their ambitions for the future.



CAM Scale-Up 2022 Innovators

[Click to view this section >](#)

CAM Scale-Up 2021 Innovators

[Click to view this section >](#)

CAM Scale-Up 2020 Innovators

[Click to view this section >](#)

To express your interest in the Zenzic CAM Scale-Up programme, please email camscaleup@zenzic.io



About Plug and Play

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're present in 40+ locations across five continents. We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution. We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi.

Plug and Play has mobility and smart cities innovation programmes in: Silicon Valley, Detroit, Stuttgart, Milan, Madrid, Paris, Tokyo, Singapore, the UK and Beijing.

PLUGANDPLAY UK

About CAM Testbed UK

CAM Testbed UK is the global centre for the innovation and development of connected and self-driving vehicle technologies.

It is the only place worldwide with the capability to take ideas from concept to development both virtually and physically, all within a 3-hour drive. The UK's comprehensive and integrated facilities are world-leading, with a unique ability to cross-share data and a collaborative way of working.

The testing facilities at CAM Testbed UK include:

- ASSURED CAV
- Midlands Future Mobility (MFM)
- Convex
- UTAC Millbrook-Culham
- Smart Mobility Living Labs: London (SMLL)



About Zenzic

Zenzic was created by government and industry to champion the UK Connected and Automated Mobility (CAM) ecosystem and lead the UK in accelerating the self-driving revolution, with the goal of ensuring a safer, more secure, sustainable, and inclusive transport future.

Zenzic delivers strategic insight to support the UK CAM ecosystem and deliver the industry accepted UK Connected and Automated Mobility Roadmap. Zenzic fosters innovation by channeling government investment to support UK companies develop products and services to market. Zenzic encourages collaboration between industry, government, and academia across all relevant sectors to facilitate the development and deployment of CAM in the UK.

ZENZIC²

About Centre for Connected and Automated Vehicles (CCAV)

The Centre for Connected and Autonomous Vehicles (CCAV) is a joint Department of Business and Trade (DBT) and Department for Transport (DFT) unit. Established in 2015, CCAV is an expert policy unit that is working with industry and academia to make everyday journeys greener, safer, more flexible, and more reliable by shaping the safe and secure emergence of connected and self-driving vehicles in the UK and delivering the government's vision for the sector set out in its 2022 command paper, "Connected and Automated Mobility 2025"

CCAV is developing regulation and legislation, investing in innovation and skills, and engaging the public to realise the benefits of new transport technologies and to create a thriving connected and self-driving vehicle sector in the UK. It uses its unique position to bring together world-class expertise from across the public, private and academic sectors to create an environment in the UK for new technologies and business models where innovation, safety and regulation are delivered in unison.



Centre for Connected
& Autonomous Vehicles