

Keepside application preparation pack

Greenwich Enterprise Challenge 2026 2027

Prepared for Hamza | 22 October 2026

Keepside is a proposed dementia-support service built on a private family archive. This pack prepares a £5,000 case for accessible supported viewing, secure pilot groundwork, co-design with affected families and practitioners, and a limited evaluation of usefulness, comfort and interaction.

Hamza can build the basic memory app and has chosen to begin application development after funding. The grant adds specialist input, responsible participation and evaluation. Keepside is at concept stage; interviews, pilot users, revenue, benefits and institutional partnerships are not yet established.

The case to make

Family Story Starter is the first test scope: one organiser, a willing storyteller where appropriate, five photographs and up to five optional original recordings. It provides material for supported viewing one story at a time. Dementia support is the core ambition; the archive supplies the foundation. The companion validation kit makes the staged research practical.

Current competition requirements

Requirement	Preparation status
Deadline	Sunday 22 November 2026. Exact cutoff time and timezone need confirmation. [1]
Eligibility	Students and graduates within two years are eligible under the launch listing. Confirm Hamza's exact status and any detailed conditions. [2]
Application route	Current Jisc form is titled Enterprise Challenge Application 2026–2027. [3]
Initial mandatory fields	Name, surname, student number or Alumni, email, course, year, faculty and valid UK phone. Personal email is not marked required. [3]
Further form requirements	Business questions, essay limits, upload fields and declarations are behind the personal-details page. Verify before adapting the answers. [3]
Video and pitch	A current mandatory video or duration has not been verified. Earlier-round guidance is preparation context only. [4]

The university announcement supports up to £5,000. The complete current prize schedule and spending terms require confirmation. Category amounts on the general webpage and the previous winners article conflict for Engineers in Business. [1, 5, 6]

Application answers for the founder and idea

Use these responses after reading the actual form. The counts are the words in each answer, calculated by splitting on whitespace; headings, counts and reference notes are excluded. They are not official form limits. Shorten or combine only after the current questions are visible.

The venture in brief

104 words | Adaptable response

Keepside is a proposed dementia-support service built on a private family memory archive. Families would prepare meaningful photographs, context and original voice recordings for a simple supported viewing experience. Family Story Starter is the first test scope: one organiser, a willing storyteller where appropriate, five photographs and up to five optional original recordings, revisited one story at a time. I am seeking £5,000 for accessible design, secure pilot engineering, co-design with affected families and practitioners, and evaluation of usefulness, comfort and interaction. The archive is the technical foundation; the ambition is a responsible service that helps families share familiar material in ways they choose.

Why I want to build Keepside

101 words | Adaptable response

I am Hamza, founder of Autom8r, with experience in websites, business automation and influencer marketing. I can build a basic memory app. The funding case is about developing that foundation responsibly for people living with dementia and the relatives who support them. My motivation is to help families stay connected through familiar photographs, stories and voices. I would lead product delivery and reach family organisers, while working with practitioners and affected families on accessibility, appropriate participation and the supported experience. The grant would buy specialist input and a limited evaluated pilot, giving me evidence to improve the service before expanding it.

The problem I want to test

101 words | Adaptable response

Families may have photographs and recordings but still find it difficult to choose, organise and revisit familiar material comfortably with a relative living with dementia. Keepside will test where existing photo, messaging and story services work well, where support is needed and whether another service adds value. Ten planned interviews with adult organisers or supporters will explore recent situations and current routines without requesting health histories. Practitioner input will shape the intended use and participation approach before affected people join co-design. The research must establish a specific unmet need, rather than assume that storing memories automatically creates a useful dementia-support service.

Founder details to complete

Add the exact course title, year of study, faculty and eligibility status only after Hamza confirms them. Add any personal family story only in his own words and with the permission of anyone identifiable. The motivation above makes no claim that he or a relative has experienced dementia.

Application answers for users and competition

What the first product would do

115 words | Adaptable response

The first pilot would combine a private collection of photographs, context and original recordings with an accessible supported view. A family organiser could prepare material and control invited access; a person living with dementia could choose to view or listen with support appropriate to them. A family-reviewed relationship map would lead from a chosen person to their relationship and selected photos or stories, one at a time, with clear pause and exit controls. Secure storage, permissions, export and deletion are part of the groundwork. Five photographs and optional original recordings provide a manageable starting hypothesis. Co-design would determine pace, controls and suitable content. Search by name, AI and broader archive features would need further evidence.

The first users and the likely payer

105 words | Adaptable response

The central users are people living with dementia and the relatives or supporters who choose to use familiar family material together. The first buyer hypothesis is an adult family organiser who prepares the collection and manages access. A willing storyteller may contribute original recordings; the person viewing need not record or remember a correct answer. Research will distinguish the needs of the viewer, organiser and payer. Care organisations could become a later route if they see value and the service meets their requirements, but none is an agreed partner or customer. Recruitment and participation arrangements will be defined with qualified expertise before involving affected participants.

How Keepside would compete

103 words | Adaptable response

Keepside enters a market with capable alternatives. Memory Lane already combines family photographs, stories and familiar voices with calm shared viewing for memory loss. Storyworth offers voice storytelling and family calls; Remento preserves original recordings and supports family participation and downloads. The dementia-support ambition is therefore not a unique feature claim. Keepside must demonstrate value through a carefully supported experience, accessibility, family control and a delivery model users prefer. I will compare current habits and relevant services fairly, using co-design and equivalent functional tasks when available. If families and practitioners see no useful difference, I will narrow the service or reconsider further spending.

Evidence references [7, 8, 9]

A fair comparison to run

Explore saving, finding, replaying and controlling access to the same story across current habits, a competitor and the concept. Vary presentation order. Before funding, a paper walkthrough tests understanding and objections; it cannot prove a speed or usability advantage over working software. After funding, compare equivalent functional tasks. Record assistance and preference separately from purchase evidence.

Application answers for funding and viability

How the venture could earn revenue

103 words | Adaptable response

The first commercial hypothesis is payment by a family organiser for a bounded collection and supported viewing experience. Research cards will compare £5 or £8 per month with £39 once for twelve months of hosting and export. These test the family route; they do not price a professional care service. Monthly income needs continuing value after capture, while a one-off offer must cover its full service period. I will measure storage, support time, fees and acquisition effort. Price preferences guide further tests; genuine commitments and later appropriate purchases provide stronger evidence. Any organisational model would require separate research into needs, costs and adoption.

What has been achieved so far

99 words | Adaptable response

Keepside has a defined concept, presentation materials and a practical validation plan. I have chosen to begin application development after funding so the supported experience can be shaped with suitable expertise. The immediate work is to clarify intended use with practitioners and explore existing routines with adult family organisers or supporters. Interview findings, pilot participants, revenue and benefits are not yet established. The proposed funded programme includes accessible design, secure groundwork, six-pair usability work and a four-week pilot with ten families, subject to appropriate participation arrangements. Results would distinguish usability, comfort, enjoyment or conversation, price preferences and commercial actions.

What the funding would enable

103 words | Adaptable response

I am seeking £5,000 for a limited evaluated dementia-support pilot. The allocation is £1,500 for secure pilot engineering, £900 for accessible design, £700 for research and practitioner input, £650 for privacy and security, £550 for hosting and tools, and £700 contingency. Engineering would establish recording, context, invited access and storage; the wider programme would shape supported viewing with families and practitioners and evaluate its usefulness and comfort. Quotations and award terms will determine the final scope. This is a focused feasibility programme, not a full NHS-ready service or a clinical benefit study. The output is evidence for the next development and funding decision.

The benefit I hope to create

101 words | Adaptable response

Keepside aims to make familiar photographs and voices easier to share comfortably with a person living with dementia. Participants would help choose what a useful session looks like, including enjoyment, an opportunity for conversation or simply choosing to view a story together. Evaluation would record their optional feedback, interaction and practical difficulties separately from task completion and return use. It would not test recall or claim treatment, improved cognition or slower decline. The longer-term ambition is a service that could be considered by health or care adopters, supported by appropriate evidence and assurance. The first grant funds learning toward that ambition.

A commercial entry with a clear social purpose is a plausible starting position. Confirm the selected stream and any social-enterprise requirements in the current form. No weighted 2026–27 judging rubric is verified. [5]

Proposed scope and funding plan

The £5,000 request supports a limited evaluated pilot. Estimates below need quotations and confirmation against award terms. Hamza brings development capability; the award funds a focused combination of secure groundwork, accessible design, specialist input and testing with families.

Use	Amount	Purpose
Secure pilot engineering	£1,500	Recording and context, invited access and storage groundwork; document the delivery scope and founder contribution.
Accessible user experience	£900	Co-designed supported viewing, clear controls, pace and accessibility testing.
Research and practitioner input	£700	Practitioner input, family and supporter co-design, and a proportionate evaluation plan.
Privacy and security	£650	Review permissions, consent flow, storage, export and deletion before real material is used.
Hosting and tools	£550	Time-limited pilot infrastructure and essential software; monitor actual usage.
Contingency	£700	Unplanned essential work, released only after costs and priorities are reviewed.
Total	£5,000	Subject to quotations, delivery scope and award terms.

Build in the first prototype

Build recording, context, invited access and secure storage around a small family collection. Co-design a supported one-story view with clear play, pause and exit controls. Add a small relationship map: select a person, see a family-reviewed relationship, then choose a photo or story. Families enter and review relationships with consent; the service does not infer ancestry or genetic ties. Include export and deletion before real material is used. Start with fictional examples; five photos and optional original recordings are a scope hypothesis, not a participant obligation or a memory test.

Consider after the first evidence review

Improve the supported view from observed needs before adding features. Search by name, AI, multilingual tools or larger archives remain conditional on evidence. A professional care setting and NHS adoption would need further work beyond this grant; dementia support itself is central to the first programme.

Keep outside the initial commitment

Keep the funded scope to feasibility, usability, comfort and interaction. It does not include diagnosis, treatment recommendations, cognitive efficacy, voice imitation, invented memories, NHS integration or a full production service.

Spending decision

At day 30, retain the option to spend less or stop the build if interviews show little concrete need or existing services are preferred. Document the reason for any reallocation and obtain whatever approval the actual award terms require.

Staged dementia co design and pilot plan

The proposed programme moves from practitioner guidance and supporter discovery to appropriately arranged co-design, then a limited pilot. It aims to learn whether supported viewing is useful and comfortable. No participants are enrolled and no health information is being collected through these preparation materials.

First define intended use with practitioners

Seek one or two relevant practitioners to help define the intended users, setting, supporter role, suitable content and limits. Agree what usefulness, comfort and interaction would mean to participants. Obtain qualified advice on the applicable ethics, consent and capacity arrangements and any approvals before involving people living with dementia; a relative's agreement must not be assumed to settle these questions.

Explore routines with organisers and supporters

Plan ten interviews about recent use of photos, recordings and family conversations, using fictional examples where needed. Do not request diagnoses, medical histories or private family material. Seek the strengths of existing methods as well as unmet needs. Early concept walkthroughs explore understanding; they do not establish a performance advantage over working services.

- Tell me about the last time you looked at family photos or listened to a story together. What happened?
- What did the person choose to do, and what help was needed? What worked well?
- Was there a point when you changed the pace, changed the material or stopped? Why?
- What would make this useful enough to return to, and what would you keep using instead?

Co design and usability before a real pilot

Once appropriate participation arrangements are in place, invite affected people and supporters to shape content choice, pacing, labels and controls. Plan usability work with six family pairs, starting with fictional material and moving to chosen family content only when ready. Agree each person's preferred ways to express choice or stop. Test whether the map helps someone find a familiar relative and welcome material with manageable support. There is no recognition guarantee or recall quiz. Recording a voice and completing five stories are optional.

Run a four week pilot only when ready

Plan ten families, with their chosen support. Check comfort at the beginning and end of each session and whenever behaviour changes. Pause immediately if a participant asks to stop, appears distressed or fatigued, or the supporter identifies concern. Do not press for recall or conversation. Follow the agreed practitioner-informed response and withdrawal process, record only necessary non-identifying observations, and resolve concerns before resuming.

Keep usability results separate from optional enjoyment feedback, specific moments of conversation or interaction, and supporter observations. A fictional family-map demo neither recognises the visitor nor records speech or collects live personal data. No cognitive tests or therapeutic claims are part of this pilot. Dates and sample sizes may change to respect participation and readiness.

Validation decisions and pricing tests

Agree these proposed thresholds before the pilot. They are planning criteria, not achieved results or evidence of therapeutic benefit. A small sample supports a product decision; it cannot establish market-wide demand.

Measure	Proposed continuation signal	If it falls short
Usability	8 of 10 organiser or supporter led pairs save, find and play with at most one researcher prompt; log normal support separately.	Simplify the flow; do not rate the viewer's memory or independence.
Repeat use	At least 6 of 10 families use the service in three of four pilot weeks.	Investigate whether the need is episodic or the product adds effort.
Chosen value	5 of 10 report a specific useful or enjoyable occasion. Log conversation or interaction separately from optional feedback.	Explore what mattered; this does not establish clinical benefit.
Price preference	At least 3 of 10 identify a payer and state a preference for a priced option. Directional learning only.	This is not a launch gate or demand proof. Seek genuine commitments, then appropriate paid tests.
Comfort and control	Check choice, comfort and stopping at every session; organisers understand access and deletion; no unresolved serious concern.	Pause on distress, fatigue or a stop request; resolve concerns before resuming.

Prices to test with families

Option	Research price	Terms held visible
Monthly card A	£5 per month	Same five-photo starter; hosting while subscribed; export; proposed monthly cancellation.
Monthly card B	£8 per month	Identical scope to card A, so price is the variable. No extra features implied.
One off card C	£39 once	Same five-photo starter; twelve months hosting and export. No lifetime hosting promise.

Hypothetical prices for the family route, with no checkout or payment. One organiser, a willing storyteller where appropriate, five photos, optional original recordings and supported viewing are common to all cards. They do not price a professional care service. Additional stories, physical books and personal editing are outside the test offer. Set a recording length cap and cancellation or expiry process before any real sale. A £5 or £8 monthly option would cost £60 or £96 over twelve months if retained throughout.

Vary the card order. Always offer the current method, a competitor or no purchase as choices. Record why a price is preferred and what is still unclear. Preference is distinct from a genuine future commitment and from payment. Monthly pricing needs observed ongoing value; a one-off offer needs an adequate margin after twelve months of service.

Check the economics

Measure hosting, storage and processing costs per active family, plus setup and support time. Estimate contribution per paying family from the tested price after variable costs. Do not call the service viable until likely retention, acquisition effort and ongoing support can fit within that contribution. Export access and a clear cancellation policy should be tested as part of trust, not added after charging starts.

Risks and milestones after funding

Risk	Proposed response
Existing services meet the need	Compare common tasks fairly; narrow or stop if families prefer the alternatives.
Low repeat use or unclear payer	Measure real return visits and identify the buyer before projecting subscription revenue.
Unwanted sharing or distress	Use explicit permissions, easy stopping, review of chosen material and a clear route to withdraw.
Sensitive family data or service closure	Minimise collection; review storage and access; test export, deletion and a continuity plan before a real-data pilot.
Accessibility or support burden	Observe actual tasks with varying digital confidence and count help time as a cost.
Overclaiming or scope growth	Keep clinical efficacy claims out, preserve original recordings and tie new features to observed demand.

First 30 days after funding

Confirm award terms and quotes. Define intended use with practitioners, hear from organisers and supporters, and agree qualified ethics, consent and capacity arrangements before affected participants join. Select useful and comfortable session goals and document the small pilot scope.

By day 60 after funding

Build secure recording, context, invited access and storage, with the supported view shaped through co-design. Test with six family pairs when participation arrangements are ready. Resolve access, usability and comfort concerns before the real-data pilot.

By day 90 after funding

Complete the four-week pilot with ten families where readiness and recruitment permit. Review usability, chosen enjoyment or conversation measures, comfort, voluntary return use, commercial signals and support costs separately. Produce a continue, narrow, redesign or stop decision. The timetable must not override participation arrangements.

The decision at the end

A useful outcome is a defensible next step: whether the supported experience adds value, who could pay and what another evaluation would need. Weak revisiting may favour a bounded offer. Persistent discomfort, impractical support needs or no advantage over alternatives calls for redesign or stopping.

Longer term NHS ambition

NHS use is an aspiration, not an approval claim. DTAC covers clinical safety, data protection, technical assurance including security, interoperability, and usability and accessibility. Adopters assess the baseline and suitable evidence when making decisions. Intended purpose shapes regulatory requirements. This pilot does not complete that pathway or establish clinical efficacy. [10, 11]

Details and checks before submission

Complete this page with accurate human details, then review every answer against the live form. This preparation pack is not an application submission.

Detail needed	Entry or check
Applicant identity	Full legal name and surname; confirm the preferred public founder name.
Eligibility	Current student or eligible graduate; graduation date if applicable; any team conditions.
University details	Student number or Alumni; exact course title, year and faculty.
Contact details	Correct application email, optional personal email and UK phone number.
Venture status	Confirm team members, ownership, any registration, founder contribution and work already completed.
Evidence to include	Only genuine interviews, permissions, quotes, interest or revenue that exist at the time of submission.
Working name	Keepside name and trademark/domain clearance remain separate tasks before launch.

Check the current form

- Open the official application and complete the personal details accurately. Read every business question and its displayed limit before pasting an answer. [3]
- Confirm the deadline time and timezone, current video requirement, hosting or file rules, attachments, declarations and any attendance requirements. Do not reuse dates or durations from an older competition. [1, 4]
- Confirm the selected stream, detailed eligibility, scoring rubric, prize values and award terms. The general page is useful context but does not settle every 2026–27 condition. [5, 6]
- Replace hypothetical future tense only where there is documented completed work. Keep concept visuals and fictional family examples clearly labelled.
- Review any founder recording and personal story with Hamza. A narrated concept demonstration does not establish that the competition accepts it as the applicant's pitch.

Known current field limits

Name, surname, student number and course each allow 1–100 characters. The optional personal email shows a 100-character counter. Email validation and valid UK telephone validation apply. Year and faculty are single-choice fields. Further business fields remain to be checked in the live form. [3]

Correspondence

The available Gmail search found a Campus Radar message labelled draft. It does not verify the reported sent Keepside message. Confirm the correct sent email or any reply before referring to Generator feedback or an existing appointment.

Sources and evidence notes

Sources checked on 22 October 2026. Bracketed numbers in the pack refer to the links below. Product descriptions are the providers' own claims, used to establish overlap rather than independently verified performance.

[1] [University of Greenwich current application announcement](#) 9 October 2026. Current date and funding headline; no cutoff time stated.

[2] [Generator Enterprise Challenge Launch 2026](#) Official host listing. Students and graduates up to two years eligible.

[3] [Enterprise Challenge Application 2026 2027](#) Live Jisc form. Privacy notice and first nine fields inspected without entering personal answers.

[4] [How to Apply Enterprise Challenge 22 23](#) Historical guidance only. Its one-minute video and feasibility/motivation criteria are not verified current rules.

[5] [General Enterprise Challenge page](#) Streams and general prize descriptions. Engineers in Business listed as £2,000.

[6] [Meet the winners of the Enterprise Challenge 2026](#) 9 April 2026. Previous competition; Engineers in Business reported as £3,000 and finals as three-minute pitches.

[7] [Memory Lane official product site](#) Direct overlap includes stories, photos, original voices and calm shared viewing for families living with memory loss.

[8] [Storyworth official voice features](#) Phone storytelling, guided interviews, family calls and audio preservation are present in the current offer.

[9] [Remento official product site](#) Preserves original recordings, links them to stories, invites family participation and supports downloads.

[10] [NHS Innovation Service digital healthcare technologies](#) DTAC areas and the relationship between intended use and regulation.

[11] [NHS England guidance on using DTAC](#) Baseline assessment, design evidence and adopter review; not a purchase or approval guarantee.

How to interpret the evidence

The university website was serving a temporary error page during the check. Its current announcement and general competition content were available through recently indexed official search results. The Jisc application and official launch listing were accessible live. No current business-answer limits or detailed award restrictions were visible beyond the personal-details gate.

All proposed features, research sample sizes, budget allowances, prices, targets and milestones in this pack are plans. The benefits and buyer behaviour are hypotheses. They should become claims only when supported by recorded results. The separate Generator bursary has its own rules; those rules should not be imported into this competition.

Word counts use whitespace-separated tokens, so hyphenated terms count as one. The live application may count differently. Recheck the pasted answer with the actual form counter after its limits are known.